



2017 Missouri Advertising Managers' Association Best Ad Contest Results and Judges Comments

1.) Best Full Page Ad

Large Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Columbia Daily Tribune**
Very nice looking ad with a catchy heading.

When even Santa can't get thru... Subaru Lisa Wells and April Sherman

Honorable Mention **Joplin Globe**
Message received but too many pictures.

Robertson Farm

Justin Oden

Second Place **Joplin Globe**
Nice Clean ad that grabbed my attention.

Carthage True Value -JMAG Full Page

Regina Langston

Third Place **Columbia Daily Tribune**
To the point, nice clean ad.

Selling Mid-Missouri Real Estate with

Jake Lichman and Loren Meyer

1.) Best Full Page Ad

Large Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Webster-Kirkwood Times**
This ad is philanthropic (who doesn't want to save those bees?), graphically appealing and beautifully designed but most importantly, checks off all the boxes. There are multiple calls-to-action "protect the pollinators, take the free plant home, plant a garden..." Plus a way for the nursery to keep the customer engaged by collecting their e-mail address. Whether it's the gardening tip of the day, week or month, pushing out sales notifications, coupons, etc., this is one of the smartest and easiest marketing actions a business can do (e-mail). There's use of a coupon to incentivize the customer. Give them a reason to walk in and spend more. Lastly, they subtly promote all of their other products by talking

Greenscape Gardens

Amanda Zarecki

Honorable Mention **Jefferson County Leader - Festus**
This ad proves that an advertiser, especially an auto dealer, can present a nice mix of products in a pleasing presentation without filling the page with hundreds of little boxes and bursts. The bows on the projected ornaments give a positive holiday feel good vibe. Santa needing a new sled has been done forever but it still works here and makes you chuckle. They unobtrusively list previously owned vehicles which adds to the balance of the ad. This is a really visually appealing ad.

Reuther Ford

Debra Skaggs and Glenda Potts

Second Place **Webster-Kirkwood Times**
Stunningly beautiful is the best way to describe this ad. This is an excellent example of the correct use of space, pics and copy. Without even reading the ad, you immediately know that this is a retailer who values quality and offers superb products and services. Graphically appealing with the logo, great script typeface, call to actions in the descriptive copy. The pictures say 1,000 words and for a graphic interest, the inclusion of the shape of the chair as a photo instead of another box. I couldn't wait to read this ad once I opened it to vote and I would definitely shop at this store.

Three French Hens

Susy Broderick

Third Place **Webster-Kirkwood Times**
While I find this ad to be a little cluttered, the content and what is promoted is spot on for today's consumers. Families are busy and it's all about variety and convenience without giving up nutrition and healthy lifestyle. The Art of Entertaining offers daily selections to-go, low fat and lighter side meals, samples and tastings. The appeal of gourmet without the fuss - YES, YES, YES!! Coupons to drive new customers to try their selections. Party baskets, catering, gift cards. It's a well rounded offering. Halloween is the worst night to get kids to eat but A of E offers healthy and flavorful options vs. the same old delivery pizza before trick-or-treating. I would include an incentive for the reader to

Art of Entertaining

Amanda Zarecki

1.) Best Full Page Ad

Medium Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Perry County Republic-Monitor**

Roziars

Kim Allen

Honorable Mention **Salem News**

Republican Candidates

Julie Brooks

Second Place	Perry County Republic-Monitor	Morlan Black Friday	Stephanie Vandeven
Third Place	Washington Missourian	West Brothers 8.24.16 - E2	Stephanie Fitzgerald

1.) Best Full Page Ad	Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	West Plains Daily Quill	Vantage Real Estate	Sharon Essary
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Easy to read layout both vertically and horizontally. Love the agent box at the top. Very creative!

Honorable Mention	Columbia Missourian	Kappa Alpha Theta	Melody Cook
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I like the use of the social media icons on bottom right. Fun layout.

Second Place	Columbia Missourian	La Siesta	Melody Cook
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Clean layout, and graphics are not too overpowering considering their size.

Third Place	West Plains Daily Quill	Ozark Independent Living	Vicky Rutter
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Nice use of colors, and the photos are a great touch. Easy to read layout.

1.) Best Full Page Ad	Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Richmond News	Katelins No Debate	Karen Payne
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Very patriotic! And there is no debate about it - that star-spangled recliner does a great job of grabbing my attention.

Honorable Mention	Christian County Headliner News	Now Open (Nixa Hardware)	Amanda Hess
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Second Place	Focus on Oak Grove	Celebrating Veterans fog_a005	John Spaar and Pam Schuchner
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Love the flags in all of the photos and the quotes and messages that celebrate Veterans Day.

Third Place	Richmond News	Katelin's Summer Clearance	Karen Payne
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The summer sun really makes this ad pop!

