

# NATIONAL NEWSPAPER ASSOCIATION



2012

## Better Newspaper Advertising Contest

### WINNERS

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

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

#### ***The Akron Hometowneer Akron, IA***

**1st Place, Best Advertising Idea, Daily & Non-daily Division, circulation less than 10,000, Where do you read your Akron Hometowneer?,** 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!"

#### ***Antelope Valley Press Palmdale, CA***

**1st Place, Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more, 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."

#### ***Antelope Valley Press Palmdale, CA***

**1st Place, Best Sales Promotion Section or Edition, Daily Division, 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."

#### ***Antelope Valley Press Palmdale, CA***

**2nd Place, Best Multiple Advertiser Section, Daily & Non-daily Division, circulation 10,000 or more, 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."

#### ***Antelope Valley Press Palmdale, CA***

**2nd Place, Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more, Advertising Works!,** Marketing Department. Judges' Comments: "What a great way to use your advertisers while promoting advertising in your paper."

#### ***Antelope Valley Press Palmdale, CA***

**2nd Place, Best Use of Ad Color, Daily & Non-daily Division, circulation 16,000 or more, 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."

#### ***Antelope Valley Press Palmdale, CA***

**3rd Place, Best Sales Promotion Section or Edition, Daily Division, 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."

**Antelope Valley Press Palmdale, CA**

**Honorable Mention**, *Best Sales Promotion Section or Edition, Daily Division, 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"

**Antelope Valley Press Palmdale, CA**

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

**Antelope Valley Press Palmdale, CA**

**Honorable Mention**, *Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation 10,000 or more, Lancaster Performing Arts Center, Staff.*

**Antelope Valley Press Palmdale, CA**

**Honorable Mention**, *Best Small-Page Ad, Daily & Non-daily Division, circulation 10,000 or more, Double D Cupcakes, Staff.* Judges' Comments: "Loved how the cupcake seemed to "pop" off the page. Nicely done."

**Brentwood Press San Clemente, CA**

**2nd Place**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 16,000 or more, 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."

**Brentwood Press San Clemente, CA**

**3rd Place**, *Best Classified Section, Daily & Non-daily Division, 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)."

**Brentwood Press San Clemente, CA**

**3rd Place**, *Best Series Ad Idea- Color, Daily & Non-daily Division, circulation 10,000 or more, 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."

**Cadillac News Cadillac, MI**

**2nd Place**, *Best Series Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000, 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."

**Central City News Baton Rouge, LA**

**2nd Place**, *Best Advertising Idea, Daily & Non-daily Division, circulation 10,000 or more, Real Life Tax Buster, Woody Jenkins.* Judges' Comments: "Strong promotional piece. Well laid out, and interesting to peruse."

**Central City News Baton Rouge, LA**

**2nd Place**, *Best Public Notice Section, Daily & Non-daily Division, 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.

"

***Cody Enterprise Cody, WY***

**1st Place**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000*, Freedom of Motion, Desiree Gilbert, Lisa Beres. Judges' Comments: "Great use of font & image. Stands out & sticks in your mind"

***Cody Enterprise Cody, WY***

**Honorable Mention**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000*, Strength + Experience, Lisa Beres, Desiree Gilbert.

***The Commercial Record Allegan, MI***

**2nd Place**, *Best Multiple Advertiser Section, Non-daily Division, circulation less than 5,000*, 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!"

***Community Impact Newspaper/Georgetown/Hutto/Taylor Edition Pflugerville, TX***

**Honorable Mention**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 16,000 or more*, Georgetown Plastic Surgery, Tiffany Knight.

***Community Impact Newspaper/Leander Cedar Park Edition Pflugerville, TX***

**Honorable Mention**, *Best Small-Page Ad, Daily & Non-daily Division, circulation 10,000 or more*, Cedar Park Choice Auto Repair & Service, Ethan Hill. Judges' Comments: "Nice use of graphics."

***Community Impact Newspaper/Northwest Houston Edition Pflugerville, TX***

**1st Place**, *Best Small-Page Ad, Daily & Non-daily Division, circulation 10,000 or more*, 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.

