

2012 Missouri Advertising Managers Best Ad Contest

Columbia Daily Tribune
Most Effective Use of Small Space

Class A

Place: 1

Individuals: Dan Jacobs

Entry Name: Room 38

Date of Issue: 10/7/11

Judges Comments:

Tiger is very effective at drawing the eye into the ad. The info was well distributed with the blank space being very effective as well. Everything combined leads the eye right to the business name.

2012 Missouri Advertising Managers Best Ad Contest

Columbia Missourian
Best Shared Signature Page

Class B

Place: 1

Individuals: Dan Jacobs

Entry Name: Try Something New

Date of Issue: 1/27/11

Judges Comments:

Great idea to get "not so normal" advertisers. Layout is very eye catching with photos, ads are clean and easy to read. Love it!

2012 Missouri Advertising Managers Best Ad Contest

Columbia Missourian
Best Ad Smaller Than a Full Page

Class B

Place: 3

Individuals: Dan Jacobs

Entry Name: Pi Kappa Phi, Pi Beta Phi

Date of Issue: 7-Oct

Judges Comments:

Clean and to the point-simplicity works.

2012 Missouri Advertising Managers Best Ad Contest

Columbia Missourian

Best Full Page

Class B

Place: 4

Individuals: Dan Jacobs

Entry Name: Alpine Park

Date of Issue: 10/13/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Columbia Missourian

Best Ad Smaller Than a Full Page

Class B

Place: 4

Individuals: Dan Jacobs

Entry Name: Youth Empowerment Zone

Date of Issue: 20-Feb

Judges Comments:

Nice use of layering & clean layout

2012 Missouri Advertising Managers Best Ad Contest

Columbia Missourian

Best Newspaper Promotion

Class D

Place: 4

Individuals:

Entry Name: Be a Part of History

Date of Issue: Sept

Judges Comments:

Rack card really pops!

2012 Missouri Advertising Managers Best Ad Contest

Columbia Tribune

Best Ad Series

Class A

Place: 3

Individuals: Joe Pendergrass

Entry Name: Leisure Oak

Date of Issue: 4/17/11-6/19/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Columbia Tribune
Best Single House Ad
Class A

Place: 3

Individuals: Linda Hays

Entry Name: Score

Date of Issue: 11-Dec

Judges Comments:

Excellent use of white space, layout works well to guide eyes throughout the ad content.

2012 Missouri Advertising Managers Best Ad Contest

Columbia Tribune

Best Shared Signature Page

Class A

Place: 3

Individuals: Ruby Wheeler & Staff

Entry Name: Missouri Escapes

Date of Issue: 9/9/11

Judges Comments:

Great selection of ads and good use of color.

2012 Missouri Advertising Managers Best Ad Contest

Columbia Tribune

Best Newspaper Produced Insert

Class A

Place: 3

Individuals: Les Borgmeyer, Bill Book, & Staff

Entry Name: Your Patient Tower

Date of Issue: 6/22/11

Judges Comments:

Nice selection, good graphics.

2012 Missouri Advertising Managers Best Ad Contest

Columbia Tribune

Best Ad Series

Class A

Place: 4

Individuals: Joe Pendergrass

Entry Name: Vein-Care Legs

Date of Issue: 2/13-4/3/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Columbia Tribune

Best One Time Special Section

Class A

Place: 4

Individuals: Les Borgmeyer & Staff

Entry Name: Our Town

Date of Issue: 6/12/11

Judges Comments:

Very clean and not cluttered great use of color throughout.

2012 Missouri Advertising Managers Best Ad Contest

Dexter Daily Statesman

Best Ad Smaller Than a Full Page

Class B

Place: 1

Individuals: Charlette Zimmeran and Dorothy Ellison

Entry Name: Rainey-Mathis

Date of Issue: 3/27/11

Judges Comments:

Great use of white space-clean to the point-reflects what customer is selling.

2012 Missouri Advertising Managers Best Ad Contest

Dexter Daily Statesman

Best Full Page

Class B

Place: 3

Individuals: Betty Watkins and Dorothy Ellison

Entry Name: Central Gardens

Date of Issue: 3/7/11

Judges Comments:

I like how it focused on the residents, with the different activities that can be found there. Also, having the staff on the bottom, the pictures seem to be a helpful tool when looking for a place for the elderly.

2012 Missouri Advertising Managers Best Ad Contest

Fulton Sun

Best Regularly Scheduled Section

Class B

Place: 3

Individuals: Jeremy Patton

Entry Name: Champer Communique

Date of Issue: Aug-11

Judges Comments:

Nice use of color

2012 Missouri Advertising Managers Best Ad Contest

Fulton Sun

Best One Time Special Section

Class B

Place: 3

Individuals: Nicole Elliot

Entry Name: New Bloomfield 175th Anniversary

Date of Issue: 9/14/11

Judges Comments:

Great history piece. Love the timeline and the facts shown in the section. Would have been nice to see a few current pictures on cover instead of a half of a building and lawn. The old pics tell the story. Ads were very neat and clean.

2012 Missouri Advertising Managers Best Ad Contest

Hannibal Courier Post
Best Regularly Scheduled Section
Class B
Place: 2
Individuals: Sarah Hathaway
Entry Name: MLK Section
Date of Issue: 1/14/11
Judges Comments:
Great Cover

2012 Missouri Advertising Managers Best Ad Contest

Hannibal Courier Post

Most Creative Use of One Spot Color

Class A

Place: 3

Individuals: Sarah Hathaway

Entry Name: Drake's Gift Card

Date of Issue: 11/24/11

Judges Comments:

The bright red in the stocking makes the ad pop off the page. Spot color is evenly distributed throughout the ad, resulting in a well balanced entry.

2012 Missouri Advertising Managers Best Ad Contest

Hannibal Courier Post

Advertising Sales Tool

Class A

Place: 3

Individuals: Donnely Oppy

Entry Name: Veteran's Flyer

Date of Issue: October/ November 2011

Judges Comments:

The bright colors allow the flyer to stand out on any bulletin board. Well organized and to the point.

2012 Missouri Advertising Managers Best Ad Contest

Hannibal Courier Post

Best Ad Designer

Class B

Place: 4

Individuals: Sarah Hathaway

Entry Name: I Do Bridal; Won't You Guide My Sleigh; Quit Smoking

Date of Issue: 1/21/11; 11/24/11

Judges Comments:

Loved the idea of cars as santa's reindeers. Cute idea.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Full Page

Class A

Place: 1

Individuals: Colleen Collins

Entry Name: Naught Naught Agency

Date of Issue: 7/17/11

Judges Comments:

Love the baby chicks! It's a great tie-in to "hatching" and really catches your attention.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Ad Smaller Than a Full Page

Class A

Place: 1

Individuals: Janet Ousley and Vicki Catalina

Entry Name: Munuchburg Tavern

Date of Issue: 11/6/11

Judges Comments:

The colors work really well w/the photos

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Shared Signature Page

Class A

Place: 1

Individuals: News Tribune Staff

Entry Name: Pick the Pros

Date of Issue: 9/7/11

Judges Comments:

Interesting contest, encourages reader and advertiser participation!

