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## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
September 26, 2015

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# ANA Announces 2015 Excellence in Advertising Award Winners

This year, 35 newspapers entered in the ANA Excellence in Advertising competition for a total of 549 entries. The ANA Excellence in Advertising competition consists of 12 categories that measure the overall quality of advertising created by the newspaper staff. A special thank you to the Nebraska Press Association for judging the entries this year.

The awards were presented on Saturday, Sept. 25, 2015 at the ANA Fall Convention and Annual Meeting, at the Wild Horse Pass Hotel and Casino, Ariz. Attached is a complete list of winners by category or they can be viewed @ [www.ananeews.com](http://www.ananeews.com). Congratulations to all the winners!

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Questions or comments can be sent to [j.okeefe@ananeews.com](mailto:j.okeefe@ananeews.com)

# Winners

## GENERAL EXCELLENCE

### **Division 1: Non-Daily circulation under 3,500**

- 1st Nogales International
- 2nd Marana News
- 3rd Coolidge Examiner

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

- 1st -TIE Green Valley News and Sun  
Payson Roundup
- 2nd White Mountain Independent

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

- 1st Navajo Times
- 2nd -TIE Explorer Newspaper  
Tucson Weekly

### **Division 4: Daily circulation under 25,000**

- 1st Yuma Sun
- 2nd Daily Courier
- 3rd Sierra Vista Herald

### **Division 5: Daily circulation greater than 25,000**

- 1st Arizona Republic

## #1 BEST BLACK & WHITE AD

### **Division 1: Non-Daily circulation under 3,500**

- 1st Priscilla Bolanos Wine Festival
- 2nd Marty Sisk Boston's We Got Chicks
- 3rd Kelli Tuley-Kent,  
Byron McConnell City of Coolidge Halloween Carnival

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

- 1st Sherrie McQuerrey Merry Christmas Gila County
- 2nd Staff Community Food Bank Best Black and White
- 3rd Claudia Rios Morenci Motel

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

- 1st Jolene Yazzie Armored Self Storage
- 2nd Stacey Cooper Mike's Bikes
- 3rd Stacey Cooper Desert Palms

### **Division 4: Daily circulation under 25,000**

- 1st Teddy Ramos Shop the Black Friday Sales\_1
- 2nd Jordan Works,  
Yvonne Pickell Belloc's Inc.
- 3rd Julie Ramirez,  
Central Design Sierra Vista Symphony

### **Division 5: Daily circulation greater than 25,000**

No Entries

Nogales International  
Lake Powell Chronicle

Coolidge Examiner

Payson Roundup  
Green Valley News and Sun  
Eastern Arizona Courier

Navajo Times  
East Valley Tribune  
Explorer Newspaper

Yuma Sun

Casa Grande Dispatch

Sierra Vista Herald

## #2 BEST COLOR AD

### **Division 1: Non-Daily circulation under 3,500**

- 1st Priscilla Bolanos Divas Beauty Salon
- 2nd Marty Sisk Don't Forget Your Valentine
- 3rd Steve Reno,  
wickdesign.net Janet's Shoes

Nogales International  
Lake Powell Chronicle

Arizona Range News

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

1st	Staff	Mirage & Bird	Green Valley News and Sun
2nd	James Copeland	No Foolin	Eastern Arizona Courier
3rd	Wiley Acheson, Tauni Newman	Horne Auto Center- "Markerman has gone mad"	White Mountain Independent

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

1st	Eduardo Mendivil	Waylon's Water World/Fun Factory_2	Bajo El Sol
2nd	Jolene Yazzie	Amigo Chevrolet	Navajo Times
3rd	Holli Roach	ReHab Therapy	Ahwatukee Foothills News

**Division 4: Daily circulation under 25,000**

1st	Ginny Frank, Steve Mock	Mohave County Pools	Today's News-Herald
2nd	Cassandra Highers	Tillman Estates_2	Yuma Sun
3rd	Cindy Manzione, Meghan Smith	Embody Wellness Center	The Daily Courier

**Division 5: Daily circulation greater than 25,000**

1st	Glenn D. Beihl	Cassone's RV	The Arizona Republic
2nd	Ryan Lopez	Summer Getaway	Arizona Daily Star

**#3 BEST PAID AD SERIES – BLACK & WHITE****Division 1: Non-Daily circulation under 3,500**

1st	Marty Sisk	Stix Sporting Goods	Lake Powell Chronicle
2nd	Kelli Tuley-Kent, Holly McConaghy, Byron McConnell	Gallop'n' Goose	Coolidge Examiner
3rd	Jotina McCann, Byron McConnell, Yvonne Pickell	Florence Collectibles	Florence Reminder and Blade-Tribune

