

**GREAT
IDEA
AWARDS**



**LES PRIX
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2016 Results

Class 5011 - Newspaper Marketing and Promotion, Daily Newspaper- Circulation up to 24999

Outstanding Newspaper Marketing and Promotions Award

Sponsored by: PressReader

Judge: Grant Harris, The Interior News, Smithers, BC

1 - The Prince George Citizen, Prince George, BC, "Northern FanCon"

Class 5012 - Newspaper Marketing and Promotion, Daily Newspapers - Circulation 25000 and over

Outstanding Newspaper Marketing and Promotions Award

Sponsored by: PressReader

Judge: Grant Harris, The Interior News, Smithers, BC

1 - Metro Calgary, Calgary, AB, " Adult Colouring Contest"

2 - Waterloo Region Record, Kitchener, ON, "Record Family"

3 - The Hamilton Spectator, Hamilton, ON, "We Are Campaign"

Class 5013 - Newspaper Marketing and Promotion, Community Newspapers - Circulation up to 9999

Outstanding Newspaper Marketing and Promotions Award

Sponsored by: PressReader

Judge: Grant Harris, The Interior News, Smithers, BC

- 1 - Northern Sentinel, Kitimat, BC, "Reader Contests"
- 2 - The Citizen-Record, Cumberland County, NS, "Sales Promotion"

Class 5014 - Newspaper Marketing and Promotion, Community Newspapers - Circulation 10000 and over

Outstanding Newspaper Marketing and Promotions Award

Sponsored by: PressReader

Judge: Grant Harris, The Interior News, Smithers, BC

- 1 - The News, Parksville/Qualicum Beach, BC, "Connecting Advertisers to Customers"
- 2 - Tri-City News, Coquitlam/Pt. Coquitlam/Pt. Moody, BC, "Rock On"
- 3 - The News, Maple Ridge-Pitt Meadows, BC, "News Ad Campaign"

Class 5021 - Promotional Campaign, Daily Newspapers - Circulation up to 24999

Judge: Gordon Brewerton, The Telegram, St. John's, NL

- 1 - The Prince George Citizen, Prince George, BC, "Northern FanCon"
- 2 - The Prince George Citizen, Prince George, BC, "Cariboo House"

Class 5022 Promotional Campaign, Daily Newspapers - Circulation 25000 and over

Judge: Gordon Brewerton, The Telegram, St. John's, NL

- 1 - Waterloo Region Record, Kitchener, ON, "Grate Cheese Fest"
- 2 - Waterloo Region Record, Kitchener, ON, "Record Family (Events)"
- 3 - Waterloo Region Record, Kitchener, ON, "Bon Soup Fest"

Class 5023 - Promotional Campaign, Community Newspapers - Circulation up to 3999

Judge: Gordon Brewerton, The Telegram, St. John's, NL

- 1 - Fort Frances Times, Fort Frances, ON, "Families for Families - Syrian Refugee sponsorship"
- 2 - Northern Sentinel, Kitimat, BC, "Fashion, Food and Fun"
- 3 - Fort Frances Times, Fort Frances, ON, "McTicket Monday"

Class 5024 Promotional Campaign, Community Newspapers - Circulation 4000 to 24999

Judge: Gordon Brewerton, The Telegram, St. John's, NL

- 1 - Coast Reporter, Sechelt/Gibsons, BC, "Gibsons Public Market - Fund-raising campaign"
- 2 - Goldstream News Gazette, Victoria, BC, "Dinner with David Black"
- 3 - Coast Reporter, Sechelt/Gibsons, BC, "Tourist Guide App Promotion"

Class 5025 - Promotional Campaign, Community Newspapers - Circulation 25000 and over

Judge: Gordon Brewerton, The Telegram, St. John's, NL

- 1 - The Abbotsford News, Abbotsford, BC, "Star Wars: Episode VII - The Force Awakens"
- 2 - Vancouver Courier, Vancouver, BC, "Lifetime"
- 3 - The Abbotsford News, Abbotsford, BC, "Agrifair"

Class 5031 - Advertising – Print, Daily Newspapers - Circulation up to 24999

Judge: Joyce Weber, The Westlock News, Westlock, AB

- 1 - Beacon Star, Parry Sound, ON, "Dentistry on the Bay - Dental Health Month"