2.) Best Ad No Smaller Than a 1/4 Page	Daily Small	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	West Plains Daily Quill	Church of Christ	Vicky Rutter
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Arresting visual and graphics reinforce the product. Gets quickly to the topic

2.) Best Ad No Smaller Than a 1/4 Page	Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Jefferson City News Tribune	EcoWater How To Guide - Vickie	Vickie Catalina and Janet Ousley
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Visual tells the story simply and straightforward

Honorable Mention	Columbia Daily Tribune	Deb Daniels Brings Experience	Jake Lichman and Vicki Russell
Well organized copy describing her accomplishments and nice image portrayed through the photos			

Second Place	Jefferson City News Tribune	Sakelaris - Heather	Heather Pirner
Gives credibility with Fords returned transportation program...reason for the sale			

Third Place	Jefferson City News Tribune	J.Pfenny's 5 Year Anniversary - Vickie	Vickie Catalina and John Benke
Gets the message across quickly			

2.) Best Ad No Smaller Than a 1/4 Page	Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	St. Louis Call Newspapers	Clarice's	Taylor Kelly and Bea Corbin
Beautiful ad. Great choice on the photo, the fonts are fancy, but readable and then the simple fonts down below. Very dramatic ad. Good job!			

Honorable Mention	Arnold-Imperial Leader	Fortune Bank	Michelle Engelhardt and Rob Schneider
Very nice use of infographic the colors make the ad jump out!			

Second Place	Jefferson County Leader - Festus	Mapaville Fire Protection	Michelle Engelhardt and Glenda Potts
Nice, simple ad to promote the passing of a fire protection district ad. Clean, but has enough info to get the point across.			

Third Place	Webster-Kirkwood Times	Summit Produce	Susy Broderick
Nice use of color, contrast and balance. Lots of text in this ad, but the designer does a great job with the use of fonts to keep it from looking cluttered and all running together, which could have easily happened with that much text.			

2.) Best Ad No Smaller Than a 1/4 Page	Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Gasconade County Republican	First Baptist Church	Tammy Curtis
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Honorable Mention	Gasconade County Republican	Citizen Bank	Dennis Warden
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Second Place	Washington Missourian	Montelle Winery - Vines Bites & Brews	Jeanine York
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Third Place	Gasconade County Republican	First State Community Bank	Dennis Warden
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2.) Best Ad No Smaller Than a 1/4 Page	Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Honorable Mention	Columbia Missourian	Tiger Cleaners	Melody Cook
Makes the point in a humorous way, why you may need a cleaners			

Second Place **Columbia Missourian**
invites the reader in quickly and gives all the info necessary

Our African Origins

Melody Cook

Third Place **Columbia Missourian**
Straight forward with good graphics.

Szechuan House

Melody Cook

Food looks god and give all the info you need in one spot

2.) Best Ad No Smaller Than a 1/4 Page **Small Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Richmond News**
Very fun and lively ad! It celebrates the occasion and the 70s in all that decade's loopy glory! And tying in the beer specials to the founding date is 'priceless!' Also, the collage look with the photos and graphics usually looks unkempt, but in this ad, it actually adds to the vibe because it looks like a scrapbook or a bulletin board.

George's Anniversary

Karen Payne

Honorable Mention **Richmond News**
This ad works because it's like a mini-pre-print or insert except that rather than listing everything on sale, it highlights some key items that have both season appeal and/or great value. Colorful and easy to read. Maybe the ad will help sell a step ladder, but the great thing is it will most likely get readers in the door, and then they'll buy lots of stuff!

Derstler Christmas Sale

Karen Payne

Second Place **Vandalia Leader**
Although a bit busy at the top with all the logos, what makes this ad work is the smiling faces of real people! Readers want to see faces, not clip art! And the message is simple and clear -- who they are, what they do and how to contact them.

Gentle Healthy Smiles August 31

Crystal Beatty

Third Place **Vandalia Leader**
This ad works because it is direct -- a simple message and easy-to-read contact info. It encourages the reader to act, and the top-of-mind awareness is east to get because the ad doesn't try to tell everything about the business, just everything the reader needs to know right now - service, brand and contact.

AISAT Wireless November 30

Crystal Beatty

3.) Best Ad Series **Large Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Jefferson City News Tribune**
Clever marketing campaign! Gain trust of your readers and advertisers by informative testimonials!

News Tribune Testimonials

Jane Haslag

Second Place **Joplin Globe**
Love, love, love the creativity of these ads! Consistent placement on cover of section is so strong too! Your readers probably look for the witty advertisement each week! Great job!

Popeye's Strip Series

Regina Langston, Courtney Adams and Justin Oden

Third Place **Jefferson City News Tribune**
I like the consistent placement of the ad. A reader can easily identify the diner. Great job!

Oscars Classic Diner - Vickie

Vickie Catalina and John Benke

3.) Best Ad Series **Medium Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Perry County Republic-Monitor**
This is one of the most clever ad campaigns I have ever seen! I love the edgy way to present a very serious subject! Bravo!

Relay for Life/Mammogram

Sandy Schnurbusch and Stephanie Vandeven

Honorable Mention **Washington Missourian**
These ads stood out on the page! love the sideways, page anchor! Always a great idea! Great job!

Little Caesars - Mary Rayfield -

Mary Rayfield

Second Place **Perry County Republic-Monitor**
Love Love LOVE the Wanted Dead or Alive Campaign! Truly remarkable! Very eye catching!

Advanced Pest Control- Wanted Dead or Stephanie Vandeven

Third Place **Perry County Republic-Monitor** Little Miracles Stephanie Vandeven
 What a great way to capture your target audience! Adorable photos with colorful blocks of keywords. You did an amazing job!