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune
Best Ad Content Entire Publication
Class A
Place: 1
Individuals: News Tribune Staff
Entry Name: HER
Date of Issue: 11/15/11
Judges Comments:
Just awesome, that is all I can say!

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Ad Content Entire Publication

Class A

Place: 1

Individuals: News Tribune Staff

Entry Name: HER

Date of Issue: 11/15/11

Judges Comments:

The content was fun and very current. Ad content was good, maybe could use a little more call to action.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Ad Designer

Class A

Place: 1

Individuals: Monica Rackers

Entry Name: Various Issues

Date of Issue: Various dates

Judges Comments:

Great color usage & wonderful typography sense. Loved the blending and layering of colored circles and choices of photos well planned. Best of all submitted

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Full Page

Class A

Place: 2

Individuals: John Berke and Vicki Cataline

Entry Name: Travel Answers

Date of Issue: 11/6/11

Judges Comments:

The real-life travel photos are a nice touch. The "Speedo Steve" concept is a great idea to peak curiosity and interest

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Ad Series

Class A

Place: 2

Individuals: Vickie Catalina and John Berke

Entry Name: McDonald's

Date of Issue: 4/22/11; 11/11/11; 11/25/11; 12/2/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune
Most Effective Use of Small Space

Class A

Place: 2

Individuals: Monica Rackers

Entry Name: RE-Max

Date of Issue: 11/15/11

Judges Comments:

Green background is effective in allowing the white to really stand out. The house graphic lets you know what the ad is all about right away.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune
Most Creative Use of Full Color
Class A

Place: 2

Individuals: Monica Rackers

Entry Name: Marshall & Co.

Date of Issue: 11/15/11

Judges Comments:

Good use of full color imagery as well as spot color art. Clean, easy to read, creates excitement, nice typography use. Like running of headline across top and down right side.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Ad Designer

Class A

Place: 2

Individuals: Colleen Collins

Entry Name: Various Issues

Date of Issue: Various dates

Judges Comments:

Simple but well thought out layout. Clean and easy to read.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune
Most Effective Use of Small Space

Class A

Place: 3

Individuals: Janelle Wilbers

Entry Name: Glasses Menagerie

Date of Issue: 7/31/11

Judges Comments:

Effective use of blue arrows keeps the eye within the ad. The graphic lets the reader know right away what the ad is about.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune
Most Creative Use of Full Color

Class A

Place: 3

Individuals: Vickie Catalina and John Berke

Entry Name: Busch's

Date of Issue: 12/25/11

Judges Comments:

Lovely full color photo, simple but tasteful ad.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Classified Section

Class A

Place: 3

Individuals: Sandy Draffen and Brenda Perkins

Entry Name: Classified

Date of Issue: 8/7/11

Judges Comments:

Everything was separated nicely, easy to read.

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune

Best Online Ad

Class A

Place: 3

Individuals: Vickie Catalina and John Berke

Entry Name: Banner Online Ads

Date of Issue: Not available

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Jefferson City News Tribune
Most Creative Use of Full Color
Class A

Place: 4

Individuals: Colleen Collins

Entry Name: Arris' Bistro and Linguine Lounge

Date of Issue: 5/11/11

Judges Comments:

Good start, too much red, also too much information to keep interest. Would take too long to read for most people.

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Ad Series

Class A

Place: 1

Individuals: Robin Langdon

Entry Name: Ink Plus

Date of Issue: 7/6/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Single House Ad

Class A

Place: 1

Individuals: Tod Machin

Entry Name: City Scape

Date of Issue: 19-Jun

Judges Comments:

Lots of attention to detail! Great use of newspaper graphics to create a city scape.

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Most Creative Use of One Spot Color

Class A

Place: 1

Individuals: Mike Nickells

Entry Name: Sporting KC

Date of Issue: 6/8/11

Judges Comments:

Variations of spot color makes the ad stand out on the page. The large graphic also draws the reader to the ad. The information is well balance on the ad.

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Online Ad

Class A

Place: 1

Individuals: Michael Quick

Entry Name: Online Portfolio

Date of Issue: Year of 2011

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Single House Ad

Class A

Place: 2

Individuals: Tod Machin

Entry Name: Paper People

Date of Issue: 10-Jul

Judges Comments:

The theme of "something for everyone" with the different paper people is a great tie-in.

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Regularly Scheduled Section

Class A

Place: 2

Individuals: Tom Lore, Mike Fitzgerald

Entry Name: Grow

Date of Issue: 6/7/11

Judges Comments:

Very Clean Looking

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Classified Section

Class A

Place: 2

Individuals: Mike Fitzgerald

Entry Name: Automotive

Date of Issue: 9-Jul

Judges Comments:

Great use of color. Art stands out.

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Newspaper Produced Insert

Class A

Place: 2

Individuals: Robin Langdon, Judy Revenaugh, Aaron Leimkuehler, Mike Fitzgerald

Entry Name: Savor

Date of Issue: 3/1/11

Judges Comments:

Really classy, a great read and feel!

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Regularly Scheduled Section

Class A

Place: 3

Individuals: Tod Machin

Entry Name: Sunday Drive

Date of Issue: 23-Jan

Judges Comments:

Separated Nicely.

2012 Missouri Advertising Managers Best Ad Contest

Kansas City Star

Best Newspaper Produced Insert

Class A

Place: 4

Individuals: Mike Nickells

Entry Name: SXSU

Date of Issue: 2/16/11

Judges Comments:

Great idea for local bands, good reader interest.

2012 Missouri Advertising Managers Best Ad Contest

Marshall Democrat News

Best One Time Special Section

Class B

Place: 2

Individuals: Sales Staff

Entry Name: Senior Living

Date of Issue: 8/1/11

Judges Comments:

Nice section, ads are very helpful to seniors, large type was a bonus. Maybe need to add more leading to make it easier to read. Ads are clean and very senior oriented. Wealth of information for that age group. Nice job!

2012 Missouri Advertising Managers Best Ad Contest

Marshall Democrat News
Best Shared Signature Page

Class B

Place: 2

Individuals: Scottie Davies

Entry Name: Gals & Pals

Date of Issue: 26-Oct

Judges Comments:

Nice to see the home businesses shown and advertised. Great ads.

2012 Missouri Advertising Managers Best Ad Contest

Marshall Democrat News

Best Single Classified

Class B

Place: 3

Individuals: Jared Brewer

Entry Name: You're Invited

Date of Issue: 10/26/11

Judges Comments:

Love the Play on words, use of graphics helps it jump off the page.