Class 5032 - Advertising – Print, Daily Newspapers - Circulation 25000 and over

Judge: Joyce Weber, The Westlock News, Westlock, AB

- 1 - Metro Toronto, Toronto, ON, "Swiffer"
- 2 - Toronto Star, Toronto, ON, "Rub A535 Life Without Limitations"
- 3 - The Province, Vancouver, BC, "Ugly Chair Fold-In"

Class 5033 - Advertising – Print, Community Newspapers - Circulation up to 3999

Judge: Joyce Weber, The Westlock News, Westlock, AB

- 1 - Northern Sentinel, Kitimat, BC, "Summer Wrap"
- 2 - The Hinton Voice, Hinton, AB, "Outdoor Outfitters Sale"
- 3 - The Hinton Voice, Hinton, AB, "Be A Quitter / Be Fitter"

Class 5034 - Advertising – Print, Community Newspapers - Circulation 4000 to 24999

Judge: Joyce Weber, The Westlock News, Westlock, AB

- 1 - Mission Record, Mission, BC, "Hospice Poker Run"
- 2 - Shuswap Market News, Salmon Arm, BC, "J.C. Bradley Jewellers"
- 3 - Star/Edge, Wainwright, AB, "Armstrongs Clothing - Not just the Classics"

Class 5035 - Advertising – Print, Community Newspapers - Circulation 25000 and over

Judge: Joyce Weber, The Westlock News, Westlock, AB

- 1 - The News, Maple Ridge-Pitt Meadows, BC, "Lisa Nelly Photography"
- 2 - North Shore News, North Vancouver/West Vancouver, BC, "North Van Dental"
- 3 - The News, Maple Ridge-Pitt Meadows, BC, "Bruce's Market"

Class 5041 - Special Section, Daily Newspapers - Circulation up to 24999

Sponsored by TC Media

Judge: Heather Calder, Cape Breton Post, Cape Breton, NS

- 1 - The Prince George Citizen, Prince George, BC, "FanCon Forum"
- 2 - The Prince George Citizen, Prince George, BC, "Games Daily"
- 3 - Beacon Star, Parry Sound, ON, "On the Water"

Class 5042 - Special Section, Daily Newspapers - Circulation 25000 and over

Sponsored by TC Media

Judge: Heather Calder, Cape Breton Post, Cape Breton, NS

- 1 - The Telegram, St. John's, NL, "Horizons"
- 2 - The Hamilton Spectator, Hamilton, ON, "Games Time - The Pam Am Games"
- 3 - The Hamilton Spectator, Hamilton, ON, "Juno Awards 2015 - Official Juno Week Event Guide"

Class 5043 - Special Section, Community Newspapers - Circulation up to 3999

Sponsored by TC Media

Judge: Heather Calder, Cape Breton Post, Cape Breton, NS

- 1 - Gulf Islands Driftwood, Salt Spring Island, BC, "Best of Salt Spring Island"
- 2 - Northern Sentinel, Kitimat, BC, "Kitimat Smelter Celebrates Milestone"
- 3 - North Star, Parry Sound, ON, "Progress"

Class 5044 - Special Section, Community Newspapers - Circulation 4000 to 24999

Sponsored by TC Media

Judge: Sean McIntyre, Gulf Islands Driftwood, Salt Spring Island, BC

- 1 - The Advance, Gull Lake, SK, "Lest We Forget"
- 2 - La Liberté, St-Boniface, MB, "Réal Bérard, enfant du pays"
- 3 - Victoria News, Victoria, BC, "Best of the City"

Class 5045 - Special Section, Community Newspapers - Circulation 25000 and over

Sponsored by TC Media

Judge: Heather Calder, Cape Breton Post, Cape Breton, NS

- 1 - The News, Maple Ridge-Pitt Meadows, BC, "Locally Owned"
- 2 - The News, Maple Ridge-Pitt Meadows, BC, "A-List"
- 3 - The Abbotsford News, Abbotsford, BC, "Election 2015: Our Future"

