



# 2014 Missouri Advertising Managers' Association Best Ad Contest Results and Judges Comments

<i>1 Best Full Page Ad</i>		<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Joplin Globe</b>		John Hoffer Dodge	Brian Huntley
<b>Second Place</b>	<b>News Tribune</b>		JPfenny's Sports Pub & Grill	Vickie Catalina and John Benke
<b>Third Place</b>	<b>Columbia Daily Tribune</b>		Welcome to the ZOU	Deborah Marshall
<b>Honorable Mention</b>	<b>News Tribune</b>		Canterbury Hill Winery	Katelynn Heimericks

<i>1 Best Full Page Ad</i>		<i>Weeklies Large</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>South County Times</b>		Orchid Terrace	Susy Bergman
<b>Second Place</b>	<b>Webster - Kirkwood Times</b>		One 19 North	Susy Bergman

<i>1 Best Full Page Ad</i>		<i>Weeklies Medium</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Lawrence Co. Record</b> Creative, efficient use of space, layout is compelling.		Kingsley Dbl. Truck	Staff
<b>Second Place</b>	<b>Warren County Record</b> Easy to read, pleasant colors, efficient message.		American Bank	Jana Todd
<b>Third Place</b>	<b>Buffalo Reflex</b>		Bank on Ladies	Carrie Luttrell
<b>Honorable Mention</b>	<b>Washington Missourian</b>		Modern Auto Sale	Michelle Charles

***1 Best Full Page Ad******Weeklies Small******Title of Entry, If Applicable******Award Winner(s), If Applicable*****First Place****Vandalia Leader**

I love the background faded behind the ads. Loved the see through ad boxes.

Saluting Veterans

Crystal Beatty

**Second Place****Vandalia Leader**

The color of this ad really makes it jump off the page.

Moonlight Madness

Crystal Beatty

**Third Place****Richmond News**

Love the concept!

Katelin's Clean up

Karen Payne

**Honorable Mention****Atchison County Mail**

Eye Catching!

Trail's End 35th Anniversary

Melinda Bell

***2 Best Ad Smaller Than a Full Page******Dailies Large******Title of Entry, If Applicable******Award Winner(s), If Applicable*****First Place****News Tribune**

Bescheinen

Dan Walsh

**Second Place****St. Joseph News-Press**

Baking Soon...

Sarah Haught

**Third Place****Columbia Daily Tribune**

Columbia Regional Airport

Loren Meyer and Matt Cline

**Honorable Mention****News Tribune**

Helias High School Musical

Keith Borgmeyer

***2 Best Ad Smaller Than a Full Page******Dailies Small******Title of Entry, If Applicable******Award Winner(s), If Applicable*****First Place****West Plains Daily Quill**

Downtown Antique Mall

Darla Evins

**Second Place****West Plains Daily Quill**

Jackie's

Sharon Essary

**Third Place****West Plains Daily Quill**

West Plains Discount Center

Vicki Johnson

**Honorable Mention****West Plains Daily Quill**

Kloz Klozet

Vicky Rutter

<b>2 Best Ad Smaller Than a Full Page</b>		<b><i>Weeklies Large</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
<b>First Place</b>	<b>Jefferson County Leader</b>		Imperial Animal Hospital	Glenda O'Tool Potts and Debra Skaggs
<b>Second Place</b>	<b>St. Louis American</b>		Beyond Housing	Angelita Jackson
<b>Third Place</b>	<b>Jefferson County Leader</b>		Bon Vivant	Jeff Adams and Michelle Engelhardt
<b>Honorable Mention</b>	<b>Jefferson County Leader</b>		Main Street Cafe	Jeff Adams and Debra Skaggs
<b>2 Best Ad Smaller Than a Full Page</b>		<b><i>Weeklies Medium</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
<b>First Place</b>	<b>Springfield Business Journal</b>		Crighton studio	Heather Mosley
Photo reflects message. Use of fonts, color and logo excellent.				
<b>Second Place</b>	<b>Warren County Record</b>		Wash World	Jana Todd
Creative and original. Conveys message efficiently and succinctly.				
<b>Third Place</b>	<b>Marshfield Mail</b>		Cynthia Black	Shannon Ferrell
Succinct, good use of white space, readable.				
<b>Honorable Mention</b>	<b>Washington Missourian</b>		SB Audio	Ann Struttman
Creative use of photo to convey message.				
<b>2 Best Ad Smaller Than a Full Page</b>		<b><i>Weeklies Small</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
<b>First Place</b>	<b>Cedar County Republican</b>		Jenkins	Billie Marsh
Love the Bubbles. Great Idea!				
<b>Second Place</b>	<b>Vandalia Leader</b>		New Year New Arrivals	Crystal Beatty
<b>Third Place</b>	<b>Cedar County Republican</b>		Red Barn	Billie Marsh
Concept was cute and entertaining.				
<b>Honorable Mention</b>	<b>Richmond News</b>		Westfall O'Dell	Karen Payne