2012 Missouri Advertising Managers Best Ad Contest

Marshall Democrat News

Best Ads Online

Class B

Place: 4

Individuals: Jacob Hatfield

Entry Name: Best Online Ads

Date of Issue: Year of 2011

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Nevada Dail Mail

Most Creative Use of One Spot Color

Class A

Place: 2

Individuals: Miranda Bronson

Entry Name: Shop Nevada

Date of Issue: 12/8/11

Judges Comments:

The red bow is very effective in leading the eye into the ad. The red words on the sign almost appear to be 3D. Very effective distribution of color on the individual ads.

2012 Missouri Advertising Managers Best Ad Contest

Nevada Dail Mail

Best Single House Ad

Class B

Place: 3

Individuals: Amber Palmer, Sara Simonds

Entry Name: Nevada Daily Mail

Date of Issue: 11/19/11

Judges Comments:

Eye-catching graphic.

2012 Missouri Advertising Managers Best Ad Contest

Nevada Dail Mail

Best Shared Signature Page

Class B

Place: 3

Individuals: Miranda Bronson, Sandy Stapleton

Entry Name: Vacation Bible School

Date of Issue: 7/22/11

Judges Comments:

Not many people go for the church type ads, great to see so much support for VBS, love the layout highlighting each VBS and the ads are great. Great page!

2012 Missouri Advertising Managers Best Ad Contest

Poplar Bluff Daily American Republic

Best Regularly Scheduled Section

Class B

Place: 1

Individuals:

Entry Name: Homes & Land

Date of Issue: Jun-11

Judges Comments:

Nice layout. Strong use of Design

2012 Missouri Advertising Managers Best Ad Contest

Poplar Bluff Daily American Republic

Best Shared Signature Page

Class A

Place: 2

Individuals: Staff

Entry Name: Make Heads Turn

Date of Issue: 12/16/12

Judges Comments:

Nice concept for a holiday spa package

2012 Missouri Advertising Managers Best Ad Contest

Poplar Bluff Daily American Republic

Best One Time Special Section

Class A

Place: 4

Individuals:

Entry Name: Progress Edition

Date of Issue: 23-Oct

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Richmond News

Best Full Page

Class B

Place: 1

Individuals: Karen Payne

Entry Name: Katelin's Target

Date of Issue: 13-Dec

Judges Comments:

It's the arrow! It brings you into the ad. The eyes flow nicely around the ad. What a neat idea. Good job!

2012 Missouri Advertising Managers Best Ad Contest

Richmond News

Best Full Page

Class B

Place: 2

Individuals: Karen Payne

Entry Name: Katelins- Occupy

Date of Issue: 1-Nov

Judges Comments:

That is such a pose! Love it. I like how you put in different shapes to each ad. It is not blah, blah, blocky

2012 Missouri Advertising Managers Best Ad Contest

Sedalia Democrat

Best Advertising Sales Tool

Class A

Place: 2

Individuals: Democrat Ad Staff

Entry Name: Rate Card/Tool

Date of Issue: Year of 2011

Judges Comments:

Rate card provides all information needed at the customer's fingertips. Very well organized. Headings on each page allow customer to find information they want easily.

2012 Missouri Advertising Managers Best Ad Contest

Sedalia Democrat

Best Ad Content Entire Publication

Class A

Place: 2

Individuals: Democrat Ad Staff

Entry Name: Entire Publication

Date of Issue: 12/24/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Sedalia Democrat

Best Online Ads

Class A

Place: 2

Individuals: Sarah Stubblefield and Carla Childers

Entry Name: Reed & Sons

Date of Issue: 11-Dec

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Sedalia Democrat

Best Full Page

Class A

Place: 3

Individuals: Carla Childers

Entry Name: Bing's

Date of Issue: 11/16/11

Judges Comments:

The yellow and red color along with the photos of the store really make the ad pop.

2012 Missouri Advertising Managers Best Ad Contest

Sedalia Democrat

Best Ad Smaller Than a Full Page

Class A

Place: 3

Individuals: Carla Childers

Entry Name: Fox Presents

Date of Issue: 1/30/11

Judges Comments:

I like that it looks like you are waiting to enter the theater.

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best One Time Special Section

Class A

Place: 1

Individuals: Tony Luke

Entry Name: CVB Visitors Guide

Date of Issue: 1-Jan

Judges Comments:

Use of color & artwork was amazing!

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Regularly Scheduled Section

Class D

Place: 1

Individuals: Tony Luke

Entry Name: Josephine

Date of Issue: 6/28/11

Judges Comments:

Very Well put together. Clean & Great use of artwork and photos.

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Single Classified

Class D

Place: 1

Individuals: Nadine Pinzino

Entry Name: Happy Birthday

Date of Issue: 17-Aug-11

Judges Comments:

Great use of graphics and color. Love the photo

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Classified Section

Class D

Place: 1

Individuals: Nadine Pinzino

Entry Name: Classified

Date of Issue: 7/22/24

Judges Comments:

Great use of color & very clean looking, not cluttered

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Ad Smaller Than a Full Page

Class A

Place: 2

Individuals: Sarah Haught

Entry Name: Purina

Date of Issue: 3/27/11

Judges Comments:

Nice ad showing purina's support of their community

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best One Time Special Section

Class A

Place: 2

Individuals: Tony Luke

Entry Name: Ink for Pink

Date of Issue: 2-Oct

Judges Comments:

Great pink theme throughout and loved how all the other colors complimented the pink. Never too much.

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Single Classified

Class D

Place: 2

Individuals: Nadine Pinzino

Entry Name: Garage Sale

Date of Issue: 22-Oct

Judges Comments:

Grest use of creative shape, makes small ad stand out.

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best One Time Special Section

Class A

Place: 3

Individuals: Tony Luke

Entry Name: Camp Guide

Date of Issue: 25-Jul

Judges Comments:

Very clean looking. No clutter. Great color and artwork throughout.

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Ad Designer

Class A

Place: 3

Individuals: Hilary Smith

Entry Name: Click & Click, Friday Football

Date of Issue: 28-Apr

Judges Comments:

Good Clean layout. Color bars helped break the deeper tones to draw in the eye.

2012 Missouri Advertising Managers Best Ad Contest

St. Joseph News Press

Best Newspaper Promotion

Class D

Place: 3

Individuals: Hilary Smith/Chris Wallace

Entry Name: Missing Something

Date of Issue: 21-May

Judges Comments:

Love the graphic, great idea

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Most Creative Use of Full Color

Class A

Place: 1

Individuals: Mary Frazier

Entry Name: Merry Christmas

Date of Issue: 12/22/11

Judges Comments:

Colors very pleasing to the eye. Clean ad that makes you want to look it all over.

Good typography. Just beautiful.

