



Arizona Newspapers Association
1001 N. Central Ave., Suite 670
Phoenix, AZ 85004
P: (602) 261-7655
F: (602) 261-7525
<http://ananews.com>
Twitter: @ananewsflash

PRESS RELEASE

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Contact: Perri Collins
Title: Communications Manager
E-mail: p.collins@ananews.com

ANA Announces 2011 Excellence in Advertising winners

This year, a total of 34 newspapers submitted 592 entries in the ANA Excellence in Advertising competition. The competition consists of twelve categories that measure the overall quality of advertising in Arizona's newspapers. ANA would like to especially thank the New York Press Association for judging the entries.

Attached is a complete list of winners by category. The awards were presented at a happy hour reception on Friday, May 20, 2011, at Chaparral Suites Resort in Scottsdale. Congratulations to all the winners!

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Questions or comments can be sent to p.collins@ananews.com.

Newspaper Winners by Category

GENERAL EXCELLENCE

Division 1: Non-Daily circulation under 3,500

- 1st place: Arizona Capitol Times
- 2nd place: San Pedro Valley News-Sun
- 3rd place: Lake Powell Chronicle

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: White Mountain Independent
- 2nd place: Green Valley News and Sun
- 3rd place: Payson Roundup

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Tucson Weekly
- 2nd place: East Valley Tribune
- 3rd place: Navajo Times

Division 4: Daily circulation under 25,000

- 1st place: Sierra Vista Herald
- 2nd place: Yuma Sun
- 3rd place: Casa Grande Dispatch

Division 5: Daily circulation greater than 25,000

- 1st place: Arizona Daily Star

#1 BEST BLACK & WHITE AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Marty Sisk, Ed Pease, Lake Powell Chronicle – Amangiri
- 2nd place: Gabe Turner, Juliana Norvell, Arizona Capitol Times – Isaacson Moore
- 3rd place: Steve Reno, Ian Kirkwood, Arizona Range News – Willcox Chamber of Commerce

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Jay Cooper, Payson Roundup – Chapman Live
- 2nd place: Debbie Herbein, Shannon Clark, White Mountain Independent – BLM Wild Horse Auction
- 3rd place: Bethel Baker, Arizona Silver Belt – Country Club

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Elise Bennett, Vernon Yazzie, Navajo Times – Stand up comedy
- 2nd place: Christy Byerly, Alison Travis, East Valley Tribune – Dawn Oliphant
- 3rd place: Greg Willhite, Stephen Myers, Tucson Weekly – Fox Theatre

Division 4: Daily circulation under 25,000

- 1st place: Melissa Jordan, Kelly Parks, Today's News-Herald – Friday Night
- 2nd place: Maggie Saunders, Sierra Vista Herald – Prime Rib Fridays
- 3rd place: Mandie McKinley, Matt Ratkovic, Casa Grande Dispatch – Yang & Horsely

Division 5: Daily circulation greater than 25,000

- 1st place: Chelsea Hyduke, the Arizona Republic – Butcher Bob's

#2 BEST COLOR AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Gabe Turner, Juliana Norvell, Arizona Capitol Times – ACI
- 2nd place: Connie Hills, Byron McConnell, Florence Reminder and Blade-Tribune – A&M Pizza
- 3rd place: Pamela Fulton, Byron McConnell, Maricopa Monitor – Arizona Horserides

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Tauni Newman, Joe Garguilo, White Mountain Independent – Summit Healthcare
- 2nd place: Amy Dubitsky, Jeanie Piburn, Jewish News of Greater Phoenix – encore!creative
- 3rd place: Brent Cruikshank, Pam Small, Fountain Hills Times – 5 years, 5 days of savings

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Christy Byerly, Tonya Mildenberg, Bob Galusha, East Valley Tribune – Goodstore Thrift
- 2nd place: Greg Willhite, Laura Bohling, Tucson Weekly – Om
- 3rd place: Yaron Yarden, Explorer – Trek Bicycles

