

BEST COMMUNITY NEWSPAPER PROMOTION

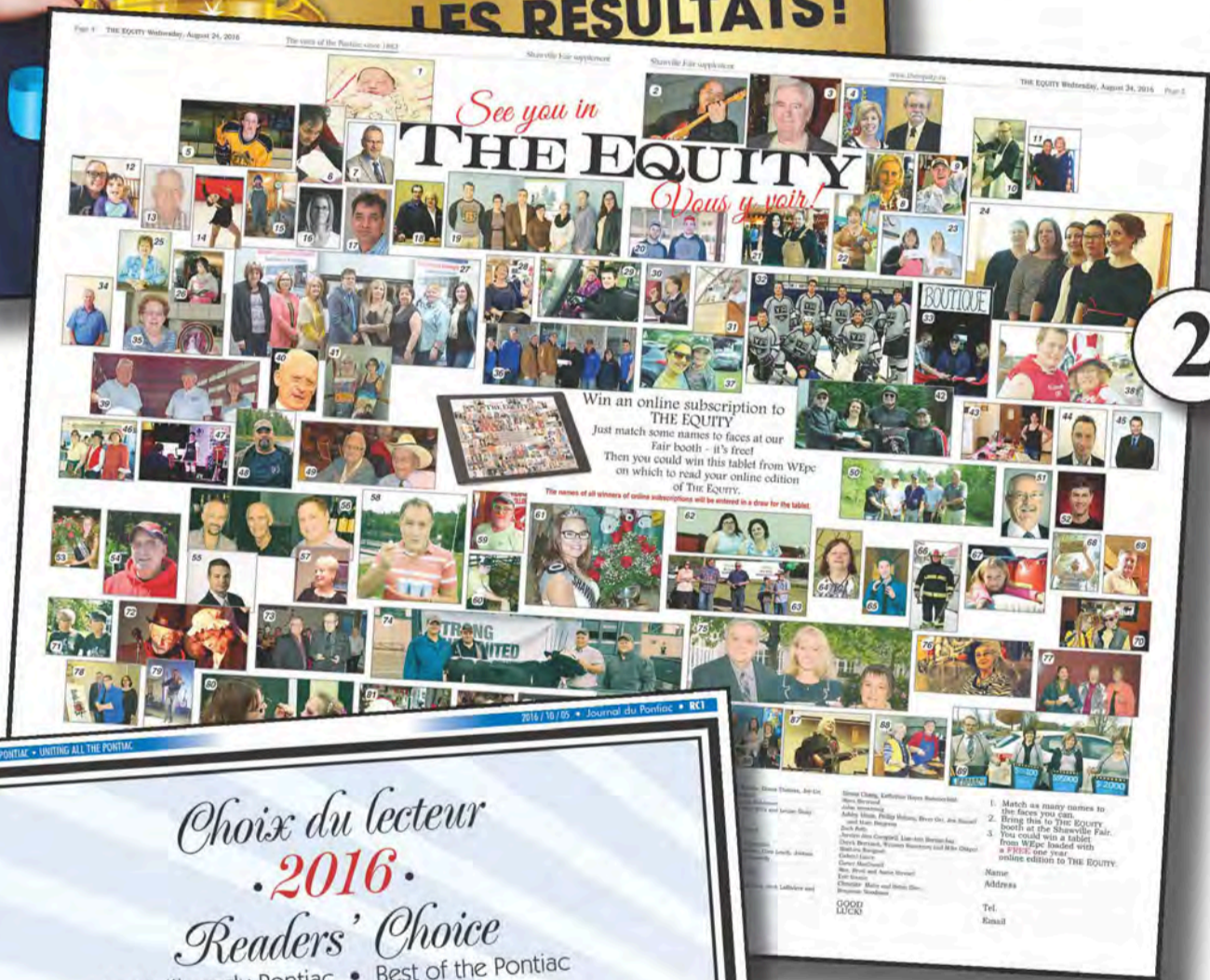
All great entries. It was my pleasure to be a judge for this category.



1

BULLETIN D'AYLMER

This amazing promotion bowled me over - no expense was spared. The full-color promos, and the fact the promotion was held over a number of weeks, is brilliant. We are hoping to steal this idea.



2

THE EQUITY

See you in The Equity - I enjoyed the fact that this is interactive for the readers and makes them work a bit for the prize. A guaranteed read!



3

PONTIAC JOURNAL

I loved how the Pontiac Journal covered their Readers Choice Awards. Creative selling made this a winner for me. Every politician bought their spot knowing it was money well spent. I can still see the "star" logo as I type this - well done!

Judge: Sharon Riley, Account Executive, Island Press Ltd., Montague, PEI • Number of entries in the Best Community Newspaper Promotion category: 4