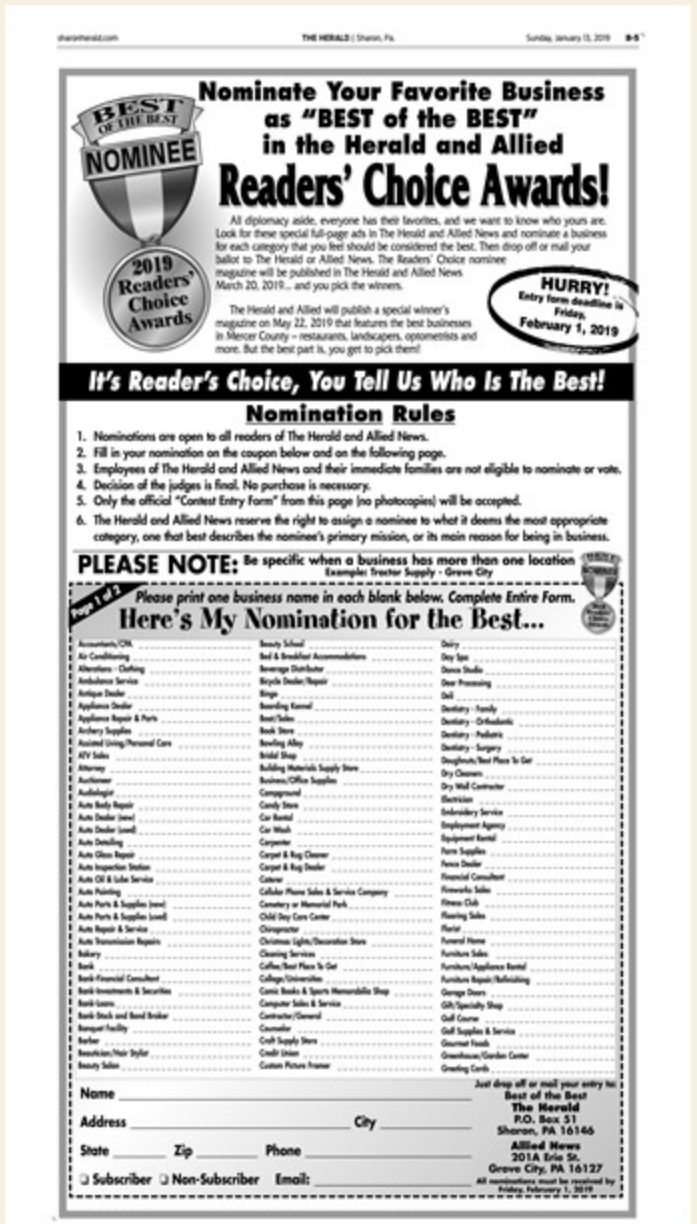
BEST OF THE BEST

READERS' CHOICE CONTEST

OVERVIEW

- This is a program where our readers nominate their favorite businesses in a multitude of categories.
- Once the nominations are in, our readers then vote for the winners in all of the categories
- Both readers and advertisers look forward to this
- 2019 was our 15th year running this program
- Readers nominate their favorite business in each category via ballots that run in the paper
- After we collect the nominations, we go through them as a staff and make sure there is a legitimate name and phone number on the ballot
- We also make sure that none of the businesses nominated are out of business, or if their name has changed.
- We make any adjustments necessary. This is a time-consuming process



sharonherald.com THE HERALD | Sharon, Pa. Sunday, January 13, 2019 B-5

BEST OF THE BEST NOMINEE

2019 Readers' Choice Awards

Nominate Your Favorite Business as "BEST of the BEST" in the Herald and Allied

Readers' Choice Awards!

All diplomacy aside, everyone has their favorites, and we want to know who yours are. Look for these special full-page ads in The Herald and Allied News and nominate a business for each category that you feel should be considered the best. Then drop off or mail your ballot to The Herald or Allied News. The Readers' Choice nominee magazine will be published in The Herald and Allied News March 20, 2019... and you pick the winners.