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Advertising Sales Tool

Class A

Place: 1

Individuals: Carla Bean; Vicki Johnson; Vicky Rutter; Darla Evins; Sharron Essary

Entry Name: Times Past Calendar

Date of Issue: 11/20/11

Judges Comments:

Calendar Sales Tool is an excellent idea because it is kept all year long. Cover is very colorful display of four seasons. Time past theme makes the reader want to page through and read. Serves a dual purpose having advertisers on each month.

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Single House Ad

Class B

Place: 1

Individuals: Carla Bean

Entry Name: It's Your World

Date of Issue: 10/25/11

Judges Comments:

Creative display of all the various ways the Daily Quill can be accessed by readers

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best One Time Special Section

Class B

Place: 1

Individuals: Carla Bean; Vicki Johnson; Vicky Rutter; Darla Evins; Sharron Essary

Entry Name: Straight From the Heart

Date of Issue: 2/10/11

Judges Comments:

Original concept on the crossword puzzle, gets the reader to want to check out the inside of section by offering a prize, neat idea

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Ad Smaller Than a Full Page

Class B

Place: 2

Individuals: Vicky Rutter

Entry Name: A&K Interiors

Date of Issue: 11/22/11

Judges Comments:

Who says black and white doesn't sell. Clean ad-white space what a concept. Like the L-shape framing of the ad.

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Single House Ad

Class B

Place: 2

Individuals: Carla Bean

Entry Name: Graduate In Style

Date of Issue: 4/25/11

Judges Comments:

Nice use of white space to make artwork stand out.

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill
Best Newspaper Promotion

Class B

Place: 2

Individuals: Carla Bean; Vicki Johnson; Vicky Rutter; Darla Evins; Sharron Essary

Entry Name: Big \$50 Cash

Date of Issue: 7/25/11

Judges Comments:

Great idea. Sandals make it fun. Revenue driven, love it!

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Ad Content Entire Publication

Class B

Place: 3

Individuals: Carla Bean; Vicki Johnson; Vicky Rutter; Darla Evins; Sharron Essary

Entry Name: West Plains Daily Quill

Date of Issue: 5/4/11; 8/2/11; 9/8/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Ad Smaller Than a Full Page

Class B

Place: 4

Individuals: Vicky Rutter

Entry Name: Kloz Klozet

Date of Issue: 1/20/11

Judges Comments:

Clean and classy-nice, very nice

2012 Missouri Advertising Managers Best Ad Contest

West Plains Daily Quill

Best Shared Signature Page

Class B

Place: 4

Individuals: Darla Evins & Sharon Essary

Entry Name: Shop Willow Springs

Date of Issue: 12/1/11

Judges Comments:

Great concept. Don't stretch artwork, ruins the ad.

2012 Missouri Advertising Managers Best Ad Contest

Arnold Imperial Leader

Best Newspaper Produced Insert

Class C

Place: 4

Individuals: Michelle Englehardt, Debra Skaggs, Jeff Adams, Glenda Potts, Rob Schneider

Entry Name: Coupon Values

Date of Issue: 9/29/11

Judges Comments:

Use of color was very nice and insert was very clean looking with the amount of ads.

2012 Missouri Advertising Managers Best Ad Contest

Bloomfield North Stoddard Countian

Best Ad Smaller Than a Full Page

Class E

Place: 1

Individuals: Betty Watkins and Dorothy Ellison

Entry Name: Golden Living

Date of Issue: 6/22/11

Judges Comments:

Wonderfully designed ad, shows you at a glance all the fun things to do there.

Promotes the Golden Living Center as a very "happy" place.

2012 Missouri Advertising Managers Best Ad Contest

Bloomfield North Stoddard Countian

Best One Time Special Section

Class E

Place: 2

Individuals: NSC Staff

Entry Name: Reflections

Date of Issue: 8/31/11

Judges Comments:

what a great history section. Wonderfully entertaining reading. Lots of neat old time photos. What a wonderful history lesson. Bether than a history book!

2012 Missouri Advertising Managers Best Ad Contest

Bloomfield North Stoddard Countian

Shared Sponsor Page

Class E

Place: 4

Individuals: Samantha Douglas and Marilyn Tucker

Entry Name: Halloween Safety

Date of Issue: 10/26/11

Judges Comments:

Very neat layout, the graphic around the signature works great and each tip with it was a good idea.

2012 Missouri Advertising Managers Best Ad Contest

Bolivar Herald Free Press

Best Classified Section

Class D

Place: 3

Individuals: Billie Marsh

Entry Name: The Edge

Date of Issue: 12/14/11-12/28/11

Judges Comments:

Clean layout. Good use of color.

2012 Missouri Advertising Managers Best Ad Contest

Branson Tri-Lakes News

Best Single House Ad

Class D

Place: 3

Individuals: Shellie Beckham

Entry Name: It's A Crime

Date of Issue: 13-Apr

Judges Comments:

Who doesn't want to save money? Very cute. Brings in antiques but yet the word crime is very effective.

2012 Missouri Advertising Managers Best Ad Contest

Branson Tri-Lakes News

Best Single House Ad

Class D

Place: 4

Individuals: Gena Farmer

Entry Name: Relay For Life

Date of Issue: 11-May

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Buffalo Reflex

Best Single House Ad

Class D

Place: 1

Individuals: Shannon Ferrell

Entry Name: Flashback Fridays

Date of Issue: 21-Jun

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Buffalo Reflex

Best Ad Smaller Than a Full Page

Class D

Place: 3

Individuals: Shannon Ferrell

Entry Name: ES Construction

Date of Issue: 9/14/11

Judges Comments:

Very unique way to use the photos. Use of artwork makes it stand out.

2012 Missouri Advertising Managers Best Ad Contest

Concord Call

Best Single Classified

Class C

Place: 2

Individuals: Call Newspaper Staff

Entry Name: Kelly's Connections

Date of Issue: 5/5/11

Judges Comments:

Artwork makes me look at it twice. If in need of this I would give them a call

2012 Missouri Advertising Managers Best Ad Contest

Elsberry Democrat

Best Full Page

Class E

Place: 1

Individuals: Michael Short

Entry Name: Car Show

Date of Issue: 4/27/11

Judges Comments:

Eye catching and clean. Layout is nice.

2012 Missouri Advertising Managers Best Ad Contest

Excelsior Springs Standard

Best Single House Ad

Class C

Place: 1

Individuals: Brian Rice

Entry Name: e Edition business 3x4

Date of Issue: 3/22/11

Judges Comments:

Picture draws attention and colors go well together

2012 Missouri Advertising Managers Best Ad Contest

Excelsior Springs Standard

Best One Time Special Section

Class C

Place: 1

Individuals: Liz Johnson; Shiela Woods; Skylia Sullivan

Entry Name: PRIDE 1-2011

Date of Issue: 8/24/11

Judges Comments:

Impressive 4 week effort! Great selection of articles and advertisers support

2012 Missouri Advertising Managers Best Ad Contest

Excelsior Springs Standard

Best Shared Signature Page

Class C

Place: 2

Individuals: Sheila Woods and Skylia Sullivan

Entry Name: Bridal Guide

Date of Issue: 3/2/11

Judges Comments:

Pretty artwork without distracting from ads. Good use of small ad spaces.

