

# NATIONAL NEWSPAPER ASSOCIATION



2012

## Better Newspaper Advertising Contest

### WINNERS

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

**Note:** Winners must remain members in good standing with NNA through October 2012 to remain eligible for this year's awards.

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

**1st Place**, Democrat-Union, The Lawrenceburg, TN, D-U Football Contest, Charlie Crawford. Judges' Comments: "Unique idea, which would be of interest to lots of readers (and advertisers!)."

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

**2nd Place**, Central City News Baton Rouge, LA, Real Life Tax Buster, Woody Jenkins. Judges' Comments: "Strong promotional piece. Well laid out, and interesting to peruse."

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

**3rd Place**, Las Cruces Bulletin, The Las Cruces, NM, Bravo: Driven by Las Cruces, Theresa Montoya Basaldua, Jorge Lopez. Judges' Comments: "Beautiful layout; of strong community interest."

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

**Honorable Mention**, Las Cruces Bulletin, The Las Cruces, NM, Cowtown Boots, Ramon Gonzalez, Shellie McNabb. Judges' Comments: "This ad is fun and different, and grabs the reader's attention for a second look."

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

**1st Place**, Akron Hometown, The Akron, IA, Where do you read your Akron Hometown?, Dodie Hook, Nancy Enstrom. Judges' Comments: "This is a brilliant campaign designed to get local faces into the newspaper. It encourages readers to take their paper on vacation, and photograph themselves in exotic locales (each probably trying to outdo the last one). This can be a very long-term campaign that gets people talking about their neighbors and their newspaper. Well done!"

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

**2nd Place**, Leelanau Enterprise Lake Leelanau, MI, Job Application, Debra Campbell. Judges' Comments: "I like the fact that this advertiser believes that newspaper readers will actually read something longer than two sentences. The "job application" grabs attention in a tight job market, and the B2B story is compelling."

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

**3rd Place**, Jackson Hole News & Guide Jackson, WY, Support your Town Hill, Lydia Wanner. Judges' Comments: "Wonderful graphic and layout with superb use of color help promote local use of a local tourist asset. The appeal is for fun and public service all at the same time, in low-key sell."

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

**Honorable Mention**, Wise County Messenger Decatur, TX, This Year Fight Like a Girl, Staff. Judges' Comments: "Very catchy headline and nice graphic with the pink boxing gloves."

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

**1st Place**, Hutchinson Leader Hutchinson, MN, Hutchinson Leader Classified Section, 6/12/11, 6/15/11, 6/19/11, Tina McMillan. Judges' Comments: "This is a very clean, professional-looking classified section. Text type was well set and legible and the columns weren't too narrow! (Six column format on a broadsheet page, which should return as

newspapers' standard.) Navigation was easy to follow and the section was packed with photos and display ads. Ads were nicely segmented into Farm, Real Estate, Jobs and Vehicles and the cover featured attractive photos with each main category and a convenient map of the circulation area. More color would have improved this section -- like getting those real estate or car ads in color or making the lead page color every day. There were a few other minor drawbacks: The liners using reverse type on a black background competed with the nav and were hard to read. And please drop the code numbers as navigation. Readers don't use them! I'd also prefer to see the direct URL to your online classifieds, not the general newspaper web address and you should stress that the online placement option is 24/7."

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

**2nd Place**, Leelanau Enterprise Lake Leelanau, MI, Classifieds, Debra Campbell, Joy Holmes, Patrice Korson. Judges' Comments: " Aside from being packed with ads, the Leelanau Enterprise's classifieds were basically all what most papers would call inline display ads. Rather than tiny type packed into columns, most ads featured boxes, headlines and various type styles. It is an interesting strategy that might be particularly effective for papers losing lineage -- make the ads you have bigger and stronger to make your classifieds stand out in the marketplace. I liked the business directory and that page flag, which looked much more modern than the typography elsewhere. This section was packed with ads, including large, color display ads with lots of images. This paper uses local photos behind the nameplate -- a good idea that was not well executed here. The word "Classifieds" was huge and covered up too much of the image. Using a giant "S" on the end of the word is not sophisticated, either. Better to make that header a little deeper and give the photo more room to work. Other upgrades for this paper would be using more photos in the classifieds themselves -- especially color photos -- and introducing a limited (and keep it classy) color palette for upgraded liners."

