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PRESS RELEASE

For Immediate Release
May 22, 2009

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ANA Announces 2009 Excellence in Advertising Winners

PHOENIX, Ariz. – The Arizona Newspapers Association presented the winners of the ANA 2009 Excellence in Advertising Competition on Friday, May 22, 2009 at Arizona State University's Walter Cronkite School of Journalism and Mass Communication in downtown Phoenix. This is the first part of the Newspaper of the Year competition. ANA Newspaper of the Year awards are calculated from honors won in the Excellence in Advertising Competition added together with winning entries from the Better Newspapers Contest.

The winners are a group of talented, hard-working advertising designers, composers and sales representatives, who continue to raise the bar of newspaper ads.

Attached is a complete list of winners by category. A copy of the slideshow presentation will be available online at <http://www.ananews.com>.

A special congratulatory note to advertising agencies Cramer-Krasselt and Moses Anshell, which were both presented with ADDY awards by the Phoenix Metro chapter of the American Advertising Federation.

Congratulations to all the winners!

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

Winners by Category

#1 BEST BLACK & WHITE AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Lake Powell Chronicle – Mariott dinner / Ed Pease, Marty Sisk
- 2nd place: The Coolidge Examiner – A fishy story / Kristi Freader
- 3rd place: Florence Reminder and Blade-Tribune – Halloween carnival / Connie Hills

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

- 1st place: White Mountain Independent – White Mountain Roundup / Tauni Newman, Shannon Clark
- 2nd place: Fountain Hills Times – We Do custom frames / Duke Kirkendoll
- 3rd place: Payson Roundup – Rim Country lanes / Bobby Davis, Sherri McQuerrey, Jay Cooper

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

- 1st place: Navajo Times – American Car & Truck Centers / Orlando Benally, Vernon Yazzie
- 2nd place: The Catholic Sun – 2008 Annual Festival / Mick Welsh
- 3rd place: West Valley View – Wigwam Office Supply is moving! / Shannon Murphy, Tina Williams

Division 4: Daily circulation under 25,000

- 1st place: Casa Grande Dispatch – Tierra Pointe / Mandy McKinley
- 2nd place: Today's News-Herald – London Bridge Day Spa / Kelly Parks
- 3rd place: Kingman Daily Miner – Findlay Honda / Nicolette Wood, Amy Johnson

Division 5: Daily circulation greater than 25,000

- 1st place: Arizona Daily Star – L&G Mortgage Bank / Vonn Watkins, Sharon Hogan, Dianna Fennie, Enrique Aldana
- 2nd place: East Valley Tribune – Audio Video Editor / Staff
- 3rd place: None awarded

#2 BEST COLOR AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Lake Powell Chronicle – Pumpkin glow / Ed Pease, Marty Sisk
- 2nd place: Arizona Capitol Times – Ticketlobster / Gabe Turner, Juliana Norvell
- 3rd place: Arizona Jackpot – Buckeye Equestrian Center / Judy Fleming

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

- 1st place: Green Valley News & Sun – World War II book promo / Graham Harrington
- 2nd place: White Mountain Independent – Show Low Motorsports / Terri Madrid
- 3rd place: None Awarded

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

- 1st place: La Voz – Rockin Fuel / Jessika Alejos
- 2nd place: Sonoran News – Pages Bookstore / Gena Corcoran, Charles Anthony, Rachel Karls-Gomes
- 3rd place: The Catholic Sun – Celebrating marriage / Mick Welsh

Division 4: Daily circulation under 25,000

- 1st place: Sierra Vista Herald – Cochise Motorsports / Pam Burris, Julie Ramirez
- 2nd place: Casa Grande Dispatch – Pinwheel / Leslie Garcia
- 3rd place: Today's News-Herald – Ladybugs / Kelly Parks

Division 5: Daily circulation greater than 25,000

- 1st place: Arizona Daily Star – Tucson Dodge / Greg Mannino, Mathew Warfield, Diana Fennie, Alex Rodriguez
- 2nd place: East Valley Tribune – Sunset Pioneers / Christy Byerly, Brooke Lindsay
- 3rd place: The Arizona Republic – Baker Bros / Steve Escobedo

