



2019 Missouri Advertising Managers' Association Best Ad Contest Results and Judges Comments

1.) Best Full Page Ad *Dailies Large* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Joplin Globe** Villas at the Plaza Courtney Adams
Good looking ad. Like the use of multiple different defined boxes. The colors all work together and flow nicely. I wish the call to action, "Stop by fr a tour of your new home!", was more prevalent. It kind of gets lost in the shuffle, and the typeface choice for that key line weakens it further.

Second Place **The Examiner** Price Chopper Cat Clash Ad Megan Schoettger
Simple: yes. But also to the point. Missing a call to action. what do you want me to do? Tell me. I like that there are few words.

1.) Best Full Page Ad *Dailies Small* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Columbia Missourian** Eastside Tavern - Full Pg Melody Cook
A compelling graphic leads to a great call to action - 15% of bar tab with the ad in hand. This ad jumps off the page. It's clean, compelling and peaks the readers's curiosity.

Second Place **West Plains Daily Quill** Richards Brothers Check-r-board Days Vicky Rutter
A simple ad with a very effective message - October coupons. It can be hard to put multiple coupons in the same ad and still have it work, but this really gets it done. It's interesting, the call to action is strong and it's clean despite a lot going on.

Third Place **West Plains Daily Quill** Morlan-Shell Ford money Vicky Rutter
This is a very clean and reader-friendly automotive advertisement.

Honorable Mention **West Plains Daily Quill** Morlan-Shell Ford and Toyota Vicky Rutter

1.) Best Full Page Ad *Weeklies Large* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **St. Louis American** Vote No on Prop A Jonathan Irving
Wonderful!

Second Place **St. Louis Call Newspapers** Performance Roofing 12-27-18 Larry Saylor and Katie McLaughlin
Creative idea!

Third Place **Washington Missourian** Bridge Dedication - Washington Smiles - Mary Rayfield
Very nice, professional!

Honorable Mention **Jefferson County Leader** K. A. Pazdera Michelle Engelhardt and Jeff Adams

1.) Best Full Page Ad		Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Great job!	Gasconade County Republican		Medley Pharmacy Anniversary	Staff
Second Place Creative! Nice work.	Hermann Advertiser-Courier		Hermannhof Inc Ad (2 full pages)	Sara Rowe
Third Place Great use of brands!	The Cash-Book Journal		Ross Furniture Progress Ad	Stephanie Watkins and Jay Forness
Honorable Mention Great community service.	Hermann Advertiser-Courier		Fire Prevention Week	Sara Rowe

1.) Best Full Page Ad		Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	The Lake Gazette		Shortridge Christmas Ad	Abbie Power
Second Place	The Lake Gazette		Memorial Day Ad	Consetta Gottman
Third Place	Richmond News		Katelin's Warehouse Sale	Karen Payne
Honorable Mention	Richmond News		Katelin's Night & Day Sale	Karen Payne

2.) Best Ad No Smaller Than a 1/4 Page		Dailies Large	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Joplin Globe		Celebrating Restore	Brett Zacarello
Second Place	Columbia Daily Tribune		University Subaru Year End Model Sale	
Third Place	Joplin Globe		Carthage Art Walk	Brett Zacarello
Honorable Mention	Joplin Globe		American Title Loans	Chrystina Hanna

2.) Best Ad No Smaller Than a 1/4 Page		Dailies Small	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Missourian		Tiger Cleaners - 1/4 Pg	Melody Cook
Verbal-visual connection with photo and ad headline text. Clean and effective.				
Second Place	West Plains Daily Quill		Melissa Stewart	Darla Parker
Good eye-flow from top to bottom and not overcrowded.				
Third Place	Columbia Missourian		Fuzzy Tacos - 1/4 Pg	Melody Cook
Lots of info, organized and cleanly executed.				
Honorable Mention	Columbia Missourian		Smith/Patterson Science Journalism	Melody Cook
Love the layout, but question covering up so much of the photo when you are promoting a photo exhibit.				