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

**3rd Place**, Brentwood Press San Clemente, CA, Classifieds, Carol Laird. Judges' Comments: " This paper featured a very attractive, full color professional services directory on the lead page that helped it stand out from the pack. The classifieds themselves were in large, legible type in well-organized columns. Even the legals, which were in a very small type size, were very legible because of good font selection and settings. Nice. Upgrades for this paper would be to get more of that color into the liners, especially in the form of photos, which are the best way to increase readership and revenue in print classifieds (closely followed by added color)."

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

**1st Place**, St. Louis American, The Saint Louis, MO, Diversity, A Business Imperative, Staff. Judges' Comments: " Ad content follows theme very nicely, impressive! Large amount of ads support great editorial, should be a winner for readers. Presented in very neat style."

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

**2nd Place**, Antelope Valley Press Palmdale, CA, July 4th Extravaganza, Staff. Judges' Comments: " Wow! Great revenue builder. I liked that all business names were at the top (and bottom) of each ad, easy to identify in high-graphic/color ads. Nice job."

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

**3rd Place**, Valencia County News-Bulletin Belen, NM, Summer Hot Spots, Angie Zamora. Judges' Comments: " I liked this - very nice for parents/guardians to help plan the kids' summer. Ads were informative. The page was a bit busy, but kids are busy (which fits the theme, right?)"

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

**Honorable Mention**, Livingston Parish News Denham Springs, LA, Fall Fest, Paul Hatton. Judges' Comments: " Met a niche for businesses that generally don't advertise a lot. Good job!"

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

**Honorable Mention**, Palatka Daily News Palatka, FL, Your Guide 2011 Azalea Festival, Staff. Judges' Comments: " Like the map, good size for visitors to carry, colorful and informative."

#### **Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999**

**1st Place**, Wise County Messenger Decatur, TX, This Year Fight Like a Girl, Staff. Judges' Comments: " Good twist on a Health section. Very clean looking."

**Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999**

**2nd Place**, Warwick Advertiser Chester, NY, Over the river and through the woods to Downtown Warwick we go ..., Terry Reilly, and Staff. Judges' Comments: " This is a great local marketing piece. Nicely done."

**Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999**

**3rd Place**, Hutchinson Leader Hutchinson, MN, Back in the Classroom, Tina McMillan. Judges' Comments: " I loved the concept on all of your entries, but the art work was the most eye catching on this one. Good job!"

**Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999**

**Honorable Mention**, Hutchinson Leader Hutchinson, MN, American Home Week Open House, Tina McMillan.

**Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999**

**Honorable Mention**, Mountain View Telegraph Moriarty, NM, Ask the Expert, staff. Judges' Comments: " This is a neat concept to get advertisers in the newspaper."

**Best Multiple Advertiser Section, Non-daily Division, circulation less than 5,000**

**1st Place**, Edgerton Reporter, The Edgerton, WI, 2011 Lakes Edition, Break out of the routine and have an adventure, Diane Everson, staff. Judges' Comments: " Wow! This a wonderful special section. The time and effort spent on this piece shows. Everyone involved should be very proud."

**Best Multiple Advertiser Section, Non-daily Division, circulation less than 5,000**

**2nd Place**, Commercial Record, The Allegan, MI, The Resorter, Fall 2011, ArtPrize special section, Scott Sullivan, Joleen Christine, Sara Ramaker, Matt Gliwa, Chris McDuff. Judges' Comments: " The color and layout on all the pages really made this special section stand out. Beautiful!"