"

***Community Impact Newspaper/Northwest Houston Edition Pflugerville, TX***

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

***Community Impact Newspaper-Lake Travis/Westlake Pflugerville, TX***

**1st Place**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 16,000 or more*, 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!"

***The Daily Reporter Milwaukee, WI***

**3rd Place**, *Best Public Notice Section, Daily & Non-daily Division*, 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.

"

***The Daily Universe Provo, UT***

**1st Place**, *Best Series Ad Idea- Black & White, Daily & Non-daily Division*, Cougar Dental, Alyssa Watson, James Gardner. Judges' Comments: "Clever. Eye-catching. Simple. Great job adding some fun to need for dental work!"

***The Daily Universe Provo, UT***

**1st Place, Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation 10,000 or more, 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."

***The Daily Universe Provo, UT***

**2nd Place, Best Sales Promotion Section or Edition, Daily Division, 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."

***The Daily Universe Provo, UT***

**2nd Place, Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation 10,000 or more, 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!"

***The Daily Universe Provo, UT***

**2nd Place, Best Small-Page Ad, Daily & Non-daily Division, circulation 10,000 or more, Squinting to Read Sudoku?, Marlena Prophet. Judges' Comments:** "Clever! Great placement and original idea!"

"

***The Daily Universe Provo, UT***

**3rd Place, Best Newspaper Promotion, Daily & Non-daily Division, circulation 16,000 or more, 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."

***The Daily Universe Provo, UT***

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

***The Daily Universe Provo, UT***

**Honorable Mention, Best Sales Promotion Section or Edition, Daily Division, 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."

***The Daily Universe Provo, UT***

**Honorable Mention, Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation 10,000 or more, Scare up a date, David Bowman.**

***The Democrat-Union Lawrenceburg, TN***

**1st Place, Best Advertising Idea, Daily & Non-daily Division, circulation 10,000 or more, D-U Football Contest, Charlie Crawford. Judges' Comments:** "Unique idea, which would be of interest to lots of readers (and advertisers!)."

***The Edgerton Reporter Edgerton, WI***

**1st Place, Best Multiple Advertiser Section, Non-daily Division, circulation less than 5,000, 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."

***The Ellsworth American Ellsworth, ME***

**2nd Place, Best Newspaper Promotion, Non-daily Division, circulation 10,000-15,999, 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."

***The Ellsworth American Ellsworth, ME***

**2nd Place**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 10,000-15,999*, Rosen's - Maine's Best Selection of Pendleton, Staff. Judges' Comments: "Wonderful use of photos. Clean layout. Just enough words and description."

***The Ellsworth American Ellsworth, ME***

**3rd Place**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation 10,000 or more*, 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."

***The Fairbury Journal-News Fairbury, NE***

**Honorable Mention**, *Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000*, Extra Extra, Susan Bartels. Judges' Comments: "Good idea. Design cluttered."

***The Holyoke Enterprise Holyoke, CO***

**2nd Place**, *Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation less than 10,000*, Holiday Extravaganza--S&W Auto, Darci Tomky. Judges' Comments: "Large ad tastefully done. Not over crowded. Lights and darks mixed nicely."

***The Holyoke Enterprise Holyoke, CO***

**Honorable Mention**, *Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation less than 10,000*, From our Family to Yours--Brandt Chiropractic, Darci Tomky. Judges' Comments: "Nice use of photos. Well organized"

***Hutchinson Leader Hutchinson, MN***

**1st Place**, *Best Classified Section, Daily & Non-daily Division*, 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."

***Hutchinson Leader Hutchinson, MN***

**2nd Place**, *Best Use of Ad Color, Daily & Non-daily Division, circulation less than 8,000*, 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."

***Hutchinson Leader Hutchinson, MN***

**3rd Place**, *Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999*, 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!"

***Hutchinson Leader Hutchinson, MN***

**Honorable Mention**, *Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999*, American Home Week Open House, Tina McMillan.

***Jackson Hole News & Guide Jackson, WY***

**1st Place**, *Best Series Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000*, 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!"

***Jackson Hole News & Guide Jackson, WY***

**1st Place, Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999,** 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."

***Jackson Hole News & Guide Jackson, WY***

**2nd Place, Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000,** 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."

