



2018 Missouri Advertising Managers' Association Best Ad Contest

Results and Judges Comments

| <i>1.) Best Full Page Ad</i> | <i>Daily Large</i> | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|------------------------------|--------------------------------------|---------------------------------------|
| First Place Visual helps drive the sense of importance for this ad, bringing the reader in with the partially visible iconic leg of Ronald McDonald. | Joplin Globe | Everyone's Help is Needed | Gina Langston |
| Second Place An arts-related ad should be artsy. This does so without detracting from the content but instead helping draw the reader in. | Joplin Globe | SPIVA | Justin Oden and Kristine McCulley |
| Third Place Excellent in its simplicity. These can be the hardest to make the most appealing, but this page has a clean and stately appearance. | Independence Examiner | WOD2017_Honorees_FullPage | Megan Schoettger |

| <i>1.) Best Full Page Ad</i> | <i>Daily Small</i> | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|----------------------------|--------------------------------------|---------------------------------------|
| First Place Complementary blend of color against backdrop of photo. Clean, simple and effective. | Columbia Missourian | Boonville Tourism | Melody Cook |
| Second Place Unique use of geometric shapes draws attention to the visuals. | Columbia Missourian | the Arch at Columbia | Melody Cook |
| Third Place Good use of text effect to play against backdrop. | Lake Sun Leader | Halloween Bash | Tracey Steinkraus |
| Honorable Mention Clean and informative without being over-burdened with information. | Lake Sun Leader | Enjoy Stark Caverns | Tracey Steinkraus |

| <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> |
|---|--|--------------------------------------|--|
| First Place Beautiful design. Great photographs. Simple and to the point. | Courier-Tribune Liberty and Kearney | Cellar & Loft | Holly Lyons, Sarah Haught, Sarah Heerboth and Ryan Johnson |
| Second Place Great photographs and wording! Drawn in right away. | Courier-Tribune Liberty and Kearney | Meshuggah Bagels | Holly Lyons and Nancy Pinzino |
| Third Place Very attractive invitation ad. Very appealing. Nice photos of the location. | Webster - Kirkwood Times | Westborough Country Club | Susy Broderick |
| Honorable Mention Very eye catching design. Nice photos especially the kids enjoying themselves. Nice use of words. | Webster - Kirkwood Times | Museum of Transportation | Amanda Zarecki |

| 1.) Best Full Page Ad | | Weeklies Medium | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|------------------------------|---|------------------------|--------------------------------------|---------------------------------------|
| First Place | Perry County Republic-Monitor Good complementary play of multiple backgrounds and art elements so they don't compete against one another. | | Roziers Sample Saturday | Kim Allen |
| Second Place | Perry County Republic-Monitor Simplistic without sacrificing information. | | Window World | Stephanie Vandeven |
| Third Place | Perry County Republic-Monitor Photos blend seamlessly and connect to tell a story without words and without appearing cluttered. Attractive result. | | Liberty Glass | Kim Allen |

| 1.) Best Full Page Ad | | Weeklies Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|------------------------------|--|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Richmond News Original and well thought-out. Shows a little creativity can turn those "here's a bunch of stuff to get in" moments into victories. | | Katelin's 70's ad | Karen Payne |
| Second Place | Richmond News Clever. Just enough of a play on "Star Wars" to be fun without stepping over the line into cheesy. This is the kind of treatment that gets reader attention. | | Katelin's Store Wars | Karen Payne |
| Third Place | Lake Gazette Appealing presentation that allows the art to drive the interest. | | Movie Night ad | Consetta Gottman |

| 2.) Best Ad No Smaller Than a 1/4 Page | | Daily Large | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|---|--------------------|--------------------------------------|---------------------------------------|
| First Place | Joplin Globe Loved this ad! Colorful, great pix to go with it. | | Lamar 7 Straight Championships | Gina Langston and Liz Matters |
| Second Place | Sedalia Democrat Nice use of color and layout. | | Stackable Bands | Jean Mayer |
| Third Place | Independence Examiner Good copy for the athletes and good use of color. | | StateFarm_AOTW_Qtr1117 | Megan Schoettger |
| Honorable Mention | Jefferson City News Tribune I think the pix of the salon staff gets lost a bit. | | Super Hair Salon | Vickie Catalina and Janet Ousley |

| 2.) Best Ad No Smaller Than a 1/4 Page | | Daily Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|--------------------------------|--------------------|--------------------------------------|---------------------------------------|
| First Place | Columbia Missourian | | Truman VA | Melody Cook |
| Second Place | West Plains Daily Quill | | Richards Brothers | Vicky Rutter |

