

# NATIONAL NEWSPAPER ASSOCIATION



2014

## Better Newspaper Advertising Contest

### WINNERS

#### **(Winners listed A-Z by category).**

Note: Winners must remain members in good standing with NNA through Oct. 2014 to remain eligible for this year's awards.

#### **Best Advertising Idea, Daily & Non-daily Division, circ. 10,000 or more**

##### **First Place**

***Vineyard Gazette, Edgartown, Massachusetts.*** Entry Title: Best Advertising Idea - Truck. Judges' Comments: "Very eye catching. Simple, yet creative."

**Note: No Second or Third places awarded in this division.**

#### **Best Advertising Idea, Daily & Non-daily Division, circ. less than 10,000**

##### **First Place**

***The Blackshear Times, Blackshear, Georgia.*** Entry Title: South Georgia Endoscopy Center, Inc.. Judges' Comments: "A great message captured beautifully in a black and white ad. An important subject was delivered in heartwarming fashion. Great images frame wonderfully, but simple text. I imagine a lot of people getting off their butts and getting screened. Bravo."

##### **Second Place**

***Mount Desert Islander, Bar Harbor, Maine.*** Entry Title: Shop Local. Credit(s): Staff. Judges' Comments: "This is a strong ad providing support for the local business community. Including the # of employees and the year established is a nice touch."

##### **Third Place**

***The N'West Iowa REVIEW, Sheldon, Iowa.*** Entry Title: The N'West Iowa REVIEW - Saturday, March 16, 2013 - End the Season Sale. Judges' Comments: "Good self-promotion, but the ad was too busy with competing type fonts and sizes."

##### **Honorable Mention**

***The Ozona Stockman, Ozona, Texas.*** Entry Title: An Evening on the Town. Credit(s): Susan Calloway.

#### **Best Classified Section, Daily & Non-daily Division**

##### **First Place**

***The N'West Iowa REVIEW, Sheldon, Iowa.*** Entry Title: The N'West Iowa REVIEW - Classified Section. Judges' Comments: "Great flow in these Classifieds, your eye really moves around the page. Each Display ad stands out on it's own, it turn somehow leading your eye to look at even the line ads. Great job! Definitely going to steal ideas here..."

##### **Second Place**

***Antelope Valley Press, Palmdale, California.*** Entry Title: Hot Classifieds. Judges' Comments: "Close second, nice car listings (how in the WORLD do you guys get so many?) though a bit distracting with the reverse type. "Service Call" is a great addition to the Classifieds, especially the full colour. Great overall flow. Fantastic job!"

##### **Third Place**

***Sierra Vista Herald, Sierra Vista, Arizona.*** Entry Title: Best Classified Section May 3 - 5 2013. Credit(s): Nancy Bernard & Maggie Saunders. Judges' Comments: "Another close call in this one. Nice Real Estate ads, great graphic elements in the headers."

##### **Honorable Mention**

***Brentwood Press, Brentwood, California.*** Entry Title: Classified Section.

#### **Best Multiple Advertiser Section, Daily & Non-daily Division, circ. 10,000 or more**

**First Place**

***The Ellsworth American, Ellsworth, Maine.*** Entry Title: Ellsworth 250. Credit(s): Staff. Judges' Comments: "Outstanding! The use of historical materials, mixed with informative articles and eye-catching ads made this section a winner."

**Second Place**

***The St. Louis American, Saint Louis, Missouri.*** Entry Title: 85th Anniversary. Judges' Comments: "Beautiful tribute!"

**Third Place**

***Palatka Daily News, Palatka, Florida.*** Entry Title: Putnam - 2013 Visitor and Newcomer Guide. Credit(s): Staff. Judges' Comments: "Beautiful piece. Love the photography and creative design!"

**Honorable Mention**

***The Transylvania Times, Brevard, North Carolina.*** Entry Title: Valentines Promotion Collaborative Ad. Credit(s): Leigh Trapp.