<b>3 Best Ad Series</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Joplin Globe</b>		Our Historic Missourians Series	Brian Huntley and Dave Woods
<b>Second Place</b>	<b>Columbia Daily Tribune</b>		Atkins banner ad on top of the comics	Matt Cline
<b>Third Place</b>	<b>News Tribune</b>		Community Health Center of Central	Vickie Catalina and Janet Ousley
<b>Honorable Mention</b>	<b>St. Joseph News-Press</b>		Classified Promos	Hilary Smith

<b>3 Best Ad Series</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Northeast News</b>		Elvira's Bakery Ad	Kirstie Mulligan
Makes me hungry just looking at the art.				
<b>Second Place</b>	<b>Washington Missourian</b>		Union Furniture - Paula Dean Contest	Whitney Livengood
Nice job matching the font to the elegance of the customer for the consumer.				
<b>Third Place</b>	<b>Washington Missourian</b>		First Community State Bank Series	Michelle Charles
Good job - good use of color to stand out 1/2 way down and keep consumer's attention.				
<b>Honorable Mention</b>	<b>Green Park Call</b>		St. Vincent de Paul	Staff
Good use of different fonts. Likely appeals to varying parts of the community.				

<b>4 Best Single House Ad</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Columbia Daily Tribune</b>		Classifieds Letter	Ruby Wheeler and Nisan Harlow
<b>Second Place</b>	<b>Columbia Daily Tribune</b>		Arts Immersion	Linda Hays and Nisan Harlow
<b>Third Place</b>	<b>Joplin Globe</b>		Honoring the Veterans of Pearl Harbor	Brian Huntley
<b>Honorable Mention</b>	<b>St. Joseph News-Press</b>		Midland Empire Coverage Promo	Hilary Smith

<b>4 Best Single House Ad</b>		<b>Weeklies Large</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Lincoln County Journal</b>		Certain Messages	Kathy Colbert and Missy Goessling
Clever! Clever! Well done, relates to something most consumers are aware of.				
<b>Second Place</b>	<b>Webster - Kirkwood Times</b>		Times Christmas Photo	Randy Drilingas
Very classy! Nice approach, makes staff look like readers.				
<b>Third Place</b>	<b>St. Louis American</b>		85th Anniversary	Angelita Jackson
good use of "light" in the middle - old vs. new great placement.				

<b>4 Best Single House Ad</b>		<b>Weeklies Medium</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Springfield Business Journal</b>		the fly	Heather Mosley
Very clean clear message and really draws you in. Great job!				
<b>Second Place</b>	<b>Christian County Headliner-News</b>		Experts At News	Amanda Hess
Perfect circulation promotion.				
<b>Third Place</b>	<b>Gasconade County Republican</b>		Fetch A Deal	Dennis Warden
Love this ad - what a terrific circulation promo idea. Makes you notice the ad and you get the call to action right away				
<b>Honorable Mention</b>	<b>Lee's Summit Journal</b>		Pets on parade	Ashlee Hendrix
This really draws you in with the colors and the graphic and I love the idea! Great job!				

<b>4 Best Single House Ad</b>		<b>Weeklies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Excelsior Springs Standard</b>		Spring Sports House Ad - Ex. Spgs.	Brian Rice
I LOVE the use of photography in this ad!! It really draws in the reader and the friendly face is someone I can relate to. The smartphone really jumps out at me, and I like how you have a form right there with all the details. Even though you are looking for general subscriptions, you targeted your sports fan base, which is good marketing.				
<b>Second Place</b>	<b>Atchison County Mail</b>		A Source You Can Trust	Melinda Bell
This ad is a great use of black and white. The bold fonts really jump out and make it noticeable.				
<b>Third Place</b>	<b>Nixa Xpress</b>		Birds Eye Blog	Carrie Luttrell
I really like the use of graphics in this ad. There's no question what this ad is about and the fun colors really make it attractive to readers.				
<b>Honorable Mention</b>	<b>Richmond News</b>		Advertise That Sale	Karen Payne
I really like the use of color in this ad, which is going to draw in your readers and potential advertisers.				

