

# NATIONAL NEWSPAPER ASSOCIATION



2013

## Better Newspaper Advertising Contest WINNERS

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

Note: Winners must remain members in good standing with NNA through Sept. 2013 to remain eligible for this year's awards.

#### Best Advertising Idea, Daily & Non-daily Division

##### First Place

***Moonshine Ink, Truckee, CA.*** Entry Title: Keep Business Rolling in the Slow Season. Credit(s): Lauren Shearer, Mayumi Elegado. Judges' Comments: "Moonshine Ink's Keep Business Rolling is a great idea any newspaper could use to help advertisers in slow months and generate revenue."

##### Second Place

***The Ellsworth American, Ellsworth, ME.*** Entry Title: The Best of Cheers - Best Advertising Idea. Credit(s): Staff. Judges' Comments: "Ellsworth American's sale of book on cheap wine by their managing editor shows that newspaper people still have a sense of humor. Any time we can make readers smile, we're doing something good."

##### Third Place

***Cody Enterprise, Cody, WY.*** Entry Title: Not going out of business sale. Judges' Comments: "Cody Enterprise's Not Going Out of Business Sale shows a sense of humor with real value for shoppers as well as the advertiser."

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

##### First Place

***Leelanau Enterprise, Lake Leelanau, MI.*** Entry Title: Classifieds 02 July 5. Credit(s): Staff. Judges' Comments: "What a joy to see a strong classified section! Lots of jobs, real estate and color. Nicely laid out, and easy to read. Great job."

##### Second Place

***The Ellsworth American, Ellsworth, ME.*** Entry Title: Classified Section. Credit(s): Staff. Judges' Comments: "Nice easy flow. Very easy to read. Lots of color. I do wish you started your first page at the top of the page. Starting in the middle seems to lessen the importance of the section, which given its strength, is disappointing."

##### Third Place

***The Holyoke Enterprise, Holyoke, CO.*** Entry Title: Classified Page. Credit(s): Ashley Sullivan, Darci Tomky. Judges' Comments: "This is just a throwback to the good old days. Strictly black & white, but nicely organized and very readable."

##### Honorable Mention

***Brentwood Press, Brentwood, CA.*** Entry Title: Brentwood Press Classifieds. Credit(s): Carol Laird. Judges' Comments: "The color headers are very nice, but one wonders if they are reproduced in print as well as they are onscreen. Still, a very nice presentation."

#### Best Multiple Advertiser Section, Daily & Non-daily Division, circ. 6,000 or more

##### First Place

***Brentwood Press, Brentwood, CA.*** Entry Title: Birthday Party Planner. Judges' Comments: "Different and interesting. I like the clean ads with information and unified typography."

##### Second Place

***Livingston Parish News, Denham Springs, LA.*** Entry Title: Spring Fest. Credit(s): Paul Hatton. Judges' Comments: "This has a very pulled-together look and Yellow really does work as an eye catcher for this ad."

##### Third Place

**Lake Oswego Review, Lake Oswego, OR.** Entry Title: Shop LO. Credit(s): J. Brian Monihan, Lanette Bernards, Dan Adams, Jill Weisensee. Judges' Comments: "Better than most shop-at-home ads. I like the way it's pulled together by the information strips and typography."

**Honorable Mention**

**Antelope Valley Press, Palmdale, CA.** Entry Title: Breast Cancer Survivors Signature Page. Credit(s): Marketing Department. Judges' Comments: "Photos of real people are a great touch."

**Honorable Mention**

**Lake Oswego Review, Lake Oswego, OR.** Entry Title: Dine Lake Oswego. Credit(s): J. Brian Monihan, Gail Park, Lanette Bernards, Jill Weisensee. Judges' Comments: "Nicely done."

**Best Multiple Advertiser Section, Daily & Non-daily Division, circ. less than 6,000**

**First Place**

**The Windsor Times, Healdsburg, CA.** Entry Title: Discoveries, Fall 2012. Credit(s): Staff. Judges' Comments: "Pro, Classy, fresh style, great content."