2.) Best Ad No Smaller Than a 1/4 Page		Weeklies Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Washington Missourian		Exit 11 - 7.7.18 - C7	Katelyn Huber
Second Place	Jefferson County Leader		Tracey Perry	Debra Skaggs and Glenda Potts
Third Place	Jefferson County Leader		Federated Raceway	Debra Skaggs and Glenda Potts
Honorable Mention	Branson Tri-Lake News		Crown	Mandy Farrow

2.) Best Ad No Smaller Than a 1/4 Page		Weeklies Medium	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	The Cash-Book Journal		Siemer Football Ad`	Stephanie Watkins, Jay Forness and Diane Proffer
Great image, great text placement.				
Second Place	Gasconade County Republican		Legends Bank	Dennis Warden
Third Place	Perry County Republic-Monitor		Benefit Meal	Stephanie Vandeven
Honorable Mention	Perry County Republic-Monitor		Delta	Stephanie Vandeven

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

First Place **Tipton Times** Sesquicentennial, Bunceton, Missouri Tara Alumbaugh
 I love this ad! The sketch at the bottom is so cool and really gives the ad such personality. Great use of spot color, size and fonts. Looks like a great event too!

Second Place **Focus on Oak Grove** Fire Prevention Molle Chevrolet
 Wonderful ad!

Third Place **Focus on Oak Grove** Iron Skillet Thanksgiving John Spaar and Pam Schuchner
 Very warm and inviting ad!

Honorable Mention **Tipton Times** Harrison School Benefit Brush Pull Tara Alumbaugh
 Great ad!

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

First Place **Columbia Missourian** SE Craft Beer Festival 2018 - 3 ads (1/4, Melody Cook
 The beer festival ad, was the easiest to understand, all information was there in plain sight.

Second Place **Lebanon Daily Record** Whitty Chiropractic Whitney Hill and Shawna Bradley
 The series of ads, made me smile. The way they appealed to all different professions really caught my attention and how the graphic changed with each profession.

Third Place **Lebanon Daily Record** TH Rogers Whitney Hill and Shawna Bradley

Honorable Mention **Lebanon Daily Record** Starnes Auto Whitney Hill, Shawna Bradley, Megan Gibbs and Jennifer Early
 The auto ad was very informative. I feel like it leaves no questions and I know what they do.

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

First Place **Northeast News** Products on Independence Avenue Michael Bushnell, Bryan Jordan and Bryan Stalder

Second Place **St. Louis Call Newspapers** Kenricks Call Staff

Third Place **Gasconade County Republican** Twisters Bar and Grill Dennis Warden
 Nice layouts, but proofread your copy!

Honorable Mention **Washington Missourian** Johnny's Restaurant 10.17.18 - 11.28.18 James Schwentker

4.) Best Single House Ad		Dailies Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Joplin Globe		JMAG Promo	Chrystina Hanna
Second Place	News Tribune		Election	Vickie Catalina
Third Place	Joplin Globe		Veterans Day Promo	Chrystina Hanna
Honorable Mention	Joplin Globe		247 HomeSearch	Courtney Adams

4.) Best Single House Ad		Dailies Small	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Missourian		Darkow Book Signing - Full Pg	Melody Cook
This is a great house ad - it's clean, the graphic is fantastic, there is a clear call to action and the reader knows exactly how to get a book and get to the book signing.				
Second Place	Lebanon Daily Record		Coming Soon	Beth Chism and Shawna Bradley
Great use of a front page banner space with a clear message and call to action. This had has just enough to get the point across without attempting to do too much on the front page.				
Third Place	Lebanon Daily Record		Subscription Price Drop	Shawna Bradley and Beth Chism
This was my favorite ad if it weren't for the missing contact information. The design is clear and compelling, it's fun, the call to action if fabulous, but the reader is left to track down the contact information on her own.				

4.) Best Single House Ad		Weeklies Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	St. Louis American		Recent Accolades	Jonathan Irving
This is a very attractive piece showing excellence in all the component parts. First Place was earned by a sizable margin, in this critic's opinion. Congratulations all around.				
Second Place	St. Louis American		Salute to Excellence in Health Care	Jonathan Irving
Another nice piece from St. Louis American. Improvements could make this exhibit quite a bit better, nonetheless. It's a busy landscape and the banner is screaming to be sized and buoyed up to announce the attractions—it's a little flighty and doesn't draw the eye at first glance. The two sponsors at the top need exposure as sponsors, and here they're mistaken for advertisers—a more stylized Banner that grabs the eye immediately might soften the commercial aroma, but their mistreatment hurts.				
Third Place	St. Louis American		Thank You St. Louis	Jonathan Irving
The best thing about this exhibit is of course the nine-o logo. Your try for a dreamy historic pride is assaulted by the peeping front page teases, and the whole impression is in conflict. I'm not in favor of the concept you attempted here, but I'd at least show more of the dream up top and screen that nine-o logo back a bit. I'd also like to try on a bigger font size on THANK YOU ST. LOUIS. What you have seems obviously the dish of more than one cook.				
Honorable Mention	St. Louis Call Newspapers		Happy Holidays 12_20_18	Larry Saylor
The obligatory Christmas pandering is always a slapdash product looking and sounding insincere. You've achieved that here, so it's good; your readers don't expect more, and they like you for the sentiment. I'd challenge you to get an architect or a photographer who describes his work as art, maybe both, and come up with something worth looking at to convey your customer appreciation.				