<b>5 Most Effective Use of Small Space</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>News Tribune</b>		Rainbow Lanes	Dan Walsh

<b>Second Place</b>	<b>Columbia Daily Tribune</b>	McAdams/The Summer Event	Lisa Wells
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<b>Third Place</b>	<b>West Plains Daily Quill</b>	Jackie's Ornaments	Sharon Essry
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<b>Honorable Mention</b>	<b>West Plains Daily Quill</b>	4th Generation Painting	Darla Evins
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<b><i>5 Most Effective Use of Small Space</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Excelsior Springs Standard</b>	Eagles Music Ad	Sheila Woods
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<b>Second Place</b>	<b>Windsor Review</b>	Windsor Furniture Clearance	Beth Williamson
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<b>Third Place</b>	<b>South County Times</b>	Crawford Butz	Susy Bergman
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<b>Honorable Mention</b>	<b>Richmond News</b>	Christmas Town Craft Fair	Karen Payne
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<b><i>6 Most Creative Use of One Spot Color</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>West Plains Daily Quill</b>	Salon Chic & Day Spa	Vicky Rutter
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Good use of the space and the different shades of gray make the red font really stand out.

<b>Second Place</b>	<b>West Plains Daily Quill</b>	Express Lending Source Need Cash?	Vicky Rutter
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<b><i>6 Most Creative Use of One Spot Color</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Lawrence County Record</b>	Rose Fireworks	Staff
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<b>Second Place</b>	<b>Palmyra Spectator</b>	Exchange Bank	Janet Blair
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<b><i>7 Most Creative Use of Full Color</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Columbia Daily Tribune</b>	Arts Immersion	Linda Hays and Nisan Harlow
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<b>Second Place</b>	<b>West Plains Daily Quill</b>	Jackie's	Sharon Essary
<b>Third Place</b>	<b>News Tribune</b>	Ava Smith	Monica Rackers
<b>Honorable Mention</b>	<b>Columbia Daily Tribune</b>	Olde Un	Matt Cline

**7 Most Creative Use of Full Color**      *Weeklies*      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

<b>First Place</b>	<b>Washington Missourian</b>	Oasis Lanes	Whitney Livengood
<b>Second Place</b>	<b>Warren County Record</b>	Warrenton County Health Department	Jana Todd
<b>Third Place</b>	<b>Atchison County Mail</b>	Trail's End 35th Anniversary	Melinda Bell
<b>Honorable Mention</b>	<b>Warren County Record</b>	City of Warrenton	Jana Todd

**8 Best Regularly Scheduled Section**      *Dailies*      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

<b>First Place</b>	<b>Columbia Daily Tribune</b>	Hello, Baby! Expo section	Matt Cline, Linda Hays and Deborah Marshall
Very clean and cohesive throughout. The layout makes it very readable and flows from page to page.			
<b>Second Place</b>	<b>Southeast Missourian</b>	Southeast Missourian Jr.	Cheryl Ellis
Great idea! The layout works well for both kids and adults. You can clearly see all the effort put into it from the kids.			
<b>Third Place</b>	<b>News Tribune</b>	HER Magazine	Ashton Leslie
Has a high end appeal to it. The editorial stand out from the ads yet they all have work well together.			
<b>Honorable Mention</b>	<b>West Plains Daily Quill</b>	50 Years Ago	Carla Bean, Vicki Johnson, Vicky Rutter, Darla Evins and Sharon Essary
Good concept. It was well incorporated on the page.			

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

<b>First Place</b>	<b>Springfield Business Journal</b>	2013 Giving Guide	Heather Mosley
Great content, ads, & layout. Entire guide is very impressive.			
<b>Second Place</b>	<b>St. Louis American</b>	Your Health Matters	Staff
Good content that can really help your readers.			

**Third Place**      **Lincoln County Journal**      Coupon Wrap      Kathy Colbert and Angela Gronek

**Honorable Mention**      **Green Park Call**      2013 Fall Sports Preview      Staff

***9 Best One Time Special Section***      ***Dailies***      ***Title of Entry, If Applicable***      ***Award Winner(s), If Applicable***

**First Place**      **Columbia Daily Tribune**      Columbia College Science Building Proj.      Deborah Marshall and April Sherman  
Design is contemporary and fun - the "periodic table" is wonderful! The use of the table and assigned colors throughout ties the publication together beautifully. The "A Look Inside" pages combine a really good layout with nice photos (and "elements", once again). Photos used throughout publication are crisp and flattering to each subject featured. "By the Numbers" is a delightful feature - great idea! Ads are all on the mark and compliment layout and graphics usage of the entire section. Altogether, an Attractive, Upscale, Upbeat, Entertaining, and Informative special section.