#3 BEST PAID AD SERIES (BLACK AND WHITE)

Division 1: Non-Daily circulation under 3,500

- 1st place: The Coolidge Examiner – Coolidge Canine Design / Kelli Kent
- 2nd place: Arizona Capitol Times – Arizona Rock Products / Gabe Turner, Juliana Norvell
- 3rd place: Florence Reminder and Blade-Tribune – Florence Farms Nursery / Connie Hills

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

- 1st place: Payson Roundup – Furry Friends / Jay Cooper, Sherri McQuerrey, Bobby Davis
- 2nd place: White Mountain Independent – Loft 54 grand opening / Debbie Herbein, Shannon Clark
- 3rd place: Fountain Hills Times – Sami wants your “booty” / John Gibson, Jen Gentry

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

- 1st place: West Valley View – Bain & Lauritano / Liz Bua, Veronica Verdugo-Lomeli
- 2nd place: Navajo Times – Cool Runnings / Orlando Benally, Vernon Yazzie
- 3rd place: None awarded

Division 4: Daily circulation under 25,000

- 1st place: Kingman Daily Miner – Donut Depot / Christina Mills, Crystal Kinsey
- 2nd place: Casa Grande Dispatch – Dave White Municipal Golf / Jenny Scharf
- 3rd place: None awarded

Division 5: Daily circulation greater than 25,000

- 1st place: The Arizona Republic – Interfaith Age Campaign / Maria Alexander
- 2nd place: None awarded
- 3rd place: None awarded

#4 BEST PAID AD SERIES (COLOR)

Division 1: Non-Daily circulation under 3,500

- 1st place: San Pedro Valley News-Sun – Lawley's / Shannon McBride, Sue Coons
- 2nd place: Arizona Capitol Times – Town Talk II / Gabe Turner, Juliana Norvell
- 3rd place: None awarded

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

- 1st place: White Mountain Independent – Hatch Dodge / Terri Madrid
- 2nd place: Fountain Hills Times – Bare Essentials / Brent Cruikshank, Jen Gentry
- 3rd place: Payson Roundup – Monthly paid cover of real estate section / Bobby Davis, Sherri McQuerrey, Jay Cooper, Jeff Lodge

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

- 1st place: The Catholic Sun – Thunderbird retirement / Mick Welsh
- 2nd place: None awarded
- 3rd place: None awarded

Division 4: Daily circulation under 25,000

- 1st place: Sierra Vista Herald – Timeless Therapeutic Day Spa / Pam Burris, Debby Coste
- 2nd place: Casa Grande Dispatch – Rox / Jenny Scharf
- 3rd place: The Sun (Yuma) – Advanced Audiology Series / Jim Foster

Division 5: Daily circulation greater than 25,000

- 1st place: East Valley Tribune – Kokopelli / Christy Byerly, Michelle Torres
- 2nd place: The Arizona Republic – 9920 campaign / Angelica Aceves
- 3rd place: None awarded

#5 MOST EFFECTIVE USE OF SMALL SPACE

Division 1: Non-Daily circulation under 3,500

- 1st place: San Pedro Valley News-Sun – Community Bible / Shannon McBride, Sue Coons
- 2nd place: Florence Reminder and Blade-Tribune – Dazzle ‘em / Connie Hills
- 3rd place: Arizona Jackpot – Yost / Staff

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

- 1st place: Payson Roundup – Meat / Bobby Davis, Sherri McQuerrey, Jay Cooper
- 2nd place: White Mountain Independent – Mountain Mattress / George Nunn, Kyle Rippy
- 3rd place: Jewish News of Greater Phoenix – Carefree Travel / Jeanie Piburn, Monica Gregory

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

- 1st place: Navajo Times – Four Corners Welding / Orlando Benally, Vernon Yazzie
- 2nd place: West Valley View – We're Back at Dennis' Place / Julius Tiritilli
- 3rd place: The Catholic Sun – Giants fund raising opportunity / Staff