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

1st	Jay Cooper	Furry Friends	Payson Roundup
2nd	Kyle Larson, Brenda Steves, Debbie Hiner	Mexidona Fine Imports	Sedona Red Rock News
3rd	Staff	Valle Verde Vets Series	Green Valley News and Sun

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

1st	Jolene Yazzie	Hampton Inn	Navajo Times
2nd	Tonya Mildenberg	Govindas	Tucson Weekly
3rd	None Selected		

**Division 4: Daily circulation under 25,000**

1st	Jim Foster	Yuma Ballet Academy_3	Yuma Sun
2nd	Melanie Sagia, Central Design	Summit Fitness	Sierra Vista Herald
3rd	Matt Van Doren, MeLynda Davis	Prescott Valley Pawn	The Daily Courier

**Division 5: Daily circulation greater than 25,000**

No Entries

**#4 EDITORIAL BEST PAID AD SERIES – COLOR****Division 1: Non-Daily circulation under 3,500**

1st	Priscilla Bolanos	You have the power	Nogales International
2nd	Marty Sisk	Blair's Trading Post	Lake Powell Chronicle
3rd	Song Ja Hass, Yvonne Pickell, Olivia Lewis	Coolidge Veterinary Hospital	Coolidge Examiner

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

1st	Staff	Green Valley Mortuary	Green Valley News and Sun
2nd	John Gibson	Alchemy at CopperWynd and CopperWynd Resort and Club	The Fountain Hills Times
3rd	Mark Ruiz, Tauni Newman	Hon-Dah Casino	White Mountain Independent

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

1st	Holli Roach	Surprise Animal Hospital	Surprise Today
2nd	Christy Byerly Erik Maurer, Holli Roach	Ahwatukee Skin & Laser	Ahwatukee Foothills News
3rd	Christy Byerly, Tonya Mildenberg	Caruso's	Tucson Weekly

**Division 4: Daily circulation under 25,000**

1st	Sherie Quinn, Central Design	Who's behind Daynes Frames?	Sierra Vista Herald
2nd	S. Heide, M. Van Doren, Babette Cubitt, Keith Bray	YCCA Home & Garden Show Teaser Ad Series	The Daily Courier
3rd	Sue Cannon	Women's Health Specialists_4	Yuma Sun

**Division 5: Daily circulation greater than 25,000**

1st	Cori Marx	George Brazil	The Arizona Republic
2nd	None Awarded		
3rd	None Awarded		

**#5 MOST EFFECTIVE USE OF SMALL SPACE****Division 1: Non-Daily circulation under 3,500**

1st	Jotina McCann, Melva Bekis	Finders Keepers	Florence Reminder and Blade-Tribune
2nd	Song Ja Haas, yron McConnell	Kirk's Tires	Coolidge Examiner
3rd	Steve Reno, wickdesign.net	Maid Rite Feeds	Arizona Range News

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

1st	Jay Cooper	Arizona Central Supply	Payson Roundup
2nd	Kyle Larson	Sedona's New Day Spa - Menu and Specials	Sedona Red Rock News
3rd	Staff	Watch & Clock repairs	Green Valley News and Sun

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

1st	Holli Roach	Advent Episcopal	Surprise Today
2nd	Stacey Cooper	Mac's	Explorer Newspaper
3rd	Jessica Burkhardt, Rachael Freireich	Jewelry Design Company	West Valley View

**Division 4: Daily circulation under 25,000**

1st	Raelynn Roderick, MeLynda Davis	Beverly Podraza Book Signing	The Daily Courier
2nd	Cassandra Highers	Desert Olive Farms_5	Yuma Sun
3rd	Melissa Jordan, Fred Volke	Desert Rose	Today's News-Herald

**Division 5: Daily circulation greater than 25,000**

1st	Kathy Ross	Name our new baby	Arizona Daily Star
2nd	None Awarded		
2nd	None Awarded		

**#6 BEST PUBLIC NOTICE SECTION**

**Division 1: Non-Daily circulation under 3,500**

- 1st Beth Woodward Maricopa Monitor
- 2nd Beth Woodward Coolidge Examiner
- 3rd None Awarded

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

- 1st Doris Glen Eastern Arizona Courier
- 2nd Brian Kramer White Mountain Independent
- 3rd Kip Kirkendoll The Fountain Hills Times

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

- 1st Josephine Carl,  
Ophelia Nez Navajo Times
- 2nd West Valley View Production  
& Advertising Depts. West Valley View
- 3rd None Awarded

**Division 4: Daily circulation under 25,000**

- 1st Nancy Bernard Sierra Vista Herald
- 2nd Tina Parriera,  
Tina Helart Today's News-Herald
- 3rd Beth Woodward Casa Grande Dispatch