**Second Place**      **Joplin Globe**      Honoring Our Heroes      Brian Huntley and Dave Woods  
The beautiful, off center stars and stripes header is a great introduction to the attractive black and white photos. The use of the stars and stripes graphic pieces through the various sections is a nice touch. An off white background lets each black and white photo shine, and the articles flow, read nicely and do not distract from the visual elements or the featured heroes. A really nice special section!

**Third Place**      **Southeast Missourian**      Senior Living      Cheryl Ellis and Robyn Gautschy  
Soft and inviting cover - nice photo and good color usage. The tasteful ads featured throughout have a mostly contemporary feel, and each "fits" with the surrounding editorial pieces. The font choices are nice - simple and very easy to read. The blue & green color pallet is a smart idea, as both colors are lively and upbeat without being over the top. This piece is one to be kept on a coffee table for easy reference. Overall, a very attractive and informative special section.

**Honorable Mention**      **Fulton Sun**      Wish List      Staff  
Beautiful cover! The simple font works beautifully with the elegant red/gold theme. This publication is festive throughout - ads are fun and season-oriented. Community and local businesses stand out, and the lovely photos and informative articles showcase what each has to offer. This is a publication to last the entire holiday season.

***9 Best One Time Special Section***      ***Weeklies Large***      ***Title of Entry, If Applicable***      ***Award Winner(s), If Applicable***

**First Place**      **Jefferson County Leader**      Wedding Fair      Glenda O'Tool Potts, Jeff Adams, Rob Schneider, Debra Skaggs and Michelle Engelhardt

**Second Place**      **Jefferson County Leader**      Twin City Days      Glenda O'Tool Potts, Jeff Adams, Rob Schneider, Debra Skaggs and Michelle Engelhardt

**Third Place**      **Webster - Kirkwood Times**      2013 Gift & Recipe Guide      Amanda Zarecki, Susy Bergman and Randy Drilingas

**Honorable Mention**      **Jefferson County Leader**      Jefferson College      Glenda O'Tool Potts, Jeff Adams, Rob Schneider, Debra Skaggs and Michelle Engelhardt

***9 Best One Time Special Section***      ***Weeklies Medium***      ***Title of Entry, If Applicable***      ***Award Winner(s), If Applicable***

**First Place**      **Washington Missourian**      2013 Moving Wall Section      Whitney Livengood  
This special section was fantastic from the cover to the back. It was very eye appealing, drew me in with the content, colors and design. A great special section.

**Second Place**      **Gasconade County Republican**      Surviving Breast Cancer      Dennis Warden and Tammy Curtis  
I loved this special section. The cover pulls you in and makes you want to know more and to read. The idea of using local community members who have survived cancer and their stories just pulls at your heart strings. The layout design was very well done.

**Third Place**      **Lee's Summit Journal**      Celebrating 10 Yrs. of Beautiful Music      Ashlee Hendrix



**Honorable Mention      The Lake Today**      A Look Through Time      Denise McMillen and Sam Dudenhoffer  
 What a great idea and how this special publication was used to move the readers through the different times was very well done. Very eye catching dn great use of color.

**9 Best One Time Special Section**

**Weeklies Small**

*Title of Entry, If Applicable*

*Award Winner(s), If Applicable*

**First Place      Excelsior Springs Standard**      2013 Excelsior Springs Visitor &      Liz Johnson, Sheila Woods, Brian Rice, Stephanie Conyers and Skyla Sullivan  
 WOW!! This makes me want to seriously consider coming to visit Excelsior Springs!! The colors, the layout, the ads...everything was great!! All the photos were very inviting and the ads drew me in and made me want to read more. The organization of the publication was very thought out and practical. Good job!

**Second Place      Excelsior Springs Standard**      Waterfest 2013      Brian Rice, Skyla Sullivan and Sheila Woods  
 This looks like a fun event and the special section portrayed that very well. I loved the use of photography and especially how the live music pages were laid out. The ads were colorful and were a good compliment to the rest of the section.

