



2023 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>
First Place	Joplin Globe		Trackside Burger	Brett Zacarello
Second Place	Columbia Missourian		Room 38	Melody Cook
Third Place	Columbia Missourian		Root Cellar	Melody Cook
<i>1.) Best Full Page Ad</i>		<i>Weeklies - Class 1</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Richmond News		Ray County Library Winners - Richmond	Karen Payne
Second Place	Focus on Oak Grove		Full page Easter ad	John Spaar and Pam Schuchner
Third Place	Richmond News		Savior of the World - Farris Theatre -	Karen Payne
<i>1.) Best Full Page Ad</i>		<i>Weeklies - Class 2</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Perry County Republic-Monitor Good use of layout. Able to tell what the product is and how to obtain product quickly and relay import facts to readers.		ROZIERS_FULL_PAGE_MASSIVE MEAT SALE	STEPHANIE SCHUMER-VANDEVEN
Second Place	Warren County Record Clean use of page. Photos get readers to slow down to see what the message is.		Casa Tequila	Scott Dupree
Third Place	Laclede County Record Clean and message is understood quickly by readers.		Willard Quarries & Lebanon Ready Mix	Jennifer Early and Daniel Foust
<i>1.) Best Full Page Ad</i>		<i>Weeklies - Class 3</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Washington Missourian This was a very clever and fun ad to view. I loved the concept. Very clean and well designed.		Wilcox Full Page	Stephanie Fitzgerald
Second Place	Arnold-Imperial Leader The bold text was well placed. The photos were good quality. The layout was easy to follow. Most importantly, it was a great message to combine the communities representatives in this manner.		Building Jeffco Together	Debra Skaggs and Rob Schneider
Third Place	Washington Missourian This ad is very well designed. Good lines. The graphics are strong. The colors are inviting. The message is confusing to me as I have never heard of combining insurance and hearing aids. And perhaps not in their community but here, that would be a confusing messages. So I gave them the benefit of the doubt since mv experience may not reflect this community.		Advanced Hearing Full Page	Mary Rayfield
<i>2.) Best Ad Smaller Than a Full Page - No Smaller Than a 1/4 Page</i>		<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Missourian Really nice - made me hungry.		Pasta Factory	Melody Cook
Second Place	Columbia Missourian Love a timeline.		Columbia Cosmopolitan Diamond Jubilee	Melody Cook
Third Place	West Side Leader Classic beauty.		Don't Pay Retail! Chapman Cabinetry 09-08	Debra Skaggs and Ryan Duvall

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

First Place	Maries County Advocate	Legends Bank	Tammy Curtis
A lovely ad that with colors and messaging that is warm and welcoming. Not terribly original but it just looks great.			
Second Place	Focus on Oak Grove	Commercial Bank Softball congrats	John Spaar and Pam Schuchner
Nice color coordination and effective blend of photo and artwork. Easy to read. Softball in the corner is a nice touch.			
Third Place	Mexico Ledger	Kate's Hallmark	Tim Hager
This is a great ad with fun, on-theme artwork and simple messaging with effective fonts. It's in third place, though, because can't see how it looks on the page.			

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	Linn Unterrified Democrat	B&H Well Drilling	Jessica Bedow
A very eye catching photo. Simple but striking ad.			
Second Place	Maryville Forum	2 - El Maguey	Phil Cobb
You could almost smell the food in the photo. This caught my eye right away			
Third Place	Montgomery Standard	Gastorf Chevrolet	Tim Hager
The information contained in this ad was well written and helpful.			

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	Kansas City Northeast News	Half Page Open Studio Ad	Bryan Stalder
Gorgeous ad that has an eye-catching design. In a crowded field, the design and good use of white space but this design over the top. Great job!			
Second Place	Webster - Kirkwood Times	Robust RBBQ	Amanda Zarecki
Beautiful ad! Well-done. Good use of a gorgeous logo and photo.			
Third Place	Washington Missourian	K9 Kuts	Mary Rayfield
What a fun ad! Love the creativity.			