The Herald and Allied will publish a special winner's magazine on May 22, 2019 that features the best businesses in Mercer County – restaurants, landscapers, optometrists and more. But the best part is, you get to pick them!

HURRY! Entry form deadline is Friday, February 1, 2019

It's Reader's Choice, You Tell Us Who Is The Best!

Nomination Rules

1. Nominations are open to all readers of The Herald and Allied News.
2. Fill in your nomination on the coupon below and on the following page.
3. Employees of The Herald and Allied News and their immediate families are not eligible to nominate or vote.
4. Decision of the judges is final. No purchase is necessary.
5. Only the official "Contest Entry Form" from this page (no photocopies) will be accepted.
6. The Herald and Allied News reserve the right to assign a nominee to what it deems the most appropriate category, one that best describes the nominee's primary mission, or its main reason for being in business.

PLEASE NOTE: Be specific when a business has more than one location
Example: Tractor Supply - Grove City

Page 1 of 2

Please print one business name in each blank below. Complete Entire Form.

Here's My Nomination for the Best...

Accountants/CPA
Air Conditioning
Alterations - Clothing
Ambulance Service
Antique Dealer
Appliance Dealer
Appliance Repair & Parts
Archery Supplies
Assisted Living/Personal Care
ATV Sales
Attorney
Auctioneer
Audiologist
Auto Body Repair
Auto Dealer (new)
Auto Dealer (used)
Auto Detailing
Auto Glass Repair
Auto Inspection Station
Auto Oil & Lube Service
Auto Painting
Auto Parts & Supplies (new)
Auto Parts & Supplies (used)
Auto Repair & Service
Auto Transmission Repairs
Bakery
Bank
Bank-Financial Consultant
Bank-Investments & Securities
Bank-Loans
Bank-Stock and Bond Broker
Banquet Facility
Barber
Beautician/Hair Stylist
Beauty Salon
Beauty School
Bed & Breakfast Accommodations
Beverage Distributor
Bicycle Dealer/Repair
Bingo
Boarding Kennel
Boat/Sales
Book Store
Bowling Alley
Bridal Shop
Building Materials Supply Store
Business/Office Supplies
Campground
Candy Store
Car Rental
Car Wash
Carpenter
Carpet & Rug Cleaner
Carpet & Rug Dealer
Caterer
Cellular Phone Sales & Service Company
Cemetery or Memorial Park
Child Day Care Center
Chiropractor
Christmas Lights/Decoration Store
Cleaning Services
Coffee/Best Place To Get
College/Universities
Comic Books & Sports Memorabilia Shop
Computer Sales & Service
Contractor/General
Counselor
Craft Supply Store
Credit Union
Custom Picture Framer
Dairy
Day Spa
Dance Studio
Deer Processing
Deli
Dentistry - Family
Dentistry - Orthodontic
Dentistry - Pediatric
Dentistry - Surgery
Doughnuts/Best Place To Get
Dry Cleaners
Dry Wall Contractor
Electrician
Embroidery Service
Employment Agency
Equipment Rental
Farm Supplies
Fence Dealer
Financial Consultant
Fireworks Sales
Fitness Club
Flooring Sales
Florist
Funeral Home
Furniture Sales
Furniture/Appliance Rental
Furniture Repair/Refinishing
Garage Doors
Gift/Specialty Shop
Golf Course
Golf Supplies & Service
Gourmet Foods
Greenhouse/Garden Center
Greeting Cards
Pet Grooming
Pet Supplies
Pharmacy
Photographer
Physical Therapist
Physician - Cardiovascular
Physician - Dermatology
Physician - Family Practice
Physician - Internal Medicine
Physician - Obstetrics & Gynecology
Physician - Ophthalmology (eyes)
Physician - Orthopedic
Physician - Otolaryngology (ears, nose, throat)
Physician - Pediatrics
Physician - Podiatrist
Physician - Psychiatrist
Physician - Surgery (general)
Physician - Urology
Pizzeria
Plumber
Preschool
Printer/Photocopying
Psychologist
Real Estate Agency
Realtor
Recreation Center
RV & Camper Sales
Remodeler
Replacement Windows Sales & Service
Restaurant with the Best Buffet
Restaurant with the Best Burger
Restaurant with the Best Chinese Food
Restaurant for Best Family
Restaurant with the Best Fast Food
Restaurant with the Best Hot Dogs
Restaurant with the Best Italian Food
Restaurant with the Best Japanese Food
Restaurant with the Best Mexican Food
Restaurant with the Best Seafood
Restaurant with the Best Steak
Restaurant with the Best Subs
Restaurant with the Best Wings
Roofing
Satellite Equipment & Systems
Septic Service
Sewer & Drain Cleaning
Shoe Store
Shopping Center
Silk Screen Printing
Social Club
Speech Therapist
Sporting Goods Store
Stock & Bond Broker
Storage Company
Swimming Pool Dealer/Services
Tanning Salon
Tavern/Bar
Tax Service
Taxidermist
Technical & Trade School
Tire Dealer
Towing Service
Travel Agency
Tree Service
Truck Caps & Accessories
Truck Dealer
TV/Electronics Store
Uniform Store
Upholstery Cleaning/Services
Vacuum Cleaner Store
Veterinarian
Video Store
Videographer
Vitamins
Water Softening & Conditioning Service
Wedding Supplies
Well Drilling
Women's Clothing