4.) Best Single House Ad **Large Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Jefferson City News Tribune** Millenials - Kate Kate Johnson
 A great idea promoting positive statistics in a print changing era with good execution in displaying the message.

Honorable Mention **Joplin Globe** Joplin Globe / Monster / Pittsburg State Justin Oden
 Good, creative image drawing me in to read the actual text.

Second Place **Columbia Daily Tribune** Free Up Your Space Linda Hays and Jenna Cook
 Attention grabbing, clean with an easily digestible message. Good job!

Third Place **Columbia Daily Tribune** Cool arts all summer Jake Lichman and Linda Hays
 Clean and clever.

4.) Best Single House Ad **Large Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **St. Louis Call Newspapers** Baby Announcement Mandi Gummels and Deb Baker
 This was an attractive layout and I liked the color and Artwork. It is hard to go wrong with a baby, (of a pet).

Second Place **St. Louis Call Newspapers** Submit Your Announcements Mandi Gummels and Deb Baker
 Free looks good in any color but in this case the reader can't miss it because you used color conservatively and with thought,

Third Place **Webster-Kirkwood Times** Season's Greetings Randy Drilingas
 This isn't original (although the truck is nice) But many papers "don't have time to get everyone together," etc. This is good and I hope you, and others continue.

4.) Best Single House Ad **Medium Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Gasconade County Republican** Stand Out from the Crowd Dennis Warden
 Great idea for an ad. The photo of the dog jumps out at you. Nice photos, by far the best of the bunch.

Honorable Mention **Washington Missourian** Capture Seasons Best Moments 11.30.16 Whitney Livengood
 Nice ad. There were four ads vying for second place.

Second Place **Gasconade County Republican** Save Some Green Dennis Warden
 Nice use of color, love the ad idea.

Third Place **Gasconade County Republican** Meal Deal Card Dennis Warden
 Nice use of color. What a great idea. The ad is a little busy.

4.) Best Single House Ad		Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Missourian		J'den Cox RePrint	Melody Cook
Clean layout. Very eye catching. Text is placed well.				
Second Place	Columbia Missourian		Voter Guide	Melody Cook
The fingerprint is a nice touch. Personalized.				
Third Place	West Plains Daily Quill		Merry Christmas from West Plains Daily	Vicki Johnson, Vicky Rutter, Darla Parker and Sharon Essary
Very cute. Message to readers is great.				

4.) Best Single House Ad		Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Christian County Headliner News		America's first portable information	Amanda Hess
Great concept and the top half of the ad displayed excellent execution in the message.				
Second Place	Vandalia Leader		Graduates House Ad May 4	Crystal Beatty and Ron Schott
The message is good.				
Third Place	Monroe City Lake Gazette		Selfie Contest House Ad	Consetta Gottman
There is a lot going on in this ad but idea is good. Try a larger image of the loving couple paired with clean, easy to read font - less is more.				

5.) Best Ad Smaller than 1/4 Page		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Third Place	Columbia Daily Tribune		Burgers' Smokehouse	Jake Lichman and Craig Sims
Nice ad that got the message across.				

5.) Best Ad Smaller than 1/4 Page		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Webster-Kirkwood Times		Webster Groves Herb Society	Amanda Zarecki
Not too busy, original format with use of eye catching colors and fonts, absence of border helps it really stand out on a page even when surrounded with multiple other color ads.				
Honorable Mention	Jefferson County Leader - Festus		ES Leonard Contracting	Michelle Engelhardt and Glenda Potts
Nice format, simple display elements to make the ad understandable quickly. Stands out well.				
Second Place	Lee's Summit Tribune		Profile Cabinets	David Reed
Good use of space to showcase the beautiful display of the kitchen, with simple business information below.				
Third Place	St. Louis Call Newspapers		SoCo Bistro at Holiday Inn	Mandi Gummels and Deb Baker
Really fun display, tells you what the ad is about very quickly. Good use of color and format to go along with what the business wants to portray itself as.				

5.) Best Ad Smaller than 1/4 Page		Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	The Odessan		Odessa Outreach Duck Race ode_b004	John Spaar and Pam Schuchner
LOVE the art! Great colors and love that the ad is floating in the space.				

Honorable Mention	Buffalo Reflex	Thanks for Giving	Charles Goodin
Second Place	Buffalo Reflex	O'Bannon Happy Thanksgiving	Shannon Ferrell
Beautiful colors. Pops off the page			
Third Place	Gasconade County Republican	Butch's Mowers	Dennis Warden
great pictures and colors!			

5.) Best Ad Smaller than 1/4 Page **Small Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	West Plains Daily Quill	El Charro Mexican Restaurant	Darla Parker
Very creative. Really nice looking ad. Stand out on the page.			
Honorable Mention	West Plains Daily Quill	River Counry Chevrolet	Darla Parker
Clean ad. Car with bow grabs my attention.			
Second Place	West Plains Daily Quill	Ozarks Coca Cola	Darla Parker
Creative with the ad on the page to make it stand out.			