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

First Place	Joplin Globe	Who's your Valentine contest	Brett Zacarello
This promotion reaches out to readers, which is always a good thing. Especially enjoyed the winners ad and didn't even know the people. One concern, did I miss where to send entries on the one ad?			
Second Place	West Side Leader	Northwest Chamber Pupillo's	Michelle Engelhardt, Debra Skaggs and Ryan Duvall
These are chamber members. We get it. This was a good promotion, but I think the businesses should have been the focus, not the chamber.			
Third Place	Columbia Missourian	NewsMatch Campaign	Melody Cook
I'm not sure how I feel about these ads. This probably doesn't make sense, but it's almost as if there isn't enough information, yet there is too much for an ad.			

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

First Place	Laclede County Record	Deputy & Mizell, LLC	Bethany Shanklin and Shawna Bradley
Eye-catching design through the use of a single, dominant photo, a recognizable logo played large enough to see at a glance, strong color with the reverse type. This series also took advantage of a design element that few advertisers want but always helps an ad stand out: negative space.			
Second Place	Laclede County Record	Taylor's Dairy Joy	Bethany Shanklin and Shawna Bradley
A great example of making the most of a small space. The rotating photo of food on offer added variety within the consistent and easy-to-recognize standard features of the ad.			
Third Place	Howell County News	Lee's Tire/C&R Gun	Ron Mendez
Here's an ad that packs humor into its celebration of American freedom that relate directly to the retail operation. The jokes in the ad, which vary, are clever enough that they probably have created a following of their own: readers who pick up the paper to look for the ad for another chuckle.			

4.) Best Single House Ad Dailies *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	West Side Leader	West Side Senior Expo 07-14	Debra Skaggs
Second Place	West Side Leader	Who says color doesn't sell 10-13	Michelle Engelhardt
Would have scored higher if it were the only color on the page.			

Third Place **Columbia Missourian** Giving Tuesday Melody Cook

4.) Best Single House Ad *Weeklies - Class 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Festus- Jefferson County Leader** The Leader Team 12-29 Debra Skaggs
Good visual picture placement.

Second Place **St. Louis Call Newspapers** Pet Photo Contest Larry Saylor and Debbie Baker
Good color usage.

Third Place **Washington Missourian** Fair Photo Reprints Staff

4.) Best Single House Ad *Weeklies - Classes 1 and 2* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Linn Unterrified Democrat** Sports, its a way of life Jessica Bedow
Really liked the layer of sports pictures and the vibrant colors used.The verbiage was great too!

Second Place **Linn Unterrified Democrat** Home Improvement Jessica Bedow
Liked the picture - eye catching!

Third Place **Montgomery Standard** Holiday Subscription Tim Hager
Good layout of color and graphics!

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

First Place **West Side Leader** Thank You For Your Service Francis Place 11 Michelle Engelhardt and Ryan Duvall
Really nice.

Second Place **West Side Leader** Rohrer and Sons 04-21 Debra Skaggs
Small but mighty.

Third Place **West Side Leader** 2022 Flea Market Old Time Finds Michelle Engelhardt and Ryan Duvall
So cute.

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

First Place **Maries County Advocate** Citizens Bank CD Ad Dennis Warden
This is well composed ad with a nice blend of effective art and simple messaging,

Second Place **Maries County Advocate** Erica Smith Realty Dennis Warden
Catchy message, good art work blended into the text. Lots of relevant info crammed into the space, and effective personalization for the advertiser.

Third Place **Richmond News** Bridge of Hope Gala - Richmond News Karen Payne
The color theme is very good and inviting to the reader. The message is kept simple and effective.

5.) Best Ad Smaller than 1/4 Page *Weeklies - Class 2* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Maryville Forum** 5 - Something Borrowed Twyla Martin

Second Place **Maryville Forum** 5 - South Paws Twyla Martin

Third Place **Perry County Republic-Monitor** RUSTIC FLAGS & KENNELS CUSTOM STEPHANIE SCHUMER-VANDEVEN

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

First Place **Washington Missourian** Washington Hearing Stephanie Fitzgerald

Second Place	Festus- Jefferson County Leader	Annual Harvest Chicken Dinner Zion Lutheran	Michelle Engelhardt and Andrea Chambers
Third Place	Festus- Jefferson County Leader	STL BRITE LIGHTS 10-20	Debra Skaggs and Andrea Chambers