Division 4: Daily circulation under 25,000

1st place: Raelynn Wrinkle, The Daily Courier – Save up to 60%

2nd place: Gaby Sigler, Yuma Sun – YYSAs

3rd place: Maggie Saunders, Sierra Vista Herald – Windemere Hotel

Division 5: Daily circulation greater than 25,000

1st place: Aaron Repath, Diana Fennie, Sandy Drewry, Arizona Daily Star

2nd place: Annabella Lindh, The Arizona Republic – Paddock's

#3 BEST PAID AD SERIES: BLACK & WHITE

Division 1: Non-Daily circulation under 3,500

1st place: Steve Reno, Ian Kirkwood, Arizona Range News – Pencin Vet

2nd place: Sue Coons, San Pedro Valley News-Sun – Gracie's Station

3rd place: Kyle Larson, Shannon Mageary, Rachel Stabe, Camp Verde Journal – Pet Kingdom

Division 2: Non-Daily circulation 3,500 to 10,000

1st place: Graham Harrington, Green Valley News and Sun – Zeta

2nd place: Jay Cooper, Payson Roundup – NAPA

3rd place: Tauni Newman, Joe Garguilo, White Mountain Independent – Bridal

Division 3: Non-Daily circulation greater than 10,000

1st place: Elise Bennett, Vernon Yazzie, Navajo Times – Sammy C's

2nd place: Greg Willhite, Dave White, Tucson Weekly – Hot Zone Tanning

3rd place: Mick Welsh, Jennifer Ellis, The Catholic Sun – Arrowhead Dental

Division 4: Daily circulation under 25,000

1st place: Deb Courtis, Yuma Sun – Yuma Ballet Academy

2nd place: Jenny Scharf, Mary Meek, Vivian Reed, Byron McConnell,

Casa Grande Dispatch – Premiere Orthodontics

3rd place: Tracy Edwards, Sierra Vista Herald – All Saints Catholic School

Division 5: Daily circulation greater than 25,000

1st place: None awarded

#4 BEST PAID AD SERIES: COLOR

Division 1: Non-Daily circulation under 3,500

1st place: Steve Reno, Ian Kirkwood, Arizona Range News – Kempton Chevrolet

2nd place: Shannon Mageary, Camp Verde Journal – Home Furnishings Direct

3rd place: Sue Coons, San Pedro Valley News-Sun – Barney's Auto

Division 2: Non-Daily circulation 3,500 to 10,000

1st place: Tauni Newman, Joe Garguilo, White Mountain Independent – Summit Healthcare

2nd place: Al Paliwoda, Judy Valencia, Shannon Mageary, Sedona Red Rock News – Barking Frog

3rd place: None awarded

Division 3: Non-Daily circulation greater than 10,000

1st place: Greg Willhite, Laura Bohling, Tucson Weekly – Om

2nd place: Yaron Yarden, Brandon Hays, Explorer – Vitality Medical Center

3rd place: Christina Lopez, La Voz – Somos y Seremos

Division 4: Daily circulation under 25,000

1st place: Gaby Sigler, Yuma Sun – Teknik Studios

2nd place: Cindy Manzione, The Daily Courier – Packing on the inches

3rd place: Maggie Saunders, Sierra Vista Herald – Ace

Division 5: Daily circulation greater than 25,000

1st place: Evi Loveres, Diana Fennie, Vilma Trayer, Arizona Daily Star – Authentic Mexican Decor

#5 MOST EFFECTIVE USE OF SMALL SPACE

Division 1: Non-Daily circulation under 3,500

1st place: Sue Coons, San Pedro Valley News-Sun – Turquoise Hills

2nd place: Marty Sisk, Lake Powell Chronicle – Hunger hurts

3rd place: Mandie McKinley, Matt Ratkovic, Vivian Reed, Maricopa Monitor – Hair Focus

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Amy Dubitsky, Becky Globokar, Jewish News of Greater Phoenix – Arizona Antique Center
- 2nd place: Duke Kirkendoll, Pam Small, Fountain Hills Times – 20% off
- 3rd place: Tauni Newman, Joe Garguilo, White Mountain Independent – Native New Yorker

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Christy Byerly, East Valley Tribune – Kitty Penthouse
- 2nd place: Gena Corcoran, Sonoran News – Luxury Travel
- 3rd place: Greg Willhite, Laura Bohling, Tucson Weekly – Epic Cafe

Division 4: Daily circulation under 25,000

- 1st place: Steff Hunter, Sierra Vista Herald – JR's
- 2nd place: Don Johnson, Matt Ratkovic, Byron McConnell, Olivia Lewis, Casa Grande Dispatch – Jackson Hewitt/Christmas lights
- 3rd place: Gaby Sigler, Yuma Sun – Yuma's Main Squeeze

Division 5: Daily circulation greater than 25,000

- 1st place: Kathy Ross, Diana Fennie, Megan Hays, Arizona Daily Star – Outgrown your old pad?