Division 4: Daily circulation under 25,000

- 1st place: Sierra Vista Herald – Huggybug Pet Service / Maggie Saunders, Jody Abbott
- 2nd place: Casa Grande Dispatch – Fruits / Mandy McKinley
- 3rd place: Today's News-Herald – Rodney Reed Spiritual Service / Cindy Taylor

Division 5: Daily circulation greater than 25,000

- 1st place: Arizona Daily Star – HDS Truck Driving Institute / Vonn Watkins, MJ Iggena, Diana Fennie, Sandra Riggins
- 2nd place: East Valley Tribune – Stogie Cutter / Staff
- 3rd place: The Arizona Republic – Horror Ad / Tracy Harvil

#6 BEST CLASSIFIED SECTION

Division 1: Non-Daily circulation under 3,500

- 1st place: The Coolidge Examiner
- 2nd place: Lake Powell Chronicle
- 3rd place: San Pedro Valley News-Sun

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

- 1st place: Fountain Hills Times
- 2nd place: White Mountain Independent
- 3rd place: None awarded

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

- 1st place: West Valley View
- 2nd place: The Catholic Sun
- 3rd place: Navajo Times

Division 4: Daily circulation under 25,000

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

Division 5: Daily circulation greater than 25,000

- 1st place: East Valley Tribune
- 2nd place: Arizona Daily Star
- 3rd place: None awarded

#7 BEST SPECIAL SECTION

Division 1: Non-Daily circulation under 3,500

- 1st place: Arizona Range News – Business and Professional Directory
- 2nd place: Arizona Capitol Times – Leaders of the Year in Public Policy
- 3rd place: Florence Reminder and Blade-Tribune – 76th Annual Jr. Parada Rodeo and Parade

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

- 1st place: Green Valley News & Sun – Inside Green Valley / Sahuarita
- 2nd place: Payson Roundup – Summer Visitor's Guide
- 3rd place: White Mountain Independent – Northeastern Arizona Anti-Drug Summit

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

- 1st place: Sonoran News – Wild West Days
- 2nd place: West Valley View – Vista Spring 2008
- 3rd place: The Catholic Sun – Catholic Community Foundation's Crozier Gala

Division 4: Daily circulation under 25,000

- 1st place: The Sun (Yuma) – Southwest Living
- 2nd place: Sierra Vista Herald – Business & Services Directory 2008
- 3rd place: Casa Grande Dispatch – Boys & Girls Club

Division 5: Daily circulation greater than 25,000

- 1st place: Arizona Daily Star – SW Style & Living
- 2nd place: East Valley Tribune – Baby Boomers
- 3rd place: None awarded

#8 BEST ONLINE AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Arizona Range News – Westlawn / Steve Reno, Maxine Carter
- 2nd place: None awarded
- 3rd place: None awarded

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

- 1st place: White Mountain Independent – Hon-Dah Crystal Gayle / Lia Angelus, Shannon Clark
- 2nd place: Payson Roundup – Tall Pine Realty / Jeff Lodge, Melinda McQuerrey
- 3rd place: None awarded

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

- 1st place: Navajo Times – Navajo Explosion / Elise Bennett, Vernon Yazzie
- 2nd place: None awarded
- 3rd place: None awarded

Division 4: Daily circulation under 25,000

- 1st place: The Sun (Yuma) – Yuma Ballet Academy / Dawn Widmayer
- 2nd place: Sierra Vista Herald – Ace Hardware / Eric Talerico, Jody Abbott
- 3rd place: Casa Grande Dispatch – Casa Grande Main Street / Leslie Garcia, Diana Coop

Division 5: Daily circulation greater than 25,000

- 1st place: East Valley Tribune – Mesa Arts Center / Christy Byerly, Michelle Torres
- 2nd place: Arizona Daily Star – Marketing Intern Recruitment Ad / Jay Walsh
- 3rd place: None awarded