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>
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First Place Good balance and striking use of photo.	Columbia Missourian	Bud's Classic BBQ	Melody Cook
Second Place Attractive and good use of artwork. If I hadn't looked at the website I would not have known the name of the business. Room 38 logo is too abstract for readers not in your community.	Columbia Missourian	Room 38	Melody Cook
Third Place Nice use of photo with happy people.	Columbia Missourian	The Terrace	Melody Cook

6.) Most Creative Use of Full Color in an Ad	Weeklies - Class 1	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place Great connection with the frame and details to the tie dye shirts, the ad would benefit from a photo where the group of people was closer to the camera - appearing bigger in the ad - more people less bricks; good use of space - including white space	Richmond News	JP's Color Up Your Life - Richmond News	Karen Payne
Second Place Balanced, text stands out from background,	Versailles/Stover Morgan County Statesman	Hibdon Gravel Veterans Mag	Heather Harrod
Third Place Good use of color block to compartmentalize the political content, and the mug shot of the politician	Tipton Times	Re-Elect Mac Finley	Becky Holloway

6.) Most Creative Use of Full Color in an Ad	Weeklies - Class 2	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place Use of color draws eye down to the details, logo includes the water color	Linn Unterrified Democrat	B&H Well Drilling	Jessica Bedow
Second Place Comic design and colors relevant to the content of the ad,	Perry County Republic-Monitor	HEROS FOR KIDS_WHEN I GROW UP AD	STEPHANIE SCHUMER-VANDEVEN
Third Place Great use of greens, everything still pops out, and attracts the eye, the beer glass is a beautiful photo	Perry County Republic-Monitor	MARY JANES BURGER & BREW_ST. PATRICK'S	STEPHANIE SCHUMER-VANDEVEN

6.) Most Creative Use of Full Color in an Ad	Weeklies - Class 3	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Kansas City Northeast News	Spalitto's Pharmacy	Bryan Stalder
Second Place	The Cash-Book Journal	Jackson R-2 Hometown Proud Ad	Stephanie Watkins and Jay Forness
Third Place	The Cash-Book Journal	Delmonico's Steakhouse Easter Buffet Ad	Stephanie Watkins and Jay Forness

7.) Best Special Section	Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Columbia Missourian	College Town	Columbia Missourian Staff
Second Place	Columbia Missourian	Boom Town How to live your best life in	Columbia Missourian Staff
Third Place	Columbia Missourian	Spotlight on Families	Columbia Missourian Staff

7.) Best Special Section		Weeklies - Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Beautiful product, super impressive.	Richmond News		2022-02-23 GetAway2Ray - Richmond News	Karen Payne and Sharon Donat
Second Place What a beautiful way to celebrate the graduates!	Excelsior Springs Standard		2022-05-13 ES Grad - Excelsior Standard	Karen Payne
Third Place Impressive!	Maries County Advocate		Ag Times	Dennis Warden and Tammy Curtis
7.) Best Special Section		Weeklies - Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Very cute and creative!	Laclede County Record		C21 Baking Spirits Bright	Beth Durreman and Daniel Foust
Second Place Layout is so good and colorful!	Perry County Republic-Monitor		WELCOME GUIDE 2023	STEPHANIE SCHUMER-VANDEVEN
Third Place	Perry County Republic-Monitor		VOLUNTEERS TAB 2022	STEPHANIE SCHUMER-VANDEVEN
7.) Best Special Section		Weeklies - Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place I loved this I absolutely loved it. Especially linking the coloring pages to the advertisers. This is a winner for the newspaper, readers, advertisers and families in your community.	Washington Missourian		Christmas Coloring Book	Staff
Second Place This was a good section. The Jackson Cash-Book had several entires and they were all good. This was my favorite.	The Cash-Book Journal		Hometown Proud Special Publication	Stephanie Watkins, Jay Forness and Diane Proffer
Third Place This was a beautiful section on a subject we've all tackled. Lots of good information, photos and layout.	Washington Missourian		Bridal Showcase	Staff
8.) Best Cover Design for a Special Section		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place The graphic design element in the background behind the football players, with the menu on the side sealed this entry as first place.	Joplin Globe		Football Fanfare 2022	Brett Zacarello
Second Place A relevant photo to accompany the main story; the use of alternating color in the menu of headlines creates compartments, yet allows the eye ease to traffic the page	Joplin Globe		2022 Health Guide	Brett Zacarello
Third Place The photo is phenomenal, the vertical lines keep the eye in constant, curious engagement; the dark blue of the water offers a great background for the white text and the focus point of the tourists creates an emotional sentiment that sells the section.	Columbia Missourian		Missouri Tourism and Recreation Guide -	Columbia Missourian Staff
8.) Best Cover Design for a Special Section		Weeklies - Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place That photo is everything. Looks staged but I don't care. The graphic is elegant and attractive. Makes we want to go to this festival!	Versailles/Stover Morgan County Statesman		Apple Festival Cover	Heather Harrod
Second Place A simple yet powerful take on the routine grad tab. I like that three different schools are shown connected together. The big smiles help, too.	Tipton Times		Presenting the Graduates of 2022	Becky Holloway and Tara Alumbaugh
Third Place A pleasing and well-composed blend of photos and graphics. Simple and down-home, but not cheesy, just like a county fair tab should be.	Richmond News		Ray County Fair Cover - Richmond News	Karen Payne
8.) Best Cover Design for a Special Section		Weeklies - Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Perry County Republic-Monitor		WELCOME GUIDE 2022 COVER	STEPHANIE SCHUMER-VANDEVEN
Second Place	Perry County Republic-Monitor		2022 FALL SPORTS PREVIEW TAB COVER	STEPHANIE SCHUMER-VANDEVEN