**Best Multiple Advertiser Section, Non-daily Division, circulation less than 5,000**

**3rd Place**, Pinckneyville Press, The Anna, IL, 89th Annual Pinckneyville Mardi Gras, Shea Campanella, Judy Mayer, Jessica Holder, Jeff Egbert, Sarah Shasteen, Pat Bathon. Judges' Comments: " What a great piece! Looks like the whole city participated in this special section. Pinckneyville Mardi Gras looks like a lot of fun!"

**Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more**

**1st Place**, Antelope Valley Press Palmdale, CA, National Newspaper Week, Staff. Judges' Comments: " Well written articles about where people read their newspaper. I bet this was a very popular series. Excellent promotion for National Newspaper Week."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more**

**2nd Place**, Antelope Valley Press Palmdale, CA, Advertising Works!, Marketing Department. Judges' Comments: " What a great way to use your advertisers while promoting advertising in your paper."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more**

**3rd Place**, Daily Universe, The Provo, UT, Thanks for a year to never Fredette, Alyssa Watson. Judges' Comments: " Very clever ad! Way to use and highlight the names in the copy. Well done."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more**

**Honorable Mention**, Daily Universe, The Provo, UT, Football Summary Posters (back page of a football devoted overleaf), Staff. Judges' Comments: " Nice idea and nice to look at. Great way to present game stats."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000**

**1st Place**, Lawrence County Record Mount Vernon, MO, 7000 issues and counting ..., Kathy Seneker Fairchild. Judges' Comments: " Outstanding entry. Great planning, great design and execution. Newspaper's pride it its community shows with this top-notch entry."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000**

**2nd Place**, Jackson Hole News & Guide Jackson, WY, Photo Reprints, Caryn Wooldridge. Judges' Comments: " This promo takes selling a newspaper's photos to a whole new level. Outstanding photography makes this entry shine."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000**

**3rd Place**, Sequoyah County Times Sallisaw, OK, Where Do You Read Your TIMES?, Staff. Judges' Comments: " Many newspapers use this promotion, but few execute it as well as the Times. Clean, attractive design featuring readers' winning photos."

**Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000**

**Honorable Mention**, Fairbury Journal-News, The Fairbury, NE, Extra Extra, Susan Bartels. Judges' Comments: " Good idea. Design cluttered."

**Best Newspaper Promotion, Non-daily Division, circulation 10,000-15,999**

**1st Place**, Taos News, The Taos, NM, Street Vendors, Ray Seale. Judges' Comments: " What a great concept to use your vendors in the ads promoting your paper. Makes me want to go buy a paper from one of them. Very well done."

**Best Newspaper Promotion, Non-daily Division, circulation 10,000-15,999**

**2nd Place**, Ellsworth American, The Ellsworth, ME, Read Me, iPad App is Here! and A Great Read!, Staff. Judges' Comments: " A very nice promotion to let your readers know how you are expanding your coverage and that they can receive the paper on an ipad or iPhone. Also liked how the actual paper was used on the ipad in the ads."

**Best Newspaper Promotion, Non-daily Division, circulation 10,000-15,999**

**3rd Place**, Taos News, The Taos, NM, Summer Visitor and Newcomer Guide, Julie Osmanski. Judges' Comments: " Loved the photo on the cover for your summer guide. Very serene and pleasant to look at . I imagine many people will pick this up."

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

**1st Place**, Wise County Messenger Decatur, TX, Crime Stoppers of Wise County - Where Sex Offenders Reside in Wise County, Staff. Judges' Comments: " This was a very well-executed section showing head shots of dozens of sex offenders, sorted by town. Produced in full color, this section showed the offenders, their addresses and their transgressions. It had a national color map on the cover showing that their home state was above average in the number of sex offenders per capita. It also had good contact info if anyone needed to report a sex offender or crime. It was not only a great presentation for the client (the County Sheriff) but also chilling editorial content to look through the faces of all those offenders. The best public notice sections go beyond publishing legal notices by trying to make them interesting content as well and/or they educate the public about a topic or what public notices are. Making the content easy to read and scan are bonuses, too. This section did a great job on all counts."