Third Place **Lake Sun Leader** Cruise Planners Tracey Steinkraus

Honorable Mention **Lake Sun Leader** OR Popcorn Tracey Steinkraus

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

First Place **Jefferson County Leader** LaChance Vineyards 11-2-17 Michelle Engelhardt and Glenda Potts
I used my staff to help me decide on the top three placings, as this was a difficult decision. After seeking their help, the choice was unanimous. Great color balance and use of fonts to make this ad an elegant, and interesting ad to look at. There is a fine point to getting a "just right" amount of information into an ad, and this steps close to that line, but the name of the game is advertising, and this is done well. Perhaps the only criticism I would have on this one is the holly in the middle. While it works great for separation, that green and white and red just seems a bit awkward. Maybe taking the white out and making it transparent would work better. Overall the tops of this class. Great job!

Second Place **Washington Missourian** Heritage Community Bank - 9.27.17 - B2 Mary Rayfield
This ad overall had the best color schematics of all of the entries. Well balanced, eye catching, great contrast. This was a tough decision in placing first and second. Excellent job!

Third Place **Jefferson County Leader** The Villas 11-9-17 Debra Skaggs and Glenda Potts
Nicely designed ad. Good balance in photos, graphics, information. What separated this ad from the first and second place was probably a lack of contrast in the ad. The slogan at the bottom popped, but the colors in the majority of the rest of the ad were dull. Would have like to have seen the logo in the top left corner "pop" more and more contrast would have helped with this. Great effort and a strong third place showing.

Honorable Mention **Washington Missourian** Rothschilds - 10.4.17 - Reader's Choice Mary Rayfield
Liked this ad. No text or graphics box lines showing . Nice clean ad. It seemed like this ad was a bit retro, which was good and the reason for the fourth place. Nice clean ads on the whole page. Good job by your graphics team.

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

First Place **Springfield Business Journal** Dynamic Body Heather Mosley

Second Place **Springfield Business Journal** Parkcrest Dental Heather Mosley

Third Place **Springfield Business Journal** Dynamic DNA Heather Mosley

Honorable Mention **Christian County Headliner-News** Webster County Fair Billie Marsh

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

First Place **Maries County Advocate** Maries County Bank Dennis Warden
Creative and touching. Great idea to use the altar as the backdrop of the ad.

Second Place **Tipton Times** Brockes Tire Customer Appreciation Tara Alumbaugh
Straight forward ad that doesn't create confusion and tells the story.

Third Place **Richmond News** JP's Cupid's Choice Karen Payne
Great ad. Confused about the "we'll come to you" but I suppose the readers know what up with that.

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| Honorable Mention Great use of color. | Richmond News | George's Patriotic ad | Karen Payne |
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| 3.) Best Ad Series | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
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|--------------------------|------------------------------------|---------------------|--------------------------------|
| First Place | Jefferson City News Tribune | Coca-Cola | Vickie Catalina and John Benke |
| Second Place | Jefferson City News Tribune | Morgan County Seeds | Heather Pirner |
| Third Place | Joplin Globe | 10 Things Series | Justin Oden |
| Honorable Mention | Lake Sun Leader | Quality RV | Tracey Steinkraus |

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|---------------------------|-----------------|--------------------------------------|---------------------------------------|
| 3.) Best Ad Series | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
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|--------------------------|--------------------------------------|---------------------------------|-------------------------------------|
| First Place | Lake Gazette | Traveling Soldier ads | Consetta Gottman and Mandi Kindhart |
| Second Place | Perry County Republic-Monitor | Roziers 114 Anniversary - 6 ads | Stephanie Vandeven |
| Third Place | Perry County Republic-Monitor | Tee-Road Sports - 4 ads | Stephanie Vandeven |
| Honorable Mention | Perry County Republic-Monitor | Werner Auto Body - 4 ads | Kim Allen and Judy Parker |

