



## 2005 AWARD WINNERS

### Grand Award

**Print Newsletters, Internal**

**Winner:** Rodale Inc.

**Publication:** What's Going on Here

**Audience:** Employees of Rodale and its international publishing partners

**Print Magazine, Internal**

**Winner:** Hearst Custom Publishing for McDonald's

**Publication:** Crew

**Audience:** Employees, (a.k.a) crewmembers, at McDonald's franchises

**Other Print Publications, Internal**

**Winner:** The Walt Disney Company

**Publication:** Working Magic

**Audience:** All employees in the LA area

**Electronic Publications, Internal**

**Winner:** Health Ink Communications for Blue Cross Blue Shield of Florida

**Publication:** Multicultural Communications Guide

**Audience:** Physicians and their staffs who work with Blue Cross and Blue Shield of Florida

**Print Annual Report, External**

**Winner:** EdFund

**Publication:** EdFund Annual Report 2003

**Audience:** School customers & the policy makers who oversee the administration of student financial aid at the state federal levels

**Print Newsletters, External**

**Winner:** Smart Money Custom Solutions for American Express Financial Advisors

**Publication:** Getting Ahead

**Audience:** Clients and prospective clients of American Express Financial Advisors

**Print Magazine, External**

**Winner:** Penn State Alumni Association

**Publication:** The Penn Stater magazine

**Audience:** Members of the Penn State Alumni Association

**Other Print Publications, External**

**Winner:** American Concrete Institute

**Publication:** Concrete: A Pictorial Celebration

**Audience:** Concrete researchers, engineers, educators, designers, contractors, architects, and inspection and repair professionals

**Electronic Publications, External**

**Winner:** Health Ink Communications

**Publication:** StayWell Solutions Online

**Audience:** Consumers seeking information on a variety of health issues

### Special Recognition

Alternative Medicine Custom Publishing  
 Ariad Custom Communications  
 Campbell-Ewald Publishing  
 Club Corp  
 Crider Associates  
 Davis & Company  
 Fairfield University  
 Hanley Wood Marketing  
 Hearst Custom Publishing  
 Lehigh Valley Hospital and Health Network  
 Melwood

Mennonite Central Committee  
 Metropolitan Transportation Commission  
 Moses Cone Health System  
 Public Works Inc.  
 Schlumberger  
 Sides & Associates  
 Spafax Canada  
 Texas Medical Liability Trust  
 The Human Society of the United States  
 USAA

### Gold Award

Adelphi University	Hurley Medical Center
American Concrete Institute	Journal Communications Inc.
California Credit Union League	Lehigh Valley Hospital and Health Network
Campbell-Ewald Publishing	LifeBridge Health
City of Houston	Metropolitan Transportation Commission
Civil War Preservation Trust	National Association of Realtors
Coldwell Banker Commercial	Nickelodeon Custom Publications
Colorado State University	Penn State Alumni Association
Crider Associates	Penton Custom Media
Customer Communications Group Inc.	Public Works Inc.
Davis & Company	Redwood Custom Communications
EdFund	Rodale Inc.
Flight Options, LLC	Smart Money Custom Solutions
Fluent Communications	Sunset Publishing Corporation
Greater Oklahoma City Chamber	The Humane Society of the United States
Hanley Wood Marketing	The Walt Disney Company
HCP/Aboard Publishing	Thinkhouse Creative
Health Ink Communications	University Health System Consortium
Heast Custom Publishing	USAA
Hobsons	

### Silver Award

American Bar Association	Mercatus Communications
Association of Washington Business	Moses Cone Health System
City of Houston	Pita Communications LLC
Colorado Housing and Finance Authority	Pohly & Partners
Colorado State University	Redwood Custom Communications
Customer Communications Group Inc.	Rodale Inc.
EdFund	Saint Xavier University
Eight Publishing	SmartMoney Custom Solutions
HCP/Aboard Publishing	Southern Progress Corporation
Hobsons	Spafax Canada
Honor Society of Nursing Sigma Theta Tau Int'l	Staples
Hurley Medical Center	Sunset Publishing Corporation
Journal Communications Inc.	Texas Medical Liability Trust
Launch Creative Marketing	The Humane Society of the United States
LifeBridge Health	The Walt Disney Company
Magazine Partners, a Division of D Magazine	University of the Sciences in Philadelphia
Managed Care Measures/The MCM Group	USAA

**Bronze Award**

Adelphi University	Hearst Custom Publishing
Advertising Specialty Institute	Hurley Medical Center
Aramco Services Company	Information Builders
Association of Washington Business	Lehigh Valley Hospital and Health Network
Campbell-Ewald Publishing	LifeBridge Health
Carden Jennings Publishing Company Ltd.	Magazine Partners, a Division of D Magazine
City of Houston	Metropolitan Transportation Commission
City of Portage, Michigan	Moonlight Design Group
Colorado Housing and Finance Authority	Moses Cone Health System
Consumer Specialty Products Association	Pita Communications LLC
Dufresne-Henry	Putnam Media
Edelman	Redwood Custom Communications
Edfund	Rodale Inc.
Eight Publishing	SAIC-Frederick Inc.
Emmis-Texas Monthly Custom Publishing	Spafax Canada
Fluent Communications	Thinkhouse Creative
HCP/Aboard Publishing	Working with Words LL
Health Ink Communications	

**Honorable Mention**

Adelphi University	Mathematica Policy Research, Inc.
American Bar Association	Metropolitan Transportation Commission
American Public Works Association	National Association of Realtors
Aramco Services Company	Nickelodeon Custom Publishing
Ariad Custom Communications	Nyman Ink
Association of Washington Business	Parthenon Publishing
Campbell-Ewald Publishing	Phi Kappa Phi Forum
City of Houston	Pohly & Partners
Coldwell Banker Commercial	PROSOCO
Crider Associates	Public Radio International
CSU Northridge	Putman Media
Delta Dental Plan of Michigan	Re/Max International
Edelman	Redwood Custom Communications
EdFund	Rodale Inc.
Emmis-Texas Monthly Custom Publishing	SAIC-Frederick Inc.
Empire Blue Cross Blue Shield	SmartMoney Custom Solutions
Flight Safety Foundation	SMC Business Councils
Fluent Communications	Spafax Canada
Greater Washington Commercial Association of Realtors	Substance Abuse & Mental Health Services Administration
Health Ink Communications	Sunset Publishing Corporation
Hearst Custom Publishing	The College Board
Hobsons	University Health System Consortium
Honor Society of Nursing Sigma Theta Tau Int'l	University of Maryland, Baltimore
Information Builders	USAA
Inter-American Development Bank	Utah League of Credit Unions
Launch Creative Marketing	Walgreen Company
Lehigh Valley Hospital and Health Network	Wheaton College
Leslie Advertising Agency	WREN magazine
LifeBridge Health	