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

**2nd Place**, Central City News Baton Rouge, LA, Public Notice entry, Staff. Judges' Comments: " This paper broke up more than a dozen pages of legal ads with nearly 40 color photos from a Christmas parade. I had a lot of nits to pick with the packaging (why not tell me on the page one photo that there were 40 more inside?) and even the photos (too many people staring at the camera), but this paper gets an "A" for creativity! I'm sure the photos drew people through the section and something that might have been simply thrown away had a double win for both the advertiser (because readership is the reason to keep this stuff in local newspapers) and the reader (who got to see about a hundred local faces that never would have made print without all those legal ads). I would have loved to see an article in the section explaining how things get on the list of unclaimed funds or even how to make a claim. That would have taken this section up a notch."  
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**Best Public Notice Section, Daily & Non-daily Division**

**3rd Place**, Daily Reporter, The Milwaukee, WI, Public Notices, Staff: The Daily Reporter. Judges' Comments: " The Daily Reporter did a nice job of explaining public notices, what they are and how to place one on their cover page, which was

accessible and understandable. Nicely done and thoughtful work for readers. The notices themselves were presented in a traditional way beyond that -- which is to say in tiny type that was difficult to read or penetrate. But the inviting cover text helped push this entry above the rest.

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

**1st Place**, Antelope Valley Press Palmdale, CA, Future Leaders, Staff. Judges' Comments: " "Basic Idea" makes this the winner. If I were in business in that area I would purchase a full page color ad! I would have liked more color on ads but the sheer number of ads is impressive. Section as a whole was good, ads showed well against editorial. Basic logo info is important in print advertising and the ads reflected that."

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

**2nd Place**, Daily Universe, The Provo, UT, Housing Guide: The 2011 Adventure, Daily Universe staff. Judges' Comments: " From cover to back page, this is a "do not miss" edition for students. I'm not sure how many ads were created in-house (and that's a compliment) - they all were well designed and informative."

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

**3rd Place**, Antelope Valley Press Palmdale, CA, Antelope Valley Lifestyle, Marketing Department. Judges' Comments: " Great cover followed by colorful ads AND the Contents page is very well done. Kudos for having large number of coupons but disappointed that not all coupons had business name and/or logo in it. (old school training - look at national brand coupons, no matter size they include it) It's clear the sales team and ad graphics team gave the editorial team a lot of space to work with. Winning entry for sure."

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

**Honorable Mention**, Antelope Valley Press Palmdale, CA, AV Scrapbook, Marketing Department. Judges' Comments: " Cover is eye catching for history buffs and page 5 invites the reader to turn pages. A good number of ads followed the theme, good advertising base for editorial to capitalize on. Again, logo information was handled with care. Narrow miss on higher award"

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

**Honorable Mention**, Daily Universe, The Provo, UT, Bridal Guide, Daily Universe Staff. Judges' Comments: " Beautiful cover, stunning pages - ads as well as editorial. Easily could be #1 award winner in any contest."

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

**1st Place**, Taos News, The Taos, NM, Taos Summer/Fall & Winter/Spring Visitor and Newcomer Guides, Staff. Judges' Comments: " 1st Place - TIE - Taos - Life at a Higher Level

Two large (11.5" x 13") full color Winter/Spring and Summer/Fall Visitors Guides, each 160 pages and apparently sold as a package as most of the advertisers ran in both editions. A super production.

"

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

**2nd Place**, Taos News, The Taos, NM, Best of Taos, Staff. Judges' Comments: " 2nd Place - Best of Taos Another successful 60-page full color celebration of the choices of the newspaper's readers as the best in dozens of classifications. A great guide for anyone planning a "Best of" promotion.

"

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

**3rd Place**, Ellsworth American, The Ellsworth, ME, Out & About, Staff. Judges' Comments: " 3rd Place - Out & About: 25 Years in Downeast Maine

Beautifully written and designed visitor guide on 11" x 13.5" bleached stock. a real gem."