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|---------------------------------|--------------------|--------------------------------------|---------------------------------------|
| 4.) Best Single House Ad | Daily Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
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|---------------------|-------------------------------|------------------------|-------------|
| First Place | Columbia Missourian | Too Much Clutter? | Megan Hill |
| Second Place | Daily Dunklin Democrat | Check Out the Power | Regina Lee |
| Third Place | Columbia Missourian | Darkow Prints For Sale | Melody Cook |

| 4.) Best Single House Ad | | Weeklies Large | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---------------------------------|----------------------------------|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Webster - Kirkwood Times | | Season's Greetings | Randy Drilingas and Amanda Zarecki |
| Second Place | St. Louis Call Newspapers | | Solar Eclipse 2017 | Deb Baker and Sarah Kelly |
| Third Place | Jefferson County Leader | | Trivia Night 8-31-17 | Debra Skaggs |
| Honorable Mention | St. Louis American | | Dear Readers... | Jonathan Irving |

| 4.) Best Single House Ad | | Weeklies Medium | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---------------------------------|--|------------------------|--------------------------------------|---------------------------------------|
| First Place | Perry County Republic-Monitor Creative, interesting shape, good use of color and minimal text. | | Labor Day early deadline | Stephanie Vandeven |
| Second Place | Salem News Good use of white space, keeping text to a minimum. Nicely placed graphics. | | thesalemnewsonline.com | Julie Brooks |
| Third Place | California Democrat Good use of type and color, eye catching and fun to look at. | | Cutest Pet Contest | Heather Pirner and Denise McMillen |
| Honorable Mention | Perry County Republic-Monitor Good use of photography...I like the type and logo in reverse at the bottom. | | TG Mo/Republic-Monitor | Kim Allen |

| 4.) Best Single House Ad | | Weeklies Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---------------------------------|-------------------------------|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Maries County Advocate | | Advocate Testimonial | Jacob Warden |
| Second Place | Richmond News | | Richmond News Outlaw Day Sponsor | Karen Payne |
| Third Place | Richmond News | | Richmond News Fair Promotion | Karen Payne |
| Honorable Mention | Lake Gazette | | Lake Gazette House ad | Consetta Gottman |

| 5.) Best Ad Smaller than 1/4 Page | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--|----------------|--------------------------------------|---------------------------------------|
| First Place | Joplin Globe THIS AD DELIGHTED ME. How you got Walmart to sign off on this clever ad is beyond me. It's smart without being cute. GREAT! | | Eclipse Snacks | Gina Langston and Dee Baker |
| Second Place | Jefferson City News Tribune Very nice black and white ad promoting Sharper Image. | | Sharper Image | Monica Rackers |
| Third Place | Jefferson City News Tribune The use of photography draws you in. | | Glenn Bonner | Brenda Perkins |
| Honorable Mention | Columbia Missourian Who's up for sushi? I know I am, after seeing this ad!!!! | | Sake Japanese Bistro & Bar | Melody Cook |

| 5.) Best Ad Smaller than 1/4 Page | | Weeklies Large | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--|-----------------------|--|---------------------------------------|
| First Place | Washington Missourian Great ad! Eye catching and easy to read! | | Shingle Tech in Reader's Choice - 8.5.17 | Whitney Livengood |
| Second Place | Jefferson County Leader Good use of space. Clean for the volume of copy. | | Crystal Coin & Jewelers 11-16-17 | Debra Skaggs and Jeff Adams |
| Third Place | Arnold-Imperial Leader Cute! Eye catching. | | Meramec Heights 5-25-17 | Debra Skaggs and Rob Schneider |
| Honorable Mention | Jefferson County Leader Clean, clear message. | | Stop Warning 5-18-17 | Debra Skaggs and Jeff Adams |

| 5.) Best Ad Smaller than 1/4 Page | | Weeklies Medium | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--|------------------------|--------------------------------------|---------------------------------------|
| First Place | Warren County Record Color was very good and really caught my eye. | | Hometown Christmas - 11.23.17 - A7 | Jana Todd |
| Second Place | Warren County Record Kind of a blast from the past. | | Gastorf - 11.30.17 - A7 | Jana Todd |
| Third Place | Salem News A very nice looking ad | | Scoops Dairy | Julie Brooks |
| Honorable Mention | Perry County Republic-Monitor Great use of color | | Serene Valley | Kim Allen |