***Jackson Hole News & Guide Jackson, WY***

**2nd Place, Best Series Ad Idea- Black & White, Daily & Non-daily Division,** 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."

***Jackson Hole News & Guide Jackson, WY***

**2nd Place, Best Single Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000,** Halloween Bash, Stacey Oldham. Judges' Comments: "Awesome image while message is clear & clean."

***Jackson Hole News & Guide Jackson, WY***

**3rd Place, Best Advertising Idea, Daily & Non-daily Division, circulation less than 10,000,** 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."

***Jackson Hole News & Guide Jackson, WY***

**3rd Place, Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation less than 10,000,** 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"

***Jackson Hole News & Guide Jackson, WY***

**3rd Place, Best Single Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000,** Lucchese Boots - Jackson Bootlegger, Creative Services. Judges' Comments: "Nicely placed dominate image & good branding"

***Jackson Hole News & Guide Jackson, WY***

**3rd Place, Best Small-Page Ad, Daily & Non-daily Division, circulation less than 10,000,** Jackson Hole Art Quilt Show - Stitch N Time, Lydia Wanner. Judges' Comments: "Colorful and great use of text vertical & horiz. on the bottom"

***Jackson Hole News & Guide Jackson, WY***

**3rd Place, Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999,** 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."

***Jackson Hole News & Guide Jackson, WY***

**Honorable Mention, Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation less than 10,000,** Climb the King, Lydia Wanner, Caryn Wooldridge. Judges' Comments: "Great attention getter."

***Jackson Hole News & Guide Jackson, WY***

**Honorable Mention, Best Small-Page Ad, Daily & Non-daily Division, circulation less than 10,000,** Blue Bird Yogurt, Caryn Wooldridge.

***Jackson Hole News & Guide Jackson, WY***

**Honorable Mention, Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999,** RARE Gallery, Caryn Wooldridge. Judges' Comments: "Great ad, I loved the stacked text on reverse."

**Jackson Hole News & Guide Jackson, WY**

**Honorable Mention, Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999, Rock Lobster Lifestyle Boutique, Lydia Wanner. Judges' Comments:** "Nice ad, photo and color choice worked well."

**The Las Cruces Bulletin Las Cruces, NM**

**1st Place, Best Series Ad Idea- Color, Daily & Non-daily Division, circulation 10,000 or more, 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!"

**The Las Cruces Bulletin Las Cruces, NM**

**1st Place, Best Use of Ad Color, Daily & Non-daily Division, circulation 16,000 or more, 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."

**The Las Cruces Bulletin Las Cruces, NM**

**1st Place, Best Use of local Photography in Ads, Daily & Non-daily Division, 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!"

**The Las Cruces Bulletin Las Cruces, NM**

**2nd Place, Best Series Ad Idea- Color, Daily & Non-daily Division, circulation 10,000 or more, 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."

**The Las Cruces Bulletin Las Cruces, NM**

**2nd Place, Best Use of local Photography in Ads, Daily & Non-daily Division, 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."

**The Las Cruces Bulletin Las Cruces, NM**

**3rd Place, Best Advertising Idea, Daily & Non-daily Division, circulation 10,000 or more, Bravo: Driven by Las Cruces, Theresa Montoya Basaldua, Jorge Lopez. Judges' Comments:** "Beautiful layout; of strong community interest."

**The Las Cruces Bulletin Las Cruces, NM**

**3rd Place, Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation 10,000 or more, Red Wing Shoes, Marissa Barrio. Judges' Comments:** "Creative use of headline and art. Simple message. Gets right to the point."

**The Las Cruces Bulletin Las Cruces, NM**

**3rd Place, Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 16,000 or more, 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!"

"

**The Las Cruces Bulletin Las Cruces, NM**

**3rd Place, Best Use of Ad Color, Daily & Non-daily Division, circulation 16,000 or more, 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."

**The Las Cruces Bulletin Las Cruces, NM**

**3rd Place, Best Use of local Photography in Ads, Daily & Non-daily Division, 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."

***The Las Cruces Bulletin Las Cruces, NM***

**Honorable Mention**, *Best Advertising Idea, Daily & Non-daily Division, circulation 10,000 or more*, Cowtown Boots, Ramon Gonzalez, Shellie McNabb. Judges' Comments: "This ad is fun and different, and grabs the reader's attention for a second look."

