



2021 Best Ad Contest Results and Judges Comments

1.) Best Full Page Ad

	<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place Well Done! Attention getting, balanced layout full of information. All graphics handled with expertise. Message well executed.	Joplin Globe	Watered Gardens Anything Helps	Brett Zacarelo
Second Place The photo of the lake wins it. Nicely laid-out. Not an easy task to combine all the logos, well done.	Joplin Globe	Grand Lake full page	Brett Zacarelo
Third Place Straight forward, strong message with strong visual. The ad accomplishes its task.	Columbia Missourian	Haden and Colbert - Missourian	Melody Cook
Honorable Mention Fun subject. Good photos, a bit busy.	Columbia Missourian	Benton Co – Missourian	Melody Cook

1.) Best Full Page Ad

	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Richmond News	Fowler's Holiday ad	Karen Payne
Second Place	Washington Missourian	Country Manor	Mary Rayfield
Third Place	West Side Leader	Victorian Gardens 07-09-20	Michelle Engelhardt and Mark Grebe
Honorable Mention	Warren County Record	Main Street Real Estate	Mandy Andrews and Scott Dupree

2.) Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page

	<i>Dailies - Class 1</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Missourian	Copper's Landing – Missourian	Melody Cook
Second Place	Columbia Missourian	Love Inc - Missourian	Melody Cook
Third Place	Columbia Missourian	Meramec Winery – Missourian	Melody Cook
Honorable Mention	West Plains Daily Quill	Rasor Chiropractic - Extra! Extra!	Vicky Rutter

2.) Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page

	<i>Dailies - Class 3</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Joplin Globe	Back In Thyme Reopening	Courtney Adams and David O'Neill
Second Place	Joplin Globe	Jefferson's shop local	Brett Zacarelo
Third Place	Joplin Globe	Posh Dogs Boutique	Brett Zacarelo

2.) Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page

	<i>Weeklies - Class 1</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Lake Gazette	Quarter Page Dance Theater Apron Cafe	Consetta Gottman
Second Place	Richmond News	Norris Quarries - Come Dig	Karen Payne and Sharon Donat

Third Place	Maries County Advocate	Legends Bank	Tammy Curtis
Honorable Mention	Richmond News	Bark Bargains	Karen Payne and Sharon Donat
2.) Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page		Weeklies - Class 2	Title of Entry, If Applicable
Award Winner(s), If Applicable			
First Place	Perry County Republic-Monitor	Brewer Chain Saw	Stephanie Vandeven
Second Place	Gasconade County Republican	All in this Together	Dennis Warden
Third Place	Laclede County Record	A1 Septic	Shawna Bradley and Mariah Shepherd
Honorable Mention	Ozark County Times	Wanted Uncle Sam	Regina Mozingo
2.) Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page		Weeklies - Class 3	Title of Entry, If Applicable
Award Winner(s), If Applicable			
First Place	Arnold-Imperial Leader	St. Lukes Urgent Care 09-03-20	Michelle Engelhardt and Rob Schneider
Second Place	West Side Leader	Licari Auto Body 09-03-20	Michelle Engelhardt and Andrea Chambers
Third Place	West Side Leader	Camp Skullbone 10-29-20	Debra Skaggs and Andrea Chambers
Honorable Mention	Washington Missourian	Immanuel Lutheran School	Whitney Livengood
3.) Best Ad Series		Dailies	Title of Entry, If Applicable
Award Winner(s), If Applicable			
First Place	Columbia Missourian	Float Your Boat – Missourian	Melody Cook
Second Place	Columbia Missourian	Cedarhurst – Missourian	Melody Cook
3.) Best Ad Series		Weeklies	Title of Entry, If Applicable
Award Winner(s), If Applicable			
First Place	Northeast News	International Marketplace	Bryan Stalder
Second Place	Arnold-Imperial Leader	Arnold Chamber Snowman Contest	Michelle Engelhardt and Rob Schneider
Third Place	Laclede County Record	Layla's Fine Jewelry	Bethany Cranmer and Shawna Bradley
Honorable Mention	Perry County Republic-Monitor	Perryville Tire	Stephanie Vandeven
4.) Best Single House Ad		Dailies	Title of Entry, If Applicable
Award Winner(s), If Applicable			
First Place	Columbia Missourian	Darkow Book - Missourian	Melody Cook
Second Place	Joplin Globe	Joplin Globe App	Brett Zacarello
4.) Best Single House Ad		Weeklies - Class 1	Title of Entry, If Applicable
Award Winner(s), If Applicable			
First Place	Richmond News This local pandemic shopping guide is a great community service to both advertisers and readers.	House ad Shop Local	Karen Payne and Sharon Donat
Second Place	Lake Gazette	Don't Panic Stay In	Consetta Gottman