PLEASE NOTE:
Be specific when a business has more than one location
Example: Giant Eagle - Hermitage

Name _____
Address _____ City _____
State _____ Zip _____ Phone _____
❑ Subscriber ❑ Non-Subscriber Email: _____

Just drop off or mail your entry to:
Best of the Best
The Herald
P.O. Box 51
Sharon, PA 16146

Allied News
201A Erie St.
Grove City, PA 16127

All nominations must be received by Friday, February 1, 2019

B-6 Sunday, January 13, 2019 THE HERALD | Sharon, Pa. sharonherald.com

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Page 2 of 2

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Here's My Nomination for the Best...

PLEASE NOTE:
Be specific when a business has more than one location
Example: Giant Eagle - Hermitage

Name _____
Address _____ City _____
State _____ Zip _____ Phone _____
❑ Subscriber ❑ Non-Subscriber Email: _____

Just drop off or mail your entry to:
Best of the Best
The Herald
P.O. Box 51
Sharon, PA 16146

Allied News
201A Erie St.
Grove City, PA 16127

All nominations must be received by Friday, February 1, 2019

BALLOTS

We run 2 full page ballots in mid-January

These run 3 times in The Herald and 3 times in our sister publication, Allied News

Readers use these ballots to nominate their favorite business in each category

OVERVIEW - NOMINEES

- We approach every business nominated and see if they want to run an ad in our Nomination Tab.
- Some of the push back we get:
  - "I'll wait and see if I win"
- We counter with:
  - "This is a great opportunity to thank our readers for the nomination and ask them for their vote to win"
- We sell ads in modular sizes:
  - Eighth, quarter, full, half
- We also run ballots in the back of the nomination tab so our readers can vote for their favorite businesses to win the category

OVERVIEW- WINNERS

When we get the ballots back, we tabulate the winners and notify them.

That's when we can sell them an ad in the Winner's section.

Every winner who runs an ad receives a plaque with the year and their category.

P & L

Best of the Best 2019	
Ad Revenue Nomination Tab	$18,266
Ad Revenue Winners Tab	$26,069
Banner Revenue	$990
TOTAL REVENUE	$45,325
Banner Printing	$600
Plaque Engraving	$3,057
Printing Cost at West Penn Printing	$1,790
TOTAL EXPENSE	$5,447
Profit	$39,878
Profit Margin	88%

Congratulations!