**Third Place      Excelsior Springs Standard**      Graduation 2013      Brian Rice, Skyla Sullivan and Sheila Woods  
 The cover on this section really pulled me in right away. This will be a great keepsake for the graduating seniors, and it's clear from the ads the community really supports the school.

**Honorable Mention      Ash Grove Commonwealth**      Commonwealth Winter Sports Preview      Staff  
 The front cover of this section really draws in readers. Each ad has a different feel to it and distinguishes one business from the next.

**10 Best Single Classified Ad**

**Dailies**

*Title of Entry, If Applicable*

*Award Winner(s), If Applicable*

**First Place      St. Joseph News-Press**      Fairview Express LLC      Jackie Dix  
 This is an attractive, easy to follow ad in a limited space.  
 The use of a single, attention-grabbing color is great paired with the black & chrome trucks.  
 The single truck used at the bottom right corner is a visual "stop" suggesting to the reader to re-read the information within.

**Second Place      Joplin Globe**      Have You Heard?      Brian Huntley and Stephanie Coffey  
 The clip art chosen is great - a definite attention grabber (the dog invites the reader to LOOK - and that's a very good thing!)  
 Red is the perfect color choice, as it tends to be "loud" and attention grabbing, too.  
 Nice composition within the ad with the heavier, important items anchored at the bottom.

**Third Place      St. Joseph News-Press**      Bargain Blitz      Mary Vette  
 This is an eye-grabbing visual! Short, sweet, and to-the-point. Great, vibrant color choice and dynamic graphic!  
 Effective with just a couple major elements used.  
 Nice, fun little ad!

**10 Best Single Classified Ad**

**Weeklies**

*Title of Entry, If Applicable*

*Award Winner(s), If Applicable*

**First Place      Washington Missourian**      Missourian Part Time Classified      Jeanine York  
 Great use of contrast with visual angle and color on black and white. Easily stood out among entries.

**Second Place      Marshfield Mail**      Help Wanted      Adam Letterman  
 Very solid entry. Excellent use of white space among a sea of cluttered classifieds.

**Third Place      Christian County Headliner-News**      Dennis Hanks      Billie Marsh  
 Very good balance and not cluttered like so many automotive ads tend to be.

**Honorable Mention      Green Park Call**      Environmental Landscaping      Staff  
 Easy to read ad. Flows from headline through bullets to tag. Nice choice of art.

<b><i>11 Best Classified Section</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b> This is a sharp, clean, yet colorful classified section with a contemporary feel. Each segment is clearly defined and easy to read and to find. The bright green and blue color pallet is a smart choice - a refreshing break from red and blue. The color combination continues through each house and filler ad connecting each with St. Joseph News-Press. The "arrow" design within the section headers and column tags creates a feeling of movement and makes locating desired classifieds easy and fast.	<b>St. Joseph News-Press</b>		Nadine Pinzino
<b>Second Place</b> Great example of good single page section design. Color usage is very nice - color is used judiciously, focused on featured, or important, items. The colorful tulip photo draws attention to important information at the top of the page, with the classified ads flowing below. Careful use of color within the classified ads attracts attention.	<b>News Tribune</b>		Brenda Perkins

<b><i>11 Best Classified Section</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b> Strong layout and some really interesting gang frame designs - the 'Here's My Card' specifically is a concept several newspapers (including ours) does, but this is one of the strongest presentations I've seen. Very well done!	<b>Washington Missourian</b>		Staff
<b>Second Place</b> Impressed by the amount of display ads you have integrated in your classifieds. Strong layout, very well done!	<b>Lawrence County Record</b>		Staff
<b>Third Place</b>	<b>Lincoln County Journal</b>		Kathy Colbert, Sheila Jenkinson, Bill Martin and Rachel Abshier
<b>Honorable Mention</b>	<b>St. Louis American</b>		Vida Medina

<b><i>12 Best Newspaper Promotion</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b> Excellent use of colors and branding for the event. The logo/headline tells the story of the content without having to dig deep into the copy. Themes used well in all ads regardless of size. Simple clear typography and color use. Nice work.	<b>Columbia Daily Tribune</b>	Hello, Baby Expo	Molly Borgmeyer and Linda Hays
<b>Second Place</b> Great use of local photography and news stills with limited copy to promote coverage. Using the photos from the people on site to tell your story is really really great. Love the tagline Every moment. Every day. Every way.	<b>St. Joseph News-Press</b>	Midland Empire Coverage Promos	Hilary Smith
<b>Third Place</b> I like the use of white space and image for Get Excited full page. I would have liked to see a secondary message as to what the excitement is about. Good use of the theme throughout. Postcard gets a bit copy heavy. With all access and digital perhaps some of this copy could have been housed online to free up some of the ad space and make it more inviting.	<b>West Plains Daily Quill</b>	Get Excited	Katie Dudden
<b>Honorable Mention</b> Nice theme and color use though all ads. Large amounts of copy saved for the larger ads, which is nice. Nice series.	<b>Columbia Daily Tribune</b>	Columbia Tribune Women in Business	Molly Borgmeyer and Linda Hays