**Second Place**

**The Edgerton Reporter, Edgerton, WI.** Entry Title: Tobacco Heritage Days. Credit(s): Diane Everson. Judges' Comments: "Great section. Content, ads and style."

**Third Place**

**The Courier, Carterville, IL.** Entry Title: Christmas in Carterville. Credit(s): Linda Jorgensen Buhman, Bruce Campbell, Linda Garavalia. Judges' Comments: "Nicely done. Relevant to readers and advertisers alike."

**Honorable Mention**

**The Independent, Carterville, IL.** Entry Title: Trail of Treats. Credit(s): Bill Swinford, Bruce Campbell, Linda Garavalia. Judges' Comments: "Nicely done. Relevant to readers and advertisers alike."

**Honorable Mention**

**Mount Desert Islander, Bar Harbor, ME.** Entry Title: College of the Atlantic Celebrating 40 Years. Credit(s): Staff.

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

**First Place**

**The Universe, Provo, UT.** Entry Title: A Day in the Life of BYU. Credit(s): Steve Fidel, Bobby Swingler, Universe Staff. Judges' Comments: "Loved this! What a great idea to see the university through the eyes of your readers. I imagine this was very popular and garnered a lot of interest. I also loved your promotional ad and how you handled the results."

**Second Place**

**Antelope Valley Press, Palmdale, CA.** Entry Title: Marketing Made Easy. Credit(s): Marketing Department. Judges' Comments: "What a great way to promote what you do and how you can help your customers. Nice to read and very eye appealing ad. We as an industry need to promote ourselves better and you've done a nice job with this campaign."

**Third Place**

**Antelope Valley Press, Palmdale, CA.** Entry Title: Best Sports Section. Credit(s): Marketing Department. Judges' Comments: "Nice promotion of your sports section. Well laid out and interesting to read. Makes me want to pick up your paper and read your award winning sports!"

**Honorable Mention**

**Miami Today, Miami, FL.** Entry Title: Full Page Ad. Judges' Comments: "What an eye appealing way to highlight your awards."

**Honorable Mention**

**The Universe, Provo, UT.** Entry Title: Discover Your University. Credit(s): Thomas Busath, James Gardner, Brad Davis. Judges' Comments: "Loved the scan code in the building - really fit in!"

**Best Newspaper Promotion, Daily & Non-daily Division, circ. 10,000-15,999**

**First Place**

**Philadelphia Gay News, Philadelphia, PA.** Entry Title: Year-in-Review editions promotion - Philadelphia Gay News. Credit(s): Sean Dorn. Judges' Comments: "Beautifully done. The shadow reader across pages really draws the eye and it's a great idea for a special edition."

**Second Place**

*The Taos News, Taos, NM.* Entry Title: Splurge. Credit(s): Staff. Judges' Comments: "One of the best promotions for this type of service, which many newspapers offer now."

#### **Third Place**

*The Ellsworth American, Ellsworth, ME.* Entry Title: Community Yard Sale and Flea Market. Credit(s): Staff. Judges' Comments: "Great idea-yard sales are big almost everywhere and one that provides both fun and help with NIE is a double winner."

#### **Honorable Mention**

*Livingston Parish News, Denham Springs, LA.* Entry Title: Good News is Free. Credit(s): Paul Hatton. Judges' Comments: "We don't do enough promotion of what we do for free - Ad needs to be a little bigger to be more effective, however."

#### **Honorable Mention**

*The Taos News, Taos, NM.* Entry Title: trippons. Credit(s): Staff. Judges' Comments: "Ya gotta love this idea especially with coupon clippers."

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

#### **First Place**

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: nwestiowa.com. Credit(s): Briana Wassenaar, Krystal Poppema. Judges' Comments: "Great series promoting a variety of aspects of the website. Really well done."

#### **Second Place**

*Wise County Messenger, Decatur, TX.* Entry Title: Comic Book Series. Credit(s): Todd Griffith. Judges' Comments: "AWESOME! Brought life to a very troubled section of our industry. I wanted to place a classified ad!"

#### **Third Place**

*The Holyoke Enterprise, Holyoke, CO.* Entry Title: Mobile Websites. Credit(s): Darci Tomky. Judges' Comments: "Great series. Glad you included web screenshot."

