



# 2015 Missouri Advertising Managers' Association B Results and Judges Comments

<i>1 Best Full Page Ad</i>	<i>Dailies Large</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Daily Tribune	Midway Usa Columbia Visitor's ad	Matt Cline
Honorable Mention	Jefferson City News Tribune	Capitol Chrysler Dodge Jeep Ram - Ram	Tim Turner
Second Place	Jefferson City News Tribune	Bescheinen Furniture Christmas Savings	Kurt Becker
Third Place	St. Joseph News-Press	Anderson Auto Group	Holly Lyons

<i>1 Best Full Page Ad</i>	<i>Dailies Small</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	West Plains Daily Quill	Jerry Womack Retirement	Katie Dudden
Second Place	West Plains Daily Quill	Landmark Bank_FFA	Vicki Johnson
Third Place	West Plains Daily Quill	Landmark Bank	Vicki Johnson

<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>
Honorable Mention	Jefferson County Leader	Cash Saver	Glenda Potts and Debra Skaggs
First Place	Green Park Call	Call Newspapers Full Page Ad	Staff
Second Place	Webster - Kirkwood Times	WG Lions Carnival	Amanda Zarecki
Third Place	Lincoln County Journal	Jim Trenary	Amber Groeper

<i>1 Best Full Page Ad</i>	<i>Weeklies Medium</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Gasconade County Republican	Gasconade Manor	Tammy Curtis
Honorable Mention	Springfield Business Journal	LSSM full page	Heather Mosley
Second Place	Washington Missourian	Missouri Meerschaum Co	Mary Rayfield
Third Place	Washington Missourian	Modern Auto Double Truck	Michelle Charles

<b>1 Best Full Page Ad</b>		<b>Weeklies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Excelsior Springs Standard</b> Very nice layout and use of color. Easy to read. Nice photos.		Wickers Furniture	Mikayla Gatlin
<b>Third Place</b>	<b>Excelsior Springs Standard</b> Like the layout and colors.		Roberts Robinson	Skyla Sullivan
<b>Honorable Mention</b>	<b>Richmond News</b> Nice layout.		Katelin's Mattress Heist	Karen Payne
<b>Second Place</b>	<b>Richmond News</b> Nice use of color and photos. Like the background in the heading.		Chuck Anderson's Holiday Inventory	Karen Payne
<b>2 Best Ad No Smaller Than a 1/4 Page</b>		<b>Dailies Large</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Columbia Daily Tribune</b>		McAdams moving ad	Pre-Press Department
<b>Second Place</b>	<b>St. Joseph News-Press</b>		Rock & Run Brewery and Pub	Sarah Haught
<b>Third Place</b>	<b>St. Joseph News-Press</b>		Rolling Hills Auto Plaza	Jackie Dix
<b>2 Best Ad No Smaller Than a 1/4 Page</b>		<b>Dailies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>West Plains Daily Quill</b>		Southern Hills Auto Plaza	Vicky Rutter
<b>2 Best Ad No Smaller Than a 1/4 Page</b>		<b>Weeklies Large</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Second Place</b>	<b>Arnold-Imperial Leader</b>		Rock Community Fire	Rob Schneider and Michelle Engelhardt
<b>First Place</b>	<b>Jefferson County Leader</b>		VFW Post 1831	Glenda Potts and Debra Skaggs
<b>Honorable Mention</b>	<b>Jefferson County Leader</b>		Kemper Paints & Supplies	Glenda Potts and Debra Skaggs
<b>Third Place</b>	<b>Jefferson County Leader</b>		Hopson Lumber	Glenda Potts and Debra Skaggs
<b>2 Best Ad No Smaller Than a 1/4 Page</b>		<b>Weeklies Medium</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Honorable Mention</b>	<b>Hermann Advertiser-Courier</b>		Hermann Wurst Haus Wurst Soda Ever	Brittany Menke
<b>Second Place</b>	<b>Gasconade County Republican</b>		Legends Bank Big or Small	Tammy Curtis
<b>First Place</b>	<b>Warren County Record</b>		American Bank 2.20.14	Jana Todd
<b>Third Place</b>	<b>Washington Missourian</b>		Heritage Bank	Mary Rayfield