4.) Best Single House Ad		Weeklies Medium	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Laclede County Record		Award Winning Staff	Shawna Bradley
Great job showcasing your work.				

Second Place **Laclede County Record**
Creative idea. Two for one!

Buy One Gift One

Shawna Bradley

Third Place **Versailles Leader-Statesman**
A lot of work went into this effort. Good job!

Driving Your Morgan County R-II School Janet Conner

Honorable Mention **Gasconade County Republican**
Clever idea!

Black Friday Subscription Sale Tammy Curtis

4.) Best Single House Ad

Weeklies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Maries County Advocate**
I hope you do more of these. Awesome. Would make a great series.

Advocate Testimonial

Jacob Warden

Second Place **Maries County Advocate**
Great ad!

Subscription Special

Dennis Warden

Third Place **The Vedette**
Love the headline.

We Have News for You!

Gina Langston

Honorable Mention **The Lake Gazette**
Great ad, bad typo.

Subscription House Ad

Abbie Power

5.) Best Ad Smaller than 1/4 Page

Dailies Large

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **The Examiner**
This is everything a small space ad should be - it's full of color, draws the reader in instantly, has a clear and compelling message front and center and has exactly the right amount of information without cramming too much in a small space.

Spectrum Station

Megan Schoettger

Second Place **Columbia Daily Tribune**
Strong call to action, nice central graphic and good use of space.

Kent's Full Bloom

Third Place **News Tribune**

The Linc

Brenda Perkins and Monica Rackers

5.) Best Ad Smaller than 1/4 Page

Dailies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Lebanon Daily Record**
Really great, unique visual.

Whitty Chiropractic

Whitney Hill and Shawna Bradley

Second Place **West Plains Daily Quill**

Bootleggers Best BBQ

Vicky Rutter

Third Place **West Plains Daily Quill** The Sewing Connection Darla Parker

Honorable Mention **West Plains Daily Quill** Razor Chiropractic Voted #1 Vicky Rutter

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

First Place **Jefferson County Leader** VP Get N Go Debra Skaggs and Glenda Potts
Engaging artwork.

Second Place **Jefferson County Leader** Cain Farms Michelle Engelhardt and Mark Grebe
Exceptional use of small space.

Third Place **Jefferson County Leader** Mountain Bike Shed Michelle Engelhardt and Mark Grebe
Good use of color. Lots of relevant information without being overcrowded.

Honorable Mention **Arnold-Imperial Leader** Pictures with Santa Debra Skaggs and Rob Schneider
Engaging artwork. Nice integration of partner logos.

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

First Place **Gasconade County Republican** John Scego Auto Body Dennis Warden
Very creative and clean!

Second Place **Perry County Republic-Monitor** Did Santa Damage Your Roof Stephanie Vandeven
Creative and clean. Makes an impact in a small space.

Third Place **Warren County Record** Contractors Flooring 12.13.18 4D Jessica Schanuel
Soooo much text but organized in a reader-friendly way with a good message in the middle.

Honorable Mention **Gasconade County Republican** Cool Cow Cheese Dennis Warden
Great small-space ad with creative copy for the ad theme.

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

First Place **Richmond News** Daddy's 10-13 Anniversary Karen Payne
Fun, eye catching ad with a basic color scheme that doesn't over complicate it. I like the designers use of the various fonts and color to create separation between items and the use of the street sign below. Well done.

Second Place **Maries County Advocate** Beer Garden Tammy Curtis
Overall design is fun and creative, capturing the spirit of the event. There is a lot going on but the designer made it work using color and various fonts to create separation. My favorite piece of this ad is the trail of words following the balloon and the way the designer used the font style and lines to create the effect.

Third Place **Tipton Times** Tipton Chamber of Commerce Winter Becky Holloway
 I like this ad. The designer found a way to utilize the images with out making the ad too busy. The various font colors don't compete against the background and overall make the ad stand out.

Honorable Mention **Richmond News** Northstar Garden Center Karen Payne
 Fun ad with lots of information...maybe a bit much. Would have been nice to see the Winter Social and maybe the frame in color to help with balance but over all it is creative and fun, yet simple and easy to read.