5.) Best Ad Smaller than 1/4 Page **Small Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Richmond News	Richmond Chiropractic - move	JoEllen Black
Placement of this ad really pops, especially with the colors used. It demands your attention. Creative use of fonts, yet clean.			
Honorable Mention	Richmond News	Flexible Staffing Cow ad	Karen Payne
Great flay on words, yet clean design. Spacial reference is well placed.			
Second Place	Vandalia Leader	Ultimate Image October 5	Crystal Beatty
This one is very eye catching considering the size. It flows together well by matching the color of the softball in the font text. Clean and airy. Great use of small space!			
Third Place	Richmond News	Richmond Bowl - Bowling	Karen Payne
Fun design. Several fonts are used to make this ad really pop out. Screams to me, Let's go bowling!			

6.) Most Creative Use of Full Color in an Ad **Large Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	St. Louis Call Newspapers	Clarice's Bridal	Mandi Gummels and Bea Corbin
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6.) Most Creative Use of Full Color in an Ad **Small Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Columbia Missourian	Art of Hair	Melody Cook
Nice vibrant pops of color on a dark background. Love it!			

Honorable Mention **West Plains Daily Quill**
Pretty colors, definitely makes me think of swimming.

Pruett's Pool & Spa

Darla Parker

Second Place **Columbia Missourian**
Love the smoke effect in this ad!

Grassroots Smoke Shop

Melody Cook

Third Place **West Plains Daily Quill**
Great color use for fall. Like how the starbursts are not just a single color.

Morlan-Shell Ford

Vicky Rutter

6.) Most Creative Use of Full Color in an Ad **Small Weeklies**

Title of Entry, If Applicable

Award Winner(s), If Applicable

Honorable Mention **Focus on Oak Grove**

OGHS Theatre Almost Maine fog_a007

John Spaar and Pam Schuchner

Second Place **Richmond News**

JP's Holiday Dazzle

Karen Payne

Third Place **Richmond News**

George's Summer Ad

Karen Payne

7.) Best Regularly Scheduled Section **Large Dailies**

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **St. Joseph News-Press**
Maintaining a glossy magazine is not an easy task in today's publishing world so Josephine is good to see. There is a nice mix of health, beauty, fashion, slice of life and local interest editorial so that the layout and articles stay interesting. Perhaps it was the layout of the edition I read through but I had some difficulty discerning edit from ad content on a couple of pages. The advertising content looks robust which is essential in keeping a specialty pub alive. Hopefully the readers are supporting the advertisers as a result.

Josephine

Melissa Friger

Third Place **Jefferson City News Tribune**
Active Life is a good mix of educational and informative news. There are a lot of changes happening to seniors once they reach a certain age and their concerns, interests and needs change accordingly. Active Life presents a good mix of spot on articles along with some interesting slice-of-life stories on local residents. There is a very healthy mix of advertisers to support the publication as well.

Active Life

Jane Haslag

7.) Best Regularly Scheduled Section **Medium Weeklies**

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Marshfield Mail**
The best of the bunch. Great layout. Someone takes a lot of time and puts forth a lot of effort on this section.

Health Check

Staff

7.) Best Regularly Scheduled Section **Small Dailies**

Title of Entry, If Applicable

Award Winner(s), If Applicable

Second Place **West Plains Daily Quill**
Great idea in which multiple reps can sell into the page or it can be used to generate increased focus on one shopping center or town by one sales rep. This type of section is good for rewarding and focusing on long-term customers or incentivizing prospective customers. I hope this generated some good revenues for the newspaper plus the advertisers who supported it.

WPDQ Local Focus

Vicki Johnson, Vicky Rutter, Darla Parker and Sharon Essary

7.) Best Regularly Scheduled Section **Small Weeklies**

Title of Entry, If Applicable

Award Winner(s), If Applicable

Honorable Mention **Christian County Headliner News**
Nice job again on this section. Photos could be a little crisper.

N the Zone

Staff

Second Place **Richmond News**
Good stories Russ Green. Colorful photos, great graphics.

Game On - 160819

JoEllen Black, Karen Payne, Russ Green and Shawn Roney

Third Place A different way of putting together a sports preview.	Christian County Headliner News	The Nest	Staff
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8.) Best One Time Special Section	Daily Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Third Place	Jefferson City News Tribune	Hunting Guide - Kate	Kate Johnson
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8.) Best One Time Special Section	Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place You really went all out and hit it with this section!!!	Joplin Globe	Making Headlines - The 120 Year Story	Staff
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Honorable Mention	Columbia Daily Tribune	Behind the Stripes	Jake Lichman, Deborah Marshall, Joe Walljasper and Kelly Scanlon
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Second Place	St. Joseph News-Press	CVB	Holly Lyons
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8.) Best One Time Special Section	Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place Very Engaging Local Piece. Use of Photos was excellent. Appealed to more than just the Sports fan. Well Done!	St. Louis Call Newspapers	Sports Preview	Staff
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Honorable Mention Nice graphic chosen for header. Evoked a pleasant emotion. Ads contained relevant content to Father's day & were well placed.	Jefferson County Leader - Festus	Fathers Day	Staff
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Second Place Comprehensive deep dive on diversity in the St. Louis community. Well produced and funded.	St. Louis American	DIVERSITY	Staff
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Third Place Good balance of Advertising and Editorial.	Webster-Kirkwood Times	2016 Real Estate Agent Profiles	Randy Drilingas and Kevin Murphy
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8.) Best One Time Special Section	Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Washington Missourian	Saluting Our Military 11.9.16	Staff
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Honorable Mention	California Democrat	Christmas Church Service Directory	Denise McMillen
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Second Place	Gasconade County Republican	Wedding Bells 2016	Staff
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Third Place	Buffalo Reflex	Community Icons	Staff
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8.) Best One Time Special Section	Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Columbia Missourian	2016 Missouri Tourism & Recreation	Lyndsey Dunn
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The Missouri Tourism magazine is what we all aspire to when we start brainstorming on specialty publications. This is beautifully designed and executed and highlights the fact that newspapers are not just newsprint and ink. The layout of the magazine is well thought out and the photos well selected. The colors, graphics and typefaces are all pleasingly fluent and you really feel as if you are reading through a national travel magazine.