| 5.) Best Ad Smaller than 1/4 Page | | Weeklies Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|---|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Richmond News Great theme and use of color. | | White Glove Detailing | Karen Payne |
| Second Place | Richmond News Great use of photos to get the message across. | | Kleinschmidt's Western Collage | Karen Payne |
| Third Place | Richmond News Great layout to include all the needed information. | | Smith Lodge | Karen Payne |
| Honorable Mention | Maries County Advocate Great use of color! | | Checos | Tammy Curtis |

| 6.) Most Creative Use of Full Color in an Ad | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|--|----------------|--------------------------------------|---------------------------------------|
| First Place | Columbia Missourian Simple but effective. The ad demands your attention. | | A Show of Hands | Melody Cook |
| Second Place | Lake Sun Leader I like that the red in the plane pops against the boats and the water. | | Watch the Shootout | Tracey Steinkraus |
| Third Place | Columbia Missourian The yellow in the cheese just POPS! | | Blondies Burger Bar | Melody Cook |
| Honorable Mention | Columbia Missourian Wonderful photography augments this work. | | Serenity Valley Winery | Melody Cook |

| 6.) Most Creative Use of Full Color in an Ad | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|---|-----------------|--------------------------------------|---------------------------------------|
| First Place | Gasconade County Republican Great use of patriotic colors with the stars. | | Legends Bank Liberty | Dennis Warden |
| Second Place | Perry County Republic-Monitor Red ticket and type stands out against the background. | | Village Video | Kim Allen |
| Third Place | Gasconade County Republican Balloons are colorful and just enough white space to make them stand out. | | Remax | Dennis Warden |
| Honorable Mention | Perry County Republic-Monitor Photo out against the background. Purple type looks good on background too. | | The Love & Romance Bridal Show | Stephanie Vandeven |

| 7.) Best Regularly Scheduled Section | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|--|-----------------|---------------------------------------|---------------------------------------|
| First Place | Jefferson County Leader Great idea for a gift guide. Good use of photos and connecting with readers. | | Family Christmas Album 12-14-17 | Staff |
| Second Place | Perry County Republic-Monitor Quality work, liked the theme, use of fonts and materials provided. | | May Fest | Staff |
| Third Place | St. Louis American Useful information presented in a clean, easy-to-read way. Nice photography. | | Your Health Matters | Staff |
| Honorable Mention | Washington Missourian Use of background image really makes the ads pop. Well done. | | Shop Local Shared Section - 11.8.17 & | James Schwentker |

| 8.) Best One Time Special Section | | Daily Large | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--|--------------------|--------------------------------------|---------------------------------------|
| First Place | Columbia Daily Tribune Catchy cover, eye appealing. Edit laid out well. Good use of art with edit. Popular topic. | | NASCAR | Jake Lichman |
| Second Place | Sedalia Democrat Attractive section overall. Good use of edit and pictures to go with the edit. Colorful ~ very informational. | | Fall Bridal Guide | Staff |
| Third Place | Sedalia Democrat Very appealing section. Laid out well. Good use of color. Good advertising support. | | Gifts & Goodies | Staff |
| Honorable Mention | Columbia Daily Tribune Informational subject matter. Did a good job covering the topic. | | Eclipse | |

| 8.) Best One Time Special Section | | Daily Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|----------------------------|--------------------|---|---------------------------------------|
| First Place | Columbia Missourian | | BoomTown: How to live your best life in | Missourian Staff |
| Second Place | Columbia Missourian | | University of Missouri Tigers 2017 | Missourian Staff |
| Third Place | Columbia Missourian | | The 2017 Missouri Tourism & Recreation | Lyndsey Dunn |

| 8.) Best One Time Special Section | | Weeklies Large | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|---|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Webster - Kirkwood Times Great idea on connecting recipes and gifts. This section is the best designed of any section entered, along with the second-place finisher by the same newspaper. The section is easy to scan, includes terrific use of colors to create contrasts and the ads/content complement one another. The same can be said for this publication's entry that took second. | | 2017 Gift & Recipe Guide | Amanda Zarecki and Susy Broderick |

Second Place **Webster - Kirkwood Times** Webster Groves Community Days 2017 Randy Drilingas and Kevin Murphy
See comments for your first-place finish. The content, design and ads for this publication also engage audiences well. This section includes key information related to this event, which is easy to find and scan.