**Honorable Mention**

***The Taos News, Taos, New Mexico.*** Entry Title: Our Land, Our Water, Our Livelihoods. Credit(s): Julie Osmanski.

**Honorable Mention**

***The Taos News, Taos, New Mexico.*** Entry Title: Taos Map, Enchanted Circle Map. Credit(s): Julie Osmanski.

**Honorable Mention**

***The Edgerton Reporter, Edgerton, Wisconsin.*** Entry Title: Edgerton Sterling North Book and Film Festival Program - Sept, 2013. Credit(s): Diane Everson, Publisher.

**Honorable Mention**

***The Edgerton Reporter, Edgerton, Wisconsin.*** Entry Title: Annual Lakes Edition. Credit(s): Diane Everson, Publisher.

**Best Multiple Advertiser Section, Non-daily Division, circ. 5,000-9,999****First Place**

***The N'West Iowa REVIEW, Sheldon, Iowa.*** Entry Title: Orab State Champs!. Judges' Comments: "Having a State Champs sporting team is good luck, but making a winning section of the chance is no sure win! THIS section was a slam dunk with great local content, great ad support, beautiful page-craft. Really well conceived and executed - this section WINS!"

**Second Place**

***The Galena Gazette, Galena, Illinois.*** Entry Title: Galena Gazette Fire Department section. Credit(s): Gazette Advertising Department. Judges' Comments: "Plenty of positives on all fronts with ad support, community building, lots of local flavor, names and faces, etc! Every community newspaper should be doing one of these whether the fire department is volunteer or not."

**Third Place**

***Sullivan County Democrat, Callicoon, New York.*** Entry Title: Jeff Bank 100th. Credit(s): staff. Judges' Comments: "Very tastefully and artfully executed, informative and beautiful. Ads and content match the occasion and set the tone."

**Honorable Mention**

***Hood County News, Granbury, Texas.*** Entry Title: Great Christmas Giveaway.

**Best Multiple Advertiser Section, Non-daily Division, circ. less than 5,000****First Place**

***The Valley Reporter, Waitsfield, Vermont.*** Entry Title: Annual Beer, Wine, Cheese and Specialty Foods. Credit(s): Jeff Knight. Judges' Comments: "Absolutely outstanding! The use of color, the interesting, informative editorial copy, and the smart, eye-catching ads, add up to make this a phenomenal piece. Bravo!"

**Second Place**

***The Holyoke Enterprise, Holyoke, Colorado.*** Entry Title: City's 125th anniversary edition. Credit(s): Darci Tomky, Brenda Brandt. Judges' Comments: "Fabulous section! Love the use of b/w to create an "old time" feeling, as well as the creative ads in the piece. Well done!"

**Third Place**

***The Edgerton Reporter, Edgerton, Wisconsin.*** Entry Title: Tobacco Heritage Days. Credit(s): Edgerton Reporter staff. Judges' Comments: "Fabulous piece. Full of historical photos, information, and advertisements!"

#### **Honorable Mention**

*Mount Desert Islander, Bar Harbor, Maine.* Entry Title: Out & About. Credit(s): Staff.

#### **Honorable Mention**

*The Valley Reporter, Waitsfield, Vermont.* Entry Title: Annual Home and Garden Edition. Credit(s): Jeff Knight.

#### **Best Newspaper Promotion, Daily & Non-daily Division, circ. 10,000 or more**

##### **First Place**

*The Taos News, Taos, New Mexico.* Entry Title: The Taos News. Credit(s): Jennifer Taphorn. Judges' Comments: "These ads are very eye pleasing and interesting. They caught my eye right away with the graphics and makes me want to pick up a copy. The graphic designer is very creative and an asset to your organization."

##### **Second Place**

*The Taos News, Taos, New Mexico.* Entry Title: Unsung Hero 2012. Credit(s): Jennifer Taphorn. Judges' Comments: "What a great idea and tribute to honor "unsung heroes." The ads for the promotion were clean, easy to read, and used nice photographs. I imagine readers couldn't wait to see who was next. One thing I would have liked to see is a teaser line under the person's name saying a little something about them. Regardless, I still want to pick up a copy and read about them!"

##### **Third Place**

*The Ellsworth American, Ellsworth, Maine.* Entry Title: Meet Our Subscribers. Credit(s): Staff. Judges' Comments: "What a great idea to use your subscribers in ads to promote your newspaper. I might "borrow" this idea! I love the way you tell a little about the subscriber in the ad and use a quote from them. Also, very nice photos. I bet this is a very popular promotion for your newspaper."