<b><i>12 Best Newspaper Promotion</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b> Excellent use of a strong headline in your ad. Great job promoting the media blend that you offer.	<b>Washington Missourian</b>	Anytime, Anywhere	Terry O'Neill
<b>Second Place</b> Great way to focus on being a community paper. Nicely done.	<b>Lawrence County Record</b>	I Am Lawrence County Series	Staff

**Third Place**      **Excelsior Springs Standard**  
Nice partnership with a local business.

Summertime Sweepstakes

Brian Rice and Skyla Sullivan

**Honorable Mention**      **The Concordian**

In Print and Online

Rebecca Schnackenberg

***13 Best Shared/Signature Page***

***Dailies***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**      **Columbia Daily Tribune**  
Great use of Typography and odd shape ads to create the ZOU page. Very appealing to look at and very creative. Well executed design. The shapes really pull you though the entire advertisements. Well done.

Small Bus. Sat. & Welcome to the Zou

Matt Cline and Deborah Marshall

Small business page impressive amount of small pace ads and in size, half double truck. Small ads created with simple clean messages. Nice page.

***13 Best Shared/Signature Page***

***Weeklies Large***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**      **Lincoln County Journal**

Safer Schools

Kathy Colbert and Angela Gronek

**Second Place**      **Webster - Kirkwood Times**

Old Webster Black Friday

Amanda Zarecki

**Third Place**      **Lincoln County Journal**

Family Greetings

Kathy Colbert and Angela Gronek

**Honorable Mention**      **Webster - Kirkwood Times**

Fall/Winter Stylefinder

Susy Bergman

***13 Best Shared/Signature Page***

***Weeklies Medium***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**      **Washington Missourian**

Pacific Grad Page

Patti Bragg

**Second Place**      **Washington Missourian**

St. Clair Grad Page

Patti Bragg

**Third Place**      **Washington Missourian**

Fire Protection Week

Jeanine York

**Honorable Mention**      **Marshfield Mail**

Memorial Day

Adam Letterman

***13 Best Shared/Signature Page***

***Weeklies Small***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**      **Richmond News**

Chocolate Tour

Karen Payne

Who wants some chocolate?! I do after seeing this ad!! I like how the logo is big and bold in the center of the page with the ads surrounding it.

**Second Place**      **Excelsior Springs Standard**      Downtown Excelsior Springs      Skyla Sullivan and Sheila Woods  
 There's no question what this page is promoting, and I'm sure it sparked some ideas for readers that they hadn't thought of yet, with the great ad photography, copy and colors.

**Third Place**      **Louisiana Press-Journal**      MoMo Sidewalk Sales      Tim Schmidt and Christal Dennis  
 I really love the creative spin you took with this page. The huge monster definitely grabbed my attention.

**Honorable Mention**      **Cedar County Republican**      Match the Merchant      Billie Marsh  
 This is a really fun idea. It's a great way to promote shopping locally while keeping it lighthearted and grabbing reader interest.

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

**First Place**      **Columbia Daily Tribune**      Adv. Annual Plan & Comic Strip      Matt Cline and Deborah Marshall  
 Great layout and design on the special features piece. Excellent breakouts for each month great information, images tied to the month and covers. Good use of color. Nice touch in back to allow notes and wants for sections listed. Impressive sales tool.

**Second Place**      **St. Joseph News-Press**      Design, Print & Deliver      Hilary Smith  
 Clean simple message presented well. The value is set right up front, a plus showing some examples of design as well.

**Third Place**      **Southeast Missourian**      2013 Media Kit      Cheryl Ellis  
 Nice layout. Clear info presented well. Good use of images to tell the story of products as well as cover shots.

**Honorable Mention**      **West Plains Daily Quill**      Get Excited Website Postcard      Katie Dudden  
 Layout gets copy heavy. With it being an online promotion I would have liked to see more use of directing them to the website and less step by step info. I assume that could be on the site as well, that said the info is good and I do like the creative concept of get excited.