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

**Honorable Mention**, Las Cruces Bulletin, The Las Cruces, NM, Perfect Southwest Weddings 2011, Staff.

**Best Sales Promotion Section or Edition, Non-daily Division, circulation 10,000 or more**  
**Honorable Mention**, Taos News, The Taos, NM, Taos Gallery Guide, Staff.

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

**1st Place**, Pagosa Springs Sun, The Pagosa Springs, CO, Pagosa Springs Official Visitor Guide - Summer, Terri House, Shari Pierce, Mike Pierce. Judges' Comments: " A 140-page full color, coated stock magazine that had to be months in the planning and execution. Far larger newspapers would be proud to have produced such a professional and successful special section."

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

**2nd Place**, Leelanau Enterprise Lake Leelanau, MI, Leelanau Visitors Guide 2011, Debra Campbell, Joy Holmes, Patrice Korson. Judges' Comments: " Another successful 116-page full color guide, a mix of coated stock and bleached newsprint that would be welcomed by visitors."

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

**3rd Place**, Leelanau Enterprise Lake Leelanau, MI, Fall in Love with Leelanau, Debra Campbell, Joy Holmes, Patrice Korson. Judges' Comments: " Good concept, well executed. "Love" should be an easy sell for any newspaper."

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

**Honorable Mention**, Pagosa Springs Sun, The Pagosa Springs, CO, Pagosa Springs Relocation Guide, Terri House, Shari Pierce, Mike Pierce.

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

**Honorable Mention**, Pinckneyville Press, The Anna, IL, 2012 Calendar Cuties, Shea Campanella, Judy Mayer, Sarah Shasteen.

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

**1st Place**, Daily Universe, The Provo, UT, Cougar Dental, Alyssa Watson, James Gardner. Judges' Comments: " Clever. Eye-catching. Simple. Great job adding some fun to need for dental work!"

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

**2nd Place**, Jackson Hole News & Guide Jackson, WY, Suburban Urology, Creative Services. Judges' Comments: " Urology advertiser -- not the easiest account for newspaper ad illustrations, but this series does the trick with eye-catching art and copy."

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

**3rd Place**, Wilson County News Floresville, TX, Vineyard Funeral Homes, Cathy Green. Judges' Comments: " Simple design and layout, but effective use of advertiser-appropriate photos and copy."

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

**Honorable Mention**, Sequoyah County Times Sallisaw, OK, Mikes Furniture, Delanna Nutter , Lagayla Hays. Judges' Comments: " Simple design but effective."

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

**1st Place**, Las Cruces Bulletin, The Las Cruces, NM, Bridal Showcase, Theresa Montoya Basaldua. Judges' Comments: " Love this concept. Very simple but effective. Nice way the ads look the same so you see it right away on the page. I couldn't wait to see what was said in the next ad!"

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

**2nd Place**, Las Cruces Bulletin, The Las Cruces, NM, Bravo, Staff. Judges' Comments: " Car ads can sometimes be hard to make interesting. I like the way you did these ads. I really liked the headline "Driven by Las Cruces" and the highlighting of one car. Nice job."

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

**3rd Place**, Brentwood Press San Clemente, CA, National Flooring, Annie Ray. Judges' Comments: " Very creative ads for a flooring company. Nice way to use the owner (?) as a different character in each ad. I imagine the advertiser is very happy with these ads."

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

**Honorable Mention**, Antelope Valley Press Palmdale, CA, Art Classes with Kris Sosa, Marketing Department. Judges' Comments: " Nice colorful ads. I like the way the paintings are highlighted. Makes me want to learn to paint!"

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

**1st Place**, Jackson Hole News & Guide Jackson, WY, Teton Eye Clinic, Creative Services. Judges' Comments: " Creative, fun ad series proves simple, small-space ads can benefit from great color use. Limited color type very effective. Well done!"