Third Place **Gasconade Co. Republican** Graduation Edition Tammy Curtis

8.) Best Cover Design for a Special Section *Weeklies - Class 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Washington Missourian**
Intense pink color provides impact and recognition of event. Nice layout and use of ribbon in dead space. Women's Health Cover Sarah Moore

Second Place **Webster - Kirkwood Times**
Great use of local photos to present the fun activities. Webster Groves Community Days Amanda Zarecki

Third Place **St. Louis Call Newspapers**
Nice layout that flowed well Photos provided snapshot of community 2022 Welcome Call Nathan Burrus and Debbie Baker

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

First Place **Festus- Jefferson County Leader**
These two open house ads were eye catching and told the reader all the information they needed to know, including photos of the houses. Open House Patty Hammond 06-23 Debra Skaggs

Second Place **Washington Missourian**
Normally, I would say there was way too much information in this ad, but given the sale offerings, an acceptance needs to be made. The photos made the ad. ReMax Today Sarah Moore

Third Place **West Side Leader**
You can't argue with "free". Big River Timber Company 04-28 Michelle Engelhardt

9.) Best Single Classified Display Ad *Weeklies - Classes 1 and 2* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Perry County Republic-Monitor**
Clever use of white space and curves. Color choice and font size are good draws. Placement of info was well thought out. MAGNA YELLOW AND BLACK CLASSIFIED AD STEPHANIE SCHUMER-VANDEVEN

Second Place **Versailles/Stover | Morgan County Statesman**
I was impressed with the use of the color theme to connect the different aspects of the ad information. There is just a lot of information in this ad as auctions tend to have but the reader is lead through it all will a well designed layout. Real Estate Auction Heather Harrod

Third Place **Perry County Republic-Monitor**
Use of color and layout draws you in. Font choice reflects the importance of the position offered. The QR code was essential and necessary to the amount of information this ad could have had-so great use of technology. Overall, a very nice ad. My only drawback is that when someone has questions they usually want to speak to someone and sending them to a website is fine but I may have suggested adding a phone to the ad. But not all clients give the option to

10.) Best Classified Section *Weeklies - Classes 2 and 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Perry County Republic-Monitor** REPUBLIC-MONITOR CLASSIFIED SECTION STEPHANIE SCHUMER-VANDEVEN

Second Place **Washington Missourian** Best Classified Section Jeanine York and Staff

Third Place **Wright County Journal** Best Classified Section WCJ Ron Schott

11.) Best Newspaper Promotion *Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **The Cash-Book Journal**
This is really creative and I have never seen a competition like this. Bright and colorful. Grabs your attention CBJ Logo Contest Stephanie Watkins and Jay Forness