Third Place	Excelsior Springs Standard	Garage Sale Season	Karen Payne
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Honorable Mention	Greenfield Vedette	FFA Promo	Gina Langston
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4.) Best Single House Ad	Weeklies - Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Laclede County Record	Numbers Don't Lie	Shawna Bradley and Beth Chism
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Second Place	Laclede County Record	Bennett Spring Website	Shawna Bradley, Beth Chism and Jennifer Early
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Third Place	Gasconade County Republican	Covid Subscription Special	Staff
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Honorable Mention	Laclede County Record	Service Professionals	Shawna Bradley and Beth Chism
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4.) Best Single House Ad	Weeklies - Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Northeast News	Best Of Show	Bryan Stalder
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Second Place	St. Louis Call Newspapers	Protect Yourself and Others_10-22-2020	Larry Saylor and Debbie Baker
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5.) Best Ad Smaller than 1/4 Page	Dailies - Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	West Plains Daily Quill	Horn Plumbing Curb Service	Vicky Rutter
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Second Place	West Plains Daily Quill	Quality Floors Give The Gift	Vicky Rutter
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Third Place	West Plains Daily Quill	Schwegman Copier is Broken	Vicky Rutter
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Honorable Mention	West Plains Daily Quill	Captain Ds Wednesday \$4.99	Vicky Rutter
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5.) Best Ad Smaller than 1/4 Page	Dailies - Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Joplin Globe	Clear Water Shrimp Farm	Brett Zacarello
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Second Place	Joplin Globe	Celltron Now hiring	Brett Zacarello
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Third Place	Joplin Globe	Blue Moon Boutique Bling	Courtney Adams and David O'Neill
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5.) Best Ad Smaller than 1/4 Page	Weeklies - Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Greenfield Vedette	The Farm Shop	Gina Langston
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Second Place	Maries County Advocate	Feeler Tree Service	Tammy Curtis
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Third Place	Richmond News	Derstler Lumber Flooding	Sharon Donat and Karen Payne
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Honorable Mention	Richmond News	Bridge of Hope - Mardi Gras	Karen Payne
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5.) Best Ad Smaller than 1/4 Page	Weeklies - Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Perry County Republic-Monitor	Brewer Chain Saw	Stephanie Vandeven
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Second Place	Ozark County Times	Ozark County Treasure Festival	Regina Mozingo
Third Place	Laclede County Record	Shampooches	Bethany Cranmer and Shawna Bradley
Honorable Mention	Jackson Cash-Book Journal	Villas of Jackson Soccer Ad	Jay Forness and Stephanie Watkins

5.) Best Ad Smaller than 1/4 Page *Weeklies - Class 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Jefferson County Leader	Baisch 09-03-20	Debra Skaggs and Glenda Potts
Second Place	West Side Leader	Bella Landscape 09-17-20	Debra Skaggs and Andrea Chambers
Third Place	St. Louis Call Newspapers	Liz's This & That	Larry Saylor and Debbie Baker
Honorable Mention	Arnold-Imperial Leader	The Old House 12-10-20	Debra Skaggs and Glenda Potts

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

First Place Simple and breathtaking! Great use of a photo and message.	Columbia Missourian	Haden and Colbert - Missourian	Melody Cook
Second Place Nice use of color and photos. Makes me want to visit and partake!	Columbia Missourian	Meramec Winery – Missourian	Melody Cook
Third Place Creative graphic as flooring for a gift. Nice use of color.	West Plains Daily Quill	Quality Floors Give The Gift	Vicky Rutter
Honorable Mention Cute! Good use of color.	West Plains Daily Quill	First Church Chili Day	Vicky Rutter

6.) Most Creative Use of Full Color in an Ad *Weeklies - Class 1* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place Nice logo that ties the whole ad together.	Greenfield Vedette	Wild Cow Emporium	Lavinia Thornhill
Second Place Nice use of color and graphics.	Maries County Advocate	B&H Well Drilling	Tammy Curtis