***The Las Cruces Bulletin Las Cruces, NM***

**Honorable Mention**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation 10,000 or more*, Perfect Southwest Weddings 2011, Staff.

***The Las Cruces Bulletin Las Cruces, NM***

**Honorable Mention**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 16,000 or more*, Cowtown Boots, Ramon Gonzalez.

***Lawrence County Record Mount Vernon, MO***

**1st Place**, *Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000*, 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."

***Leelanau Enterprise Lake Leelanau, MI***

**2nd Place**, *Best Advertising Idea, Daily & Non-daily Division, circulation less than 10,000*, 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."

***Leelanau Enterprise Lake Leelanau, MI***

**2nd Place**, *Best Classified Section, Daily & Non-daily Division, 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 â€" 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 â€" 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 â€" especially color photos â€" and introducing a limited (and keep it classy) color palette for upgraded liners."

***Leelanau Enterprise Lake Leelanau, MI***

**2nd Place**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation less than 10,000*, 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."

***Leelanau Enterprise Lake Leelanau, MI***

**3rd Place**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation less than 10,000*, 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."

***Livingston Parish News Denham Springs, LA***

**Honorable Mention**, *Best Multiple Advertiser Section, Daily & Non-daily Division, circulation 10,000 or more*, Fall Fest, Paul Hatton. Judges' Comments: "Met a niche for businesses that generally don't advertise a lot. Good job!"

***Mountain View Telegraph Moriarty, NM***

**Honorable Mention**, *Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999*, Ask the Expert, staff. Judges' Comments: "This is a neat concept to get advertisers in the newspaper."



***The Pagosa Springs Sun Pagosa Springs, CO***

**1st Place**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation less than 10,000*, 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."

***The Pagosa Springs Sun Pagosa Springs, CO***

**Honorable Mention**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation less than 10,000*, Pagosa Springs Relocation Guide, Terri House, Shari Pierce, Mike Pierce.

***Palatka Daily News Palatka, FL***

**2nd Place**, *Best Use of Ad Color, Non-daily Division, circulation 8,000-15,999*, 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!"

***Palatka Daily News Palatka, FL***

**Honorable Mention**, *Best Multiple Advertiser Section, Daily & Non-daily Division, circulation 10,000 or more*, Your Guide 2011 Azalea Festival, Staff. Judges' Comments: "Like the map, good size for visitors to carry, colorful and informative."

***The Pinckneyville Press Anna, IL***

**3rd Place**, *Best Multiple Advertiser Section, Non-daily Division, circulation less than 5,000*, 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!"

***The Pinckneyville Press Anna, IL***

**Honorable Mention**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation less than 10,000*, 2012 Calendar Cuties, Shea Campanella, Judy Mayer, Sarah Shasteen.

***The Plainwell & Otsego Union Enterprise Allegan, MI***

**Honorable Mention**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000*, Congratulations! Plainwell High School varsity girls' soccer, Matt Gliwa, Robin Clark.

***Port Aransas South Jetty Port Aransas, TX***

**3rd Place**, *Best Series Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000*, Zarsky Lumber (6 AD), Elizabeth Weaver, Judy Krantz. Judges' Comments: "Good job developing and following theme on this series. Simple but effective."

***Sequoyah County Times Sallisaw, OK***

**1st Place**, *Best Use of Ad Color, Daily & Non-daily Division, circulation less than 8,000*, 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."

***Sequoyah County Times Sallisaw, OK***

**3rd Place**, *Best Newspaper Promotion, Daily & Non-daily Division, circulation less than 10,000*, 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."

***Sequoyah County Times Sallisaw, OK***

**Honorable Mention**, *Best Series Ad Idea- Black & White, Daily & Non-daily Division*, Mikes Furniture, Delanna Nutter, Lagayla Hays. Judges' Comments: "Simple design but effective."

**Sequoyah County Times Sallisaw, OK**

**Honorable Mention**, *Best Series Ad Idea- Color, Daily & Non-daily Division, circulation less than 10,000*, B & B Embroidery, Lagayla Hays, Crystal Box, Jeff Mayo. Judges' Comments: "Nice design and color. This entry could have moved up with consistent 'theme'."

