

**NEWSPAPER ADVERTISING BUREAU
MEDIA RELEASE
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Judges Announced for The Newspaper Ad of the Year

A premium judging panel for The Newspaper Ad of the Year has now been confirmed:

Nick Worthington, ECD, Colenso
Toby Talbot, ECD, DDB
Tony Bradbourne, Creative Director, Special
Angus Hennah, ECD, JWT
Mike O'Sullivan, ECD, Saatchi & Saatchi
Steve McKenzie, ECD, PublicisMojo

"We're delighted with our quality judging panel. With an award of this significance it's only right that the region's best creatives decide on the country's very best newspaper ad", says Lexie Ribot, Creative Manager of NAB.

The judges will choose a winner from a selection of finalists made up of the Ad of the Month winners and new entries received before **4pm Thursday 14th August – just one week away!** To be eligible these new entries must have appeared in a New Zealand newspaper between 1st June 2007 and 31st May 2008.

The winner will be announced (and \$10,000 cash prize presented) at The Newspaper Ad of Year night to be held in Auckland on Wednesday 27th August 2008, 6pm at Hopetoun Alpha.

Entry into the competition is easy. Simply email a hi-resolution pdf of the ad to ideas@nabs.co.nz, include credits and publication name and date in the email body.

Entry criteria and full terms and conditions can be found at www.nabs.co.nz.

-Ends-

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