Third Place **St. Louis American** Diversity: A Business Imperative Staff
The content and focus of this section is compelling. The ads complement the content.

Honorable Mention **Courier-Tribune | Liberty and Kearney** Lake Pilot Staff

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

First Place **Gasconade County Republican** Star Wars Movie Guide Staff
Loved that the advertisers worked with the newspaper staff to develop ads focused for this audience of Star War fans. Nice touch.

Second Place **Bolivar Herald-Free Press** Beyond Boundaries Staff
The content will engage readers and the section is well-designed.

Third Place **Perry County Republic-Monitor** 15 Under 15 Staff
The photos and content complement one another. Nicely designed.

Honorable Mention **Springfield Business Journal** Giving Guide Heather Mosley

8.) Best One Time Special Section *Weeklies Small* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Richmond News** Spring Home Guide 2017 Liz Johnson and Karen Payne
This section includes a cover that emulates a homes and garden magazine, includes photos that draw in readers, and, better yet, offers information that might be relevant for readers more than for advertisers. Many of the entries in this category relied heavily on grip-and-grin photos that would not attract anyone beyond those in the photos and offered content that appeared to be filler between the ads. Consider the content first because that will keep readers engaged -- with the advertising as well.

Second Place **Richmond News** Richmond News - Solar Eclipse JoEllen Black and Karen Payne
This was a smart move to address an unusual event. This section helps to educate readers on an eclipse, which means that readers will be more engaged. The graphics helped to further offer insights into this phenomenon, which likely kept this audience interested.

Third Place **Richmond News** Show Me Ray County JoEllen Black, Liz Johnson and Karen Payne

Honorable Mention **Maries County Advocate** Presidents Profie Staff
Nice ideas for offering information about the presidents.

9.) Best Single Classified Display Ad *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Columbia Missourian** Schnell Mowing Co. - Services - Classifieds Melody Cook
Easy to read. Eye catching. Good use of small space.

Second Place **Jefferson City News Tribune** Machens Rosemary Woodruff
Great ad. Eye catching even though there is so much text.

Honorable Mention **Jefferson City News Tribune** Guarded Exchange
 For having so much information/copy this ad did a great job of giving information in an easy-to-read layout. Monica Rackers

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

First Place **Washington Missourian**
 Great use of color and white space. The triangle on the top left leads the reader's eye directly to the open positions. Whitney Livengood

Second Place **Washington Missourian**
 The use of ornaments instead of the typical real estate ads using blocks is refreshing. ReMAX Gold - 12.20.17 - F1 Katelyn Huber

Third Place **St. Louis Call Newspapers**
 The mixture of yellow and teal is eye-catching as well as the use of bold and roman fonts. Performance Roofing Deb Baker and Taylor Kelly

Honorable Mention **Perry County Republic-Monitor**
 The use of a large picture draws your eye to the ad. Gilster Mary Lee Kim Allen

10.) Best Single Classified Line Ad *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Jefferson City News Tribune**
 Precision Water & Power Sports Sandy Draffen

Second Place **Joplin Globe**
 Fall-a-palooza Sharon Fitzjohn

Third Place **Jefferson City News Tribune**
 Capital Music Brenda Perkins

10.) Best Single Classified Line Ad *Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Courier-Tribune | Liberty and Kearney**
 Tow Truck Wrecker Driver Rachel Chrisman

Second Place **St. Louis Call Newspapers**
 Mizzell Remodeling & Exteriors Lynn Connor

Third Place **St. Louis Call Newspapers**
 Cleaning Done Right Carol Malsch

11.) Best Classified Section *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Jefferson City News Tribune**
 Love the use of color for section headers. Nice mixture of color display ads as well. News Tribune Classified Section Classified Staff