#6 BEST PUBLIC NOTICE SECTION

Division 1: Non-Daily circulation under 3,500

- 1st place: Arizona Capitol Times
- 2nd place: Coolidge Examiner
- 3rd place: None awarded

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: White Mountain Independent
- 2nd place: Sedona Red Rock News
- 3rd place: None awarded

Division 3: Non-Daily circulation greater than 10,000

- 1st place: None awarded
- 2nd place: None awarded
- 3rd place: None awarded

Division 4: Daily circulation under 25,000

- 1st place: Casa Grande Dispatch
- 2nd place: None awarded
- 3rd place: None awarded

Division 5: Daily circulation greater than 25,000

- 1st place: None awarded

#7 BEST SPECIAL SECTION, NEWSPAPER SUPPLEMENT OR MAGAZINE

Division 1: Non-Daily circulation under 3,500

- 1st place: Arizona Capitol Times – Best of the Capitol
- 2nd place: San Pedro Valley News-Sun – Keeping Women Healthy
- 3rd place: Coolidge Examiner – Cotton Days

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Sedona Red Rock News – Lifestyles of Sedona
- 2nd place: Green Valley News and Sun – Inside Green Valley Sahuarita
- 3rd place: Payson Roundup – Rodeo

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Tucson Weekly – Best of Tucson
- 2nd place: East Valley Tribune – The Scene at San Tan Village
- 3rd place: Navajo Times – Navajo Nation Fair

Division 4: Daily circulation under 25,000

- 1st place: Sierra Vista Herald – 2009 Year in Review
- 2nd place: Yuma Sun – Visiting in Yuma
- 3rd place: Casa Grande Dispatch – Joy to the World

Division 5: Daily circulation greater than 25,000

- 1st place: None awarded

#8 BEST ONLINE AD - STATIC

Division 1: Non-Daily circulation under 3,500

- 1st place: Gabe Turner, Juliana Norvell, Arizona Capitol Times – AZ Governmental Affairs
- 2nd place: None awarded
- 3rd place: None awarded

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Kyle Larson, Sedona Red Rock News – Sedona Arts Festival
- 2nd place: Lia Angelus, White Mountain Independent – Hon-Dah Pardi Gras
- 3rd place: None awarded

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Tonya Mildenberg, East Valley Tribune – Karen’s House Cleaners
- 2nd place: Corey Wilcox, Arizona Independent – Montana Steakhouse
- 3rd place: Elise Bennett, Vernon Yazzie, Navajo Times – Shelley Jim

Division 4: Daily circulation under 25,000

- 1st place: Maggie Saunders, Sierra Vista Herald – Montes & Montes
- 2nd place: None awarded
- 3rd place: None awarded

Division 5: Daily circulation greater than 25,000

- 1st place: Evi Loveres, Diana Fennie, Karen Turner, Arizona Daily Star – Pinnacle Taxx
- 2nd place: Annabella Lindh, The Arizona Republic – Heard Museum

#9 BEST ONLINE AD - ANIMATED

Division 1: Non-Daily circulation under 3,500

- 1st place: Kelli Tuley-Kent, Byron McConnell, Coolidge Examiner – Garrett Motors
- 2nd place: Connie Hills, Byron McConnell, Florence Reminder and Blade-Tribune – Shop Florence First
- 3rd place: Gabe Turner, Nadia Cerini, Arizona Capitol Times – ASBA

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Lia Angelus, White Mountain Independent – Hon-Dah
- 2nd place: Eric Tobias, Green Valley News & Sun – Quail Creek
- 3rd place: Kyle Larson, Sedona Red Rock News – Sedona Elite Properties

