



## 2004 AWARD WINNERS

### Grand Award

#### Print Newsletters, Internal

**Winner:** Verizon

**Publication:** *VZ*

**Audience:** 150,000 Verizon staffers nationwide

#### Print Magazine, Internal

**Winner:** Crider Associates

**Publication:** *Sales Talk*

**Audience:** Nissan's Dealer Network

#### Other Print Publications, Internal

**Winner:** Mellon for Laboratory Corporation of America

**Publication:** Laboratory Corp *LifeBalance* (calendar)

**Audience:** 21,000 employees and new hires at 1,000 locations

#### Electronic Publications, Internal

**Winner:** Mark McFarlane for Halliburton

**Publication:** *This Week*

**Audience:** Halliburton's 60,000 employees worldwide

#### Print Newsletters, External

**Winner:** American Dietetic Association

**Publication:** *ADA Times*

**Audience:** ADA's 70,000 members

#### Print Magazine, External

**Winner:** John Brown Publishing for Bloomingdale's

**Publication:** *B*

**Audience:** Bloomingdale's best customers

#### Other Print Publications, External

**Winner:** Martin-Schaffer, Inc. for Invitrogen Corporation/GIBCO

**Publication:** *Characterizations in Cell Cultures* (calendar)

**Audience:** Life scientists involved in cell culture

#### Electronic Publications, External

**Winner:** Health Ink & Vitality Communications for StayWellSolutions

**Publication:** *staywellsolutions.com* (website)

**Audience:** Employers, hospitals, managed-care companies and pharmaceutical firms that want to improve customer communications

**Gold Award**

Alliant Energy	Mellon
American Dietetic Association	Moses Cone Health System
American Nurses Association	Parker Aerospace
Ariad Custom Communications	Parthenon Publishing
Benson & Hepker Design	Plano Independent School District
CEA	Pohly & Partners
Cornell College	Princeton University
Crider Associates	Proskauer Rose LLP
EDFUND	Protegrity Holdings, Inc.
Fluent Communications	Public Radio International
Hammock Publishing	Public Relations Society of America
HCP/Aboard Publishing	Redwood Custom Communications
The Health Alliance of Greater Cincinnati	ROI Communications
Health Ink & Vitality Communications	Sensient Technologies Corporation
Imagemark	Somerst Medical Center
Imagination Publishing	Sunset Custom Publishing
ISRI	The Cleveland Clinic
John Brown Publishing	The Walt Disney Company
Launch Creative Marketing	Verizon Communications
LifeBridge Health	Walla Walla College-Communications
Lippincott, William & Wilkins	Wiesner Publishing

**Silver Award**

Advertising Specialty Institute	John Brown Publishing
Ariad Custom Communications	LifeBridge Health
ASCR International	Mennonite Central Committee
AutoCom Associates	Moonlight Design Group
AVHC	Optical Society of America
California Credit Union League	Penn State University
Campbell-Ewald	Public Radio International
Colorado State University	Putman Media
Crider Associates	Redwood Custom Communications
Delaware Beach Life	ROI Communications
EDFUND	RSNA
Hammock Publishing	Terracon
Hazelden Publishing	The Cleveland Clinic
HCP/Aboard Publishing	UNC School of Government
Hearst Custom Publishing	Verizon Communications
Huebner Petersen	Zgraphics, Ltd.

**Bronze Award**

American Dietetic Association	Indiana State University
AVHC	Javelin Custom Publishing
BB&T Corp	John Brown Publishing
Bloomberg Custom Publishing	LifeBridge Health
California Restaurant Association	Martin-Schaffer, Inc.
Campbell-Ewald	MCPS Electronic Graphics & Publishing Services
Davis & Company	New Jersey Society of CPAs
Delaware Beach Life	New York Life Insurance Co
EDFUND	PacifiCorp
Hammock Publishing	Putman Media
Health Ink & Vitality Communications	RE/MAX International
Hearst Custom Publishing	Redwood Custom Communications
Hurley Medical Center	Sunset Custom Publishing
Imagination Publishing	

**Honorable Mention**

Advanstar Communications	Jewish Federation of Palm Beach Co
Advertising Specialty Institute	John Brown Publishing
Aloft Group, Inc.	LifeBridge Health
	MCPS Electronic Graphics & Publishing Services
American Institute of Biological Sciences	Mennonite Central Committee
Anne Ink	National Center for Victims of Crime
Ariad Custom Communications	New Jersey Society of CPAs
ASCR International	New York Life Insurance Company
ASHA	Optical Society of America
Association of Washington Business	PacifiCorp
AutoCom Associates	Parthenon Publishing
BB&T Corp	Penn State University
Benson & Hepker Design	Peter Kiewit Sons' Inc.
Bloomberg Custom Publishing	Princeton University
BNA, Inc.	Proskauer Rose LLP
Bowling Inc.	PROSOCO
Campbell-Ewald	Providence Health System - Oregon
ChoicePoint Inc.	Putman Media
City of Portage, Michigan	RE/MAX International
Civil War Preservation Trust	Redwood Custom Communications
College Board	RMA-The Risk Mgt Assn
Cox Target Media	Robbins-Gioia LLC
EDFUND	ROI Communications
Fluent Communications	SAIC-Frederick, Inc.
Freightliner LLC	Sign-A-Rama
Hammock Publishing	Sunset Custom Publishing
Hazelden Publishing	The Walt Disney Company
HCP/Aboard Publishing	Three & Associates
Hearst Custom Publishing	U-Store-It
Hobsons	Valero
Huebner Petersen	Verizon Communications
IEEE	W.K. Kellogg Foundation
Imagination Publishing	Wendy's International, Inc.
IQ Solutions, Inc.	Wiesner Publishing