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

**2nd Place**, Cadillac News Cadillac, MI, Highpoint - Comics Ads, Katheryn Kidder, Amber Simonton, Kathy Walker. Judges' Comments: " Another strong creative entry. Ad team definitely was thinking outside the box on this ad series. Good job matching color use to cartoon design."

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

**3rd Place**, Port Aransas South Jetty Port Aransas, TX, Zarsky Lumber (6 AD), Elizabeth Weaver , Judy Krantz. Judges' Comments: " Good job developing and following theme on this series. Simple but effective."

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

**Honorable Mention**, Sequoyah County Times Sallisaw, OK, B & B Embroidery, Lagayla Hays, Crystal Box, Jeff Mayo. Judges' Comments: " Nice design and color. This entry could have moved up with consistent 'theme'."

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

**1st Place**, Daily Universe, The Provo, UT, Squinting to Read Sudoku?, Marlena Prophet. Judges' Comments: " Super headline. Asks a great question. Clean ad. Perfect use of photo. Ad is located perfectly with the Sudoku and Crossword puzzle."

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

**2nd Place**, Daily Universe, The Provo, UT, Get that Warm, Fuzzy Holiday Feeling, David Bowman. Judges' Comments: " The headline works great with the socks and the snowflake artwork. Clean layout and message. Super offer from the client. This coupon must have worked!"

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

**3rd Place**, Las Cruces Bulletin, The Las Cruces, NM, Red Wing Shoes, Marissa Barrio. Judges' Comments: " Creative use of headline and art. Simple message. Gets right to the point."

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

**Honorable Mention**, Antelope Valley Press Palmdale, CA, Lancaster Performing Arts Center, Staff.

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

**Honorable Mention**, Daily Universe, The Provo, UT, Scare up a date, David Bowman.

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

**1st Place**, Wise County Messenger Decatur, TX, Best Elected Official in Wise County - Kevin Burns, Staff. Judges' Comments: " Great, eye catching design. Unique & stands would stand out from everything on the page"

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

**2nd Place**, Holyoke Enterprise, The Holyoke, CO, Holiday Extravaganza--S&W Auto, Darci Tomky. Judges' Comments: " Large ad tastefully done. Not over crowded. Lights and darks mixed nicely."

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

**3rd Place**, Jackson Hole News & Guide Jackson, WY, Slideshow with Patagonia Trail Running Ambassador Chloe Lanthier: Hell in Paradise, Caryn Wooldridge. Judges' Comments: " Good use of a "colorful" photo type done in gray scale"

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

**Honorable Mention**, Holyoke Enterprise, The Holyoke, CO, From our Family to Yours--Brandt Chiropractic, Darci Tomky. Judges' Comments: " Nice use of photos. Well organized"

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

**Honorable Mention**, Jackson Hole News & Guide Jackson, WY, Climb the King, Lydia Wanner, Caryn Wooldridge. Judges' Comments: " Great attention getter."

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

**1st Place**, Taos News, The Taos, NM, Stray Hearts, Julie Osmanski. Judges' Comments: " Wonderful artwork. Clean, creative idea. Gets your attention. Great headline."

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

**2nd Place**, Ellsworth American, The Ellsworth, ME, Rosen's - Maine's Best Selection of Pendleton, Staff. Judges' Comments: " Wonderful use of photos. Clean layout. Just enough words and description."

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

**3rd Place**, Taos News, The Taos, NM, Taos Retirement Village, Ray Seale. Judges' Comments: " Clean ad. Great tie to the theme of heros. Good use of artwork and headline."

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

**Honorable Mention**, Taos News, The Taos, NM, Larry Martinex Jeweler, Julie Osmanski.

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

**Honorable Mention**, Taos News, The Taos, NM, Leatherwerks, Michelle Gutierrez.

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

**1st Place**, Community Impact Newspaper-Lake Travis/Westlake Pflugerville, TX, 11 eleven plates & wine, Lisa Rehbein. Judges' Comments: " Super use of the color of the wine and the stain from the glass. Super use of photos. Clean layout. Makes me want to go to Eleven!"