6.) Most Creative Use of Full Color in an Ad *Weeklies - Class 2* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Jackson Cash-Book Journal	Villas of Jackson Football Ad	Jay Forness and Stephanie Watkins
Second Place	Laclede County Record	Cantrell's Tree Service	Bethany Cranmer and Shawna Bradley
Third Place	Jackson Cash-Book Journal	Jackson R-2 Hometown Proud Ad	Jay Forness and Stephanie Watkins
Honorable Mention	Laclede County Record	Holman Howe	Rebecca Dinwiddie and Shawna Bradley

6.) Most Creative Use of Full Color in an Ad *Weeklies - Class 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place Love Día de los Muertos events. Colorful photos ... but that is what it is all about! Nice use of font, too.	Northeast News	Día de los Muertos	Bryan Stalder
Second Place Great graphic for Back to School. Colorful and eye-catching!	St. Louis Call Newspapers	Schaefer's Hobby Shop	Larry Saylor and Debbie Baker
Third Place Colorful ad, but I was wondering why the beach scene?	St. Louis Call Newspapers	Clark Floor_07-23-2020	Larry Saylor and Colleen Drewes

7.) Best Special Section		Dailies - Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Columbia Missourian This Minority Business section is well done! The articles were interesting and advertisements were creative.		Business Spotlight: Celebrating Minority	Missourian Staff
Second Place	Columbia Missourian Progress Awards special section was lovely. Great content, lots of photos and the creative advertisements		BoomTown How to live your best life in complemented this section nicely.	Missourian Staff
Third Place	Columbia Missourian What a great service for the voting community. Nice layout with lots of good information for voters to weigh their options. Advertisements were very creative.		Boone County Voters Guide 2020	Missourian Staff
7.) Best Special Section		Weeklies - Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Richmond News Great section featuring work of "correspondents" in local schools.		North Pole News	Karen Payne
Second Place	Greenfield Vedette Local with a capital L. Great section celebrates local FFA groups - represents a lot of work on the part of newspaper staff as well.		FFA 2020	James McNary, Gina Langston and Lavinia Thornhill
Third Place	Richmond News Great public service during the pandemic.		Mental Health	Karen Payne
Honorable Mention	Lake Gazette Only outdoors themed work among the entries - and really great work at that.		Outdoors Page	Consetta Gottman and Nathan Wilt
7.) Best Special Section		Weeklies - Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Laclede County Record		Helping Hands	Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Beth Chism
Second Place	Jackson Cash-Book Journal		Christmas Songbook	Stephanie Watkins, Jay Forness and Diane Proffer
Third Place	Gasconade County Republican		US State & Territories	Staff
Honorable Mention	Versailles Leader-Statesman		Ozark Harvester	Dorothy Anderson, Matt Avey, Sharon Tausch, Bryan Jones
7.) Best Special Section		Weeklies - Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Webster - Kirkwood Times Terrific layout.		2020 Gift and Recipe Guide	Amanda Zarecki
Second Place	Washington Missourian Outstanding art work and theme building with ads.		Christmas Coloring Book	Jeanine York and Staff
Third Place	Jefferson County Leader		Golf Guide	Leader Staff
Honorable Mention	Northeast News		August Primary	Bryan Stalder and Abby Hoover
8.) Best Cover Design for a Special Section		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Columbia Missourian		BoomTown How to live your best life in	Missourian Staff
Second Place	Columbia Missourian		Business Spotlight: Celebrating Minority	Missourian Staff
Third Place	Columbia Missourian		Boone County Voters Guide 2020	Missourian Staff
Honorable Mention	Joplin Globe		2020 Writing Contest Cover	Courtney Adams
8.) Best Cover Design for a Special Section		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Laclede County Record		Route 66 Festival	Shawna Bradley

Second Place	Richmond News	Ray County Fair	Karen Payne
Third Place	Ozark County Times	2020 H&H Hootin an Hollarin Scrapbook	Jessi Dreckman
Honorable Mention	Webster - Kirkwood Times	2020 Gift and Recipe Guide Cover	Amanda Zarecki