#### **Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Newspaper Readership promotion.

#### **Best Newspaper Promotion, Daily & Non-daily Division, circ. less than 10,000**

##### **First Place**

*Wise County Messenger, Decatur, Texas.* Entry Title: Keeping You Informed. Credit(s): Todd Griffith. Judges' Comments: "Cool and creative. Looks awesome. Very good."

##### **Second Place**

*Bellevue Herald-Leader, Bellevue, Iowa.* Entry Title: "Ask Scoop". Credit(s): Kim Galloway. Judges' Comments: "Creative and fun. Excellent use of employees!"

##### **Third Place**

*Wise County Messenger, Decatur, Texas.* Entry Title: Missing. Credit(s): Todd Griffith. Judges' Comments: "Great series. Nice to have similar theme with different looks."

#### **Honorable Mention**

*The Hinsdalean, Hinsdale, Illinois.* Entry Title: Various house ads, and columns. Credit(s): Pam Lannom, Jim Slonoff.

#### **Best Public Notice Section, Daily & Non-daily Division**

##### **First Place**

*Mount Desert Islander, Bar Harbor, Maine.* Entry Title: Public Notice. Credit(s): Staff. Judges' Comments: "Use of boxes and reverse/benday heads helps make the page look organized."

##### **Second Place**

*Daily Washington Law Reporter, Baltimore, Maryland.* Entry Title: Public Notices. Judges' Comments: "Nicely presented and organized. Easy to read."

##### **Third Place**

*Sierra Vista Herald, Sierra Vista, Arizona.* Entry Title: Public Notices. Credit(s): Composing/Classified Department. Judges' Comments: "Color banner and left hand listing make it easier to find notices."

#### **Honorable Mention**

*Wise County Messenger, Decatur, Texas.* Entry Title: Where sex offenders reside. Credit(s): Todd Griffith.

#### **Best Sales Promotion Section or Edition, Daily Division**

##### **First Place**

***The Daily Herald, Roanoke Rapids, North Carolina.*** Entry Title: Prospectus Magazine. Credit(s): Multiple Staff members participated. Judges' Comments: "Dynamic and nicely put together. Articles have their own look and feel for each. Great magazine. Not a newspaper feel in a magazine format."

#### **Second Place**

***Sierra Vista Herald, Sierra Vista, Arizona.*** Entry Title: Back to School 2013-2014. Judges' Comments: "Nicely done and well organized. The listings etc. are easy to read and understand. Great people photos in the articles. Overall really good design. The black & white sections could have used a dash of color but worked well on the whole."

#### **Third Place**

***Sierra Vista Herald, Sierra Vista, Arizona.*** Entry Title: Women In Business. Credit(s): Maggie Saunders & Sierra Vista Herald Editorial staff. Judges' Comments: "Fresh and fun design. A variety of content. Loved "Hit List: Songs about Women in Business". A nice section."

#### **Honorable Mention**

***Sierra Vista Herald, Sierra Vista, Arizona.*** Entry Title: Sonoita 2013 Business Directory. Credit(s): Maggie Saunders & Jennifer Parr.

### **Best Sales Promotion Section or Edition, Non-daily Division, circ. 10,000 or more**

#### **First Place**

***The Taos News, Taos, New Mexico.*** Entry Title: Taos Gallery Guide 2013. Credit(s): Jennifer Taphorn. Judges' Comments: "What a beautiful gallery guide! The artwork on the cover drew me in right away. The ads are well designed and use some great color. The lay out of the guide is exceptional with the stories incorporated in an artistic manor. I imagine the advertisers were very pleased with this guide. Well done!"

#### **Second Place**

***The Taos News, Taos, New Mexico.*** Entry Title: Taos Visitor & Newcomer Guide Summer/Fall 2013. Credit(s): Jennifer Taphorn. Judges' Comments: "Another great entry from this newspaper. This was a classy guide beginning on the cover with a great photo, to all the ads which were tastefully done, and then throwing in some interesting information throughout. A quality piece well designed."