**The St. Louis American Saint Louis, MO**

**1st Place**, *Best Multiple Advertiser Section, Daily & Non-daily Division, circulation 10,000 or more*, 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."

**The St. Louis American Saint Louis, MO**

**3rd Place**, *Best Small-Page Ad, Daily & Non-daily Division, circulation 10,000 or more*, 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."

**The Taos News Taos, NM**

**1st Place**, *Best Newspaper Promotion, Non-daily Division, circulation 10,000-15,999*, 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."

**The Taos News Taos, NM**

**1st Place**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation 10,000 or more*, 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."

**The Taos News Taos, NM**

**1st Place**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 10,000-15,999*, Stray Hearts, Julie Osmanski. Judges' Comments: "Wonderful artwork. Clean, creative idea. Gets your attention. Great headline."

**The Taos News Taos, NM**

**2nd Place**, *Best Sales Promotion Section or Edition, Non-daily Division, circulation 10,000 or more*, 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."

**The Taos News Taos, NM**

**3rd Place**, *Best Newspaper Promotion, Non-daily Division, circulation 10,000-15,999*, 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."

**The Taos News Taos, NM**

**3rd Place**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 10,000-15,999*, Taos Retirement Village, Ray Seale. Judges' Comments: "Clean ad. Great tie to the theme of heros. Good use of artwork and headline."

**The Taos News Taos, NM**

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

**The Taos News Taos, NM**

**Honorable Mention**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 10,000-15,999*, Larry Martinex Jeweler, Julie Osmanski.

**The Taos News Taos, NM**

**Honorable Mention**, *Best Single Ad Idea- Color, Daily & Non-daily Division, circulation 10,000-15,999*, Leatherwerks, Michelle Gutierrez.

**Valencia County News-Bulletin Belen, NM**

**3rd Place**, *Best Multiple Advertiser Section, Daily & Non-daily Division, circulation 10,000 or more*, 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?)"

**Warwick Advertiser Chester, NY**

**1st Place**, *Best Small-Page Ad, Daily & Non-daily Division, circulation less than 10,000*, Hip & Chic, Staff. Judges' Comments: "Great shape that makes the ad stand out. reflects the brand - Hip & Chic!"

**Warwick Advertiser Chester, NY**

**2nd Place**, *Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999*, 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."

**Wilson County News Floresville, TX**

**3rd Place**, *Best Series Ad Idea- Black & White, Daily & Non-daily Division*, Vineyard Funeral Homes, Cathy Green. Judges' Comments: "Simple design and layout, but effective use of advertiser-appropriate photos and copy."

**Wise County Messenger Decatur, TX**

**1st Place**, *Best Multiple Advertiser Section, Non-daily Division, circulation 5,000-9,999*, This Year Fight Like a Girl, Staff. Judges' Comments: "Good twist on a Health section. Very clean looking."

**Wise County Messenger Decatur, TX**

**1st Place**, *Best Public Notice Section, Daily & Non-daily Division*, 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."

**Wise County Messenger Decatur, TX**

**1st Place**, *Best Single Ad Idea- Black & White, Daily & Non-daily Division, circulation less than 10,000*, 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"

**Wise County Messenger Decatur, TX**

**2nd Place**, *Best Small-Page Ad, Daily & Non-daily Division, circulation less than 10,000*, 2011 Cruise Nights, Staff. Judges' Comments: "good image & placement"

**Wise County Messenger Decatur, TX**

**3rd Place**, *Best Use of Ad Color, Daily & Non-daily Division, circulation less than 8,000*, 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."

**Wise County Messenger Decatur, TX**

**Honorable Mention**, *Best Advertising Idea, Daily & Non-daily Division, circulation less than 10,000*, This Year Fight Like a Girl, Staff. Judges' Comments: "Very catchy headline and nice graphic with the pink boxing gloves."

**Wise County Messenger Decatur, TX**

**Honorable Mention**, *Best Use of local Photography in Ads, Daily & Non-daily Division*, For One Hundred Years, Chevys Have Delivered, Ken Roselle. Judges' Comments: "Nice nighttime photography makes for a very different look for this advertisement."