9.) Best Single Classified Display Ad

Dailies & Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place	Jefferson County Leader This is a great example of how small ads can still be creative and get the message across. Best design I've seen!	Regions Electric 12-03-20	Michelle Engelhardt and Rob Schneider
Second Place	Laclede County Record Beautiful ad! I had no idea what a stove was and after Googling it I am now intrigued on this type of industry.	Missouri Cooperage	Jennifer Early and Shawna Bradley
Third Place	Washington Missourian Nice design for the March Madness season. Caught my eye.	Express Employment	Whitney Livengood
Honorable Mention	Excelsior Springs Standard Great graphic for flexible staffing!Great points of info.	Flexible Staffing Local Jobs	Karen Payne

10.) Best Classified Section

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place	Perry County Republic-Monitor	Best Classified Section	Angie Brooks, Stephanie Vandeven and Beth Durreman
Second Place	Greenfield Vedette	Classifieds	Staff
Third Place	Lake Gazette	The Lake Gazette Classifieds	Consetta Gottman and Hannah Davis
Honorable Mention	St. Louis Call Newspapers		

11.) Best Newspaper Promotion

Dailies & Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place	Laclede County Record Very well done and well presented. I love the historical connection. What a great angle for a relaunch!	Weekend Edition	Shawna Bradley, Jennifer Early and Beth Chism
Second Place	Jefferson County Leader Timely and likely created some emotional readership.	Nurses Week Promo 04-16-20	Staff
Third Place	Versailles Leader-Statesman Cute and clever. Nice use of art and a direct message.	Purrrrrfect Source and Commoonity News	Matt Avey and Bryan Jones
Honorable Mention	Laclede County Record	Gold Cup Winners	Jennifer Early, Shawna Bradley and Beth Chism

12.) Best Shared/Signature Page

Dailies - Class 1

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place	West Plains Daily Quill Clearly, the best entry in the category. Very good ad count, solid news information on the goods and services available by local businesses during this COVID-19 crisis.	COVID-19 Survival Page	Vicki Johnson and Vicky Rutter
Second Place	West Plains Daily Quill An excellent page with good ad count and stories on the individual businesses listing their staffs, goods and services.	Shop Local	Vicki Johnson, Vicky Rutter and Allison Skinner
Third Place	Columbia Missourian A very good special section with solid information on Easter Church services and events. Good color.	Easter - Missourian	Melody Cook
Honorable Mention	West Plains Daily Quill Good ad count and an excellent ballot for reader to submit their choices.	Readers Choice Ballot	Vicki Johnson, Vicky Rutter and Allison Skinner

12.) Best Shared/Signature Page

Weeklies - Class 1

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place	Greenfield Vedette Outstanding ads, news copy, layout and photos -- The complete package. Good color and eye appeal.	Dade County Youth Fair (Multi Page)	Staff
Second Place	Richmond News Good page of ads targeting the spring open house.	Spring Open House	Karen Payne