#### **Third Place**

***The Taos News, Taos, New Mexico.*** Entry Title: Taos Visitor & Newcomer Guide Winter/Spring 2014. Credit(s): Sally Brooks. Judges' Comments: "Hard to choose between second and third - both entries are very nice. On this one I absolutely love the photo on the cover. The ads are clean and well designed along with the interesting way information and stories are laid out in the guide. Another nice job!"

#### **Honorable Mention**

***The Ellsworth American, Ellsworth, Maine.*** Entry Title: August In Ellsworth. Credit(s): Staff.

#### **Honorable Mention**

***Palatka Daily News, Palatka, Florida.*** Entry Title: 2013 Gift Guide. Credit(s): Staff.

### **Best Sales Promotion Section or Edition, Non-daily Division, circ. less than 10,000**

#### **First Place**

***The Pagosa Springs SUN, Pagosa Springs, Colorado.*** Entry Title: Pagosa Springs Official Visitor Guide - Summer. Credit(s): Pagosa Springs SUN staff. Judges' Comments: "Vibrant and exciting! Great look and a cover that wants to be picked up. Well organized and great use of old and new photos. Classy piece with a great magazine look."

#### **Second Place**

***The Pagosa Springs SUN, Pagosa Springs, Colorado.*** Entry Title: Pagosa Springs Official Visitor Guide - Winter. Credit(s): The Pagosa Springs SUN staff. Judges' Comments: "Another beautiful piece from the folks in Pagosa Springs. This is not just a winter rehash of their summer guide. This stands on its own. Well done in look, feel and organization."

#### **Third Place**

***The Pagosa Springs SUN, Pagosa Springs, Colorado.*** Entry Title: Pagosa Springs Real Estate and Relocation Guide. Credit(s): The Pagosa Springs SUN staff. Judges' Comments: "A great publication while leading with advertising is full of useful and relevant content. Great color coded categories and table of contents. I almost want to move there myself!"

#### **Honorable Mention**

***The Edgerton Reporter, Edgerton, Wisconsin.*** Entry Title: Tobacco Heritage Days.

## **Best Series Ad Idea, Black & White, Daily & Non-daily Division**

### **First Place**

***The Blackshear Times, Blackshear, Georgia.*** Entry Title: South Georgia Endoscopy Center, Inc.. Judges' Comments: "Great ad series. The presentation was very powerful. It made me want to schedule a colonoscopy, which speaks to the strength of the message."

### **Second Place**

***The N'West Iowa REVIEW, Sheldon, Iowa.*** Entry Title: The N'West Iowa REVIEW - Village Northwest Unlimited. Judges' Comments: "Wow, what a great campaign! Great team effort to create a winning ad campaign."

### **Third Place**

***Jackson Hole News&Guide, Jackson, Wyoming.*** Entry Title: Teton Eye Clinic. Credit(s): Staff. Judges' Comments: "Great way to maximize the advertiser's message in a small amount of space. I particularly liked the "Fuzzy Vision" ad."

### **Honorable Mention**

***Antelope Valley Press, Palmdale, California.*** Entry Title: LPAC Series.

## **Best Series Ad Idea, Color, Daily & Non-daily Division, circ. 10,000 or more**

### **First Place**

***The Taos News, Taos, New Mexico.*** Entry Title: SunShades & Optics. Credit(s): Julie Osmanski. Judges' Comments: "Loved this campaign. It was consistent and creative, yet simple. I can see people in the community, looking at the ad to see "Who's behind those Sunshades.""

### **Second Place**

***The Taos News, Taos, New Mexico.*** Entry Title: Taos Pueblo. Credit(s): Jennifer Taphorn. Judges' Comments: "Very catching. I liked how you carried the design theme throughout the campaign."

### **Third Place**

***Antelope Valley Press, Palmdale, California.*** Entry Title: Snow Orthodontics. Judges' Comments: "I liked this series. The ads were very good in a strong category."

### **Honorable Mention**

***The Taos News, Taos, New Mexico.*** Entry Title: Taos Lifestyle. Credit(s): Jennifer Taphorn.

## **Best Series Ad Idea, Color, Daily & Non-daily Division, circ. less than 10,000**

### **First Place**

***The Ark, Tiburon, California.*** Entry Title: Casto Vacations. Credit(s): Ark Advertising & Graphics Team. Judges' Comments: "Beautiful design and clean layout. Great mix of typeface. Catchy tagline: "Places to Go, People to See.""