<b>2 Best Ad No Smaller Than a 1/4 Page</b>		<b>Weeklies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Richmond News		Anytime Fitness Join in February	Karen Payne
Honorable Mention	Richmond News		Merchant & Farmers Bank Customer	Karen Payne
Second Place	Cedar County Republican		Jones & Coatney	Billie Marsh
Third Place	Cedar County Republican		Santa Paula	Billie Marsh

<b>3 Best Ad Series</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Second Place	Jefferson County Leader		TJ McKenna	Glenda Potts, Debra Skaggs
Third Place	Springfield Business Journal		Weekly Happy Hour Live	Anne Mauldin and Heather Mosley
Honorable Mention	Lincoln County Journal		Kemper-Millard-Keim	Amber Groeper and Amanda Metcalf
First Place	Washington Missourian		Modern Auto	Michelle Charles

<b>4 Best Single House Ad</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Second Place	West Plains Daily Quill		West Plains Daily Quill	Carla Bean and Katie Dudden
First Place	Joplin Globe Well done -- clever, nicely executed, eye-catching. Good use of color. Terrific idea.		Breast Cancer Awareness Poster	Brian Huntley

<b>4 Best Single House Ad</b>		<b>Dailies Large</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Joplin Globe Well done -- clever, nicely executed, eye-catching. Good use of color. Terrific idea.		Breast Cancer Awareness Poster	Brian Huntley
Second Place	Joplin Globe Eye catching, informative. Including dates for registering to vote and date of the election makes this specific and relevant. Love the subtle inclusion of the paper's logo.		Are You Registered?	Brian Huntley
Third Place	St. Joseph News-Press Clear, clean, informative. Nicely done.		News-Press Rewards	Hilary Smith

<b>4 Best Single House Ad</b>		<b>Dailies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	West Plains Daily Quill		Quill Extra Circulation	Katie Dudden

<b>4 Best Single House Ad</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Third Place	St. Louis American		Salute to Excellence in Education	Angelita Jackson

<b>4 Best Single House Ad</b>		<b>Weeklies Large</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Second Place	Jefferson County Leader		Inserts That Jump	Glenda Potts and Debra Skaggs
First Place	Webster - Kirkwood Times		WKT Season's Greetings	Randy Drilingas
Honorable Mention	Lincoln County Journal		Mobile Coupons	Angela Gronck

<b>4 Best Single House Ad</b>		<b>Weeklies Medium</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Bolivar Herald-Free Press		NIE Vacation	Billie Marsh
Second Place	Lawrence County Record		Find your new career in the EXTRA	Regina Langston
Honorable Mention	Gasconade County Republican		Full Color Printing	Dennis Warden
Third Place	Gasconade County Republican		We're All Ears!	Staff

<b>4 Best Single House Ad</b>		<b>Weeklies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Third Place	Lexington News		It's Shocking	Klarissa Olvera
First Place	Palmyra Spectator		Boy Scouts	Janet Blair
Second Place	Vandalia Leader		Vandalia Leader & Trulia	Crystal Beatty

<b>5 Best Ad Smaller than 1/4 Page</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Honorable Mention	St. Joseph News-Press		East Hills	Jackie Dix
First Place	West Plains Daily Quill		Pam's Costumer Country	Darla Evins
Second Place	West Plains Daily Quill		West Plains Music	Sharon Essary
Third Place	West Plains Daily Quill		Dependable Jewelry	Darla Evins

<b>5 Best Ad Smaller than 1/4 Page</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
Honorable Mention	Northeast News		Elvira's Bakery Grand Reopening	Kirstie Mulligan
Second Place	Lawrence County Record		SWMo Cattlemen Association	Regina Langston

**Third Place**                      **Gasconade County Republican**                      Butch's Mowers - Behind every bad boy is Dennis Warden

**First Place**                      **Christian County Headliner-News**                      Fremont Dental                      Adam Letterman

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

**First Place**                      **Columbia Daily Tribune**                      Satin Stitches                      April Sherman

**Honorable Mention**                      **Jefferson City News Tribune**                      Robert N. "Bob" King Memorial                      Amanda Potter

**Second Place**                      **Jefferson City News Tribune**                      American Shoe, Inc. - Winter Boots                      Angela Bax

**Third Place**                      **St. Joseph News-Press**                      NPG Printing                      Hilary Smith

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

**Third Place**                      **Nixa Xpress**                      Curiosity Shop                      Amanda Hess

**Second Place**                      **Gasconade County Republican**                      Rosebud General Store - In this season of                      Tammy Curtis

**Honorable Mention**                      **Green Park Call**                      Call Newspapers Full Color Ad                      Staff

**First Place**                      **Washington Missourian**                      River City Music                      Whitney Livengood

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

**First Place**                      **Columbia Daily Tribune**                      homes.columbiatribune.com weekly real                      Deborah Marshall,  
Nice layout and design. Good use of bright colors and easy to read copy.