#### **Honorable Mention**

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Grocery Dough. Credit(s): Caryn Wooldridge. Judges' Comments: "Fun! Those folks sure do love groceries."

#### **Honorable Mention**

*Mount Desert Islander, Bar Harbor, ME.* Entry Title: Best Newspaper Promotion. Credit(s): Staff. Judges' Comments: "Nice use of emoticon!"

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

#### **First Place**

*The Daily Washington Law Reporter, Baltimore, MD.* Entry Title: Daily Washington Law Reporter Entry for Best Public Notice Section. Credit(s): Donald Nichols, Patrick Garrity. Judges' Comments: "The consistent and easy-to-read format of these legal ads is a pleasure to see. It is obvious this newspaper recognizes the importance of this revenue stream, and demonstrates that awareness by offering a great product."

#### **Second Place**

*St. Louis Countian, Clayton, MO.* Entry Title: Public Notices. Credit(s): Phillice Gregory. Judges' Comments: "The bolding print used consistently to highlight the dates and times of meetings is brilliant. I think perhaps going with a five-column format over six would improve the readability."

#### **Third Place**

*Wise County Messenger, Decatur, TX.* Entry Title: Where Sex Offenders Reside in Wise County. Credit(s): Todd Griffith. Judges' Comments: "What a wonderful public service to the community from the department placing these ads. More papers should talk to their counties about doing this."

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

#### **First Place**

*Brentwood Press, Brentwood, CA.* Entry Title: BVAL Baseball Preview. Credit(s): Jac Carter. Judges' Comments: "Great section!"

#### **Second Place**

*The Taos News, Taos, NM.* Entry Title: Taos Thinks Local First. Credit(s): Staff. Judges' Comments: "Nice piece!"

#### **Third Place**

*The Taos News, Taos, NM.* Entry Title: Taos Gallery Guide. Credit(s): Staff. Judges' Comments: "Nice platform to feature local galleries."

**Honorable Mention**

*Antelope Valley Press, Palmdale, CA.* Entry Title: The Great Outdoors Special Section. Credit(s): Marketing Department.

**Honorable Mention**

*Antelope Valley Press, Palmdale, CA.* Entry Title: AV Scrapbook. Credit(s): Marketing Department.

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

**First Place**

*The Pagosa Springs Sun, Pagosa Springs, CO.* Entry Title: Pagosa Springs Official Visitor Guide - summer. Credit(s): Terri House, Mike Pierce, Shari Pierce. Judges' Comments: "10+++"

**Second Place**

*The Pagosa Springs Sun, Pagosa Springs, CO.* Entry Title: Pagosa Springs Official Visitor Guide - winter. Credit(s): Terri House, Mike Pierce, Shari Pierce. Judges' Comments: "Obvious talent in your shop. Layout, typography, photography all combined make for a beautiful section."

**Third Place**

*The Pagosa Springs Sun, Pagosa Springs, CO.* Entry Title: Pagosa Springs Real Estate and Relocation Guide. Credit(s): Terri House, Mike Pierce, Shari Pierce. Judges' Comments: "Continuing to showcase the beauty of your area and the talents of your staff."

**Honorable Mention**

*Leelanau Enterprise, Lake Leelanau, MI.* Entry Title: Leelanau Color Tour 2012. Credit(s): Staff.

**Honorable Mention**

*Leelanau Enterprise, Lake Leelanau, MI.* Entry Title: Leelanau Visitors Guide 2012. Credit(s): Staff.

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

**First Place**

*Mount Desert Islander, Bar Harbor, ME.* Entry Title: Bark Harbor - Best Series Ad Idea, Black & White. Credit(s): Staff. Judges' Comments: "Mount Desert Islander's Bark Harbor ads should capture the fancy of any pet owner, make them smile and reach for their credit cards."

**Second Place**

*The Ellsworth American, Ellsworth, ME.* Entry Title: The Holmes Agency - Best Series Ad Idea, Black & White. Credit(s): Staff. Judges' Comments: "Ellsworth American's Holmes Insurance Agency goes at people's fears. The best of the series is the teenaged girl getting the car keys."