2012 Missouri Advertising Managers Best Ad Contest

Excelsior Springs Standard

Best Online Ad

Class C

Place: 2

Individuals: Skylia Sullivan

Entry Name: Family Vision Animation

Date of Issue: 9/1/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Excelsior Springs Standard

Best One Time Special Section

Class C

Place: 3

Individuals: Liz Johnson; Shiela Woods; Skylia Sullivan; Brian Rice

Entry Name: Vistor Guide Book 2011

Date of Issue: 1/26/11

Judges Comments:

Well put together book. Informative, easy to read, helpful.

2012 Missouri Advertising Managers Best Ad Contest

Excelsior Springs Standard
Best Newspaper Produced Insert
Class C

Place: 3

Individuals: Liz Johnson

Entry Name: ESH- Independent Living

Date of Issue: 11/29/11

Judges Comments:

Extremely clean looking & well done for the amount of info in the insert. Colors go together very nicely.

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader
Best Ad Smaller Than a Full Page
Class C

Place: 1

Individuals: Debra Skaggs and Glenda Potts

Entry Name: Reuther Ford

Date of Issue: 4/21/11

Judges Comments:

Very eye appealing and colorful.

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader
Best Ad Smaller Than a Full Page

Class C

Place: 2

Individuals: Michelle Englehardt and Rob Schneider

Entry Name: Rosemont

Date of Issue: 9/15/11

Judges Comments:

Very clean ad, easy to read.

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader

Best One Time Special Section

Class C

Place: 2

Individuals: Michelle Englehardt, Debra Skaggs, Jeff Adams, Glenda Potts, Rob Schneider

Entry Name: A Family Christmas Album

Date of Issue: 12/15/11

Judges Comments:

Nice readership piece

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader

Best Full Page

Class C

Place: 3

Individuals: Michelle Englehardt and Glenda Potts

Entry Name: Frank Talbert

Date of Issue: 1/13/11

Judges Comments:

Nice bright ad. Color really pops. Nice artwork.

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader
Best Ad Smaller Than a Full Page
Class C

Place: 3

Individuals: Michelle Englehardt and Glenda Potts

Entry Name: Cottonwood Golf Club

Date of Issue: 6/30/11

Judges Comments:

The golf eyes draw you in. I feel I want to know more about it - well laid out with much info incorporated into ad.

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader
Best Regularly Scheduled Section
Class C

Place: 3

Individuals: Michelle Englehardt, Debra Skaggs, Jeff Adams, Glenda Potts, Rob
Schneider

Entry Name: Grand Times

Date of Issue: 6/16/11

Judges Comments:

What a wonderful way to get grandparents involved. Good ads for children.

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader

Best Single Classified

Class C

Place: 3

Individuals: Debra Skaggs and Jeff Adams

Entry Name: Autumn Ridge

Date of Issue: 6/9/11

Judges Comments:

Eye Appealing Ad

2012 Missouri Advertising Managers Best Ad Contest

Festus Jefferson County Leader
Best Ad Smaller Than a Full Page

Class C

Place: 4

Individuals: Michelle Englehardt and Rob Schneider

Entry Name: Stuckmeyers

Date of Issue: 7/21/11

Judges Comments:

Very easy to read.

2012 Missouri Advertising Managers Best Ad Contest

Gallatin North Missourian

Best Ad Series

Class B

Place: 1

Individuals: Jill Steward

Entry Name: Hy-Vee Floral

Date of Issue: 2/10/11

Judges Comments:

Very cool theme to flow through the paper

2012 Missouri Advertising Managers Best Ad Contest

Gallatin North Missourian

Best Single Classified

Class D

Place: 1

Individuals: Katy Brown

Entry Name: Garage Sale

Date of Issue: 4/6/11

Judges Comments:

Take me to this garage sale! Well laid out clean ad

2012 Missouri Advertising Managers Best Ad Contest

Gallatin North Missourian

Best Single House Ad

Class D

Place: 2

Individuals: Katy Brown

Entry Name: Santa

Date of Issue: 12/21/11

Judges Comments:

What a neat idea! Very effective ad.

2012 Missouri Advertising Managers Best Ad Contest

Green Park Call

Best Full Page

Class C

Place: 2

Individuals: Call Newspaper Staff

Entry Name: Kenrick's

Date of Issue: 12/8/11

Judges Comments:

Nice clean looking ad. Easy to read. Just enough photos to catch the eye without being overpowering.

2012 Missouri Advertising Managers Best Ad Contest

Green Park Call
Best Ad Designer

Class C

Place: 2

Individuals: Justine Pope

Entry Name:

Date of Issue: 3/17/11; 12/11/11; 8/4/11; 2/10/11; 2/3/11

Judges Comments:

Great selection of art & use of color

2012 Missouri Advertising Managers Best Ad Contest

Green Park Call

House Ad

Class C

Place: 3

Individuals: Call Newspaper Staff

Entry Name: Sell Your Car

Date of Issue: 2/24/11

Judges Comments:

Very clean looking ad.

2012 Missouri Advertising Managers Best Ad Contest

Ironton Mountain Echo

Most Creative Use of Full Color

Class B

Place: 2

Individuals: Ashley Fox

Entry Name: Hefner's

Date of Issue: 4/30/11

Judges Comments:

Loved the shark. It just reaches out and grabes you! Nice color. Nicely designed ad.

2012 Missouri Advertising Managers Best Ad Contest

Ironton Mountain Echo

Best Single House Ad

Class E

Place: 2

Individuals: Ashley Fox

Entry Name: Pride House Ad

Date of Issue: 2/23/11

Judges Comments:

The large photo draws the eye into the ad and leads it into the content. Very effective use of color graphics.

2012 Missouri Advertising Managers Best Ad Contest

Ironton Mountain Echo

Best Shared Signature Page

Class E

Place: 2

Individuals: Ashley Fox

Entry Name: Scouting Signature

Date of Issue: 4/9/11

Judges Comments:

So much information and its layed out great. Nice to see Boy & Girlscouts together.

Great salute to Scouts!

2012 Missouri Advertising Managers Best Ad Contest

Kearney Courier

Best Scheduled Special Section

Class D

Place: 2

Individuals: Barb Strahm & Staff

Entry Name: Jesse James Festival

Date of Issue: Sep-11

Judges Comments:

Nice paper. Complete information for somebody that wouldn't know about it.but yet wants to go. Irresistable.