Third Place	Lake Gazette Very good color combos and layout for easy reading. Good ad count sponsoring the page	Meet Your Player Bundle Double Truck	Hannah Davis
Honorable Mention	Greenfield Vedette Good mix of ads, photos and copy for an excellent layout.	Miller Volleyball CONGRATULATIONS!	Gina Langston and Lavinia Thornhill
12.) Best Shared/Signature Page		Weeklies - Class 2	Title of Entry, If Applicable
First Place	Laclede County Record Excellent section with strong copy, good ad count and strong color for eye appeal.	Home for the Holidays	Bethany Cranmer, Jennifer Early, Shawna Bradley, Daniel Foust and Beth Chism
Second Place	Jackson Cash-Book Journal A good entry. Good ad count, good information on the Christmas Parade in a simple form	Uptown Christmas Parade	Stephanie Watkins, Jay Forness and Diane Proffer
Third Place	Warren County Record Excellent page. Color and layout made this entry. Strong eye catching heading and ads. Good design.	Memorial Day signature page	Mandy Andrews and Scott Dupree
Honorable Mention	Laclede County Record Liked the ads, layout and news tidbits. A good mix for the reader.	Halloween Coloring Contest	Jennifer Early, Bethany Cranmer, Shawna Bradley and Daniel Foust
12.) Best Shared/Signature Page		Weeklies - Class 3	Title of Entry, If Applicable
First Place	Webster - Kirkwood Times Excellent layout and art. Good color with strong eye appeal targeting local businesses.	Old Webster	Amanda Zarecki
Second Place	Washington Missourian Strong layout with eye catching art. Good info inside each ad. Color mix is the key to this page and ads	Wine Day	Jeanine York and Mary Rayfield
Third Place	Washington Missourian Nicely designed ad with good simple ad copy on each client. Easy to read.	Shop & Dine Local	Jeanine York and Mary Rayfield
Honorable Mention	West Side Leader I liked this entry. Good color and ad court. Needed some info on Scarecrow Festival to complement the page/ads.	Scarecrow Festival 10-01-20	Michelle Engelhardt, Debra Skaggs and Mark Grebe
13.) Best Advertising Sales Tool		Dailies	Title of Entry, If Applicable
First Place	Joplin Globe	Chamber Member Incentive	Courtney Adams and Bob Barth
Second Place	Columbia Missourian	Sales Sheet for Business Spotlight:	Melody Cook
Third Place	Columbia Missourian	Digital Advertising Sales Sheet	Melody Cook
13.) Best Advertising Sales Tool		Weeklies	Title of Entry, If Applicable
First Place	Northeast News	2020 Rate Sheet	Elizabeth Orosco and Krystin Miller
Second Place	Laclede County Record	A+ Teacher	Shawna Bradley, Jennifer Early and Beth Chism
Third Place	Laclede County Record	Heroes	Shawna Bradley, Jennifer Early and Beth Chism
Honorable Mention	Greenfield Vedette	Proud to be an American	
14.) Best Ad Designer		Dailies	Title of Entry, If Applicable
First Place	Joplin Globe	Courtney Adams Best Ad Designer	Courtney Adams
Second Place	Columbia Missourian	Melody Cook, Ad Designer	Melody Cook
Third Place	Joplin Globe	Brett Zacarello Best Ad Designer	Brett Zacarello

14.) Best Ad Designer		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Northeast News		Bryan Stalder	Bryan Stalder
Second Place	Jackson Cash-Book Journal		Jay Forness	Jay Forness
Third Place	Maries County Advocate		Best Ad Designer - Tammy Curtis	Tammy Curtis
Honorable Mention	Greenfield Vedette		Gina Langston	Gina Langston
15.) Best Online Ad Designer		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Joplin Globe		Best Online Ad Designer	Brett Zacarello
Second Place	Joplin Globe		Courtney Adams Best Online Ad Designer	Courtney Adams
Third Place	Columbia Missourian		Melody Cook, Online Ad Designer	Melody Cook
15.) Best Online Ad Designer		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Washington Missourian Well done very professional.		Lori Obermark	Lori Obermark
Second Place	Northeast News I love the simplicity and use of the shape!		Multi-media ad team	Bryan Stalder and Krystin Miller
Third Place	Greenfield Vedette Very creative!		Gina Langston	Gina Langston
Honorable Mention	Laclede County Record		Staff Designer	Staff
16.) Best Ad Content Entire Publication		Dailies & Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis American		The St. Louis American	Staff
Second Place	Warren County Record		Best Ad Content	Mandy Andrews and Scott Dupree
Third Place	Gasconade County Republican		Best Ad Content Entire Publication - GCR	Staff
Honorable Mention	Maries County Advocate		Best Ad Content Entire Publication - MCA	Staff
17.) Best Multimedia Campaign		Dailies & Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Greenfield Vedette Nice job recognizing the seniors.Using multimedia.		Graduation 202 / Adopt A Senior Page	Staff
Second Place	Washington Missourian Great design on the final piece.		Local Heroes	Whitney Livengood and Staff
Third Place	Laclede County Record Nice you got the Funeral home to support this campaign.		Holman Howe	Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Daniel Foust
Honorable Mention	St. Louis Call Newspapers Cute pets. Nice work on getting the advertiser to support this.		Pet Photo Contest	St. Louis Call Staff
18.) Best Idea to Grow Revenue		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Jefferson County Leader Nice spin to get the community and advertisers together. Well done.		We Will Survive	Leader Staff

Second Place Excellent team effort, holding the press, expanding your coverage. Getting advertisers to commit to front page.	Laclede County Record	Football Section	Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Daniel Foust
Third Place Using both print and facebook, good combo.	Perry County Republic-Monitor	Shop Local and Win!	Beth Durreman and Sandy Schnurbusch
Honorable Mention Hope the signage work continues for additional income.	Washington Missourian	Best Idea to Grow Revenue	Jeanine York and Staff