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

**2nd Place**, Brentwood Press San Clemente, CA, Swim Lessons - Delta Valley Athletic Club, John Carter. Judges' Comments: " The top photo makes it extremely clear what this ad is about. Fun and colorful photos. Great use of the map. Clear message."

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

**3rd Place**, Las Cruces Bulletin, The Las Cruces, NM, NMSU Aggies are Tough Enough to Wear Pink, Theresa Montoya Basaldua. Judges' Comments: " Super use of the color pink. Great positioning of the photo and verbiage placement. Really a standout ad!  
"

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

**Honorable Mention**, Community Impact Newspaper/Georgetown/Hutto/Taylor Edition Pflugerville, TX, Georgetown Plastic Surgery, Tiffany Knight.

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

**Honorable Mention**, Las Cruces Bulletin, The Las Cruces, NM, Cowtown Boots, Ramon Gonzalez.



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

**1st Place**, Cody Enterprise Cody, WY, Freedom of Motion, Desiree Gilbert, Lisa Beres. Judges' Comments: " Great use of font & image. Stands out & sticks in your mind"

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

**2nd Place**, Jackson Hole News & Guide Jackson, WY, Halloween Bash, Stacey Oldham. Judges' Comments: " Awesome image while message is clear & clean."

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

**3rd Place**, Jackson Hole News & Guide Jackson, WY, Lucchese Boots - Jackson Bootlegger, Creative Services. Judges' Comments: " Nicely placed dominate image & good branding"

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

**Honorable Mention**, Cody Enterprise Cody, WY, Strength + Experience, Lisa Beres, Desiree Gilbert.

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

**Honorable Mention**, Plainwell & Otsego Union Enterprise, The Allegan, MI, Congratulations! Plainwell High School varsity girls' soccer, Matt Gliwa, Robin Clark.

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

**1st Place**, Community Impact Newspaper/Northwest Houston Edition Pflugerville, TX, Jolie Salon, Rhonda Holden. Judges' Comments: " Immediately liked this ad. Great use of graphics and limited color use. I imagine the client was very pleased. Easy choice for First Place! Congratulations.  
"

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

**2nd Place**, Daily Universe, The Provo, UT, Squinting to Read Sudoku?, Marlena Prophet. Judges' Comments: " Clever! Great placement and original idea!  
"

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

**3rd Place**, St. Louis American, The Saint Louis, MO, Alvin Ailey, Angie Jackson. Judges' Comments: " A runner along the bottom of the page is always a challenging space to work with; you did so with great style, and achieved an eye-catching layout in this small space. Great job."

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

**Honorable Mention**, Antelope Valley Press Palmdale, CA, Double D Cupcakes, Staff. Judges' Comments: " Loved how the cupcake seemed to "pop" off the page. Nicely done."

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

**Honorable Mention**, Community Impact Newspaper/Leander Cedar Park Edition Pflugerville, TX, Cedar Park Choice Auto Repair & Service, Ethan Hill. Judges' Comments: " Nice use of graphics."

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

**1st Place**, Warwick Advertiser Chester, NY, Hip & Chic, Staff. Judges' Comments: " Great shape that makes the ad stand out. reflects the brand - Hip & Chic!"

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

**2nd Place**, Wise County Messenger Decatur, TX, 2011 Cruise Nights, Staff. Judges' Comments: " good image & placement"

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

**3rd Place**, Jackson Hole News & Guide Jackson, WY, Jackson Hole Art Quilt Show - Stitch N Time, Lydia Wanner. Judges' Comments: " Colorful and great use of text vertical & horiz. on the bottom"

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

**Honorable Mention**, Jackson Hole News & Guide Jackson, WY, Blue Bird Yogurt, Caryn Wooldridge.

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

**1st Place**, Las Cruces Bulletin, The Las Cruces, NM, NMSU Aggies are Tough Enough to Wear Pink, Theresa Basaldua. Judges' Comments: " The combination of shades of pink and gold make this ad pop right off the page. Very eye-catching and effective."