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| Second Place | Joplin Globe | The Joplin Globe | Staff |
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| <i>11.) Best Classified Section</i> | <i>Weeklies</i> | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
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| First Place | Buffalo Reflex | Classifieds | Staff |
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| Second Place | Christian County Headliner-News | Classifieds | Staff |
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| Third Place | Washington Missourian | Classifieds 12.13.17 / 12.16.17 / 12.20/17 | Staff |
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| Honorable Mention | Perry County Republic-Monitor | Best Classified Section | Staff |
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| <i>12.) Best Newspaper Promotion</i> | <i>Dailies and Weeklies</i> | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
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| First Place | Columbia Missourian | Missourian Progress Awards 2018 | Missourian Staff |
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| Second Place | Cash-Book Journal | Halloween Coloring Contest | Stephanie Watkins, Diane Proffer and Jay Forness |
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| Third Place | Webster - Kirkwood Times | Lie Detector Glasses | Randy Drilingas |
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| <i>13.) Best Shared/Signature Page</i> | <i>Dailies</i> | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
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| First Place | Sedalia Democrat | Fire Prevention | Billie Marsh |
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| Second Place | Joplin Globe | March Mania Bracket | Staff |
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| Third Place | Jefferson City News Tribune | River City Fall Festival | Sandy Draffen |
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| Honorable Mention | Columbia Missourian | Sights, Sounds and Services of the | Melody Cook |
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| 13.) Best Shared/Signature Page | | Weeklies Large | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Washington Missourian Excellent use of a double truck. Great layout and design. All of the ads come to life along with the contest entries. | | Happy Holidays -12.23.17 - C4-C5 | Staff |
| Second Place | Webster - Kirkwood Times Clever call outs of items for Father's Day gifts married with ads. Love it! | | Guys' Gadgets & Gifts | Susy Broderick |
| Third Place | St. Louis Call Newspapers Great way to get a lot of faces into an advertising space and sell around it. All of the ads pop for such small sizes. | | Grad Salute 2017 | Staff |
| Honorable Mention | Webster - Kirkwood Times Cool way to spotlight local advertisers in your community. Shop & Nosh! Fun. | | Old Webster | Staff |

| 13.) Best Shared/Signature Page | | Weeklies Medium | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--------------------------------------|------------------------|---|---------------------------------------|
| First Place | Gasconade County Republican | | Salute to Soldiers | Staff |
| Second Place | Perry County Republic-Monitor | | Perryville/Ste. Vincent dePaul Home | Staff |
| Third Place | Perry County Republic-Monitor | | Perryville/Ste. Vincent dePaul Baseball | Staff |
| Honorable Mention | Vandalia Leader | | Cheerleaders Win State | Staff |

| 13.) Best Shared/Signature Page | | Weeklies Small | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|-------------------------------|-----------------------|--------------------------------------|---------------------------------------|
| First Place | Richmond News | | Mushroom Cover Contest - 2 pages | Karen Payne |
| Second Place | Maries County Advocate | | Ghost Page | Staff |
| Third Place | Richmond News | | Turkey Giveaway | Karen Payne |
| Honorable Mention | Tipton Times | | Pigskin Prediction Contest | Becky Holloway and Tara Alumbaugh |

| 14.) Best Advertising Sales Tool | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|------------------------------------|---|--------------------------------------|---|
| First Place | Columbia Daily Tribune | | Go for the Gold! | Jake Lichman and Deborah Marshall |
| | | Effective use of a current event to get more advertising interest. Excellent layout and design and love the creativity. | | |
| Second Place | Jefferson City News Tribune | | We Want You Back | Jane Haslag |
| | | Great way to showcase your product. Would recommend more white space and less text to make it really pop. But overall solid promotional material. | | |
| Third Place | Columbia Daily Tribune | | Print & Deliver | Jake Lichman, Deborah Marshall and Jill Gates |
| | | Great idea to showcase inserts. Maybe show some images of inserts you have done to accentuate piece. | | |
| Honorable Mention | Columbia Missourian | | Missourian Sales Tool | Melody Cook |
| | | Love this idea! Nice job. | | |

| 14.) Best Advertising Sales Tool | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|----------------------------------|-----------------|--------------------------------------|---------------------------------------|
| First Place | St. Louis American | | Media Kit | Kevin Jones |
| Second Place | Webster - Kirkwood Times | | 2017 Media Kit | Amanda Zarecki and Randy Drilingas |
| Third Place | Washington Missourian | | The Use Letter - May 2017 | Katelyn Huber and Whitney Livengood |
| Honorable Mention | St. Louis Call Newspapers | | Political Rates | Deb Baker and Pat Dillon |

