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2013 America East Digital Quality Contest Winners Announced

HARRISBURG, Pa. (March 7, 2013) — The America East Digital Quality Contest is designed to give all entrants constructive feedback on their newspaper websites and to provide a valuable learning experience. Each entrant's overall website is judged based on its design/structure, creativity/innovation, community participation, use of multimedia features, ease of use and editorial content. Additionally, new optional categories were added to this year's contest, including best mobile version or app, best use of social media and best sales or marketing campaign.

The Digital Quality Awards will be presented Monday, April 8, at the America East trade show and conference, held in Hershey, Pa. Judges will be in attendance to review scores and answer any questions from entrants.

The Pittsburgh Post-Gazette was named the 2013 Best Overall Website first-place winner, earning high marks for the website's clean design, creative navigation, use of multimedia features including videos, photos and podcasts, and their overall use of color.

2013 Digital Quality Contest Winners:

Category: Best Overall Website

First Place: www.post-gazette.com – *Pittsburgh Post-Gazette*, Pa.

Second Place: www.goerie.com – *Erie Times-News*, Pa.

Third Place: www.cumberlandlink.com – *The Sentinel*, Carlisle, Pa.

Category: Best Homepage

First Place: www.cumberlandlink.com – *The Sentinel*, Carlisle, Pa.

Second Place: www.post-gazette.com – *Pittsburgh Post-Gazette*, Pa.

Third Place: www.ydr.com – *York Daily Record/Sunday News*, Pa.

Category: Best Use of Technology

First Place: www.lancasterfarming.com – *Lancaster Farming*, Pa.

Second Place: www.ydr.com – *York Daily Record/Sunday News*, Pa.

Third Place: www.timesleader.com – *The Times Leader*, Wilkes-Barre, Pa.

Category: Best Interaction with Readers

First Place: www.lancasterfarming.com – *Lancaster Farming*, Pa.

Second Place: www.observer-reporter.com – *Observer-Reporter*, Washington, Pa.

Third Place: www.ydr.com – *York Daily Record/Sunday News*, Pa.

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Category: Best Community Website

First Place: www.cumberlink.com – *The Sentinel*, Carlisle, Pa.
Second Place: www.ohio.com – *Akron Beacon Journal*, Oh.
Third Place: www.ydr.com – *York Daily Record/Sunday News*, Pa.

Category: Best Website Design

First Place: www.post-gazette.com – *Pittsburgh Post-Gazette*, Pa.
Second Place: www.goerie.com – *Erie Times-News*, Pa.
Third Place: www.cumberlink.com – *The Sentinel*, Carlisle, Pa.

Category: Best Sales or Marketing Campaign

First Place: www.ohio.com – *Akron Beacon Journal*, Oh.

Category: Best Overall Use of Social Media

First Place: www.lancasterfarming.com – *Lancaster Farming*, Pa.
Second Place: www.triblive.com – *Pittsburgh Tribune-Review*, Pa.
Third Place: www.philadelphianeighborhoods.com – *Philadelphia Neighborhoods*, Pa.

Category: Best Multimedia

First Place: www.philadelphianeighborhoods.com – *Philadelphia Neighborhoods*, Pa.
Second Place: www.lancasterfarming.com – *Lancaster Farming*, Pa.
Third Place: www.yorkdispatch.com – *The York Dispatch*, Pa.

Category: Best Mobile Version or App

First Place: www.timesleader.com – *The Times Leader*, Wilkes-Barre, Pa.
Second Place: www.cumberlink.com – *The Sentinel*, Carlisle, Pa.
Third Place: www.triblive.com – *Pittsburgh Tribune-Review*, Pa.

For more information on the America East conference and to register, please visit www.america-east.com.