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

First Place **Joplin Globe** Antiqueish Chrystina Hanna
 Nothing says the 80s like this color combination. I loved the creative use of color to tell the story - "we're doing something 80s this weekend." Fun use of color, draws the reader's attention and tells a story by itself.

Second Place **Columbia Daily Tribune** University Subaru Balloon Erin Chambers
 Nice use of color to really pop off the page. The artist did a great job positioning the graphic to maximize the impact of the image.

Third Place **Joplin Globe** Craft Show Chrystina Hanna
 Good use of color to draw attention to an ad that is on an already busy page with lots of color. This ad is clean and crisp.

Honorable Mention **Joplin Globe** Movine Estate Sale Chrystina Hanna

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

First Place **West Plains Daily Quill** Morlan-Shell Ford Blowout Vicky Rutter

Second Place **West Plains Daily Quill** J&J Recovery Darla Parker

Third Place **West Plains Daily Quill** Richards Brothers Check-r-board Days Vicky Rutter

Honorable Mention **West Plains Daily Quill** Heritage Day Festival Darla Parker

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

First Place **St. Louis Call Newspapers** Reliable Tree Care 5-17-18 Taylor Kelly and Deb Baker
 Eyecatching. Use of muted and soft colors excellent and colors are complementary.

Second Place **Washington Missourian** Reader's Choice Special Supplement - Katelyn Huber
 All the brown shades set off by the pop of color. Could have done without the black and white logo in lower left.

Third Place **Washington Missourian** Bridge Dedication - Modern Auto - Whitney Livengood
 Colors came from photo and text background only. All blues, so the other entries' use of more colors was preferable.

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

First Place **The Cash-Book Journal** Ross Furniture Songbook Ad Stephanie Watkins and Jay Forness
 Great lead image, lovely use of color, not too busy.

Second Place **The Cash-Book Journal** Fronabarger Jackson R-2 Ad Stephanie Watkins and Jay Forness

Third Place **Laclede County Record** Merry Christmas Shawna Bradley

Honorable Mention **Perry County Republic-Monitor** AMM Congratulations Stephanie Vandeven

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

First Place **Maries County Advocate** Checo's Anniversary Tammy Curtis
 Very creative. Love these colors!

Second Place **Richmond News** Katelin's Night & Day ad Karen Payne
 Classic. Creative. Nice use of color.

Third Place **The Lake Gazette** Back the Blue Pages
 I loved everything except the little words crammed everywhere. Great job.

Honorable Mention **Richmond News** Derstler Green Up Lawn Karen Payne
 Nice small ad. Color and shading is used well.

7.) Best Regularly Scheduled Section **Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **The Cash-Book Journal** Winter Sports Preview Stephanie Watkins, Nick McNeal, Diane Proffer and Jay Forness
 Nice section. Well done! Creative ads.

Second Place **The Cash-Book Journal** Pet Prints Stephanie Watkins, Jay Forness and Diane Proffer
 This is a fun and unique section. Great job.

Third Place **The Cash-Book Journal** Cape/Jackson Game Stephanie Watkins, Jay Forness, Nick McNeal and Diane Proffer
 Well done. Creative ads.

Honorable Mention **The Cash-Book Journal**
Nice way to honor those who served. Good job!

Veterans Tab

Stephanie Watkins, Jay Forness and Diane Proffer

8.) Best One Time Special Section

Dailies Large

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **News Tribune**
Interesting articles, clean layout.

Hunting Guide

Monica Rackers

Second Place **Joplin Globe**

2018 Favorites of the Four States

Courtney Adams

Third Place **Columbia Daily Tribune**

2018 Hunting Magazine

Ryan Shiner

Honorable Mention **News Tribune**

Rotary 100th Anniversary

Heather Pirner

8.) Best One Time Special Section

Dailies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Columbia Missourian**
Nicely done, the creative elements stood out among the competition. The copy flowed well through the layout with simple color changes and graphic elements.

Missouri Tourism & Recreation Guide

Lyndsey Dunn

Second Place **Lebanon Daily Record**
This publication looks great. The students that put this together did a fantastic job. The photography really stood out for me, especially the musical instruments and the outdoor shots.

A Day In The Life

Shawna Bradley, Jennifer Early, Rebecca Dinwiddie, Whitney Hill and Jamie Beitzell

Third Place **Columbia Missourian**
Nice, clean and easy to read.