| 15.) Best Ad Designer | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|------------------------------|------------------------------------|--|--------------------------------------|---------------------------------------|
| First Place | Joplin Globe | | Gina Langston | Gina Langston |
| | | Great use of images, typography and overall design. Ads work because they are eye appealing. | | |
| Second Place | Lake Sun Leader | | Tracey at the Lake | Tracey Steinkraus |
| | | Cool designs. Love treatment of color and overall spaces. | | |
| Third Place | Joplin Globe | | Courtney Adams | Courtney Adams |
| | | Crisp, clean design. Nice job. | | |
| Honorable Mention | Jefferson City News Tribune | | Heather Pirner | Heather Pirner |
| | | Good job. Nice treatment of ads and incorporating the text. | | |

| 15.) Best Ad Designer | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--------------------------------------|-----------------|--------------------------------------|---------------------------------------|
| First Place I just loved the Back to School cover. Great creativity. | St. Louis American | | Best Ad Designer | Jonathan Irving |
| Second Place Very close to first place | Perry County Republic-Monitor | | Bridal/Chamber/Dutch/Rusted/WomanIn | Stephanie Vandeven |
| Third Place | Gasconade County Republican | | Tammy Curtis | Tammy Curtis |
| Honorable Mention | Richmond News | | Karen Payne for Best ad Designer | Karen Payne |

| 16.) Best Online Ad Designer | | Dailies and Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|------------------------------|-----------------------------|---|---------------------------------------|
| First Place Eye catching ads - nice treatment of text. Visually appealing for a website. | Joplin Globe | | Gina Langston | Gina Langston |
| Second Place Nice campaign. Love all the varied ads and sizes. Nice treatment of text and images. Grabs your attention. | Washington Missourian | | Best Online Ad Designer - Lori Obermark | Lori Obermark |
| Third Place Good campaign and treatment of details. | Salem News | | Online designs by Julie Brooks | Julie Brooks |
| Honorable Mention Nice idea. Clean designs. | Washington Missourian | | Jamie Bax - Best Online Ad Designer | Jamie Bax |

| 17.) Best Ad Content Entire Publication | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|------------------------------------|----------------|--------------------------------------|---------------------------------------|
| First Place Great variety of ads, sizes, use of color and placement | Joplin Globe | | The Joplin Globe | Staff |
| Second Place | Jefferson City News Tribune | | HER Magazine | Jane Haslag |

| 17.) Best Ad Content Entire Publication | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---|--------------------------------------|-----------------|--------------------------------------|---------------------------------------|
| First Place Great use of color; nice ad placement; strong use of premium ad positions | Webster - Kirkwood Times | | WKT Best Ad Content | Staff |
| Second Place Great ad placement; design, color and use of special ad pages | Perry County Republic-Monitor | | The Republic-Monitor | Staff |

Third Place **St. Louis American** Best Ad Content Entire Publication Staff

Honorable Mention **Maries County Advocate** Maries County Advocate Staff

18.) Best Advertising Idea or Promotion **Dailies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Joplin Globe**
Great idea for reader continuity; eye-catching graphics; theme carried well throughout 12 Days of Summer Tricia Sanders and Staff

Second Place **Joplin Globe**
Idea was strong; graphics didn't always seem to connect to the theme Silver Dollar Search Game Gina Langston and Dee Baker

Third Place **Daily Dunklin Democrat** Nothing is Impossible Regina Lee

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

First Place **Perry County Republic-Monitor**
What a great twist on the typical 40 under 40! Nice execution and presentation! 15 Under 15 Staff

Second Place **Perry County Republic-Monitor**
Love this focus on female veterans - great layout and advertising support Veterans Day Staff

Third Place **Odessan** OD St. Patricks contest entry form 2017 John Spaar and Pam Schuchner

Honorable Mention **Gasconade County Republican** Presidents Profile Staff

19.) Best Idea to Grow Revenue **Dailies and Weeklies** *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **St. Louis American**
I'm stealing this idea. This is something newspapers of any size can adopt and adapt, utilizing services they most likely offer. Plus, this entry showed how it grew revenue. Event Advertising Package Kevin Jones

Second Place **Joplin Globe**
This is a close second and shows the importance of expanding services. Community News Digital - Fulfillment Mike Beatty, Megan Rennie, Kai Adams and Tiffany Elam

Third Place **Lake Gazette** Meet your player Consetta Gottman and Lake Gazette Staff