Honorable Mention	West Plains Daily Quill	Shop Indie	Vicki Johnson, Darla Parker, Vicky Rutter and Sharon Essary
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I'm giving a group Honorable Mention to all four of the West Plains Daily Quill sections: Shop Indie, WPHS Class of 2016, Zizzer Homecoming and Community Wide... This paper has taken an obviously successful formula and replicated it numerous times to their advantage. This is a credit to this newspaper and sales team.

Second Place	Columbia Missourian	University of Missouri Tigers 2016	Lyndsey Dunn and Missourian Staff
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Go U of M Tigers!! This is a beautifully executed keepsake magazine for students with a long shelf life for students, parents and U of M supporters. Selling this piece would have involved all of the sales team and presented an opportunity to generate new advertisers and revenues. All plusses. Good mix of photos and graphics to accompany edit, as well as good balance of edit to ads. This is definitely a product with good repeat growth potential in the upcoming years.

Third Place	Columbia Missourian	Annual Progress Edition: Cultivating	Missourian Staff
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The subject of diversity is an unsettling subject for many Americans and this section does a great job of dissecting and explaining just what constitutes diversity in America today. The stories are a refreshing mix of subjects which were well chosen for a fresh look at the subject.

8.) Best One Time Special Section	Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Richmond News	Magazine - Show Me Ray County	JoEllen Black, Liz Johnson and Karen Payne
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Honorable Mention	Richmond News	Graduation	Karen Payne and Liz Johnson
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Second Place	Richmond News	Fall Home & Garden	Liz Johnson, Karen Payne and JoEllen Black
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Third Place	Cedar County Republican	Our Kids	Staff
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9.) Best Single Classified Display Ad	Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Columbia Daily Tribune	The District	Ruby Kuhler and Prepress Department
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Wonderful Use of Color and Stacking! Really draws the eye.

Second Place	St. Joseph News-Press	Happy 90th Birthday	Mary Vette
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Nice use of multi-colored classification markers. Nice use of multi-color!

Third Place	St. Joseph News-Press	Missouri Veterans Home	Debbie Brushwood
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Good use of stacking and Multi-color. Good promotion of your upcoming Saturday section & artwork to go with it.

9.) Best Single Classified Display Ad		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Jefferson County Leader - Festus		Great Mines Health Center	Debra Skaggs and Glenda Potts
Beautiful full color ad. really pops off page. informative and great artwork.				
Honorable Mention	Jefferson County Leader - Festus		For Sale by Owner	Debra Skaggs and Jeff Adams
Fantastic full color real estate ad. The header blends in too much. It would be better if it wasn't matching the trees.				
Third Place	Jefferson County Leader - Festus		Gramps & Granny	Debra Skaggs and Mark Grebe
Great ad. Love the artwork. Pops off page!				

9.) Best Single Classified Display Ad		Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Honorable Mention	Columbia Missourian		Secret Boudoir by Shantise	Melody Cook
Anchor position for branding ad in full color was pleasing. Graphics for the Service Specials was great idea.				

9.) Best Single Classified Display Ad		Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Second Place	Christian County Headliner News		Your Mission	Billie Marsh
Great ad. Love the headline!				

10.) Best Single Classified Line Ad		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Jefferson City News Tribune		Focus Workforce Management - Brenda	Brenda Perkins
Overall fun classifieds page, and this Focus classified is easy to spot thanks to the color logo, plus the use of open white space makes it stand out from the scrunched up classifieds nearby. It is also concise and typo free! Like it!				
Second Place	Columbia Daily Tribune		Atkins Classy Line	Ruby Kuhler and Prepress Department
The color and shape of the logo makes it really jump off the page, plus the concise writing and some white space makes it easy to read and get the main points -- job, wage, contact info. Good work!				
Third Place	Jefferson City News Tribune		PFS Brands - Sandy	Sandy Draffen
Not a real exciting logo, but at least it adds some color to the classified, plus the white space makes it appealing to look at -- not so dense and boring as a typical help-wanted ad. Maybe add the phone number in addition to the url?				

10.) Best Single Classified Line Ad		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Honorable Mention	St. Louis Call Newspapers		Bretz Classic Painting	Staff
Second Place	St. Louis Call Newspapers		Forgetaboutit	Staff
Third Place	St. Louis Call Newspapers		Inside Jobs	Staff

10.) Best Single Classified Line Ad		Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Monroe City Lake Gazette		BowTech Blackhawk	Consetta Gottman
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11.) Best Classified Section		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	St. Joseph News-Press		Best Classified Section St Joseph News	Staff
Colorful and engaging				

Honorable Mention	Columbia Daily Tribune		Columbia Tribune Classy	Ruby Kuhler and Prepress Department
Like the garage sale guide.				