Class 5051 – Magazine, Daily Newspapers - Circulation up to 24999

Judge: Nadine Chevolleau, Toronto Star, Toronto, ON

- 1 - The Prince George Citizen, Prince George, BC, "Scene PG magazine"
- 2 - The Prince George Citizen, Prince George, BC, "Centennial: Prince George Celebrates 100 Years"
- 3 - The Prince George Citizen, Prince George, BC, "HYPG: Hell Yeah Prince George"

Class 5052 – Magazine, Daily Newspapers - Circulation 25000 and over

Judge: Nadine Chevolleau, Toronto Star, Toronto, ON

- 1 - Waterloo Region Record, Kitchener, ON, "Grand Magazine"
- 2 - Ottawa Citizen, Ottawa, ON, "Buyer's Guide to New Homes"
- 3 - Waterloo Region Record, Kitchener, ON, "Guelph Life"

Class 5053 Magazine, Community Newspapers - Circulation up to 3999

Judge: Nadine Chevolleau, Toronto Star, Toronto, ON

- 1 - North Star, Parry Sound, ON, "Sideroads of Parry Sound - July 2015"
- 2 - Gulf Islands Driftwood, Salt Spring Island, BC, "Gulf Islander Visitors' Guide"
- 3 - Fort Frances Times, Fort Frances, ON, "Vacation Guide Map"

Class 5054 – Magazine, Community Newspapers - Circulation 4000 to 24999

Judge: Nadine Chevolleau, Toronto Star, Toronto, ON

- 1 - The News, Parksville/Qualicum Beach, BC, "Discovery Guide"
- 2 - The News, Parksville/Qualicum Beach, BC, "OASIS"
- 3 - Mission Record, Mission, BC, "Mission Visitor Guide 2015"

Class 5055 – Magazine, Community Newspapers - Circulation 25000 and over

Judge: Nadine Chevolleau, Toronto Star, Toronto, ON

- 1 - The Abbotsford News, Abbotsford, BC, "Image Magazine: Wedding"
- 2 - Vancouver Courier, Vancouver, BC, "#vansummerlove"
- 3 - North Shore News, North Vancouver/West Vancouver, BC, "North Shore Living"

Class 5061 Print Innovation, Daily Newspapers - Circulation open

Judge: Sean McIntyre, Gulf Islands Driftwood, Salt Spring Island, BC

- 1 - Waterloo Region Record, Kitchener, ON, "Grand Gift Cards"

Class 5062 Print Innovation, Community Newspapers - Circulation open

Judge: Sean McIntyre, Gulf Islands Driftwood, Salt Spring Island, BC

- 1 - La Liberté, St-Boniface, MB, "Livret vidéo DSFM"
- 2 - La Liberté, St-Boniface, MB, "Division scolaire Louis-Riel"
- 3 - The Lunenburg County Progress Bulletin, Lunenburg County, NS, "Painting the Town"

Class 5071 Digital Innovation, Daily Newspapers – Circulation Open

Judge: Terra Tailleur, University of King's College School of Journalism

- 1 - Toronto Star, Toronto, ON, "Toronto Star Touch"
- 2 - Toronto Star, Toronto, ON, "Newsroom Concert Series with Mill Street Brewery"
- 3 - The Hamilton Spectator, Hamilton, ON, "E-edition"

Class 5072 - Digital Innovation, Community Newspapers Circulation Open

Judge: Terra Tailleur, University of King's College School of Journalism

- 1 - The Abbotsford News, Abbotsford, BC, "2015 Amateur Photographer Contest - Abbotsford Airshow"

Class 5081 - Young Reader Engagement Initiative, Daily Newspapers – Circulation Open

Judge: Heather Calder, Cape Breton Post, Cape Breton, NS

- 1 - Toronto Star, Toronto, ON, "Your Money Matters! Financial Literacy Program for Teens"
- 2 - The Prince George Citizen, Prince George, BC, "Cariboo House"
- 3 - The Prince George Citizen, Prince George, BC, "Northern FanCon"

Class 5082 - Young Reader Engagement Initiative, Community Newspapers, Circulation Open

Judge: Heather Calder, Cape Breton Post, Cape Breton, NS

1 - Northern Sentinel, Kitimat, BC, "The Buzz"

2 - Campbell River Mirror, Campbell River, BC, "Carihi Mirror"