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Greg Willhite, Todd Landau, Tucson Weekly – Coupons
- 2nd place: Corey Wilcox, Arizona Independent – Subscribe
- 3rd place: Elise Bennett, Vernon Yazzie, Navajo Times – Shelley Jim

Division 4: Daily circulation under 25,000

- 1st place: Chris Porter, The Daily Courier – Kia Forte
- 2nd place: Cindy Crawford, Byron McConnell, Casa Grande Dispatch – Kukawski’s Pick-A-Pet
- 3rd place: None awarded

Division 5: Daily circulation greater than 25,000

- 1st place: Evi Loveres, Diana Fennie, Allyn Hill, Arizona Daily Star – 100 reasons to resort

#10 BEST CLASSIFIED SECTION

Division 1: Non-Daily circulation under 3,500

- 1st place: Camp Verde Journal
- 2nd place: Coolidge Examiner
- 3rd place: Arizona Range News

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Green Valley News and Sun
- 2nd place: Sedona Red Rock News
- 3rd place: White Mountain Independent

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Arizona Independent
- 2nd place: The Catholic Sun
- 3rd place: West Valley View

Division 4: Daily circulation under 25,000

- 1st place: Sierra Vista Herald
- 2nd place: Casa Grande Dispatch
- 3rd place: The Daily Courier

Division 5: Daily circulation greater than 25,000

- 1st place: None awarded

#11 BEST NEWSPAPER PROMOTION: AD, SERIES OR SECTION

Division 1: Non-Daily circulation under 3,500

- 1st place: Sue Shinneman, Marty Sisk, Lake Powell Chronicle – Sweetheart of a deal
- 2nd place: Kelli Tuley-Kent, Jacob Duenez, Coolidge Examiner – Stuff in your garage
- 3rd place: Judy Valencia, Kyle Larson, Camp Verde Journal – To advertise

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Graham Harrington, Green Valley News and Sun – gvnews.com
- 2nd place: Sherrie McQuerrey, Payson Roundup – The most powerful
- 3rd place: Debbie Herbein, White Mountain Independent – Flower Trial

Division 3: Non-Daily circulation greater than 10,000

- 1st place: PBJ Marketing Committee, Phoenix Business Journal – Twitter promotion 2011
- 2nd place: Adam Kurtz, Monica Akyol, Tucson Weekly – Employment Ad
- 3rd place: Tonya Mildenberg, East Valley Tribune – We deliver the East Valley

Division 4: Daily circulation under 25,000

- 1st place: Gaby Sigler, Yuma Sun – Happy Holidays
- 2nd place: Steff Hunter, Sierra Vista Herald – Hot summer savings
- 3rd place: Zoe Cooper, Olivia Lewis, Holly McConaghy, Casa Grande Dispatch – Show them you care

Division 5: Daily circulation greater than 25,000

- 1st place: None awarded

#12 BEST PRO BONO / PUBLIC SERVICE AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Gabe Turner, Nadia Cerini, Arizona Capitol Times – Cookies & milk
- 2nd place: Kelli Tuley-Kent, Vivian Reed, Olivia Lewis, Coolidge Examiner – Easter worship services
- 3rd place: None awarded

Division 2: Non-Daily circulation 3,500 to 10,000

- 1st place: Tauni Newman, Shannon Clark, White Mountain independent – Main Street
- 2nd place: Graham Harrington, Green Valley News and Sun – Valley Assistance Services
- 3rd place: Sherrie McQuerrey, Payson Roundup – Food Drive

Division 3: Non-Daily circulation greater than 10,000

- 1st place: Elise Bennett, Vernon Yazzie, Navajo Times – Tip a cop lunch
- 2nd place: Corey Wilcox, Arizona Independent – Tattoo Artist
- 3rd place: None awarded

Division 4: Daily circulation under 25,000

- 1st place: Tracy Edwards, Sierra Vista Herald – Habitat for Humanity
- 2nd place: Ron Wiggins, Casa Grande Dispatch – We're on fire
- 3rd place: Sue Cannon, Yuma Sun – Thursdays at the Theatre

Division 5: Daily circulation greater than 25,000

- 1st place: Angelica Aceves, the Arizona Republic – Fresh Start