Second Place	Joplin Globe		Joplin Globe Classifieds 7/8/16-7/10/16	Staff
Nice, clean look				

Third Place	Jefferson City News Tribune		News Tribune Classified Section	Classified Staff
Nice overall, but service directory could use some updating				

11.) Best Classified Section		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Honorable Mention	St. Louis Call Newspapers		July Classified Sections	Staff
Very fun Submission! Layout of classifieds is very clean and Navigation is easy to understand. Get creative with Ads and give each section a 'boost' to stand out - Something more significant.				

Third Place	Webster-Kirkwood Times		Best Classified Section	Kent Tentschert and Jan Streib
Easiest to read Classified Section! Get creative with ads - give them the boost they need to stand out.				

11.) Best Classified Section		Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Gasconade County Republican		GCR Classified Pages	Staff
Clean. Effective. Creative. Trifecta of a Classified Section. One of few critiques: Play with layout a little bit, Pay attention to bootlegging and 'boxing' in content.				

Second Place	Washington Missourian		Washington Missourian Best Classified	Staff
Overall the best most creative navigation of classified. Very easy to navigate. Spacing of content is biggest fault. Give breathing room for ads and content.				

12.) Best Newspaper Promotion		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Joplin Globe		Reader Rewards Club	Courtney Adams, Brian Huntley, Justin Oden, Regina Langston and Regina Carnahan
Great program adding value to their subscription.				

Second Place	Jefferson City News Tribune		Front Page of the Paper Board	Jane Haslag
Hard to get emails from readers, but this is a fun way to do it.				

Third Place	St. Joseph News-Press		Where's Flat Jo?	Hilary Smith
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12.) Best Newspaper Promotion		Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Gasconade County Republican		Meal Deal Card	Staff
Second Place	Gasconade County Republican		Kids in Ads	Staff
Third Place	Washington Missourian		The Big One Promotion	Whitney Livengood
Great way to promote the biggest paper of the year. I like how people can get a free wall calendar if they stop down to the office to purchase their paper.				

13.) Best Shared/Signature Page		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Jefferson City News Tribune		Trends	Jane Haslag
Honorable Mention	Joplin Globe		Join the Fight	Brian Huntley, Justin Oden, Regina Langston and Courtney Adams
Second Place	Columbia Daily Tribune		Rock Bridge Boys Tennis	Jake Lichman and Deborah Marshall
Third Place	Jefferson City News Tribune		River City Fall Festival - Elsa	Elsa Kleinschmit

13.) Best Shared/Signature Page		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	St. Louis Call Newspapers		Grad Salute Shared Page	Staff
Love the picture of the whole gang. Great layout too.				
Second Place	Troy Lincoln County Journal		Troy softball	Staff
Great way to celebrate excellence. Terrific photos.				
Third Place	Webster-Kirkwood Times		Shop Des Peres	Susy Broderick, Amanda Zarecki and Randy Drilingas
Really creative layout.				

13.) Best Shared/Signature Page		Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Gasconade County Republican		Ghost Contest	Staff
Honorable Mention	Gasconade County Republican		Quilt Block Contest	Staff

Second Place	Jackson Cash-Book Journal	Jackson Girls Cross Country Congrats	Stephanie Watkins, Diane Proffer and Gregory Dullum
Third Place	Gasconade County Republican	Witches Night Out	Staff

13.) Best Shared/Signature Page **Small Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Fulton Sun	Autumn on the Bricks - Jenny	Jenny Watson and Stephanie Hampton
There are many positives on this page. The use of three typefaces in three colors draws attention to the heading but also breaks up the heading from sub-head. It negates what could have been a huge block of black words had the heading been the same color as the copy. The apples, soup and pumpkin pic draw the eye down the page into the ads. The use of the soup projecting into the curved copy draws the reader into the page. The four highlighted events on the upper right could have been laid out as a bullet list of ho-hum events. Instead, each event is now highlighted and their slightly off positioning ads movement to the page. Lastly, the use of Post-it Notes in the lower left flags the			
Second Place	Columbia Missourian	Sights, Sounds & Services of the Holiday	Melody Cook
This page makes the reader stop then draws them in. The use of the bold red bulbs angled across the page on the white snow moves your eye down into the headline and ads. The use of two similar but different typefaces, in two different colors breaks up the heading/sub-head. The curves of the typefaces add movement and you can almost hear sound while looking at this. I don't know if the McDonalds ad was sold specific to this page or part of an added value package? Either way, it's brilliant! Many families, couples and friends go to breakfast following their Sunday church services. Having a Christmas directed McDonalds ad mixed in with the Holiday service ads seems a natural.			
Third Place	Columbia Missourian	Easter - He is Risen	Melody Cook
This page makes me feel the Easter spirit. The spring colors with the lit stained glass windows grab my attention. The burst of light directed up and off the page reflect the ascension into heaven. The colorful ads contribute to the sense of spring, rebirth and rejoicing.			