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

**First Place**      **Webster - Kirkwood Times**      Baker's Dozen Flyer      Amanda Zarecki  
 Love the use of the colors, graphic and easy to read information provided. GREAT job!

**Second Place**      **Webster - Kirkwood Times**      2013 Media Kit      Amanda Zarecki and Randy Drilingas  
 Great layout for a full media kit. Provides all of the pertinent information in an easy to read format.

**Honorable Mention**      **Washington Missourian**      Missourian Media Rate Card      Shawn Sullentrup and Whitney Livengood  
 Good media kit - really like the front cover - facts are engaging and makes me want to read more. There is a lot of information provide which I almost got lost in at times.

**15 Best Newspaper Produced Insert**      *Dailies*      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

**First Place**      **Southeast Missourian**      The Bridge      Cheryl Ellis, Robyn Gautschy and Laura Simon  
 Great insert to pick up and browse through with very informing content and conceptual design. Consistent fonts and design help make the insert stand out. Eye catching placement of layout moves the focal point to multiple areas on the page. Fun piece to visually look through.

**Second Place**      **News Tribune**      Nichols Career Center      Vickie Catalina and Janelle Haley  
 Beautiful spread and color scheme throughout. Insert constructed well with consistent content and graphics. Great shelf life due to design and information.

**Third Place**      **Columbia Daily Tribune**      Circulation Promo 16 weeks for \$16      Matt Cline and Deb Scoble  
 Beautiful spread and color scheme throughout. Insert constructed well with consistent content and graphics. Great shelf life due to design and information.

**Honorable Mention**    **St. Joseph News-Press**  
Great colors and flow with the insert. Very well laid out.

Extended Care...What's Your Strategy?    Holly Lyons

***15 Best Newspaper Produced Insert***

***Weeklies***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**    **Nixa Xpress**  
Very nice layout and graphics. Simplistic use of color. Comprehensive content. A real page-turner.

N The Zone    Adam Letterman

**Second Place**    **Salem News**  
Very easy-to-read directory. Good use of space - text is not overwhelming to the eye. This is a piece that should have long shelf life.

Health Care Guide 2013    Staff

**Third Place**    **Nixa Xpress**  
The graphics and presentation are high quality, making a usually sterile more interesting.

Nixa Chamber Directory    Adam Letterman

***16 Best Ad Designer***

***Dailies***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**    **Joplin Globe**  
Brian Huntley successfully demonstrated his abilities as the Best Ad Designer through his multiple design work that was submitted. He showed exceptional use of placement, color, page design/layout and use of space. All pieces contained very successful design elements!

Brian Huntley's Portfolio    Brian Huntley

**Second Place**    **St. Joseph News-Press**  
Hilary displayed strong visual elements within each design submitted. Very eye catching colors and focal points help communicate what was trying to be displayed to the reader. Fantastic marketing and promotional pieces containing great design!

Hilary Smith

**Third Place**    **West Plains Daily Quill**  
Katie's strong design elements were demonstrated through utilizing top typography and various visual elements. Many of the design ideas popped off the page drawing attention to the advertiser or promotion.

Katie Dudden

**Honorable Mention**    **News Tribune**  
Great placement of visuals and text, combined with top notch photography! Maybe more diversity in selection.

Keith Borgmeyer

***16 Best Ad Designer***

***Weeklies***

***Title of Entry, If Applicable***

***Award Winner(s), If Applicable***

**First Place**    **St. Louis American**  
Angelita Jackson

**Second Place**    **St. Louis Business Journal**  
Dan Schriber

**Third Place**    **Webster - Kirkwood Times**  
Amanda Zarecki

**Honorable Mention**    **Bolivar Herald-Free Press**  
Carrie Luttrell

<b><i>17 Best Online Ad Designer</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Columbia Daily Tribune</b>		<b>Matt Cline</b>
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<b>Second Place</b>	<b>St. Joseph News-Press</b>		<b>Hilary Smith</b>
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<b>Third Place</b>	<b>West Plains Daily Quill</b>		<b>Katie Dudden</b>
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<b><i>17 Best Online Ad Designer</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>St. Louis Business Journal</b>		<b>Dan Schriber</b>
Strong designs. Liked seeing the same advertiser in several different ad positions, showed a strong sense consistency in marketing and branding. Fun, good use of color and simplicity. Very well done!			