Second Place **St. Louis Call Newspapers**
This a great way to do Shop Local and definitely gets people into stores 2022 Oakville Community Holiday Crawl Larry Saylor, Nathan Burrus and Debbie Baker

Third Place **The Cash-Book Journal**
A unique way to get people to go to each of the stores Halloween Coloring Contest Stephanie Watkins, Diane Proffer and Jay Forness

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

First Place **Webster - Kirkwood Times**
As soon as I get done, I'm going to see whether I can find the leather book bag on the internet I want one. Obviously, this page not only attracts readers, it encourages them to take action. Local Snapshot Amanda Zarecki

Second Place This was probably my favorite page of the ones I judged. It did not get first because I thought the ads overpowered the message.	Columbia Missourian	Martin Luther King Jr Sig Pg	Melody Cook
Third Place Well balanced page with lots of photos and names.	West Side Leader	Northwest Blue and White 04-07.pdf	Michelle Engelhardt and Debra Skaggs

12.) Best Shared/Signature Page *Weeklies - Class 1* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Tipton Times	Wanted - THS Courtwarming	Becky Holloway and Tara Alumbaugh
Second Place	Tipton Times	Watch & Score Super Prize Contest	Becky Holloway and Tara Alumbaugh
Third Place	Maries County Advocate	Easter Page	Dennis Warden

12.) Best Shared/Signature Page *Weeklies - Class 2* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Ozark County Times	Memorial Day	Regina Mozingo
Second Place	Gasconade Co. Republican	Earth Day	Dennis Warden and Tammy Curtis
Third Place	Gasconade Co. Republican	Historic Architecture	Dennis Warden

13.) Best Advertising Sales Tool *Dailies and Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	St. Louis Call Newspapers	2022 Select Your Ad Plan	Larry Saylor and Debbie Baker
Second Place	Laclede County Record	Thank an Officer	Jennifer Early and Daniel Foust
Third Place	Wright County Journal	Salute to Veterans	Ron Schott

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

First Place Nice work! Show good diversity in designs. Layouts are clean and appealing, for the most part.	Joplin Globe	Brett Zacarello	Brett Zacarello
Second Place Good use of colors and blending. Some ads provide good impact.	Columbia Missourian	Melody Cook, Ad Designer	Melody Cook

14.) Best Ad Designer *Weeklies - Class 2* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place Great use of design and photos to make the message clear in all the examples.	Linn Unterrified Democrat	Best Ad Designer - Jessica Bedow	Jessica Bedow
Second Place Very good use of design and layout to get a clear message.	Gasconade Co. Republican	Tammy Curtis	Tammy Curtis
Third Place Good examples. Ads are designed well with a direct message.	Laclede County Record	Daniel Foust Portfolio	Daniel Foust

14.) Best Ad Designer *Weeklies - Class 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place This was REAL CLOSE. First & Second Place both showed great work. Cutte idea with with real estate Santa, Phillips ad was a creative layout and had good impact. Pet groomers ad showed skill and hard work.	Washington Missourian	Ad Designer Sarah Moore	Sarah Moore
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Second Place This was REAL CLOSE. First & Second Place both showed great work. Jewelry store ad was excellent in visually showing past and present. Williams Brothers was a nice layout of Photos. Great work!	Washington Missourian	Ad Designer Sharon Pruessner	Sharon Pruessner
Third Place Santa Ad was a clever idea. Music store ad presented high quality. Good use of images in several ads.	St. Louis Call Newspapers	Larry Saylor	Larry Saylor and Debbie Baker

15.) Best Online Ad Designer	Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place Really Nice.	Columbia Missourian	Melody Cook, Online Ad Designer	Melody Cook
Second Place Well rounded.	Joplin Globe	Brett Zacarello	Brett Zacarello

15.) Best Online Ad Designer	Weeklies - Class 3	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Kansas City Northeast News	Bryan Stalder	Bryan Stalder
Second Place	St. Louis Call Newspapers	Larry Saylor	Larry Saylor
Third Place	Washington Missourian	Online Ad Designer- Lori Obermark	Lori Obermark