### **Second Place**

***Jackson Hole News&Guide, Jackson, Wyoming.*** Entry Title: The Liquor Store & Wine Loft Color Series. Credit(s): Creative Staff. Judges' Comments: "Clever ads, witty headlines. Strong graphics and even better balance of color."

### **Third Place**

***Buffalo Bulletin, Buffalo, Wyoming.*** Entry Title: Bank of Buffalo/Time to trade in?/Car loan series with Rich. Judges' Comments: "Cute, clever, likable campaign. Makes the loan officer look like a fun and approachable person. Great graphics."

### **Honorable Mention**

***Wise County Messenger, Decatur, Texas.*** Entry Title: JRobs Sports and Fitness.

## **Best Single Ad Idea, Black & White, Daily & Non-daily Division, circ. 10,000 or more**

### **First Place**

***The Taos News, Taos, New Mexico.*** Entry Title: Friday Motors. Credit(s): Julie Osmanski. Judges' Comments: "This certainly qualifies as a different auto dealer ad! This ad reflects on the dealers long history and heritage and is a nice branding message and change of pace, featuring historic photos and a warm and fuzzy message that doesn't even mention cars."

### **Second Place**

**Antelope Valley Press, Palmdale, California.** Entry Title: Shaffer Violin. Judges' Comments: "This was one of the better ads in a weak category. Nice visuals and strong message. Great that this sales rep got a music teacher to do a display ad. This is was more about the reader than most in this category. Most ads just failed to be about ME, the buyer. Too many were about the advertisers, typically leading with their logo -- a complete no-no."

**NOTE: No Third Place awarded in this division.**

**Best Single Ad Idea, Black & White, Daily & Non-daily Division, circ. less than 10,000**

**First Place**

**The Blackshear Times, Blackshear, Georgia.** Entry Title: Management South Agency, Inc.. Judges' Comments: "Brilliant content with great design. White space rules, and the use of white space makes this ad the King."

**Second Place**

**The N'West Iowa REVIEW, Sheldon, Iowa.** Entry Title: The N'West Iowa REVIEW - Saturday, February 23, 2013 - Poultry. Judges' Comments: "Well constructed ad with a strong graphic element. However, the graphic elements somewhat overpower the message."

**Third Place**

**Buffalo Bulletin, Buffalo, Wyoming.** Entry Title: First annual Zombie Fun Run. Judges' Comments: "Fun, creative ad with great graphics. Attention-grabbing. This couch potato wanted to leap off his couch and sign up to run."

**Honorable Mention**

**Wise County Messenger, Decatur, Texas.** Entry Title: New Phones to Impress All the Chicks. Credit(s): Graphic Arts.

**Best Single Ad Idea, Color, Daily & Non-daily Division, circ. 16,000 or more**

**First Place**

**Community Impact Newspaper - Northwest Austin Edition, Pflugerville, Texas.** Entry Title: The Loop Restaurant & Bar. Credit(s): Ethan Hill. Judges' Comments: "Eye catching graphic and great grab with the half off appetizer — layout is clean, font choices work well — A clear winner!"

**Second Place**

**Brentwood Press, Brentwood, California.** Entry Title: The Little Gym Date Night. Judges' Comments: "An original idea well executed. Headline and graphic work well together — nice ad."

**Third Place**

**Community Impact Newspaper - The Woodlands Edition, Houston, Texas.** Entry Title: Kirby's Prime Steaks & Seafood. Credit(s): Jackie Brunk. Judges' Comments: "The simplicity of this ad works well — love the background image behind Kirby's."

**Best Single Ad Idea, Color, Daily & Non-daily Division, circ. 10,000-15,999**

**First Place**

**Antelope Valley Press, Palmdale, California.** Entry Title: Juliannis. Judges' Comments: "Nice attention to detail on this - from the vintage photo at the top to the map background - all elements add to the design to create a beautiful piece. Well done."

