



2024 Best Ad Contest

Results and Judges Comments

<i>Best Full-Page Ad</i>	<i>Class 1</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Well constructed with great visual interest. Displays a lot of info without appearing crowded. Artistically pleasing. Great focus on local event.	Focus on Oak Grove	Focus homecoming	John Spaar and Pam Schuchter
2nd Place Great looking ad for a local event. Well designed and informative. Original photography was right on!	Tribune and Times	Peculiar Harvest Moon Festival	Jadyn Gilbert
3rd Place Good use of flag art and background. Car photos were good as well, highlighting the 12 selected automobiles. Nice ad.	Maryville Forum	Shore Motors	Phil Cobb

<i>Best Full-Page Ad</i>	<i>Class 2</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Great use of space and layout!	Richmond News	Fowler's Black Friday Sale	Karen Payne
2nd Place Great layout! I especially like the use of white space!	Ozark County Times	Lost Woods	Regina Mozingo
3rd Place Great layout and use of color! Makes me want to plan a trip and visit!	Perry County Republic-Monitor	MARY JANES DESTINATIONS & OUTINGS	Stephanie Schumer-Vandeven

<i>Best Full-Page Ad</i>	<i>Class 3</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Well-placed elements, and I know immediately what this ad is for without having to hunt for information.	The Northeast News	Winter Magic	Lillian Taylor and Michael Bushnell
2nd Place	Webster-Kirkwood Times	City of Kirkwood	Amanda Zarecki
3rd Place Lots of information is well laid out. I love the fun graphics.	Jefferson County Leader	Spooky Specials Reuther Ford	Michelle Engelhardt

<i>Best Full-Page Ad</i>	<i>Class 4</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Nice photography and clean design	Columbia Missourian	Buds Classic BBQ	Melody Cook
2nd Place Nice balance of color	Columbia Missourian	Room 38	Melody Cook
3rd Place Nice pop of color to balance photography and brighten what would could have been rather dark	Columbia Missourian	Concert Series	Melody Cook

<i>Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page</i>	<i>Class 1</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Smart use of local student-athlete's photos. Supporting graphics very well done. Clearly gets the point across.	Mexico Ledger	Miller's Tire	Tim Hager
2nd Place Good, creative graphics really grab your attention. Informative and well built ad.	Maryville Forum	Rose Hill Acres Event Center	Twyla Martin and Skye Pournazari
3rd Place Good creative theme idea and application. Graphics are clean and in line with the message. Nice ad.	Maries County Advocate	Precision Water and Power Sports	Dennis Warden

<i>Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page</i>	<i>Class 2</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Fire up the grill! Great layout!	Perry County Republic-Monitor	M & M MEATS ON THE GRILL TAB	Stephanie Schumer-Vandeven
2nd Place Fill up the freezer! Great layout!	Perry County Republic-Monitor	ROZIERS MASSIVE MEAT SALE	Stephanie Schumer-Vandeven
3rd Place Great layout and graphics. Easy to read.	Wright County Journal	Lincoln Day 2023	Ron Schott

<i>Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page</i>	<i>Class 3</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Very clever advertising! I like the way it draws the eyes to the ad, but the information is also laid out well. The information and call to action are at the bottom, drawing the eye through the important information. Well done.	Arnold-Imperial Leader	Express Employment	Debra Skaggs and Rob Schneider
2nd Place This is a very cute ad! Bright colors and fun elements grabs the viewers attention.	Washington Missourian	K9 Kuts	Mary Rayfield

3rd Place **Eureka Leader** Microgreens Michelle Engelhardt
 There is a lot of information in this ad that is well laid out and easy to follow. Nicely placed elements and use of fonts

Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page ***Class 4*** ***Title of Entry, If Applicable*** ***Award Winner(s), If Applicable***

1st Place **Columbia Missourian** James Gordon for School Board Melody Cook
 Clean, colorful. Not your typical mundane candidate ad.

2nd Place **Columbia Missourian** Tropical Liqueurs Melody Cook
 Really conveys 80s feel.

3rd Place **Columbia Missourian** Discover the District Melody Cook
 Despite being copy heavy, it doesn't feel overly crowded. Copy is also well organized, making it easy to read.

Best Ad Series ***Weeklies Classes 2 and 3*** ***Title of Entry, If Applicable*** ***Award Winner(s), If Applicable***

1st Place **Springfield Business Journal** Expo 2023 Heather Mosley, Rebecca Green and Katelyn Egger
 Excellent Business Expo three-page series. Well-designed and graphically pleasing. Photos of Speakers/participants?? on page three was a good touch.