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

**2nd Place**, Antelope Valley Press Palmdale, CA, Prestige Assisted Living, Staff. Judges' Comments: " This ad stands out because of the colored rings around the photos. They draw the eye and attract interest."

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

**3rd Place**, Las Cruces Bulletin, The Las Cruces, NM, Duffey's Beauty Salon, Ramon Gonzalez. Judges' Comments: " The contrast of the red and green in this ad, plus the graphics, make it stand out."

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

**Honorable Mention**, Community Impact Newspaper/Northwest Houston Edition Pflugerville, TX, Modern Salon Day Spa, Shawn Epps. Judges' Comments: " I really like the colors in the photos. I think this ad would have "popped" more if the background had been black, or a dark color."

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

**1st Place**, Sequoyah County Times Sallisaw, OK, Dwight Mission Quilt Retreat, Staff. Judges' Comments: " Wonderful juxtaposition of traditional sepia tone (harkening back to bygone days of quilting bees) and full color on patches spelling out "quilt". Aside from the contest, I think it is a clever marketing idea and can't help but wonder how successful was the event."

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

**2nd Place**, Hutchinson Leader Hutchinson, MN, American Red Cross, Tina McMillan. Judges' Comments: " Using black and white photo with just the red highlighted really packs a punch for the Red Cross. Very creative use of color to bring home the point of the advertisement."

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

**3rd Place**, Wise County Messenger Decatur, TX, 2011 Cruise Nights, Staff. Judges' Comments: " Loved the dominant graphic in this one, which clearly tells the story of what you're going to encounter at this event. The overall color use is subtle but adds substantially to the impact of the ad."

**Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999**

**1st Place**, Jackson Hole News & Guide Jackson, WY, Marshall Noice - Altamira Gallery, Lydia Wanner. Judges' Comments: " Subtle yet eye-catching color sets this ad apart from the others. Very polished look, beautiful ad."

**Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999**

**2nd Place**, Palatka Daily News Palatka, FL, The Most Wonderful Sale of the Year, Judy Markey, Jeannette Eveland. Judges' Comments: " Nice use of color on this winter ad, simple and clean layout. Well done!"

**Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999**

**3rd Place**, Jackson Hole News & Guide Jackson, WY, Teton County School District, Lydia Wanner. Judges' Comments: " This ad is just fun! The road at the bottom a nice touch - liked how the blocks of colors were used to divide up the information. Great job."

**Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999**

**Honorable Mention**, Jackson Hole News & Guide Jackson, WY, RARE Gallery, Caryn Wooldridge. Judges' Comments: "Great ad, I loved the stacked text on reverse."

**Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999**

**Honorable Mention**, Jackson Hole News & Guide Jackson, WY, Rock Lobster Lifestyle Boutique, Lydia Wanner. Judges' Comments: "Nice ad, photo and color choice worked well."

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

**1st Place**, Las Cruces Bulletin, The Las Cruces, NM, Bravo, Staff. Judges' Comments: "Car dealers are difficult to get to think outside the box -- which makes this local photography effort incredible. It obviously took the account executive a long time to put this together, and it really paid off for a "hometown" feel that will make this auto dealer stand out from the crowd. Well done!"

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

**2nd Place**, Las Cruces Bulletin, The Las Cruces, NM, Toucan Market, Staff. Judges' Comments: "This is a delightful grocery ad that really makes me as a consumer want to shop there. The reader definitely feels welcomed, and the photos are very well composed."

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

**3rd Place**, Las Cruces Bulletin, The Las Cruces, NM, NMSU Aggies are Tough Enough to Wear Pink, Staff. Judges' Comments: "Nice variation on the pink theme with a local runner. Outstanding use of large focal point."

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

**Honorable Mention**, Wise County Messenger Decatur, TX, For One Hundred Years, Chevys Have Delivered, Ken Roselle. Judges' Comments: "Nice nighttime photography makes for a very different look for this advertisement."