**Second Place**

**Antelope Valley Press, Palmdale, California.** Entry Title: LPAC. Judges' Comments: "There are so many elements in this ad but it organized in a way that doesn't make you feel overwhelmed — it showcases the variety of entertainment and draws the reader in. Nice design and attention to details, the reflection effect used at the bottom of the ad was a great touch."

**Third Place**

**Antelope Valley Press, Palmdale, California.** Entry Title: Pour D Vino. Judges' Comments: "Warm and inviting - this ad works well by drawing the reader in and showcasing the information in an organized, easy to read format. Everything works!"

**Honorable Mention**

**The Ellsworth American, Ellsworth, Maine.** Entry Title: Winter Harbor Coop. Credit(s): Staff.

**Honorable Mention**

**The Livingston Parish News, Denham Springs, Louisiana.** Entry Title: V. Watts. Credit(s): Paul Hatton.

**Honorable Mention**

**The Taos News, Taos, New Mexico.** Entry Title: Randall Lumber & Hardware. Credit(s): Julie Osmanski.



**Honorable Mention**

*The Taos News, Taos, New Mexico.* Entry Title: Rocky Mountain Youth Corps. Credit(s): Jennifer Taphorn.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: AV Cardiology.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Bearded Brewer.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Century Draperies.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Farmers Market.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Maxdons.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Sweet Frog.

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Whole Wheatery.

**Best Single Ad Idea, Color, Daily & Non-daily Division, circ. less than 10,000**

**First Place**

*Buffalo Bulletin, Buffalo, Wyoming.* Entry Title: Butterfly color ad. Judges' Comments: "This was a clear winner. When will advertisers and ad departments learn that white space works? This was a classy, sophisticated ad."

**Second Place**

*Mount Desert Islander, Bar Harbor, Maine.* Entry Title: Swan. Credit(s): Staff. Judges' Comments: "Realtors are always trying to cram more houses on a page. This Realtor chose to back off and create a centerpiece. It's always better to create a focal point of your ad, especially a large one. This can be accomplished with the size and location of the headline, a unique and large visual or even white space."

**Third Place**

*Wise County Messenger, Decatur, Texas.* Entry Title: Happy Thanksgiving. Credit(s): Graphic Arts. Judges' Comments: "This entry stood out because it was clean and simple and conveyed its message quickly. In an effort to be creative, most of the ads entered in this category were cluttered and busy and that typically got in the way of the message. Fancy borders, lots of artwork and colors and fonts are not what good ad design is about. It's about getting attention, yes, but it's also about quickly and clearly getting a message across in a way that people will remember or act upon."

**Best Small-Page Ad, Daily & Non-daily Division, circ. 10,000 or more**

**First Place**

*The Livingston Parish News, Denham Springs, Louisiana.* Entry Title: Tiger Buffet II. Credit(s): Paul Hatton. Judges' Comments: "Clean layout; nice balance of color; crisp, easy-to-read copy."

**Second Place**

*The St. Louis American, Saint Louis, Missouri.* Entry Title: Girls Scouts Back to Troop. Credit(s): Angelita Jackson. Judges' Comments: "Clean layout; effective balance of image, white space, and copy."

**Third Place**

*The Ellsworth American, Ellsworth, Maine.* Entry Title: Grasshopper Shop. Credit(s): Staff. Judges' Comments: "Eye-catching verbal/visual pun."

**Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Hodgkins.

**Best Small-Page Ad, Daily & Non-daily Division, circ. less than 10,000**

**First Place**

*Jackson Hole News&Guide, Jackson, Wyoming.* Entry Title: 12 arranged roses. Credit(s): Lydia Redzich. Judges' Comments: "Clean, open, eye-catching. Trust it got lots of response."

**Second Place**

*Jackson Hole News&Guide, Jackson, Wyoming.* Entry Title: Derby Day Party. Credit(s): Lydia Redzich. Judges' Comments: "Lovely."

### **Third Place**

*Hood County News, Granbury, Texas.* Entry Title: Cari's Restaurant. Judges' Comments: "Nice!"

### **Honorable Mention**

*Mount Desert Islander, Bar Harbor, Maine.* Entry Title: Sail Shack. Credit(s): Staff.