2nd Place **Springfield Business Journal** Coolest Things Heather Mosley
 This series of ads are some of the coolest ads I've seen! Great use of photos and unique type, they are eye catching and attention grabbing. Good job!

3rd Place **Perry County Republic-Monitor** M & H Stephanie Schumer-Vandeven
 Nice series of ads. Good use of graphics and color. Good application of the logo.

Best Single House Ad ***Class 2*** ***Title of Entry, If Applicable*** ***Award Winner(s), If Applicable***

1st Place **Springfield Business Journal** Win this ad! Rebecca Green
 Wow! Amazing graphics! Great layout!

2nd Place **Perry County Republic-Monitor** STOP THE PRESSES Stephanie Schumer-Vandeven
 Eye catching layout and color!

3rd Place **Springfield Business Journal** 90 Ideas Katelyn Egger and Tawnie Wilson
 Great layout and use of color and b/w.

Best Single House Ad ***Class 3*** ***Title of Entry, If Applicable*** ***Award Winner(s), If Applicable***

1st Place **Washington Missourian** Celebrating 86 Years Jeanine York

2nd Place	Jefferson County Leader	We Are Hiring Newsroom Clerk	Debra Skaggs
3rd Place	St. Louis Call Newspapers	Oakville Crawl Punch Cards Promo	Larry Saylor and Debbie Baker

<i>Best Ad Smaller than a 1/4 Page</i>	<i>Class 1</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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1st Place	Maries County Advocate	Citizens Bank	Dennis Warden
Very informative advertisement. Eye catching graphics and good type selection. Clean and attractive.			
2nd Place	Tribune and Times	Byrd's Pecan Delights	Jadyn Gilbert
GREAT graphics! Outstanding type selection. Conveys message clearly. Makes my mouth water. Great body copy.			
3rd Place	Mexico Ledger	Melody's Jewelry	Tim Hager
Attractive art to attract the customer and call attention to the event. Good use of color.			

<i>Best Ad Smaller than a 1/4 Page</i>	<i>Class 2</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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1st Place	Gasconade County Republican	Citizens Bank CD Rates	Dennis Warden
Fantastic use of color and seasonal imagery. Headline tells the reader exactly what the offer is. The ad pops off the page. Well done!			
2nd Place	Perry County Republic-Monitor	PERRYVILLE TIRE HAPPENINGS	Stephanie Schumer-Vandeven
Beautiful ad with great use of fonts and colors to play off the imagery and draw the reader's eye.			
3rd Place	Gasconade County Republican	El Tapatio	Dennis Warden
A clean, crisp ad that avoids the need to fill every square inch of space.			

<i>Best Ad Smaller than a 1/4 Page</i>	<i>Class 3</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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1st Place	Webster-Kirkwood Times	St. Michael's Arts & Crafts Fair	Amanda Zarecki
Good use of the limited space. Visual elements succinctly captures the theme. The different levels of text decreasing in scale as you look down the ad helps make it easy to read.			
2nd Place	Jefferson County Leader	Rusty Rooster Mercantile	Michelle Engelhardt and Mark Grebe
Good balance of elements, especially given the amount of text. Fantastic call making large use of the logo on the leftmost side. It helps give the ad some breathing room where it's not so busy. The arrow in the logo and the rooster also helps to point to the promotion info on the right side. The curve on the top left is a nice touch too - it would help draw attention to it if it was in a group of ads.			
3rd Place	Jefferson County Leader	Hooked on Hillsboro	Debra Skaggs
It's a little busy but the scene it sets is pretty effective for what it advertises. The background is a little too strong. Softening it might help the fish logo sit on the front a bit better instead of seeming like an odd part of the scene. Positioning of elements is pretty good, and there is decent spacing so it doesn't look too busy, even though there is lot of activity throughout.			

Best Ad Smaller than a 1/4 Page		Class 4	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	Columbia Missourian		Columbia Senior Center Ice Cream Social	Melody Cook
2nd Place	Columbia Missourian		CUCC Easter Services	Melody Cook
3rd Place	Columbia Missourian		Newman Comley Ruth Welcome Stephen	Melody Cook

Most Creative Use of Full Color in an Ad		Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	Tribune and Times		Cosmic Bingo	Jadyn Gilbert
Good use of color throughout. Ad carried a lot of information effectively. The type choice, although not as easy to read as a more traditional style, fit the graphics and theme perfectly.				