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

**Honorable Mention**                      **Lake Today**                      Worship Directory - as seasons change                      Katelynn Heimericks

**Third Place**                      **St. Louis American**                      Your Health Matters                      Staff

**First Place**                      **Green Park Call**                      Call Newspapers Regularly Scheduled                      Staff

**Second Place**                      **Lincoln County Journal**                      Real Estate Book                      Sheila Jenkinson

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

**First Place**                      **Columbia Daily Tribune**                      Regional Economic Development                      Deborah Marshall and Jason Tyler

<b>Honorable Mention</b>	<b>Joplin Globe</b>	Joplin Demize Team Booklet	Allison Ezell and Dave Woods
<b>Second Place</b>	<b>Joplin Globe</b>	Branson Summer Fun Finder	Brian Huntley and Dave Woods
<b>Third Place</b>	<b>St. Joseph News-Press</b>	St. Joseph Convention & Visitors Bureau	Sarah Heerboth

<b>8 Best One Time Special Section</b>	<b>Dailies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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<b>First Place</b>	<b>Columbia Missourian</b>	Columbia Missourian Tourism 053014	Lyndsey Dunn
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This entry stood out for its artwork and layout and design. Tighter editing needed on editorial content.

<b>Second Place</b>	<b>Columbia Missourian</b>	Columbia Missourian Homecoming	Lyndsey Dunn
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A close second. Stronger editorial content needed to support art and layout and design.

<b>Honorable Mention</b>	<b>Lebanon Daily Record</b>	Veteran's Day Special Section, November	Staff
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A nice way to honor those who served.

<b>Third Place</b>	<b>Lebanon Daily Record</b>	Memorial Day, 2015	Staff
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Simple, clean and respectfully done.

<b>8 Best in Show</b>	<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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<b>First Place</b>	<b>Richmond News</b>	Show Me Ray County Visitor Guide	Karen Payne, Liz Johnson
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Excellent local content. Good writing, photos and design. Everything a guide like this should be. Felt like I knew the community as a resident after reading it.

<b>8 Best One Time Special Section</b>	<b>Weeklies Medium</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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<b>First Place</b>	<b>Lawrence County Record</b>	A Time to Grow - Our Community 2014	Staff
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This section hits home - literally!

<b>Second Place</b>	<b>Gasconade County Republican</b>	Kids in Ads	Staff
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Simply put... people want to look at children. This section demands attention.

<b>Honorable Mention</b>	<b>Washington Missourian</b>	Restaurant Guide - May 2014	Staff
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Flashy & splashy. Makes me hungry.

<b>Third Place</b>	<b>Washington Missourian</b>	Family Ties 10.4.14	Staff
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What a way to connect to the community.

<b>8 Best One Time Special Section</b>	<b>Weeklies Small</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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<b>Honorable Mention</b>	<b>Excelsior Springs Standard</b>	Excelsior Springs Calendar	Brian Rice, Skyla Sullivan
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Great idea well executed with local photos. Any newspaper could do well with this.

<b>Second Place</b>	<b>Excelsior Springs Standard</b>	Excelsior Springs Visitor's Guide	Skyla Sullivan, Sheila Woods
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Good guide to the area. Good layout and design and photography. Not a lot of writing, but enough. Well done.

<b>Third Place</b>	<b>Palmyra Spectator</b>	Letters to Santa	Janet Blair
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So well done. Great layout and design of a hard product to make look good. A lot of hard work went into this. How do they get all of the letters?

<b>First Place</b>	<b>Richmond News</b>	Show Me Ray County Visitor Guide	Karen Payne, Liz Johnson
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Excellent local content. Good writing, photos and design. Everything a guide like this should be. Felt like I knew the community as a resident after reading it.