**Division 5: Daily circulation greater than 25,000**

No Entries

**#7 BEST SPECIAL SECTION**

**Division 1: Non-Daily circulation under 3,500**

- 1st VVN Advertising,  
and Graphics Staff Kudos Art And Gallery Guide The Verde Independent
- 2nd Priscilla Bolanos Nogales Takes the Lead Nogales International
- 3rd Kathy Dodge, and Staff M.A.S.H. Coalition Maricopa Monitor

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

- 1st Alan Cruikshank Fountain Hills Times 40th Anniversary The Fountain Hills Times
- 2nd Roundup Staff Rim Country Relocation Guide Payson Roundup
- 3rd Brian Kramer,  
WMI advertising staff White Mountain Health Care Guide White Mountain Independent

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

- 1st Cassandra Highers Bajo El Sol's South County Best Bajo El Sol
- 2nd Christy Byerly,  
Holli Roach AhwaSpooky Wrap Ahwatukee Foothills News
- 3rd Navajo Times Staff 68th Annual Navajo Nation Fair Navajo Times

**Division 4: Daily circulation under 25,000**

- 1st Jackie Trujillo,  
Sales Team,  
Editorial Team Veteran's Day Special The Daily Courier
- 2nd Matt Ratkovic,  
and Staff Boys & Girls Clubs of the Casa Grande Valley Casa Grande Dispatch
- 3rd Sue Cannon Southwest Living - Made in Yuma Edition Yuma Sun

**Division 5: Daily circulation greater than 25,000**

- 1st Tracey Phalen,  
Jim Williams,  
Nick Kostenko GO KIDS! The Arizona Republic
- 2nd None Awarded
- 3rd None Awarded

## **#8 BEST ONLINE AD – STATIC**

### **Division 1: Non-Daily circulation under 3,500**

1st	Kathy Dodge, Byron McConnell	Ak-Chin Indian Community	Maricopa Monitor
2nd	Priscilla Bolanos	Discover Online	Nogales International
3rd	Steve Reno, wickdesign.net	Willcox Auto	Arizona Range News

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

1st	Wiley Acheson, Tauni Newman	ACE Spring Sale (page takeover expandable ad)	White Mountain Independent
2nd	Melinda McQuerrey	Climate Pro	Payson Roundup
3rd	Kyle Larson	Crystal Magic New Year Sale	Sedona Red Rock News

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

1st	Christy Byerly	Pal's Inn	East Valley Tribune
2nd	Christy Byerly	Transcend Massage	Explorer Newspaper
3rd	The Dude	NatureMed	Tucson Weekly

### **Division 4: Daily circulation under 25,000**

1st	Cindy Manzione, Megan Smith	Yavapai College Online Leaderboard Series	The Daily Courier
2nd	Sue Cannon	NIE_Kids who read_8	Yuma Sun
3rd	Tonya Mildenberg	Sun City Grand	Daily News-Sun

### **Division 5: Daily circulation greater than 25,000**

1st	Nicole Rolfes	Estate Watch	The Arizona Republic
2nd	Jay Walsh	My news my way	Arizona Daily Star
3rd	None Awarded		

## **#9 BEST ONLINE AD – DYNAMIC**

### **Division 1: Non-Daily circulation under 3,500**

1st	Priscilla Bolanos	Fiesta de Mayo ad	Nogales International
2nd	Dan Hammers, Steve Mock	Parker Motors	Parker Pioneer
3rd	Kelli Tuley-Kent, Byron McConnell	CUSD	Coolidge Examiner

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

1st	Mark Ruiz, Tauni Newman	The Hub	White Mountain Independent
2nd	Kyle Larson	Coldwell Banker - Live in paradise	Sedona Red Rock News
3rd	Staff	Bill's Home Service	Green Valley News and Sun

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

1st	Christy Byerly	Cheesy Rider	Tucson Weekly
2nd	Christy Byerly	Chandler Dogs	East Valley Tribune
3rd	Erik Maurer	Kyrene Kid's Club	Ahwatukee Foothills News

### **Division 4: Daily circulation under 25,000**

1st	Sue Cannon	Yuma Ballet Academy Training School_9	Yuma Sun
2nd	Julie Ramirez, Central Design	Sierra Toyota	Sierra Vista Herald
3rd	Cyndi Burks, Byron McConnell	Desert Sky Dental	Casa Grande Dispatch

### **Division 5: Daily circulation greater than 25,000**

1st	Tracy Harvil	Norwood Furniture	The Arizona Republic
2nd	Jay Walsh	Up to \$100	Arizona Daily Star
3rd	None Awarded		