2012 Missouri Advertising Managers Best Ad Contest

Liberty Tribune

Best Scheduled Special Section

Class D

Place: 1

Individuals: Staff

Entry Name: Word from the Bird

Date of Issue: 11/24/11

Judges Comments:

Well laid out. I love the Front how you have the directory on where the ads are.

Well thought out

2012 Missouri Advertising Managers Best Ad Contest

Liberty Tribune

Best Classified Section

Class D

Place: 1

Individuals: Rachel Chrisman

Entry Name: Classifieds

Date of Issue: 7/14/11

Judges Comments:

good use of color. Headers look nice. Masthead is awesome.

2012 Missouri Advertising Managers Best Ad Contest

Liberty Tribune

Best Ad Smaller Than a Full Page

Class D

Place: 2

Individuals: Karen Green & Julie Baker

Entry Name: Olive Or Twist

Date of Issue: 12/29/11

Judges Comments:

Love how the fun artwork and color fits the ad. Very nice!

2012 Missouri Advertising Managers Best Ad Contest

Liberty Tribune

Best Single Classified

Class D

Place: 4

Individuals: Rachel Chrisman

Entry Name: Pet Sitter

Date of Issue: 9/1/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Marshfield Mail

Best One Time Special Section

Class D

Place: 2

Individuals: Adam Letterman

Entry Name: Chevy Birthday

Date of Issue: 11/23/11

Judges Comments:

I liked the use of color and the chevy timelines. Also the features on long time local chevy dealers was great.

2012 Missouri Advertising Managers Best Ad Contest

Marshfield Mail

Best Shared Signature Page

Class D

Place: 3

Individuals: Adam Letterman

Entry Name: Go Jays!

Date of Issue: 8/1/11

Judges Comments:

Beautifully colored ad. Pops right out at you. Nice design of the ads on backside.

Nice overall design.

2012 Missouri Advertising Managers Best Ad Contest

Mount Vernon Lawrence County Record

Best Shared Signature Page

Class D

Place: 1

Individuals: Staff

Entry Name: Winter Services

Date of Issue: 12/14/11

Judges Comments:

Great concept for a signature page. Whatever part of your house you need to remodel, the ad easily leads you to a contractor.

2012 Missouri Advertising Managers Best Ad Contest

Mount Vernon Lawrence County Record

Best Full Page

Class D

Place: 2

Individuals: Staff

Entry Name: Hungry House

Date of Issue: 10/5/11

Judges Comments:

The large graphic makes the page stand out. The yellow background with green is very eye appealing

2012 Missouri Advertising Managers Best Ad Contest

Mount Vernon Lawrence County Record

Best Newspaper Promotion

Class D

Place: 2

Individuals: Staff

Entry Name: 7,000th Issue

Date of Issue: 2/9/11

Judges Comments:

the large red T bring the eye into the ad and the content makes the reader want to read more. Dates and history make interesting reading. Newspaper background is very effective.

2012 Missouri Advertising Managers Best Ad Contest

Mount Vernon Lawrence County Record

Best Regularly Scheduled Section

Class D

Place: 4

Individuals: Staff

Entry Name: Giving Back

Date of Issue: 10/29/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Mount Vernon Lawrence County Record

Best One Time Special Section

Class D

Place: 4

Individuals: Staff

Entry Name: Apple Butter Makin Days

Date of Issue: 10/5/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Nixa Xpress

Best Ad Series

Class B

Place: 2

Individuals: Carrie Luttrell

Entry Name: The Curiosity Shoppe

Date of Issue: 3/11/11

Judges Comments:

I love this cat! I like the way it fits in perfectly into the home. And when th second store opened you used a smaller cat. Very nice design.

2012 Missouri Advertising Managers Best Ad Contest

Oakville Call

Best Single House Ad

Class C

Place: 2

Individuals: Call Newspaper Staff

Entry Name: Angela Hines

Date of Issue: 3/10/11

Judges Comments:

Focus on picture is great. The caption doesn't overwhelm the picture.

2012 Missouri Advertising Managers Best Ad Contest

Owensville Gasconade County Republican

Most Creative Use of One Spot Color

Class B

Place: 1

Individuals: Tammy Curtis

Entry Name: Legends Bank

Date of Issue: 12/14/11

Judges Comments:

The blue in the artwork really makes the ad stand off the apge. Very pretty.

2012 Missouri Advertising Managers Best Ad Contest

Owensville Gasconade County Republican

Best One Time Special Section

Class E

Place: 1

Individuals: Warden Publishing Staff

Entry Name: Church Edition

Date of Issue: 4/20/11

Judges Comments:

Beautifully done section on the history of area churches. One of the best special sections I have ever seen. So much local history and beautiful pictures of churches and their pastors. A keepsake for sure.

2012 Missouri Advertising Managers Best Ad Contest

Owensville Gasconade County Republican

Best Shared Signature Page

Class E

Place: 1

Individuals: Dennis Warden

Entry Name: 4th of July

Date of Issue: 6/29/11

Judges Comments:

Awsome layout, I love the way the signatur ad showed life by including personal facts of the vets. The pictures of the soldiers added even more. Ads very clean.

2012 Missouri Advertising Managers Best Ad Contest

Owensville Gasconade County Republican

Best Full Page

Class E

Place: 2

Individuals: Tammy Curtis

Entry Name: Smilin Sams

Date of Issue: 10/12/11

Judges Comments:

Easy to reach with a ton of info. One suggestion, redo your map, very hard to read.

2012 Missouri Advertising Managers Best Ad Contest

Owensville Gasconade County Republican

Best Ad Smaller Than a Full Page

Class E

Place: 2

Individuals: Tammy Curtis

Entry Name: First Baptist Church

Date of Issue: 11/30/11

Judges Comments:

Beautifully simple ad. Looks just like a Christmas card, perfect artwork. Loved the faces of the choir as the ornaments.

2012 Missouri Advertising Managers Best Ad Contest

Ozark Christian County Headliner News

Most Effective Use of Small Space

Class B

Place: 1

Individuals: Carrie Luttrell

Entry Name: Invite to Go Topless

Date of Issue: 7/13/11

Judges Comments:

Very eye-catching, great headline to match the ad. Nice job!

2012 Missouri Advertising Managers Best Ad Contest

Ozark Christian County Headliner News

Best Ad Series

Class B

Place: 3

Individuals: Carrie Luttrell

Entry Name: Behind the Scenes

Date of Issue: 2/23/11

Judges Comments:

I like the way you took the theme and designed a campaign and ran with it.