Boom Town 2018

Missourian Staff

Honorable Mention **Lebanon Daily Record**
The creative elements and design added a nice touch to this publication. It made the photos stand out for me.

Military Appreciation

Shawna Bradley, Jennifer Early, Rebecca Dinwiddie, Whitney Hill and Jamie Beitzell

8.) Best One Time Special Section

Weeklies Large

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **St. Louis American**
You clearly have a ton of community support. Wonderfully creative edition, thorough content and clean design.

90th Anniversary

Staff

Second Place **Jefferson County Leader**
Great research. Very thorough. This was a lot of work. Successfully executed.

Celebrating History

Staff

Third Place **Washington Missourian**
Great job! This was a joy to read!

Outstanding Young Professionals 9.26.18 Staff

Honorable Mention **Jefferson County Leader**
Well done. Great combination of photos and stories.

Transformers Mercy Hospital

Staff

8.) Best One Time Special Section

Weeklies Medium

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **McDonald County Press**
Very thorough, detailed, helpful! Great job!

2018 McDonald County Chamber

Terri Frye and NWA Creative Staff

Second Place **Perry County Republic-Monitor**
You have to have an awesome fair board to pull something like this off. Well done!

East Perry Fair

Staff

Third Place **California Democrat**
This is simply amazing. Very interesting and well done.

Anniversary Edition

Denise McMillen

Honorable Mention **Perry County Republic-Monitor**
This piece is phenomenal. Absolutely a ton of work. How do you choose which people you write about?

College Bound

Staff

8.) Best One Time Special Section

Weeklies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **The Vedette**
A nice piece celebrating your local athletes. Great way for advertisers to show support of local teams and get their money's worth for advertising as this piece will stay around through the season.

Fall Sports Preview 2018

Gina Langston, Lavinia Thornhill and Bob Jackson

Second Place **Tipton Times**
I like this promotion of the fair and the teamwork between the publisher and the board putting on the events. Good information for those looking to participate in events, or just go to the fair.

Tipton Towne Square Days Catalog

Becky Holloway and Tara Alumbaugh

Third Place **Richmond News**
Nice, clean layout and a great keepsake for graduates and their families.

Graduation 2018 - Richmond News

Karen Payne and Staff

Honorable Mention **Maries County Advocate**
Nice collaboration on a unique piece. Good layout, easy to read.

First Ladies

Staff

9.) Best Single Classified Display Ad

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **West Plains Daily Quill**
This layout is awesome! The different sections and mixture of display and line ads balance the page nicely. The top of the page graphic is clean, clear and easy to read.

Palindrome Express Growing Company

Vicky Rutter

Second Place **News Tribune**
I like the use of color on this page. The yellow ads stand out and make the page flow nicely. The display ad at the bottom also gives good balance to the page.

Knight Auction

Brenda Perkins and Monica Rackers

Third Place **The Examiner**
The ad design elements here are great. The use of color is simple and works well. Nice job!

Parkway Senior Living

Megan Schoettger

Honorable Mention Columbia Missourian

The graphic at the top of the page stands out nicely and the display ads give the rest of the page good balance.

COMO Flea Swap - 2x3

Melody Cook

9.) Best Single Classified Display Ad**Weeklies***Title of Entry, If Applicable**Award Winner(s), If Applicable***First Place Jefferson County Leader**

The layout makes the classifieds page easy to read, and the use of color is balanced.

Home Service Oil Company

Debra Skaggs and Glenda Potts

Second Place Jefferson County Leader

The layout is well-constructed, there is a good use of color, and the ads are not too lengthy.

Job Fair Oak Valley

Debra Skaggs and Jeff Adams

Third Place Jefferson County Leader

This publication utilizes space effectively, and the layout is easy to follow. There is a good use of color without imbalance.

Open House The Jones Group

Michelle Engelhardt and Glenda Potts

Honorable Mention Jefferson County Leader

The color distribution is appropriate, the images make the page appealing, and while use of color is limited, it makes the page pop.

Oak Ridge ReMax Best Choice

Debra Skaggs and Jeff Adams

10.) Best Single Classified Line Ad*Title of Entry, If Applicable**Award Winner(s), If Applicable***First Place News Tribune**

1806 Missouri Blvd

Brenda Perkins

11.) Best Classified Section**Weeklies***Title of Entry, If Applicable**Award Winner(s), If Applicable***First Place Laclede County Record**

This was my top selection. It is clean and organized with the necessary information. Color is used to grab the readers attention. What pushed it over the edge was the balance of classified ads, editorial and games. This allows the reader to be attracted to the section for a multitude of reasons maximizes the effects of the section and minimizing it's ability to be "skipped over".