Your Business Has Been Nominated

READERS' CHOICE!

in The Herald's 15th Annual Readers' Choice Awards

That's right! Our readers have nominated your business for The Herald's 15th Annual Best of the Best Contest. The Readers' Choice Nominee magazine will be published in The Herald **March 26, 2019** and Allied News **March 27, 2019**. Contact your Herald Advertising Consultant to place your ad in this high profile supplement. The Herald and Allied News will publish the Best of the Best Winners' magazine in May 2019. The winners will be chosen from the published list of nominees by the readers of The Herald and Allied News.

If you were a Best of the Best Nominees Participant in 2018, you can upsize to a larger ad at a 20% discount.

	Black & White	*Color*
1/8 Page	**$250**	**$274**
1/4 Page	**$350**	**$397**
1/2 Page	**$530**	**$623**
Full Page	**$960**	**$1080**

Includes FIND & SAVE for 1 WEEK at *sharonherald.com*

Deadline: March 18th

724-981-6100
or 1-800-981-1692
Allied 724-458-5010

When you run an ad in the Nominee magazine, you can run in the Winners' magazine for

HALF PRICE!

It's Readers' Choice and you have been nominated!

READER'S CHOICE

This flyer is given to businesses that are nominated for Reader's Choice

This flyer informs the business when the Nominee Tab will run, and offers them options of ads that they can run in the Tab

It also offers deals, such as running an ad in the Nominee Tab can get you a Winners' Tab HALF PRICE ad

Congratulations! Your Business Has Been Chosen

BEST of the BEST!

in The Herald's Readers' Choice Awards

Our readers have chosen your business as The Herald's Best of the Best _____. The Readers' Choice Winners section will be published in The Herald and Allied News on May 22, 2019.

BEST OF THE BEST WINNER 2019 Readers' Choice Awards

Businesses that advertise in this section will receive a beautiful plaque to commemorate their win.

1/8 Page ad $265 (Color additional $25.00)
1/4 Page ad $365 (Color additional $50.00)
1/2 Page ad $545 (Color additional $95.00)
Full Page ad $975 (Color additional $125.00)

NEW THIS YEAR

For an additional $99.00* receive a 3' x 8' Color Vinyl Banner to showcase that your business is the Best of the Best all year long!

* with purchase of any size ad- additonal banner sizes availabe upon request*

Your Name
Best of the Best 2019 Winner
Category

If you bought an ad in the Nominees section, your ad will be HALF PRICE in the Winners magazine.

Call TODAY to reserve your ad space at 724-981-6100 or 1-800-981-1692
Deadline: May 13th

BEST OF THE BEST

This flyer is given to the businesses that win Best of the Best

This flyer informs the business that they will receive a plaque if they advertise in the Winner's Tab

It also gives them the option to order a 3'x8' banner to showcase their win

WHAT WE DID WELL

- Something new in 2019 was the addition of a 3’ by 8’ full color, vinyl banner that businesses could hang at their business location
- We really took our time with cleanup of the list of nominees and took out businesses that had changed names, gone out of business, etc.
- Made sure to promote the ballots so all readers would have a chance to vote

6 A supplement to THE HERALD | Sharon, Pa., Tuesday, March 26, 2019; ALLIED NEWS | Grove City, Pa., Wednesday, March 27, 2019

2019 Herald and Allied News Nominees for Best of the Best

Nominees for Best ACCOUNTANTS/ CPA
Black, Bashor, and Porsch
Melvin Bandzak, CPA
Patrick Dever, CPA
Sandy Galgano
Guiler & Guiler
Hill, Barth & King, CPA's
JFS
Joseph O'Polks, CPA, Grove City
Mela's Tax & Accounting
Mercer Bookeeping
Reed and Dailey Associates
Robert Savolskis, CPA, Grove City

Nominees for Best AIR CONDITIONING
Banjak's
Breese Heating & Air Conditioning
Central Heating & Plumbing
Cowan Heating & Cooling
D & G Mechanical
Gault Heating
GHAC Heating & Air Conditioning
Grace Heating & Air Conditioning
Grimm Heating & Cooling
Huzzy Refrigeration Htg & AC
Mike's Heating & Cooling Service
Bill Neugebaur
Paoletta Heating & Cooling
Sharon Roofing & Heating
Dave Weiser
Eli Heating & Cooling