<b>9 Best Single Classified Display Ad</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Second Place</b>	<b>Columbia Daily Tribune</b>		Jobs.columbiatribune.com City of	Ruby Kuhler and April Sherman
<b>First Place</b>	<b>Jefferson City News Tribune</b>		Advantage Nursing Services-Positions	Monica Rackers
<b>Honorable Mention</b>	<b>Jefferson City News Tribune</b>		Susie Barrett, Experience Is Key	Brenda Perkins
<b>Third Place</b>	<b>West Plains Daily Quill</b>		Happy Birthday Roscoe Parker	Darla Evins and Brooke Johnson

<b>9 Best Single Classified Display Ad</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Honorable Mention</b>	<b>Christian County Headliner-News</b>		Dennis Hanks	Billie Marsh
<b>Third Place</b>	<b>St. Louis American</b>		Wedding Photography	Angelita Jackson
<b>Second Place</b>	<b>Vandalia Leader</b>		Vandalia Auto Sales: Windshield Repair	Crystal Beatty
<b>First Place</b>	<b>Washington Missourian</b>		Help Wanted 9.10.14	Jeanine York

<b>10 Best Single Classified Line Ad</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Second Place</b>	<b>Columbia Daily Tribune</b>		Best Classy ad -WIPRO company	Ruby Kuhler
<b>First Place</b>	<b>Jefferson City News Tribune</b>		Missouri Lottery - Employment Ad	Rachel Hays
<b>Third Place</b>	<b>Jefferson City News Tribune</b>		Missouri Credit Union-Employment Ad	Rachel Hays

<b>11 Best Classified Section</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Second Place</b>	<b>Columbia Daily Tribune</b>		Best Classified Section	Ruby Kuhler
<b>First Place</b>	<b>Jefferson City News Tribune</b>		News Tribune Classified July 13-14-15	Brenda Perkins

<b>11 Best Classified Section</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Honorable Mention</b>	<b>Lawrence County Record</b>		Lawrence County Record EXTRA	Tish McBride, Regina Langston and LeeAn
<b>Third Place</b>	<b>Green Park Call</b>		Call Newspapers Best Classified Section	Staff
<b>First Place</b>	<b>Lincoln County Journal</b>		Classifieds	Sheila Jenkinson, Rachel Abshier and Micl

Lots of display ads. Neat. I'm not a fan of the headings design.

Nice Professional Services Directory.  
LOTS of line ads!  
Headings & subheadings could use some ooomph to help them stand out a little more.

Love the names and pictures of contact people for the Classifieds. Gives it a personal touch.  
Strong, clean line ad headings.  
For people unfamiliar with the "Medical Services Directory" or "Entertainment Directory" they disappear into the page and seem like one large ad for each subject. To have them do

**Second Place**      **Washington Missourian**      July 2014 Classifieds - 16th, 19th, 23rd      Jeanine York and Staff  
 Nice color.  
 Good photo line ads.  
 Prayer ad cost is lost.

**12 Best Newspaper Promotion**      **Dailies**      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

**Second Place**      **Columbia Daily Tribune**      Women in Business Awards      Megan Bloom and Linda Hays  
 This looks like a very good promotion that should be very well received by the community. It is a great event to put your name on.

**First Place**      **Jefferson City News Tribune**      News Tribune A Great Value      Kate Johnson  
 Very good job at conveying the message of the value of the newspaper. I have seen this done in several newspapers but not as well.

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

**Honorable Mention**      **Excelsior Springs Standard**      Pizza Subscription Promo      Brian Rice  
 Good idea. Would love to know the results as well as details on deal with pizza parlor. Thought ad should have been larger. Took this one over a similar entry because it got readers c

**First Place**      **Gasconade County Republican**      Bingo      Staff  
 What a unique way to get readers interacting with advertisers in print. Interested to know what advertisers thought after this was over. Very innovative.

**Third Place**      **Springfield Business Journal**      Demographics      Heather Mosley  
 Cuts right to the heart of the matter for advertisers. Who are they reaching for their dollars? Good idea.

**Second Place**      **St. Louis American**      Best Promotion - 2014 Calendar      Staff  
 Great way to turn a challenge into an opportunity. Calendars are a natural for a local newspaper. More should do them. Super!

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

**Second Place**      **Columbia Daily Tribune**      Rock Bridge Baseball State Championship      Matt Cline  
 Classic idea -- well executed.