**Third Place**

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: Den Hartog Industries Help Wanted Ads. Credit(s): Krystal Poppema. Judges' Comments: "N'West Iowa Review's Help Wanted ads are the slickest, most creative ads of that classification."

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

**First Place**

*The Taos News, Taos, NM.* Entry Title: Substance. Credit(s): Julie Osanski. Judges' Comments: "Very clean ads, easily a first place winner!"

**Second Place**

*Antelope Valley Press, Palmdale, CA.* Entry Title: Dr. Campano. Credit(s): Advertising Operations. Judges' Comments: "Like the familiar features in the ads. Very close placing for first."

**Third Place**

*The Taos News, Taos, NM.* Entry Title: Taos Ski Valley. Credit(s): Michelle Gutierrez. Judges' Comments: "Colors are a little iffy, but the ads still rate a high placing."

**Honorable Mention**

*The Taos News, Taos, NM.* Entry Title: Old Martina's Hall. Judges' Comments: "Nice tones, good color, very difficult to do with the black background."

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

### **First Place**

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Rock Lobster. Credit(s): Lydia Redzich. Judges' Comments: "Very nice. Clean and uncluttered layouts."

### **Second Place**

*The Akron Hometown, Akron, IA.* Entry Title: Akron City Wide Rummage. Credit(s): Karen Taylor-Mortensen. Judges' Comments: "Use of yellow background is obvious consistent look used throughout campaign."

### **Third Place**

*Hood County News, Granbury, TX.* Entry Title: Ruth's Place. Judges' Comments: "Nice buildup series."

### **Honorable Mention**

*Choteau Acantha, Choteau, MT.* Entry Title: Check it out, we've expanded!. Credit(s): Megan Klingaman.

### **Honorable Mention**

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: Ron Drenkow Motors. Credit(s): Danae DeWit, Dawn Cermak, Krystal Poppema.

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

### **First Place**

*Livingston Parish News, Denham Springs, LA.* Entry Title: Kajun Martial Arts. Judges' Comments: "Livingston Parish News uses a model and strong message about self-defense training for women in its Kajun Martial Arts ad."

### **Second Place**

*Antelope Valley Press, Palmdale, CA.* Entry Title: Koinonia Family Services. Credit(s): Advertising Operations. Judges' Comments: "Antelope Valley News effectively uses a child to attract your eyes and get across the message for the Koinonia Family Services."

### **Third Place**

*Livingston Parish News, Denham Springs, LA.* Entry Title: 1 out of 4. Credit(s): Paul Hatton. Judges' Comments: "Effective use of a child in an ad by the Livingston Parish News for 1 out of 4."

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

### **First Place**

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Do I Look Smarter?. Credit(s): Lydia Redzich. Judges' Comments: "Jackson Hole News & Guide's 'Do I look any smarter?' is an eye-catching use of animal clip art."

### **Second Place**

*Wise County Messenger, Decatur, TX.* Entry Title: Pet Health Center - One Day Only. Credit(s): Pierre Moua. Judges' Comments: "Wise county Messenger's 'Pet Health Center One Day Only' not only makes effective use of animal clip art but builds a sense of urgency by limiting the offer to 1 day."

### **Third Place**

*Choteau Acantha, Choteau, MT.* Entry Title: Feeling pain at the pump?. Credit(s): Megan Klingaman. Judges' Comments: "Choteau Acantha's 'Feeling Pain at the Pump' addresses pressing needs for more fuel efficiency as gas prices rise."

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

### **First Place**

*Antelope Valley Press, Palmdale, CA.* Entry Title: Prudential Troth. Credit(s): Marketing Department. Judges' Comments: "Concept is great, can't miss the message on this one. Like having the QC code."

### **Second Place**

*Antelope Valley Press, Palmdale, CA.* Entry Title: Steer N Stein. Credit(s): Marketing Department. Judges' Comments: "Killer layout - lots of photos and information yet very easy to read and very inviting. (Busy but well-done.)"

### **Third Place**

*Antelope Valley Press, Palmdale, CA.* Entry Title: Antelope Valley Christian School. Credit(s): Advertising Operations. Judges' Comments: "Love the crisp color against the white background. Very informative ad as well as visually pleasing. Sharp, easy to read."