Nominees for Best ALTERATIONS/ CLOTHING
Alterations By Chris
Designs by Paula Jean
Dotty's Sewing
Lady K
Kathy Leonore
Meg's Tailoring & Alterations

FIND VOTING FORMS ON PAGES 33-34-35

Nominees for Best AMBULANCE SERVICE
Elite EMS
McGonigle Ambulance Service
Noga Ambulance
Superior Ambulance

Nominees for Best ANTIQUE DEALER
Back In Thyme
Court House Square
Steve Koosh
No Place Like Home
T J Haaland, Butler
Time & Again
Valley View

Nominees for Best APPLIANCE DEALER
Allhouse Appliance
Eckley's TV & Appliance
Fry's TV & Appliance
Home Depot
Lowes

Nominees for Best APPLIANCE REPAIR & PARTS
Craig's Appliance Repair
Eckley's
Oscar's/Ben's Appliance & Repair

Nominees for Best ARCHERY SUPPLIES
Acorn Archery
Bill's Field & Stream
Gold-N-Grain
Outdoor Sportsman
Walmart, Hermitage

Nominees for Best ASSISTED LIVING/ PERSONAL CARE
Clepper Manor
Countryside Convalescent Home
Greystone Country Estates
John XXIII Home

Nominees for Best ASSISTED LIVING/ PERSONAL CARE (CONT'D)
Nugent's
Orchard Manor
St. Paul's
Shenango On The Green
The Ridgewood

Nominees for Best ATV SALES
Barris Supply
Campbell Peterson
M&R Power Equipment
Northstar Power Sports
Street Track & Trail
World for Wheels

Nominees for Best ATTORNEY
Jack Alpeen
Michael Barr
Dave Betras
Jason Dibble
Richard Epstein
Wade Fisher
James Goodwin
Dallas Hartman
Charles Hersh
Jim Hoffman
Ted Isoldi
Robert Lackey
Gary Lackey
William Madden
McBride & McBride PC
Ron McCall
Ken McCann
William McConnell
David Ristvey
Michael Ristvey
Barney Scholl
Joe Sebastion
Bob Tesone
Whalen Law Office

Nominees for Best AUCTIONEER
Darlene Bullock, Grove City
Cresswell

Nominees for Best AUCTIONEER (CONT'D)
Beth Hilmar
Charles Mowry
Justin Loomis
Rod Loomis
Reimold's
Duke Whiting

Nominees for Best AUDIOLOGIST
R.W. Petruso

Nominees for Best AUTO BODY REPAIR
Advanced Auto Body
Filer's Auto Repair
Flickinger's Auto Body
Fredonia Tire
Godfrey's
Hornak Sale & Service
Ivan's Auto Body
Jack's Auto Body
Minner's Garage
Moore's Auto Body, Grove City
Myer's Garage
Taylor Chevrolet
Tri-City Collision

Nominees for Best AUTO DEALER (NEW)
Crivelli's
Ben Bissett Chevrolet
Greenwood Chevrolet, Hubbard
McCandless Ford
Montrose
Montrose Nissan
Preston Ford Hyundai
Shenango Honda
Taylor Chevrolet
Taylor Ford, Grove City
Taylor Toyota

FIND VOTING FORMS ON PAGES 30-31-32

WHAT WE CAN WORK ON

- Adding digital in 2020
- Promote more to both our readers (so they know to vote) and advertisers (so they know to advertise) via The Herald's Facebook and Twitter for even more awareness with our audience.
- Make sure we go into detail in the rules about certain categories; i.e. a real estate agent is a person, a real estate agency is a business. Similarly, a hair stylist is a person, a hair salon is a business. This has been a trouble spot in the past and this may help clear that up.