Classifieds Section

Megan Gibbs, Leslie Blackburn and Candy Flake

Second Place Perry County Republic-Monitor

A close second to my first selection for many of the same reasons. The only think that put it under that selection was the over all organization of the section. I didn't find it as clear and felt some of the box ads needed frames around them. Very nice job overall.

Marketplace

Angie Brooks, Stephanie Vandeven and Sandy Schnurbusch

Third Place The Vedette

Very clean and nicely laid out. Some of the print seems very small and harder to read then some of the other submissions. Over all very nice job creating a clean and organized section.

The Vedette

Gina Langston and Lavinia Thornhill

Honorable Mention Washington Missourian

Color is used to create a visual separation between categories however the classifieds themselves seem very shoved together and crowded making it harder for the reader to read.

Missourian Classifieds 7.18.18, 7.21.18, Staff

12.) Best Newspaper Promotion**Dailies***Title of Entry, If Applicable**Award Winner(s), If Applicable***First Place News Tribune**

Valentines Ads

Brenda Perkins, Sandy Draffen & Brandi Silvers

12.) Best Newspaper Promotion**Weeklies***Title of Entry, If Applicable**Award Winner(s), If Applicable***First Place The Cash-Book Journal**

I'm a sucker for all things pet-related, and this really humanizes the staff and makes them seem relatable.

Pets of the Cash-Book Journal Match

Stephanie Watkins, Jay Forness and Diane Proffer

Second Place **The Cash-Book Journal**
 My kids would absolutely love this, and giving some of the control of the promo to the businesses seems like a great way to engage the community and get customers through their doors.

Halloween Coloring Contest

Stephanie Watkins, Diane Proffer and Jay Forness

Third Place **Washington Missourian**
 This is beautifully executed,

The Big One Promotion

Whitney Livengood, Katelyn Huber and Jeanine York

Honorable Mention **The Cash-Book Journal**
 A great idea to help drum up foot traffic for businesses.

Win a Turkey

Stephanie Watkins, Jay Forness and Diane Proffer

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

First Place **Columbia Missourian**
 Each ad spot is well designed and they don't clash with other spots.

Sights, Sounds and Services of the

Melody Cook

Second Place **West Plains Daily Quill**
 Ad looks very well thought out. Too much text though.

Have a Safe & Happy Halloween

Alexis Rodman

Third Place **West Plains Daily Quill**
 Each ad spot is well designed.

West Plains, MO Hometown Proud

Vicky Rutter, Darla Parker and Vicki Johnson

Honorable Mention **News Tribune**
 A lot going on here, but a great tribute page.

Benke Memorial

Heather Pirner and Jim Dyke

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

First Place **St. Louis Call Newspapers**
 Nice nod to the graduating class. I especially like the supporting advertisers who offered congratulations to the grads. A more personalized feel to the package.

Grad Salute 5-24-18

Call Staff

Second Place **Jefferson County Leader**
 Clean layout for a busy page.

Hillsboro Homecoming

Debra Skaggs, Michelle Engelhardt and Glenda Potts

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

First Place **Gasconade County Republican**
 Attractive layout and use of color. Informative.

Earth Day

Staff

Second Place **Laclede County Record**
 Originality of idea pushed this entry to the fore in this category.

Labor Day

Shawna Bradley, Leslie Blackburn, Megan Gibbs and Candy Flake

Third Place **McDonald County Press**
 Cute idea, nice layout to match the theme of the page.

McDonald County Bus Safety

Rhonda Campbell

Honorable Mention Perry County Republic-Monitor
Nice layout and support of the 4H program.

4H Fair

Stephanie Vandeven and Sandy Schnurbusch

13.) Best Shared/Signature Page

Weeklies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Focus on Oak Grove

Boy Scouts 75th Anniversary

John Spaar and Pam Schuchner

Second Place The Vedette

Lockwood Homecoming

Gina Langston and Lavinia Thornhill

Third Place Tipton Times

Look. Listen. Learn. Fire Safety sig ad

Becky Holloway and Tara Alumbaugh

Honorable Mention Focus on Oak Grove

Senior Band Member Spread

John Spaar and Pam Schuchner

14.) Best Advertising Sales Tool

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Lebanon Daily Record
Nice ad - images reflect the section very well.