### **Honorable Mention**

*Brentwood Press, Brentwood, CA.* Entry Title: Man Cave Consignment. Judges' Comments: "50% off an item is phenomenal - wish the name of the business was on the coupon. Logo well done. Nice choices of typestyles."

#### **Honorable Mention**

*Community Impact Newspaper/Central Austin Edition, Pflugerville, TX.* Entry Title: PhoNatic Vietnamese Cuisine. Credit(s): Jason Suarez. Judges' Comments: "Attractive, easy to read. Wish coupon were larger & name of business included in it."

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

##### **First Place**

*The Taos News, Taos, NM.* Entry Title: Rocky Mtn Choc Factory. Credit(s): Julie Osmanski. Judges' Comments: "Great ad!"

##### **Second Place**

*Livingston Parish News, Denham Springs, LA.* Entry Title: James - shot. Credit(s): Paul Hatton. Judges' Comments: "Very clever. Tough to decide between first and second place."

##### **Third Place**

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

##### **Honorable Mention**

*The Ellsworth American, Ellsworth, ME.* Entry Title: The Grasshopper Shop. Credit(s): Staff.

##### **Honorable Mention**

*The Taos News, Taos, NM.* Entry Title: Taos Spa. Credit(s): Ray Seale.

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

##### **First Place**

*The Bird Central Wyoming News, Glenrock, WY.* Entry Title: Little Learners Play Care Now Open. Credit(s): Wesley Taylor, Amanda Smith. Judges' Comments: "Love the use of color to create a fun ad that appeals to parents and children."

##### **Second Place**

*Mount Desert Islander, Bar Harbor, ME.* Entry Title: E. L. Shea - Best Single Ad Idea, Color. Credit(s): Staff. Judges' Comments: "Effective use of color and space, very visually appealing and informative."

##### **Third Place**

*Moonshine Ink, Truckee, CA.* Entry Title: Pass It On Thrift moves to a new location. Credit(s): Lauren Shearer. Judges' Comments: "Really like the use of the recycling symbol."

##### **Honorable Mention**

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Kiwanis Follies. Credit(s): Lydia Redzich.

##### **Honorable Mention**

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: More Than A Kitchen. Credit(s): David Kreykes.

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

##### **First Place**

*Livingston Parish News, Denham Springs, LA.* Entry Title: Planet Beach. Credit(s): Paul Hatton. Judges' Comments: "A cool ad. Easily merits the top award."

##### **Second Place**

*Palatka Daily News, Palatka, FL.* Entry Title: Dunkin Donuts Trick or Treat munchkins. Credit(s): Allison Waters-Merritt, Jeannette Eveland. Judges' Comments: "Good color."

##### **Third Place**

*Antelope Valley Press, Palmdale, CA.* Entry Title: Finders Keepers. Credit(s): Advertising Operations. Judges' Comments: "Nice classical artwork."

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

##### **First Place**

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: Rockathlon. Credit(s): Briana Wassenaar. Judges' Comments: "Good color."

##### **Second Place**

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Cinco de Derby Day. Credit(s): Lydia Redzich. Judges' Comments: "Cute ad."

#### Third Place

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Apfel Strudel - Stiegler's Restaurant. Judges' Comments: "Good color, food is always hard to take a picture of and make pleasing."

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

#### First Place

*Brentwood Press, Brentwood, CA.* Entry Title: We'll get you shifting by Vintage Transmissions. Judges' Comments: "Purple moved this ad to first place. Very impressed with the color choice, placement. Good job."

#### Second Place

*The Universe, Provo, UT.* Entry Title: Largest trampoline park in the U.S.A.. Credit(s): Universe Staff. Judges' Comments: "Excellent use of color. It's all tied in, easy to read and a bit different. Like it."

#### Third Place

*Community Impact Newspaper/Central Austin Edition, Pflugerville, TX.* Entry Title: Ed's Photo Booth. Credit(s): Cathy Chedrawi. Judges' Comments: "Difficult for me because I am not a fan of white on color type but this one seems to be easy enough to read and has a very pleasing color arrangement."