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

**First Place**      **Jefferson City News Tribune**      Trends-Hot Picks, Cool Buys      Jane Haslag  
 Stylish. Contemporary. Bet this is easy to sell!

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

**First Place**      **Lebanon Daily Record**      LHS Band      Jeremy Lindesmith

**13 Best Shared/Signature Page**      **Weeklies Medium**      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

**First Place**      **Lawrence County Record**      A to Z Promotion      Regina Langston, LeeAnna Garringer and

**Honorable Mention**      **Gasconade County Republican**      Coupons Page      Staff

**Third Place**      **Gasconade County Republican**      Witches Night Out      Staff

**Second Place**      **Washington Missourian**      Easter Page 4.9.14      Patti Bragg

**13 Best Shared/Signature Page**      **Weeklies Small**      *Title of Entry, If Applicable*      *Award Winner(s), If Applicable*

**Honorable Mention**      **Excelsior Springs Standard**      Holiday Greetings      Skyla Sullivan and Sheila Woods



<b>Second Place</b>	<b>Palmyra Spectator</b>	Forth of July	Janet Blair
<b>First Place</b>	<b>Tipton Times</b>	Fire Prevention Week	Curtis Simmons
<b>Third Place</b>	<b>Tipton Times</b>	Pigskin Prediction	Curtis Simmons

<b><i>14 Best Advertising Sales Tool</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Columbia Daily Tribune</b> Lots of good information explained well and packaged very nicely.	Intelligent Reach -retargeting	Matt Cline and Deborah Marshall
<b>Second Place</b>	<b>West Plains Daily Quill</b> Good job of attempting to educate and sell the advertiser in one nice package.	Presentation Booklet	Darla Evins and Staff

<b><i>14 Best Advertising Sales Tool</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>First Place</b>	<b>Gasconade County Republican</b> A clean, easy-to-read rate card is still the best sales tool and this one is one of the best I've seen.	Media Guild	Staff
<b>Honorable Mention</b>	<b>St. Louis American</b> A super comprehensive media guide. Great self promotion to potential advertisers. I liked the page of logos from existing advertisers. Well done.	2014 Media Kit	Staff
<b>Second Place</b>	<b>Washington Missourian</b> People love games and contests and this plays into that very well. It's obvious a lot of work went into this promotion.	Pro Football Email Contest	Whitney Livengood
<b>Third Place</b>	<b>Washington Missourian</b> A great way to connect to readers and advertisers.	Email Blast Newsletter	Shawn Sullentrup

<b><i>15 Best Ad Designer</i></b>	<b><i>Dailies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>Honorable Mention</b>	<b>Columbia Daily Tribune</b>	Megan Bloom	Megan Bloom
<b>Second Place</b>	<b>Jefferson City News Tribune</b> Very appealing. Great use of color and spacing.	Katelynn Heimericks ad portfolio	Katelynn Heimericks
<b>First Place</b>	<b>Joplin Globe</b> Very creative ad design. Eye catching, caught my attention immediately.	Best Ad Designer Portfolio	Brian Huntley
<b>Third Place</b>	<b>St. Joseph News-Press</b>	Hilary Smith Best Ad Designer entry	Hilary Smith

<b><i>15 Best Ad Designer</i></b>	<b><i>Weeklies</i></b>	<b><i>Title of Entry, If Applicable</i></b>	<b><i>Award Winner(s), If Applicable</i></b>
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<b>Third Place</b>	<b>Excelsior Springs Standard</b>	Skyla Sullivan	Skyla Sullivan
<b>First Place</b>	<b>Lawrence County Record</b>	Regina Langston	Regina Langston
<b>Second Place</b>	<b>Cedar County Republican</b>	Billie Marsh	Billie Marsh
<b>Honorable Mention</b>	<b>Tipton Times</b>	Best Ad Designer	Becky Holloway

<b>16 Best Online Ad Designer</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Columbia Daily Tribune</b>		The District Garage, Battle of Centralia	Matt Cline
Very well designed ads that caught my attention. the animation was effective without being over powering.				
<b>Honorable Mention</b>	<b>Jefferson City News Tribune</b>		Katelynn Heimericks Online Ads Portfolio	Katelynn Heimericks
Simple, clean design, but no pop.				
<b>Third Place</b>	<b>St. Joseph News-Press</b>		Hilary Smith Best Online Ad Designer	Hilary Smith
Nice use of graphics. Good balance.				
<b>Second Place</b>	<b>West Plains Daily Quill</b>		Earl's_Window On The Square_Glass	Katie Dudden
Well designed ads. Colorful. Good use of space.				