13.) Best Shared/Signature Page **Small Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Focus on Oak Grove	Sound of Panther Pride fog_b004 &	John Spaar and Pam Schuchner
Terrific pictures and use of color scheme throughout make this really stand out! Nicely done!			
Second Place	Richmond News	Christmas Open House	Karen Payne
This really brings the holiday spirit home. Very nice.			
Third Place	Richmond News	Memorial Day Pages	Karen Payne
Patriotic and tastefully done.			

14.) Best Advertising Sales Tool **Large Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Jefferson City News Tribune	Special Section Tri-fold - Kaity	Kaity Williams
Honorable Mention	Columbia Daily Tribune	The guide to vibrant living in Columbia,	Deborah Marshall and Jake Lichman

14.) Best Advertising Sales Tool **Large Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Webster-Kirkwood Times	2016 Media Kit	Amanda Zarecki and Randy Drilingas
Fantastic use of space and overall piece! The infographs paired with content presented are superb. Only critique: Play with typography.			
Third Place	Webster-Kirkwood Times	2016 Holiday Advertising Planner	Amanda Zarecki
A Media piece that would be desired by any advertiser. Extremely informative in a presentable way. Cumbersome at times - separate or reduce content to make a top-notch piece!			

14.) Best Advertising Sales Tool	Medium Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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Honorable Mention	Perry County Republic-Monitor	Year Specials	Stephanie Vandeven
Craftily designed calendar for Advertisers. Something all Newspapers should have with the legibility of this submission!			

Second Place	Washington Missourian	Missourian Media Group Digital Rate	Whitney Livengood
Very informative and easy to read. Fun typography and great highlight of items. Take advantage of real estate available.			

14.) Best Advertising Sales Tool	Small Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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Second Place	Columbia Missourian	Progress Edition Rate Sheet	Melody Cook
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Third Place	Columbia Missourian	Missouri Tourism & Recreation Guide	Missourian Staff
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15.) Best Ad Designer	Large Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	St. Joseph News-Press	Best Ad Designer	Hilary Smith
Clean, fresh looking ads, creative and appealing layouts, exceptional attention to detail, excellent use of typography. Ads just look great, and get the message across.			

Second Place	Jefferson City News Tribune	Kate Johnson	Kate Johnson
Great ads with a modern look and feel. Nice use of color, and good font choices for the subjects.			

Third Place	Joplin Globe	Regina Langston	Regina Langston
Thoughtful layouts with great detail.			

15.) Best Ad Designer	Large Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	St. Louis Call Newspapers	Best Ad Designer - Mandi Gummels	Mandi Gummels
The ad colors play off of each other very well. The use of 'white space' in your ads is commendable. Less is always more. Well done!			

Honorable Mention	Webster-Kirkwood Times	Amanda Zarecki	Amanda Zarecki
Overall Sharp Ads! Creative ads matched with good imagery and visually appealing color makes for enjoyable ads.			

15.) Best Ad Designer	Medium Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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Second Place	Washington Missourian	Patty Brinker	Patty Brinker
Extremely fun and effective ads! The layout of your ads are easy to navigate and have a clear visual hierarchy. Kudos!			

Third Place	Perry County Republic-Monitor	Stephanie Vandeven	Stephanie Vandeven
The use of Imagery, layout and typography is striking. Great composition of ads and most important of all - Effective Ads.			

15.) Best Ad Designer		Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Honorable Mention	Columbia Missourian		Melody Cook	Melody Cook
Layouts have a nice flow, good use of color.				
16.) Best Online Ad Designer		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	St. Joseph News-Press		Best Online Ad Designer	Hilary Smith
Clean & to the point, eye-catching ads necessary to grab attention of an online reader.				
Second Place	Jefferson City News Tribune		Kaity Williams Web Designer	Kaity Williams and Kate Johnson
Well executed, attractive ads				
16.) Best Online Ad Designer		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Second Place	St. Louis Call Newspapers		Best Online Ad Designer - Taylor Kelly	Taylor Kelly
Splendid graphics and use of color images reflected businesses represented nicely! Nice work!				
Third Place	St. Louis Call Newspapers		Best Online Ad Designer - Mandi	Mandi Gummels
Good use of color and graphics, some ads were a bit wordy for an online ad, I didn't have a reason to click through to learn more.				
16.) Best Online Ad Designer		Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Washington Missourian		Lori Obermark	Lori Obermark
Great use of graphics, only essential information was included leaving a desire to click for more! Great work!				
16.) Best Online Ad Designer		Small Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Third Place	Columbia Missourian		Melody Cook	Melody Cook
Nice job				
16.) Best Online Ad Designer		Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Honorable Mention	Monroe City Lake Gazette		K&C Auto Sales Ad	Consetta Gottman
Nice use of color! Images were great. Multiple fonts used could be combined into one or two typestyles to create an ad that flows a little better. Overall great looking ad!				
17.) Best Ad Content Entire Publication		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Joplin Globe		Joplin Globe - Best Ad Content Entire	Staff
Packed full of colorful ads				
Second Place	Jefferson City News Tribune		HER Magazine	
Lots of nicely designed ads from all types of businesses				
Third Place	St. Joseph News-Press		St Joseph News Press	Staff
Wow, I wish my paper was packed that full with ads.				

17.) Best Ad Content Entire Publication	Large Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	St. Louis American	The St. Louis American	Staff
Second Place	Webster-Kirkwood Times	Best Ad Content Entire Publication -	Staff

I was exceptionally impressed with the amount of smaller advertisers participating on a regular basis. I liked the unique categories for advertising and the flow of the publication. Very nice work!