Honorable Mention **St. Louis Call Newspapers** 4 for 3 Help Wanted Special Deb Baker

| 20.) Best Digital Campaign | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|-----------------------------------|--|-----------------|--------------------------------------|---------------------------------------|
|-----------------------------------|--|-----------------|--------------------------------------|---------------------------------------|

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|---|----------------------------------|--|-------------------------------------|------------------------------|
| First Place A very solid campaign designed to draw attendance for an important community event. Good job. | Washington Missourian | | Washington Town & Country Fair 2017 | Whitney Livengood |
| Second Place This was fun. | St. Louis Call Newspapers | | Share Your Memories | Sarah Kelly and Taylor Kelly |

| 21.) Best Print Campaign | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---------------------------------|--|----------------|--------------------------------------|---------------------------------------|
|---------------------------------|--|----------------|--------------------------------------|---------------------------------------|

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|---|-------------------------------|--|-------------------------------------|---|
| First Place Wow! What a beautiful campaign! Well done! | Joplin Globe | | Breast Cancer Survivor Series | Kevin McClintock, Gina Langston and Staff |
| Second Place Great job! Catches my attention. Easy to read. | Lake Sun Leader | | Holiday Subscription Campaign- Lake | Tracey Steinkraus |
| Third Place Nice job. | Columbia Daily Tribune | | 2017 HERO Awards | Jake Lichman and Linda Hays |
| Honorable Mention | Daily Dunklin Democrat | | Nothing is Impossible | Regina Lee |

| 21.) Best Print Campaign | | Weeklies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|---------------------------------|--|-----------------|--------------------------------------|---------------------------------------|
|---------------------------------|--|-----------------|--------------------------------------|---------------------------------------|

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|---|----------------------------------|--|-----------------------------------|-------------------------------|
| First Place Great clean series to introduce attorneys at this firm. | Jefferson County Leader | | Wegmann Law Firm | Debra Skaggs and Glenda Potts |
| Second Place Nice, eye appealing. | St. Louis Call Newspapers | | Annual Outdoor Holiday Decorating | Deb Baker |
| Third Place | Delta Dunklin Democrat | | Nothing is Impossible | Regina Lee |

| 22.) Best Newspaper Produced Insert | | Dailies | <i>Title of Entry, If Applicable</i> | <i>Award Winner(s), If Applicable</i> |
|--|--|----------------|--------------------------------------|---------------------------------------|
|--|--|----------------|--------------------------------------|---------------------------------------|

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|--|------------------------------------|--|--|--|
| First Place Good BBQ topic to tie everything together. Very nicely designed and good, interesting articles. | Joplin Globe | | Jmag - July/August 2017 | Kevin McClintock, Courtney Adams, Amanda Stone and Staff |
| Second Place Good feature stories about community members. Advertorial was neat and well-designed. Beautiful and festive design. | Jefferson City News Tribune | | HER Magazine | Jane Haslag |
| Third Place Love it! So cute. And I like that the ad and attached letter addressed varying faiths and that Christmas might not be celebrated by all. | Columbia Missourian | | Missourian Holiday Postcard to readers | Missourian Staff |

Honorable Mention Joplin Globe

This is geared toward youth, so I feel like the writing should be a little more fun to engage them.

Midwest Youth Magazine - Fall 2017

Overall, very nice design.

Amanda Stone, Kevin McClintock and Gina Langston

22.) Best Newspaper Produced Insert***Weeklies******Title of Entry, If Applicable******Award Winner(s), If Applicable*****First Place Tipton Times**

Nice! I bet people really look forward to getting this! Ads worked in nicely with calendar.

2018 Tipton Community Calendar

Becky Holloway and Tara Alumbaugh

Second Place Cash-Book Journal

I'm sure your audience really enjoyed these articles about hometown people.

Hometown Proud

Stephanie Watkins, Diane Proffer and Jay Forness

Third Place Cash-Book Journal

Nice service to your community! Good content and layout.

Christmas Songbook

Stephanie Watkins, Diane Proffer and Jay Forness

Honorable Mention Cash-Book Journal

Nice layout and articles. Nice for your community to have.

Fall Sports Preview

Stephanie Watkins, Nick McNeal, Diane Proffer and Jay Forness

Cat Code.) Category Name***Circ Group(s)******Title of Entry, If Applicable******Award Winner(s), If Applicable*****Award Organization**

Comments

Entry Title

Credits