2012 Missouri Advertising Managers Best Ad Contest

Palmyra Spectator

Best One Time Special Section

Class E

Place: 1

Individuals: Christina DeLaRosa

Entry Name: Breadeaux Pizza

Date of Issue: 1-Apr

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Palmyra Spectator

Best One Time Special Section

Class E

Place: 3

Individuals: Christina DeLaRosa

Entry Name: House Ad

Date of Issue: April 2011; September 2011

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Palmyra Spectator

Best One Time Special Section

Class E

Place: 4

Individuals: Christina DeLaRosa

Entry Name: Rager Realty

Date of Issue: April 2011; September 2011

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Pineville McDonald County Press

Most Effective Use of Small Space

Class B

Place: 3

Individuals: Connie Froman and Don Brackney

Entry Name: Main Street Lumber

Date of Issue: 9/22/11

Judges Comments:

Lots of info on ad but well used space with the graphics. Clean even though "heavy".

2012 Missouri Advertising Managers Best Ad Contest

Pineville McDonald County Press

Best Single House Ad

Class E

Place: 3

Individuals: Teresa Wilkinson, Don Bracknet, and Donnie Parlet

Entry Name: Merry Christmas

Date of Issue: 12/22/11

Judges Comments:

The signatures give the ad that personal touch. Color variations and script font draws the eye to the ad. Really stands out on page.

2012 Missouri Advertising Managers Best Ad Contest

Pineville McDonald County Press

Best One Time Special Section

Class E

Place: 3

Individuals: Teresa Wilkinson, Don Bracknet, Donnie Parlet, Alex Martin, Connie Froman

Entry Name: Protect and Serve

Date of Issue: 10/27/11

Judges Comments:

Don Brackney Donnie Parlet what a terrific section honoring local heros. Having just lost one of our Colby, WI firefighters in a theater fire, this really hit close to home (Funeral was day of judging this contest) We just can't honor our heros enough.

2012 Missouri Advertising Managers Best Ad Contest

Portageville Missourian News

Best Shared Signature Page

Class E

Place: 3

Individuals: H. Scott Sell

Entry Name: Cancer Awareness Wrap Around

Date of Issue: 10/6/11

Judges Comments:

A terrific wrap with tons of information. Brings awareness to a serious issue. Pink paper makes it even more eye catching. Ads are clean and the pink doesn't interfere with color.

2012 Missouri Advertising Managers Best Ad Contest

Republic Monitor

Best Single House Ad

Class E

Place: 1

Individuals: Carrie Luttrell

Entry Name: Suscribe

Date of Issue: 31-Aug

Judges Comments:

The use of color on the black and white background was very effective. Name of newspaper really stands out.

2012 Missouri Advertising Managers Best Ad Contest

Republic Monitor

Best Ad Smaller Than a Full Page

Class E

Place: 3

Individuals: Carrie Luttrell

Entry Name: Village Pottery Café

Date of Issue: 12/7/11

Judges Comments:

Loved the artwork on the ad. Loved the use of the signs to describe everything available at the shop. Nice "quick look" ad.

2012 Missouri Advertising Managers Best Ad Contest

Richmond News

Best Newspaper Promotion

Class E

Place: 1

Individuals: Karen Payne

Entry Name: Richmond News Sweepstakes

Date of Issue: 9/1/11

Judges Comments:

Great creative idea, good to set advertising involved as well.

2012 Missouri Advertising Managers Best Ad Contest

Richmond News

Best One Time Special Section

Class E

Place: 4

Individuals: Karen Payne & Staff

Entry Name: Gear Up for 2011 Fall Sports

Date of Issue: 8/1/11

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Salem News

Best Newspaper Produced Insert

Class D

Place: 1

Individuals: Staff

Entry Name: Business Card Insert

Date of Issue: 6/16/11

Judges Comments:

Very unique insert. Colors is very great and does not run together. Very clean looking.

2012 Missouri Advertising Managers Best Ad Contest

Springfield Business Journal
Best Ad Smaller Than a Full Page
Class D
Place: 1
Individuals: Heather Mosely
Entry Name: CAS
Date of Issue: 10/17/11
Judges Comments:
Great use of photo and colors.

2012 Missouri Advertising Managers Best Ad Contest

Springfield Business Journal

Best Single House Ad

Class D

Place: 1

Individuals: Heather Mosely

Entry Name: Combo Deal

Date of Issue: 12/12/11

Judges Comments:

This one got my funnybone. It drew me right in simple, but very effective.

2012 Missouri Advertising Managers Best Ad Contest

Springfield Business Journal

Best Shared Signature Page

Class D

Place: 2

Individuals: Mar Ellen Felin and Heather Mosely

Entry Name: Rebuild Joplin

Date of Issue: 11/28/11

Judges Comments:

What a wonderful concept for an ad. I salute the businesses that took part in this page. And what a wonderful thing for SBJ Publishing to do. Nice color on ad.

2012 Missouri Advertising Managers Best Ad Contest

Springfield Business Journal

Best Newspaper Produced Insert

Class D

Place: 2

Individuals: Heather Mosely

Entry Name: Downtown Springfield Guide

Date of Issue: 11/21/11

Judges Comments:

Put together very well. Consistent & great use of color. Well done.

2012 Missouri Advertising Managers Best Ad Contest

Springfield Business Journal

Most Creative Use of One Spot Color

Class B

Place: 3

Individuals: Heather Mosely

Entry Name: Day In The Life

Date of Issue: 7/25/11

Judges Comments:

Red with the grey really makes the ad stand out. Very nice!

2012 Missouri Advertising Managers Best Ad Contest

St. Louis American

Best Newspaper Promotion

Class C

Place: 1

Individuals: Kevin Jones

Entry Name: Diversity Calendar

Date of Issue: 12/8/11

Judges Comments:

Excellent Promotion. Kept by reader all year long. Using sponsors on each month gives it a dual purpose. Each month uses a variety of colors which makes the customer want to hang it on the wall.

2012 Missouri Advertising Managers Best Ad Contest

St. Louis American

Best Ad Designer

Class C

Place: 1

Individuals: Angie Jackson

Entry Name: Ad Designer

Date of Issue: 5/12/11

Judges Comments:

Nice clean easy to read ads. Creative artwork.

2012 Missouri Advertising Managers Best Ad Contest

St. Louis American

Best Advertising Sales Tool

Class B

Place: 2

Individuals: Kevin Jones

Entry Name: Media Kit

Date of Issue: 1/1/11

Judges Comments:

Well laid out.

2012 Missouri Advertising Managers Best Ad Contest

Sun Crest Call

Best Full Page

Class C

Place: 1

Individuals: Call Newspaper Staff

Entry Name: Harster

Date of Issue: 3/17/11

Judges Comments:

Eyecatching page. Great old time photos. Ad looks like it could have come from an old time newspaper. Just the right touch of color.

2012 Missouri Advertising Managers Best Ad Contest

Sun Crest Call

Most Effective Use of Small Space

Class B

Place: 2

Individuals: Call Newspaper Staff

Entry Name: Family Pet Hospital

Date of Issue: 10/20/11

Judges Comments:

Love the play on words, "Barking Lot Bash", tuxedo dog makes the ad really stand out.