## **#10 BEST CLASSIFIED SECTION**

### **Division 1: Non-Daily circulation under 3,500**

- |     |  |                    |
|-----|--|--------------------|
| 1st | Sherri Hizer,<br>Angela Halifax,<br>Kevin Cloe | The Wickenburg Sun |
| 2nd | Staff  | Maricopa Monitor   |
| 3rd | Staff  | Coolidge Examiner  |

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

- |     |  |                            |
|-----|--|----------------------------|
| 1st | Monica Watson                                    | Eastern Arizona Courier    |
| 2nd | Staff  | Green Valley News and Sun  |
| 3rd | Sally Moreno,<br>Jenna Troutt,<br>Debbie Herbein | White Mountain Independent |

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

- |     |  |                  |
|-----|--|------------------|
| 1st | West Valley View Production<br>& Advertising Depts | West Valley View |
| 2nd | Josephine Carl,<br>Ophelia Nez                     | Navajo Times     |
| 3rd | None Awarded                                       |                  |

### **Division 4: Daily circulation under 25,000**

- |     |                               |                      |
|-----|-------------------------------|----------------------|
| 1st | Nancy Bernard                 | Sierra Vista Herald  |
| 2nd | Dina Goss,<br>Tina Helart     | Today's News-Herald  |
| 3rd | Debbie Cortez,<br>Annie Lewis | Casa Grande Dispatch |

### **Division 5: Daily circulation greater than 25,000**

No Entries

## **#11 BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION**

### **Division 1: Non-Daily circulation under 3,500**

- |     |                                   |  |                       |
|-----|-----------------------------------|--|-----------------------|
| 1st | Marty Sisk                        | Here's an Irish deal worth smiling about | Lake Powell Chronicle |
| 2nd | James Copeland,<br>wickdesign.net | Subscription promos                      | Arizona Range News    |
| 3rd | Kelli Tuley-Kent,<br>Melva Bekis  | Among Us Veterans Day Promo              | Coolidge Examiner     |

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

- |     |                                   |                                |                           |
|-----|-----------------------------------|--------------------------------|---------------------------|
| 1st | Staff                             | Circulation Golf Car Promotion | Green Valley News and Sun |
| 2nd | Sherrie McQuerrey                 | The savings will blow you away | Payson Roundup            |
| 3rd | Linda McThrall,<br>Kip Kirkendoll | Let's Go Pet Edition           | The Fountain Hills Times  |

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

- |     |  |                                       |                    |
|-----|--|---------------------------------------|--------------------|
| 1st | Jolene Yazzie,<br>Vernon Yazzie,<br>Courtney Notah | Navajo Times E-Edition                | Navajo Times       |
| 2nd | Christy Byerly,<br>Mike Palmerine                  | Who is itz Digital?                   | Explorer Newspaper |
| 3rd | Elliott Freireich & WVV<br>Production Dept         | West Valley View Circulation Coverage | West Valley View   |

### **Division 4: Daily circulation under 25,000**

- |     |                                |                                     |                      |
|-----|--------------------------------|-------------------------------------|----------------------|
| 1st | Scott Heide,<br>Babette Cubitt | Thanksgiving Day Newspaper Promo Ad | The Daily Courier    |
| 2nd | Staff                          | In with the new                     | Sierra Vista Herald  |
| 3rd | Kara Cooper,<br>Yvonne Pickell | We Deliver!                         | Casa Grande Dispatch |

**Division 5: Daily circulation greater than 25,000**

- 1st Lee Curry Big Game, Big Coverage
- 2nd Jay Walsh Connect me local
- 3rd None Awarded

The Arizona Republic  
Arizona Daily Star

**#12 BEST PRO BONO/PUBLIC SERVICE AD**

**Division 1: Non-Daily circulation under 3,500**

- 1st Marty Sisk Casino Night
- 2nd Kelli Tuley-Kent,  
Bryon McConnell We salute You
- 3rd Kathy Dodge,  
Carl Diedrich Against Abuse Thank You

Lake Powell Chronicle

Coolidge Examiner

Maricopa Monitor

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

- 1st Tauni Newman Cowboy Christmas
- 2nd Kyle Larson,  
Debbie Hiner City of Sedona Promo - For the love of Sedona
- 3rd Staff Memorial Day Sig Page

White Mountain Independent

Sedona Red Rock News  
Green Valley News and Sun

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

- 1st Vernon Yazzie Health & Wellness Fair
- 2nd None Awarded
- 3rd None Awarded

Navajo Times

**Division 4: Daily circulation under 25,000**

- 1st Kara Cooper,  
Matt Ratkovic Adopt A Pet
- 2nd Staff March for Mental Health
- 3rd None Awarded

Casa Grande Dispatch  
Sierra Vista Herald

**Division 5: Daily circulation greater than 25,000**

NO Entries