<b>Second Place</b>	<b>Lincoln County Journal</b>		<b>Kathy Colbert and Angela Gronek</b>
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<b>Third Place</b>	<b>St. Louis American</b>		<b>Angelita Jackson</b>
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<b><i>18 Best Ad Content Entire Publication</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>West Plains Daily Quill</b>		<b>Carla Bean, Vicki Johnson, Vicky Rutter, Darla Evins and Sharon Essary</b>
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<b>Second Place</b>	<b>News Tribune</b>		<b>Staff</b>
The concept of this section and the advertisements are superior. This would have been a first place entry, but it didn't meet the requirements of the entry.			

<b><i>18 Best Ad Content Entire Publication</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Webster - Kirkwood Times</b>		<b>Randy Drilingas, Amanda Zarecki and Susy Bergman</b>
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<b>Second Place</b>	<b>St. Louis American</b>		<b>Staff</b>
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<b>Honorable Mention</b>	<b>Lawrence County Record</b>		<b>Staff</b>
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<b><i>19 Best Advertising Idea or Promotion</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Southeast Missourian</b>	<b>Hometown Shopping Promotion</b>	<b>Donna Denson, Gera LeGrand, Cheryl Ellis, Greg Dowdy and Christopher Bonner</b>
This promotion is the hands-down winner in this category. In 2014, it's hard to imagine that any newspaper advertising promotion wouldn't include multiple platforms, yet this is the only promotion in the category that does. Shop Local isn't a unique concept, but a promotion that includes video, web and print helps launch this promotion.			

**Second Place**      **Joplin Globe**      Beatles Magical Mystery Tour Game      Brian Huntley, Dave Woods and Jennifer Gregory  
This is a great concept and the design is really fun. There is a lot going on in each of the ads, but it's fun and interactive and I bet readers loved it. The piece I really missed was an interactive web component - that would have easily launched this promotion to first place.

**Third Place**      **Joplin Globe**      Teaching Titanic Game      Brian Huntley, Dave Woods and Jennifer Gregory  
Attractive design, fun interactive elements and a great educational concept. It's missing the online component, though, which is disappointing. The web component would have launched this entry out of the park.

**Honorable Mention**      **News Tribune**      Baby's First Christmas      Sandy Draffen and Monica Rackers  
This idea is fun and people probably loved it. What set this concept apart from the others was the revenue attached to the promotion. So many times newspapers have good ideas on the ad side that don't generate any revenue. Cute ideas are great, but cute ideas that generate revenue are exactly where we should focus.

***19 Best Advertising Idea or Promotion***      ***Weeklies Medium/Large***      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

**First Place**      **Cass County Democrat-Missourian**      Cass County Community Calendar      Ashlee Hendrix  
Love the calendar concept! Great way to promoted strong photography, community events and advertisements all in one place! Very well done!

**Second Place**      **Northeast News**      Elvira's Bakery Ad      Kirstie Mulligan  
Mix of great photos, simple message and great use of color. Made me hungry, mission accomplished! Well done.!

**Third Place**      **Lawrence County Record**      Mothers Day Promotion      Staff  
Very well done gang page. I like how you used elements to break the border of each and and really bring the whole page together. Good use of color and space. Well done!

**Honorable Mention**      **Washington Missourian**      Town & Country Fair      Whitney Livengood  
The consistent branding and marketing used throughout was great. Good use of color, images and space. I've seen a lot of fair ads, but this sequence actually made me want to go. Very well done.

***19 Best Advertising Idea or Promotion***      ***Weeklies Small***      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

**First Place**      **Lake Gazette**      'Guess Who' Promotion      Adriana Orsini  
It looks like all of your advertisers really had fun with this promotion. It's always good when you can match a name to a face (or a business, rather...) It helps customers to recognize, "Oh yeah! You were the clown!" when they walk into the store. And this kind of promotion makes them actually read the ad, which is always a good thing!

**Second Place**      **The Louisiana Press-Journal**      Valentine's Contest      Tim Schmidt and Christal Dennis  
This competition definitely caught my attention! I've seen contests with eyes or legs before, but never with lips! Good job at being creative! Next time, would you be able to print the lips in color?

**Third Place**      **The Louisiana Press-Journal**      Clarksville Flood      Tim Schmidt and Christal Dennis  
Recovering after a flood is always a hard thing, so I'm glad to see the newspaper was doing their part in promoting local businesses and helping them get back on their feet.

**Honorable Mention**      **Richmond News**      Fair Special      Karen Payne  
Great idea to give potential subscribers a yummy incentive to commit to a newspaper subscription. I like the use of graphics and color.