#9 BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION

Division 1: Non-Daily circulation under 3,500

1st place: Arizona Capitol Times – Scoop / Staff

2nd place: Arizona Jackpot – Hey Tater / Judy Flemming

3rd place: None awarded

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

1st place: The Lumberjack – Find your sanctuary / Amber Ortlinghaus

2nd place: White Mountain Independent – White Mountain Outdoors / Terri Madrid, Greg Tock

3rd place: Fountain Hills Times – I'm glad I advertised in the FH Times / Staff

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

1st place: Navajo Times – Got Print? / Ophelia Nez, Bobby Martin

2nd place: Phoenix Business Journal – The Economy / Staff

3rd place: La Voz – Nuestra Hogar / Maria Reed

Division 4: Daily circulation under 25,000

1st place: The Sun (Yuma) – 2008 ANA Winners / Jill Swafford

2nd place: Casa Grande Dispatch – Lehmans / Kara K. Cooper

3rd place: Sierra Vista Herald – They're Back (SmartSource Coupons) / Tracy Edwards

Division 5: Daily circulation greater than 25,000

1st place: East Valley Tribune – Business Opportunities / Christy Byerly

2nd place: None awarded

3rd place: None awarded

#10 BEST CLASSIFIED PROMOTION

Division 1: Non-Daily circulation under 3,500

1st place: Arizona Jackpot – Looking for a limo / Judy Fleming

2nd place: Arizona Range News – Coloring contest / Maxine Carter, Steve Reno

3rd place: The Coolidge Examiner – X Ray Vision / Becki Freader

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

1st place: Payson Roundup – Yard Sale / Bobby Davis, Sherri McQuerrey, Jay Cooper

2nd place: White Mountain Independent – Veteran's Day Promo / George Nunn, Sally Moreno,
Jackie Hostler, Jenna Troutt

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: Sierra Vista Herald – LEAP on this Classified Special / Pam Burris, Nancy Bernard

2nd place: None awarded

3rd place: None awarded

Division 5: Daily circulation greater than 25,000

1st place: None awarded

2nd place: None awarded

3rd place: None awarded

#11 BEST "PRO-BONO" PUBLIC SERVICE AD

Division 1: Non-Daily circulation under 3,500

- 1st place: Eloy Enterprise – Fiesta Patrias / Denny Voigt
- 2nd place: The Coolidge Examiner – Coolidge High School Homecoming / Kristi Freader
- 3rd place: Lake Powell Chronicle – Relay for Life / Sue Shinneman, Ed Pease, Marty Sisk

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

- 1st place: Payson Roundup – Women’s Wellness / Sherri McQuerrey, John Naughton
- 2nd place: None awarded
- 3rd place: None awarded

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

- 1st place: The Catholic Sun – Ordination 2008 / Mick Welsh
- 2nd place: Navajo Times – Read Across America / Orlando Benally, Vernon Yazzie
- 3rd place: None awarded

Division 4: Daily circulation under 25,000

- 1st place: Casa Grande Dispatch – Band of the West / Kara K. Cooper
- 2nd place: None awarded
- 3rd place: None awarded

Division 5: Daily circulation greater than 25,000

- 1st place: Arizona Daily Star – Flower Power (UMC Cancer Center Benefit) / Jay Walsh
- 2nd place: East Valley Tribune – Mesa United Way / Mary Hall, Mesa United Way
- 3rd place: None awarded

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: Payson Roundup
- 3rd place: Fountain Hills Times

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

- 1st place: Navajo Times
- 2nd place: The Catholic Sun
- 3rd place: West Valley View

Division 4: Daily circulation under 25,000

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

Division 5: Daily circulation greater than 25,000

- 1st place: East Valley Tribune
- 2nd place: Arizona Daily Star
- 3rd place: The Arizona Republic

SPECIAL CONGRATULATIONS TO THE ADDY WINNERS IN THE NEWSPAPER CATEGORIES!

Newspaper: Fractional Page, Color

- Silver ADDY: Cramer-Krasselt
- Bronze ADDY: Cramer-Krasselt

Newspaper Campaign: Color

- Silver ADDY: Moses Anshell