<b>16 Best Online Ad Designer</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Second Place</b>	<b>St. Louis American</b>		Stlamerican.com Ad Design	Ishmael Sistrunk
<b>First Place</b>	<b>Lincoln County Journal</b>		Bank of OM/Meyer/Valvoline E-blasts	Angela Gronck
Bright, attention grabbing ads. Good use of space. A little text heavy but the layout and use of graphics helped with content flow. Good job!				

<b>17 Best Ad Content Entire Publication</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Honorable Mention</b>	<b>Lawrence County Record</b>		Lawrence County Record	Staff
<b>First Place</b>	<b>St. Louis American</b>		The St. Louis American	Staff
Great modular layout that is clean and flows easily. Refreshing to look at with nice use of typography.				
<b>Second Place</b>	<b>Green Park Call</b>		Call Newspapers Entire Publications	Staff
Nice pleasing layout. Ads are interesting and fun to look at. Excellent use of color in ads.				
<b>Third Place</b>	<b>Webster - Kirkwood Times</b>		May 23, 2014 Webster-Kirkwood Times	Staff
Lots of information that is well presented in an organized layout. Really like the abundant use of color throughout.				

<b>18 Best Advertising Idea or Promotion</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Second Place</b>	<b>Columbia Daily Tribune</b>		SEC Championship front page wrap and	Jason Tyler and Lisa Wells
<b>First Place</b>	<b>Joplin Globe</b>		Branson Spring Break Brain Buster Trivia	Brian Huntley and Dave Woods
<b>Third Place</b>	<b>West Plains Daily Quill</b>		Shop Indie	Katie Dudden and Staff

<b>19 Best Idea to Grow Revenue</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>St. Louis American</b>		Best Idea to Grow Revenue	Kevin Jones
Great idea and a definite WIN, WIN for the newspaper and advertiser.				

<b>20 Best Digital Initiative</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Jefferson City News Tribune</b>		Real Match Employment Package	Brenda Perkins

<b>20 Best Digital Initiative</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>St. Louis American</b>		Stlamerican.com	Ishmael Sistrunk
<b>Second Place</b>	<b>Washington Missourian</b>		Missourian Media Group Digital Initiative	Ethan Busse, Shawn Sullentrup, Jeanine Y

<b>21 Best Print Initiative</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>Jefferson City News Tribune</b>		#jcmo Inside Business	Staff
	Clean, modular design; excellent focus on topic.			

<b>21 Best Print Initiative</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>First Place</b>	<b>St. Louis American</b>		Best Print Initiative - 2014 Calendar	Kevin Jones

<b>22 Best Newspaper Produced Insert</b>		<b>Dailies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Honorable Mention</b>	<b>Columbia Daily Tribune</b>		Hello, Baby! Circulation insert	Debbie Scoble
	Not as clear a message as 8 weeks \$14, but adorable picture will draw eyes.			

<b>Second Place</b>	<b>Columbia Daily Tribune</b>		Neighborhoods	Andy Waters, Linda Hays
	Great layout and color. Very clear and concise about what we'll find on the website. Love the colors.			

<b>Third Place</b>	<b>Columbia Daily Tribune</b>		Circulation promotion	Debbie Scoble
	a little misleading. Heading indicates all 3 are \$14 for 8 weeks. Otherwise, ad is clean and well designed. Colors are unusual so will stand out.			

<b>First Place</b>	<b>Jefferson City News Tribune</b>		HER Magazine	Staff
	Beautiful layout. I wanted to read each article I was so drawn into this magazine. Well done!			

<b>22 Best Newspaper Produced Insert</b>		<b>Weeklies</b>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
<b>Third Place</b>	<b>Arnold-Imperial Leader</b>		August 2014 Coupon Values	Staff

<b>First Place</b>	<b>Salem News</b>		Health Care Guide	The Salem News Staff
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<b>Honorable Mention</b>	<b>Salem News</b>		Salute to Agriculture	The Salem News Staff
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<b>Second Place</b>	<b>Springfield Business Journal</b>		SPS Fall Insert	Heather Mosley
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