A Day In The Life Sales Tool

Shawna Bradley and Jennifer Early

Second Place Lebanon Daily Record

Route 66 Guide Sales Tool

Shawna Bradley and Jennifer Early

14.) Best Advertising Sales Tool

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Washington Missourian
Very informative with lots of information at the clients fingertips. Customers directive is easy to locate and understand. They can read the site or simple request information dependent on their preference. I tested it on a mobile platform as well and it came up great. Great tool. The only possible suggestion I would have it maybe a simple portfolio of some ad samples however this is being a little nit picky and is a suggestion based on my personal experience with my clients and what they like to see.

Missourian Media Group Website

Whitney Livengood and Katelyn Huber

Second Place The Vedette
This is very simple and easy to ready for a great one stop shop for all the information a customer might be interested in. The only suggestion I would make is to assign an ad rep to it is clear who the client should contact so they are always handled by the same person. I know that is what our clients like, but this may be different where this paper is located.

Media Kit 2018

Scott Stout and Gina Langston

Third Place Laclede County Record
Attractive design. I like that it shows much like an ad might look supporting this feature. The only think that score it below the top is that it is very specific to the subject so it can only be used during that time frame.

Breast Cancer Sales Tool

Shawna Bradley and Jennifer Early

Honorable Mention St. Louis American
I really like this and the idea of this. As long as the followup from ad reps is on point it is a great way of putting monthly specials in front of the client so they are thinking about it before the ad rep comes. My only suggest it that the contact information needs to make a clearer presence on each page of the calendar so the the client doesn't have to hunt for it when they are "in the moment" and want to reach out. It's actually a little bit confusing, who created the calendar. The paper or a different organization.

Reader Calendar

Staff

15.) Best Ad Designer

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Columbia Missourian
Great portfolio of ads: good ad copy, visual impact and typography choices.

Melody Cook, Ad Designer

Melody Cook

Second Place **Joplin Globe**
Love the JoMo Moving ad. Cute and eye-catching.

ad Designer

Chrystina Hanna

Third Place **Lebanon Daily Record**
Ads are well designed but a little crowded.

TH Rogers

Shawna Bradley

15.) Best Ad Designer

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **St. Louis American**
Great portfolio of ads: good ad copy, visual impact and typography choices.

Best Ad Designer: Jonathan Irving

Jonathan Irving

Second Place **Washington Missourian**
Great portfolio of ads: good ad copy, visual impact and typography choices.

Sarah Moore - Print Advertising Portfolio

Sarah Moore

Third Place **Washington Missourian**
Great portfolio of ads: good ad copy, visual impact and typography choices.

Tricia Meyer - Print Advertising Portfolio - Tricia Meyer

Honorable Mention **Northeast News**
Great portfolio of ads: good ad copy, visual impact and typography choices.

Various Ad Styles

Bryan Stalder

16.) Best Online Ad Designer

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Joplin Globe**
Diverse and unique pieces. Each one catches the eye and uses a variety of typographical techniques. Well done! Roooar!

online ads

Brett Zacarello

Second Place **Joplin Globe**
Clear messages with effective CTAs. Nicely done.

online ads

Courtney Adams

Third Place **The Examiner**
A clean layout and clear message.

State Farm Born to Assist

Megan Schoettger

16.) Best Online Ad Designer

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Washington Missourian**
Balanced, clean and vibrant. Well done!

Sarah Moore - Online Advertising

Sarah Moore

Second Place **Washington Missourian**
A great showing of diverse ads.

Lori Obermark - 2018 Online Ad Portfolio

Lori Obermark

Third Place **St. Louis Call Newspapers**
Nice usage of hierarchy.

Larry Saylor--Weekly

Larry Saylor and Deb Baker

Honorable Mention **St. Louis American**
Simple and elegant.

Best Online Ad Designer: Jonathan Irving Jonathan Irving

17.) Best Ad Content Entire Publication

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **News Tribune**
I like the Magazine. It did not feel like I was being advertised to. The mix of articles and advertisements made me feel like I wasn't just being sold to.

Her Magazine Heather Pirner and Samantha Pogue

17.) Best Ad Content Entire Publication

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **St. Louis American**
This publication is vibrant and well-constructed, with great content that is organized in an easily-read format.

The St. Louis American Staff

Second Place **Maries County Advocate**
The layout and community resources make this publication appealing. The ad content is local and personable.

Best Ad Content Staff

Third Place **The Vedette**
Great layout and use of advertising, local resources are easily located.