### **Best Use of Ad Color, Daily & Non-daily Division, circ. 16,000 or more**

#### **First Place**

*Brentwood Press, Brentwood, California.* Entry Title: Got A Party Brentwood Pumpkinfest. Judges' Comments: "I love everything that is going on in this ad, somehow it is fitting. The past pictures and future events along with the Halloween colors blend well together."

#### **Second Place**

*Community Impact Newspaper - Cy-Fair Edition, Houston, Texas.* Entry Title: Northwest Dodge. Credit(s): Amy Vanlandingham. Judges' Comments: "This ad is very masculine and eye catching as a truck ad should be."

#### **Third Place**

*Brentwood Press, Brentwood, California.* Entry Title: Sunshine House. Judges' Comments: "This ad is absolutely adorable! I love the colors in the ad and the kids faces."

### **Best Use of Ad Color, Daily & Non-daily Division, circ. 8,000-15,999**

#### **First Place**

*Community Impact Newspaper - San Marcos | Buda | Kyle Edition, San Marcos, Texas.* Entry Title: Budafest. Credit(s): Brandy Cichon. Judges' Comments: "Fresh and fun — this ad brought a unique look with the muted color choice, fonts and graphics — all bringing together a clear winning design! Nicely done."

#### **Second Place**

*The Transylvania Times, Brevard, North Carolina.* Entry Title: Pumpkin Carving Contest Ad. Credit(s): Leigh Trapp. Judges' Comments: "Great use of color — art choice very powerful — well designed ad."

#### **Third Place**

*Jackson Hole News&Guide, Jackson, Wyoming.* Entry Title: Lucchese, The Jackson Bootlegger. Credit(s): Lydia Redzich. Judges' Comments: "Beautiful way to showcase the product — excellent use of color."

#### **Honorable Mention**

*Community Impact Newspaper - Frisco Edition, Grapevine, Texas.* Entry Title: Rock 101 Patio Grill. Credit(s): Jean Henric.

#### **Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Custom Dog Training.

#### **Honorable Mention**

*Antelope Valley Press, Palmdale, California.* Entry Title: Smiths Hardware.

### **Best Use of Ad Color, Daily & Non-daily Division, circ. less than 8,000**

#### **First Place**

*Douglas Budget, Douglas, Wyoming.* Entry Title: Thunder Basin Orthopedics (double truck). Credit(s): Lisa Adelman. Judges' Comments: "Very original idea and very eye catching. I kept reading because I felt like I was suppose to and I didn't want to miss out on where the path was leading."

#### **Second Place**

*The Ark, Tiburon, California.* Entry Title: Price Family Dealerships. Credit(s): Ark Advertising & Graphics Team. Judges' Comments: "Clean, well put together color ad."

#### **Third Place**

*Moonshine Ink, Truckee, California.* Entry Title: Unique Boutique. Credit(s): Lauren Shearer, Mayumi Elegado. Judges' Comments: "What makes this ad so good is the color choices. The colors make the ad pop. Very well done."

### **Best Use of Local Photography in Ads, Daily & Non-daily Division**

#### **First Place**

*Vilas County News-Review, Eagle River, Wisconsin.* Entry Title: Derby 50 Years. Credit(s): Betsy Bleicher-ad designer, Kurt Krueger-photographer. Judges' Comments: "Well done photographs with hard to capture motion, under difficult snowy conditions. The viewer got a real feel for the enthusiasm and support of the crowd."



**Second Place**

***The Waushara Argus, Wautoma, Wisconsin.*** Entry Title: Reilly Motors-push pull. Credit(s): Mary Kunasch.  
Judges' Comments: "This was a humorous, imaginative handling of an advertisement that couldn't help but catch the reader's eye. The color was clear, crisp and added elements of the season in a fun way."

**Third Place**

***The N'West Iowa REVIEW, Sheldon, Iowa.*** Entry Title: The N'West Iowa REVIEW - Saturday, March 2, 2013 - One Team, One Dream. Judges' Comments: "The excitement and joy is evident in every photograph. I'm sure this ad was on every parent/relative/student's refrigerator."

**Honorable Mention**

***The Ark, Tiburon, California.*** Entry Title: The Caprice - 50th Anniversary Special. Credit(s): Ark Advertising & Graphics Team.