#### Honorable Mention

*Antelope Valley Press, Palmdale, CA.* Entry Title: BLVD Christmas. Credit(s): Marketing Department. Judges' Comments: "Great color use, just a bit more predictable. Nothing wrong with it at all."

#### Honorable Mention

*Brentwood Press, Brentwood, CA.* Entry Title: Black Friday Sales Event - Bill Brandt Ford. Credit(s): Annie Ray. Judges' Comments: "Another good color ad with color used a bit differently than a lot of car ads."

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

#### First Place

*The Ellsworth American, Ellsworth, ME.* Entry Title: Stanley Subaru. Credit(s): Staff. Judges' Comments: "Great use of fall colors."

#### Second Place

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: TREK Summer Sale. Credit(s): Caryn Wooldridge.

#### Third Place

*Leelanau Enterprise, Lake Leelanau, MI.* Entry Title: Peninsula Excavating ad. Credit(s): Debra Campbell.

#### Honorable Mention

*Jackson Hole News & Guide, Jackson, WY.* Entry Title: Library Happenings. Credit(s): Lydia Redzich.

#### Honorable Mention

*Livingston Parish News, Denham Springs, LA.* Entry Title: Merle Normand. Credit(s): Paul Hatton.

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

#### First Place

*Cody Enterprise, Cody, WY.* Entry Title: Laborless Music Fest. Credit(s): Desiree Pettet, Rene Huge. Judges' Comments: "I like the sharpness of the colors - just enough black and white to keep it from being too color-busy; good typography, a lot of information presented in easy to read style."

#### Second Place

*The Akron Hometown, Akron, IA.* Entry Title: Great Akron Scarecrow Festival & Contest. Judges' Comments: "So much color but it works nicely. Easy enough to read thanks to good type style choices."

#### Third Place

*Wise County Messenger, Decatur, TX.* Entry Title: We Stand With You in Your Fight Against Cancer. Credit(s): Todd Griffith. Judges' Comments: "Very attractive ad with great use of color - I like it, jumps off page."

#### Honorable Mention

*Mount Desert Islander, Bar Harbor, ME.* Entry Title: Mainly Vinyl - Best Use of Ad Color. Credit(s): Staff. Judges' Comments: "Use of color is fine, would have liked it better if the headline had been the line that is at bottom of ad: "Make your holiday..." so the photos would have made sense."

#### Honorable Mention

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: Wellness On The Move. Credit(s): Krystal Poppema. Judges' Comments: "The ad and color are fine but I could not get past the unfortunate color(s) of headline..."

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

#### **First Place**

*The Taos News, Taos, NM.* Entry Title: Tempo. Judges' Comments: "Fantastic use of design principles with dominant graphic (photo) taking up 60% of the ad space. Gorgeous photo, too! This would stop the reader in their tracks and make them read the ad."

#### **Second Place**

*The Bird Central Wyoming News, Glenrock, WY.* Entry Title: Short Supply Advertisement for Feed Store - Using local photograph by staff photographer. Credit(s): Amanda Smith. Judges' Comments: " Beautiful emotion evocation, hearkening back to the old 'Marlboro Country' ads of the sixties & seventies. (I half expected to hear Elmer Bernstein's music playing in the background.) Very nicely done as mostly silhouette giving a 'high plains' feel to the ad. Unfortunately the ad above it distracts from its impact. More judicious page layout would have helped the client."

#### **Third Place**

*Central City News, Baton Rouge, LA.* Entry Title: Tree Men. Credit(s): Woody Jenkins. Judges' Comments: "Great job showing (rather than telling) exactly what the business offers to their clients. It also helps to establish the eccentric appearance of the owner as someone easily identifiable, and reliable, overcoming a possible negative first-meeting reaction with a client before it happens."

#### **Honorable Mention**

*The N'West Iowa REVIEW, Sheldon, IA.* Entry Title: Western Christian Girls Basketball. Credit(s): Dawn Cermak. Judges' Comments: "Nice sales pitch in the entry form comments. This is a nice update to a traditionally lame advertisement, with good use of color and non-rectangular spaces."