19.) Best Print Advertising Campaign	Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Strong ad campaign. Good eye catching art that targets their client base. Very good layout.	Laclede County Record	Shades of Gray	Bethany Cranmer and Shawna Bradley
Second Place Eye catching. Strong art and hit all target markets with ad campaign.	Laclede County Record	Above and Beyond Roofing	Jennifer Early and Shawna Bradley
Third Place Good strong layout with a good mix of art. Clean layout.	Laclede County Record	MFA	Bethany Cranmer, Shawna Bradley and Daniel Foust
Honorable Mention Liked the ad layout. Eye catching.	Washington Missourian	Biermann Eye Health	Whitney Livengood

20.) Best Sponsored Content/Native Advertising	Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Great information on COVID19.	Columbia Missourian	Truman VA 12/24/20 – Missourian	Melody Cook
Second Place Giving care virtually to our Veterans is important	Columbia Missourian	Truman VA 9/27/20 – Missourian	Melody Cook
Third Place Great information on how an urban farm can benefit the Veteran's program in this community.	Columbia Missourian	Truman VA 7/12/20 – Missourian	Melody Cook
Honorable Mention This is full of history and an event that has lasted many years.	Columbia Missourian	Egg Council 2/2/20 – Missourian	Melody Cook

20.) Best Sponsored Content/Native Advertising	Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Great way to promote teachers and their school. Mid Missouri Bank must be a community favorite.	Laclede County Record	A+ Teacher	Jennifer Early, Bethany Cranmer and Shawna Bradley
Second Place Great and informative advertorial. Inventive to train those who have been displaced from their hospitality careers.	St. Louis Call Newspapers	Home Health Coalition_8-27-20	Larry Saylor and Debbie Baker
Third Place Great concept. Clean layout and eye catching ads.	Northeast News	Chamber Of Commerce sponsored content	Abby Hoover, Elizabeth Orosco and Bryan Stalder
Honorable Mention Nice series on hearing problems.	Washington Missourian	Washington Hearing	Whitney Livengood

21.) Best Newspaper-Produced Insert	Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Beautiful. Very professional and delivers the "image" product that so many advertisers desire.	Joplin Globe	JMag (Joplin Magazine) March April Issue	Courtney Adams, Kevin McClintock, Amanda Stone and David O'Neill
Second Place Very comprehensive. A nice touch on an established idea.	West Plains Daily Quill	West Plains Progress Edition	Vicki Johnson, Vicky Rutter and Allison Skinner
Third Place Great work.	West Plains Daily Quill	West Plains Daily Quill Calendar	Vicki Johnson, Vicky Rutter and Allison Skinner

21.) Best Newspaper-Produced Insert	Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Outstanding proving that newspapers, can and will solve advertiser's problems. This is very well done and delivers an extremely impressive image along with powerful messaging.	Perry County Republic-Monitor	Fall Tab, Roziers	Beth Durreman and Stephanie Vandeven
Second Place Hard not to choose this one along with first place, a virtual tie.	Perry County Republic-Monitor	Summer Savings, Roziers	Stephanie Vandeven
Third Place Nice presentation and graphic appeal. Call to action filled with an excellent selection of merchandise. Delivers a great message, especially regarding client quality!	Greenfield Vedette	True Value	Lavinia Thornhill

Honorable Mention **St. Louis Call Newspapers**
Well done.

Principle Realty Solutions_1-19-2020

Larry Saylor and Teresa Buelt

22.) Best Newspaper-Produced Event

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Outstanding idea involving extremely creative pivoting that did not impact participation or revenue! WELL DONE. This is a worthy project that others can and should launch!	Jefferson County Leader	Job Fair	Leader Staff
Second Place Talk about timing. Overall an excellent event. I especially loved the personal and unique angle to content as opposed to the typical "how & what" to do.	Jefferson County Leader	Wedding Fair	Leader Staff
Third Place This is an amazing cause. Well done and incredibly successful. However, it is very difficult to for other newspapers to duplicate.	St. Louis American	Salute to Excellence	Staff
Honorable Mention Clever idea. Excellent community engagement.	Greenfield Vedette	Sidewalk Chalk Contest	Staff