17.) Best Ad Content Entire Publication	Medium Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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Honorable Mention	Gasconade County Republican	Gasconade County Republican	Staff
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Very nice newspaper! Your community is a strong one as your publication shows it! What a reflection you are of your area, and it is evident in each publication!

Third Place	Warren County Record	Warren County Record - Cat 17	Jana Todd
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The Warren County Record publishes a class act! What a beautiful product with a strong community support in advertising! Congratulations on a job well done!

18.) Best Advertising Idea or Promotion	Large Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Joplin Globe	Santa Spotting Game	Regina Langston and Jennifer Gregory
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Fun promotion to build readership.

Honorable Mention	Columbia Daily Tribune	The Move Magazine and Contest	Linda Hays, Jake Lichman and Deborah Marshall
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Consistent campaign

Second Place	St. Joseph News-Press	Be Cart \$mart	Hilary Smith
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Clean, effective design

Third Place	Joplin Globe	Hot Slots Promotion	Brian Huntley and Justin Oden
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New twist on newspaper Bingo promotion. Looks fun.

18.) Best Advertising Idea or Promotion	Large Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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Third Place	St. Louis American	2017 Reader Calendar	Staff
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Bravo to the St Louis American for solving their lack of Thanksgiving Day revenues and creating a legacy product which helps the community through revenues generated. To move from a negative dual issue to an annual \$34,000 resolution is incredible. Plus a continued demand for extra calendar copies each year attests to the creativity of the publishing, sales, production and other teams involved in producing this annual calendar.

18.) Best Advertising Idea or Promotion	Medium Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Gasconade County Republican	Area Church Picnics	Staff
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It is the dead of winter as I'm reading through the Owensville Gasconade County Republican 2016 Church Picnic Guide and all I want to do is to go to church picnics and eat!!! This just checks off all the boxes. It's creative and fun and original with a minimum 3 to 4 month shelf life or longer with consumers. Multiple reps can sell their advertisers into the section (there was a nice variety of businesses sold) and readers are engaged with this annual product.

Honorable Mention	Washington Missourian	Shared Post It - Front Page Sticker	Stephanie Fitzgerald
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I am giving three newspapers the acknowledgement of Honorable Mention.

18.) Best Advertising Idea or Promotion	Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Second Place	Richmond News	Calendar Promotion	Liz Johnson and JoEllen Black
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This is a great idea and a franchise I hope the Richmond News can keep building on for years. This too checks off multiple boxes in that it engages the readers with photo submissions throughout the year and it's a contest. Also, multiple reps can sell into this and build anticipation from year to year.

19.) Best Idea to Grow Revenue	Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Jefferson City News Tribune	Ladies Night Out	Jane Haslag
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19.) Best Idea to Grow Revenue	Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	California Democrat	Business Card Directory	Denise McMillen
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I liked the community touches like the schools and emergency numbers and the very good ad on yourself.

20.) Best Digital Campaign	Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Honorable Mention	St. Louis Call Newspapers	Bridal/Honeymoon Section	Staff
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20.) Best Digital Campaign	Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Warren County Record	First State Community Bank 2016 Digital	Jana Todd and Whitney Livengood
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Great job. Clean and easy to read promotion in both the print and digital message

Second Place	Washington Missourian	Washington Town & Country Fair 2016	Whitney Livengood
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Great job. Clean and easy to read promotion in both the print and digital message

20.) Best Digital Campaign	Small Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Third Place	Monroe City Lake Gazette	No Shave November Campaign	Consetta Gottman
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21.) Best Print Campaign	Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Columbia Daily Tribune	Women in Business	Jake Lichman and Alaina Leverenz
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Smart looking house ads for the Women's Events

Second Place	Columbia Daily Tribune	United Way	Deborah Marshall, Jake Lichman and Jennifer Truesdale
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The human story and some of the design were well done.

Third Place	Jefferson City News Tribune	News Tribune Testimonials	Jane Haslag
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21.) Best Print Campaign		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	St. Louis Call Newspapers		Fall Sports Preview	Staff
A lot of work has gone into this keepsake edition and it appears to have had successful advertising support. Ads look good.				
Second Place	St. Louis Call Newspapers		Home for the Holidays Recipe Contest	Staff
Great idea for a promotion, would have liked to have seen it expanded to a separate section and include more of the contest entries.				

22.) Best Newspaper Produced Insert		Large Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Joplin Globe		Midwest Youth Magazine - Spring	Staff
Honorable Mention	St. Joseph News-Press		Green Hills Redesign	Sarah Haught
Second Place	Joplin Globe		Jmag July/August 2016	Staff
Third Place	Jefferson City News Tribune		HER Magazine	Jane Haslag

22.) Best Newspaper Produced Insert		Large Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	St. Louis Call Newspapers		Advance Auto Parts Insert	Mandi Gummels and Bea Corbin
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22.) Best Newspaper Produced Insert		Medium Weeklies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Honorable Mention	Washington Missourian		Wolf Hollow Insert 11.23.16	Mary Rayfield
Second Place	Salem News		Health Care Guide	Bonnie Welch, Katie Anderson and Staff
Third Place	Salem News		Gift Guide	Staff