2012 Missouri Advertising Managers Best Ad Contest

Sun Crest Call

Best Newspaper Promotion

Class C

Place: 3

Individuals: Call Newspaper Staff

Entry Name: Nov. 17 Mail Call

Date of Issue: 11/10/11

Judges Comments:

Nice, neat ads. Color is what makes these pages pop.

2012 Missouri Advertising Managers Best Ad Contest

Troy Lincoln County Journal

Best Ad Content Entire Publication

Class B

Place: 2

Individuals: Kathy Colbert

Entry Name: Entire Publication

Date of Issue: 8/23/11; 5/10/11; 3/29/11

Judges Comments:

Nice clean layout, great photography, eye catching advertising. Good variety of content.

2012 Missouri Advertising Managers Best Ad Contest

Troy Lincoln County Journal
Most Creative Use of Full Color
Class B

Place: 3

Individuals: Kathy Colbert and Sue Hogarth

Entry Name: Forrest Keeling

Date of Issue: 4/26/11

Judges Comments:

Wonderfully colorful ad. Love the 60-70's feel of it. Loved the butterflies on the mini buses.

2012 Missouri Advertising Managers Best Ad Contest

Troy Lincoln County Journal

Best Full Page

Class D

Place: 3

Individuals: Kathy Colbert and Amanda Metcalf

Entry Name: Falls Vet

Date of Issue: 12/6/11

Judges Comments:

Lot of information distributed attractively. Large picture at top draws the eye into the ad. Love the paws background.

2012 Missouri Advertising Managers Best Ad Contest

Troy Lincoln County Journal

Best Newspaper Promotion

Class D

Place: 3

Individuals: Kathy Colbert

Entry Name: Business Bingo

Date of Issue: 6/7/11

Judges Comments:

Use of the bingo theme very effective. The bold colors on front draws the reader to pick one up and page through it. Great promotion for area businesses as well.

2012 Missouri Advertising Managers Best Ad Contest

Vandalia Leader

Best Full Page

Class E

Place: 3

Individuals: Crystal Beatty

Entry Name: Open House

Date of Issue: 11/16/11

Judges Comments:

Like the village graphic at the top to go with "The Mexico Village Square..." Ads on page are nice-not too cluttered with information. Don't like the stretched graphic-proportion really makes ad look bad, but overall, effective ad.

2012 Missouri Advertising Managers Best Ad Contest

Warren County Record

Best Full Page

Class D

Place: 1

Individuals: Jana Todd

Entry Name: Catch the Glow

Date of Issue: 6/23/11

Judges Comments:

The orange on blue pops right off the page. Creative use of lamppost and the large heading is a plus.

2012 Missouri Advertising Managers Best Ad Contest

Warren County Record

Best Ad Content Entire Publication

Class B

Place: 3

Individuals: Jana Todd

Entry Name:

Date of Issue: 5/5/11,6/23/11,8/25/11

Judges Comments:

Great ads, nice color and size of ads, good layout, unique colored classifieds and variety of content.

2012 Missouri Advertising Managers Best Ad Contest

Warren County Record

Class D

Place:

Individuals:

Entry Name:

Date of Issue:

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian

Most Creative Use of Full Color

Class B

Place: 1

Individuals: Jeanine York

Entry Name: Lavender Shoppe

Date of Issue: 4/20/11

Judges Comments:

Love the lavender color. Makes you feel like you are standing in the lavender field.

You can almost smell the lavender.

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian
Best Advertising Sales Tool
Class B

Place: 1

Individuals: Jane Haberberger

Entry Name: Media Kit

Date of Issue: Year of 2011

Judges Comments:

A lot of good information. Very complete.

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian

Best One Time Special Section

Class D

Place: 1

Individuals: Advertising Staff

Entry Name: 2011 Bridal Showcase

Date of Issue: 6/18/11

Judges Comments:

Great use of color. Real life wedding stories a nice addition.

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian

Most Creative Use of One Spot Color

Class B

Place: 2

Individuals: Ann Vogel

Entry Name: Valentines Day

Date of Issue: 12-Feb

Judges Comments:

Red with the black really gives the Valentine's feel of the ad.

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian

Best Classified Section

Class D

Place: 2

Individuals: Jeanine York

Entry Name: Missourian Classifieds

Date of Issue: 7/2/11; 7/6/11; 9/11/11

Judges Comments:

Category headers look nice. Yellow background is a good idea.

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian

Best Advertising Sales Tool

Class B

Place: 3

Individuals: Jane Haberberger

Entry Name: Online Contests

Date of Issue: Year of 2011

Judges Comments:

Explains everything very nicely. Sizes, prices, placement.

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian

Best One Time Special Section

Class D

Place: 3

Individuals: Advertising Staff

Entry Name: 2010 Parade of Babies

Date of Issue: 2/12/11

Judges Comments:

Advertising nicely compliments the them of the section why aren't photos in color when there is already color on the pages/ads?

2012 Missouri Advertising Managers Best Ad Contest

Washington Missourian
Best Newspaper Promotion

Class D

Place: 4

Individuals: Ethan Busse and Jamie Bax

Entry Name: Follow e Missourian

Date of Issue: 11/30/11

Judges Comments:

Excellent theme to the ad with a great cause. The large read can draws the eye to the ad and putting the newspaer name on the can was a clever idea.

2012 Missouri Advertising Managers Best Ad Contest

Webster Kirkwood Times & South County

Best Ad Content Entire Publication

Class B

Place: 1

Individuals: Not available

Entry Name: Various Issues

Date of Issue: 3/11/11; 5/27/11; 8/26/11

Judges Comments:

Crisp, clean photos, excellent layout, easy to read. Great product.

2012 Missouri Advertising Managers Best Ad Contest

Webster Kirkwood Times & South County

Best Shared Signature Page

Class C

Place: 1

Individuals: Susy Bergman

Entry Name: Stylefinder

Date of Issue: 4/22/11; 6/10/11; 9/2/11

Judges Comments:

Eye-catching, fun top of page w/nice, nead ads on bottom.

2012 Missouri Advertising Managers Best Ad Contest

Webster Kirkwood Times & South County

Best Ad Designer

Class C

Place: 3

Individuals: Amanda Zarecki

Entry Name: Various Issues

Date of Issue: Not available

Judges Comments:

Neatly organized. Easy to read ads with terrific art selection.

2012 Missouri Advertising Managers Best Ad Contest

Class

Place:

Individuals:

Entry Name:

Date of Issue:

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Class

Place:

Individuals:

Entry Name:

Date of Issue:

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Class

Place:

Individuals:

Entry Name:

Date of Issue:

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

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2012 Missouri Advertising Managers Best Ad Contest

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Individuals:

Entry Name:

Date of Issue:

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Class

Place:

Individuals:

Entry Name:

Date of Issue:

Judges Comments:

2012 Missouri Advertising Managers Best Ad Contest

Class

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