The Vedette Gina Langston, Lavinia Thornhill, James McNary and Bob Jackson

Honorable Mention **The Cash-Book Journal**
Cash-Book Journal March 21, May 16 & Stephanie Watkins, Jay Forness, Diane Proffer and Nick McNeal

18.) Best Advertising Idea or Promotion

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Gasconade County Republican**
The uniqueness of this entry appealed to me. It was nice to see the longevity of many, many businesses in the community and the participation by new businesses who will, hopefully, be there for many years to come. A great way for businesses who have been in the community for many years to show their pride in helping to build these towns. Also, a great idea for increasing sales during those slow months.

Business Timeline Staff

Second Place **Laclede County Record**
A nice piece to promote your community. Useful for people looking to potentially move there and also for businesses looking to relocate or open a branch. Puts a great face on a family-friendly place to visit and live.

Welcome To Lebanon Shawna Bradley, Jennifer Early, Rebecca Dinwiddie, Whitney Hill and Jamie Beitzell

Third Place **Tipton Times**
Nice layout and convenient for the reader/shopper.

Mother's Day Gift Guide Becky Holloway and Tara Alumbaugh

19.) Best Idea to Grow Revenue

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **St. Louis American**
Most comprehensive strategy statement submitted. Gave revenue outcome. Well thought out and successful. Definitely grew revenue.

Event Advertising Package Kevin Jones

Second Place **The Lake Gazette**
The added benefit of community service put this one ahead of the rest.

Monroe City Police Department Calendar Consetta Gottman and Abbie Power

Third Place **Laclede County Record**
Good idea to increase revenue. This entry and an identical one (different advertiser) from same paper were judged as one. One strategy, one entry.

Holman Howe Spadea Shawna Bradley, Jennifer Early and Rebecca Dinwiddie

20.) Best Advertising Campaign		<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News	National Cheeseburger Day	Bryan Stalder, Dorri Partain and Michael Bushnell
Second Place	Washington Missourian	Brown's Fall In Love With Your Shoes	Whitney Livengood
Third Place	Laclede County Record	Duke & Dash	Shawna Bradley and Beth Chism
Honorable Mention	Lebanon Daily Record	Changes	Shawna Bradley and Beth Chism

21.) Best Sponsored Content		<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Laclede County Record	Cox Health Yellowjacket of the Week	Rebecca Dinwiddie, Jennifer Early and Shawna Bradley
This is a tried and true feature, so not a win for creativity. But the execution is lovely. Nice design. Love the question and answer format. And of the entries in this category, this is the one that most resembles a modern execution of Sponsored Content. Its not content about the advertiser (Advertorial).			
Second Place	Northeast News	RideKC Transit to interesting destinations	Paul Thompson, Bryan Stalder and Dorri Partain
Boarders on Advertorial, but also an article about an event the community will probably be interested in, so giving it a pass. I might of mixed up the layout a bit, putting content and photos on both pages.			
Third Place	Columbia Missourian	Truman VA Memorial Hospital -	Melody Cook
Advertorial. Not Sponsored Content. There really is a difference. Now if this guy wanted to write a regular column about healthcare, and his organization sponsored it, that would be Sponsored Content. This is old school Advertorial			

22.) Best Newspaper-Produced Insert		<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Fulton Sun	Christmas Preview	Jenny Watson	
Fun little piece. The design is colorful and whimsical and interesting. I do wish some of the content wasn't canned. Like instead of using a canned article about 4 tips for cooking for a big group, how about get advice from local "celebrities", the gal on the street, etc.				
Second Place	West Plains Daily Quill	Ozarks Magazine	West Plains Daily Quill Staff	
Nice local mag effort. So much good, local content here. This is clearly a serious commitment of resources, and you should be proud of it. There's just too many editorial pages that are gray. More art. More pictures. More creative design. This is meant to be a magazine. Design it as such and your product will take a good step forward.				
Third Place	Columbia Missourian	Missourian Holiday Card 2018	Missourian Staff	

22.) Best Newspaper-Produced Insert		<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News	Wrapping Paper	Dorri Partain, Michael Bushnell and Bryan Stalder	
What a cool idea!				
Second Place	St. Louis Call Newspapers	Arnold Food Pantry Insert	Larry Saylor and Pat Dillon	
Appealing and eye-attracting in its detailed simplicity.				

Third Place **St. Louis American** Alive & Well Communities Jonathan Irving
Interesting community service project that flows well. Good motivational action-calling product

<i>Cat Code.)</i>	<i>Category Name</i>	<i>Circ Group(s)</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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Award	Organization	Entry Title	Credits
Comments			