16.) Best Ad Content Entire Publication	Weeklies - Class 3	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	St. Louis Call Newspapers	Best Ad Content_May 2022, August 2022 and	Larry Saylor, Nathan Burrus and Debbie Baker
Second Place	Washington Missourian	Best Ad Content	Jeanine York and Staff
Third Place	Kansas City Northeast News	Northeast News	Bryan Stalder, Dorri Partain, Abby Hoover and Michael Bushnell

16.) Best Ad Content Entire Publication	Weeklies - Classes 1 and 2	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place A great variety of ads. The local businesses clearly support the paper and trust the ad staff to help them create ads that pop. The use of color is vibrant, and text does not overwhelm the display, leaving room for internal white space.	Maries County Advocate	Maries County Advocate	Staff
Second Place Lots of support for local events: The ad staff makes the most of the businesses' enthusiasm by creating display ads that catch the eye on page after page.	Ozark County Times	Ozark County Times	Ozark County Times Staff
Third Place The variety of design styles in the ads stands out in this entry. The use of color pops and the emphasis on ad photos that are clear and clean elevates the entry.	Wright County Journal	Best Ad Content Entire Publication	Ron Schott

17.) Best Multimedia Campaign	Weeklies - Class 3	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Kansas City Northeast News	Winter Magic Ads	Bryan Stalder, Abby Hoover, Michael Bushnell and Dorri Partain
Second Place	St. Louis Call Newspapers	2022 Oakville Community Holiday Crawl	Larry Saylor, Nathan Burrus and Debbie Baker
Third Place	Washington Missourian	Klak Multimedia Campaign	Lori Obermark and Mary Rayfield

18.) Best Idea to Grow Revenue	Weeklies - Classes 2 and 3	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Festus- Jefferson County Leader	Real Estate	Staff
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Second Place	Laclede County Record	Parade of Champions	Jennifer Early, Bethany Shanklin and Shawna Bradley
Third Place	Laclede County Record	Stoutland Fall Sports Poster	Daniel Foust, Jennifer Early and Bethany Shanklin

19.) Best Print Advertising Campaign *Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Perry County Republic-Monitor The ads got me curious enough that I went out to look it up on the internet. I wanted to know if it was one big store.	ROZIER AD CAMPAIGN	STEPHANIE SCHUMER-VANDEVEN
Second Place	Richmond News I like how the first ad got you interested, the next two gave you the rules. And I especially liked that their was a follow-up ad to announce the winner.	Putting into Prizes-Richmond News	Karen Payne and Sharon Donat
Third Place	Wright County Journal Very informative ads. I like the slogan on each of "I've got a guy"	Jim's Automotive	Ron Schott and Krystle Robertson

20.) Best Sponsored Content/Native Advertising *Dailies and Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Richmond News Great layout and lots of helpful tips and ideas!	Home-Garden - Richmond News	Karen Payne
Second Place	Columbia Missourian Good layout! Love the time capsule idea - very creative!	VA - 50th Anniversary	Melody Cook
Third Place	Columbia Missourian	Spotlight on VA Care	Melody Cook

21.) Best Newspaper-Produced Insert *Weeklies - Classes 2 and 3* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Webster - Kirkwood Times Great design and color in this ad. Well balanced and draws the reader into the message. Clear message and great placement of coupons/discounts and contact info. Overall, love it.	Schwartz Brothers	Amanda Zarecki
Second Place	Maryville Forum Intriguing ad. Inviting and bold in graphics and text. Clever use of the \$2 message. Overall clean and provides the reader with all of the pertinent information...including the location and contact information.	21 - Hy-Vee Rare Bourbon	Skye Pournazari

22.) Best Newspaper-Produced Event *Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place	Festus- Jefferson County Leader Good revenue event. Working with other local entities allow for good partnerships down the road. Message was well received from vendors to job seekers. Extra free perks at event was a nice touch for added value.	Job Fair	Staff
Second Place	Howell County News Nice to jump on a quick opportunity at the spur of the moment. Great Viewership and exposure.	Collector of Revenue Debate	Amanda Mendez and Laura Wagner
Third Place	St. Louis Call Newspapers Very nice idea and easy to do.	2022 Oakville Community Holiday Crawl	Larry Saylor, Nathan Burrus and Debbie Baker