Most Creative Use of Full Color in an Ad		Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	Perry County Republic-Monitor		HEROS FOR KIDS WHEN I GROW UP	Stephanie Schumer-Vandeven
Just a plain colorful ad - great use of the starbursts and other color elements to play off all the colors in the costumes - and love Spiderman popping out of the ad.				
2nd Place	Perry County Republic-Monitor		PERRYVILLE TIRE OUTDOORS	Stephanie Schumer-Vandeven
The yellows and reds in the type work well together, contrast the "muddy" photo and draw the reader's eye into the ad.				
3rd Place	Wright County Journal		Homepride Bank WCJ	Ron Schott
Use of purple color background at the bottom accents the purple sky at the top and draws the reader into this ad.				

Most Creative Use of Full Color in an Ad		Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	Webster-Kirkwood Times		Unity United Methodist Church	Amanda Zarecki
This is very striking and gets to the point immediately with the black and white hands. The red helps to unify the overall design, and connects to the Church logo. Good call adding some background texture so it isn't so flat. Perhaps a little much open space on the bottom left corner, but it isn't a big issue. Great concept and design!				
2nd Place	Columbia Missourian		Tropical Liquers	Melody Cook
The colors of the individual drinks are so inviting, and tie well with the retro aesthetic of the logo. It is also a good choice that the photo does most of the talking, and the text at the bottom is minimal by comparison. The photo perhaps could be better balanced in terms of cropping, as all the individual drinks seem pushed too much to the left, with one even cut off. There is a bit too much space to the right. The blurry rainbow colors in the background of the photograph also helps add to the atmosphere.				
3rd Place	Columbia Missourian		Columbia Metro Rotary Club Trivia Night	Melody Cook
Simple ad but effective use of colors that harmonize well. The out of alignment bright colors on Trivia Night is pretty inviting. The purple and yellow for the event info create enough contrast to draw attention, but not overpowering. The light blue frame helps tie everything together.				

Best Special Section		Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	Maryville Forum		Nodaway County Business Insider	Maryville Forum Staff
Beautiful special section! Great layout. Nice variety of advertisers.				

2nd Place	Maries County Advocate	Ag Times	Staff
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3rd Place	Excelsior Springs Standard	Commencement ES Excelsior Standard	Karen Payne
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<i>Best Special Section</i>	<i>Class 2</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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1st Place	Perry County Republic-Monitor	ROZIERS 120TH ANNIVERSARY	Stephanie Schumer-Vandeven
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Beautiful layout and classy, clean design befitting such a community institution. The ads and editorial content work together wonderfully, and the timeline is an extra bonus.

2nd Place	Ozark County Times	Hootin an Hollarin	Staff
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Wow. What a comprehensive guide to this festival. The typography and layout work extremely well for the content, and the section is chockful of both useful information and advertisements.

3rd Place	Gasconade County Republican	Kids in Ads	Staff
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Love the creativity of this idea, and clearly the community bought in (so to speak!).

<i>Best Special Section</i>	<i>Class 3</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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1st Place	Washington Missourian	Bridal Showcase	The Missourian Team
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Very vibrant and neatly designed section. Makes full use of excellent photography. Perhaps too much use of a white frame in photographs, but it does help create dimensionality in places where the people are in front of the frame and cuts the line. Overall good thematic consistency throughout.

2nd Place	Webster-Kirkwood Times	Gift & Recipe Guide 2023	Amanda Zarecki
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Pagination style is consistent throughout, and the recipes and gift guides are cleanly designed. The decorative touches also add character without getting in the way. At first it seemed like all the recipes are on the right side of the spread, while gifts are on the left, but not all spreads follow this. It might have helped create another level of visual organization to the design. The cover illustration is also excellent.

3rd Place	Washington Missourian	Christmas Coloring Book	Advertising and Graphic Design Team
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This is a unique and fun special section! Appreciate the effort in making each line artwork relevant to each sponsor, while also keeping with the seasonal theme. The section maintains good thematic consistency as a result. It also helps keep the line artwork from getting repetitive after a few pages - you're wondering what unique image will be next.

<i>Best Special Section</i>	<i>Class 4</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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1st Place	Hannibal Courier-Post	2023 Readers' Choice	Jackie Trujillo
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2nd Place	Columbia Missourian	Progress Awards	Columbia Missourian Staff
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3rd Place	Hannibal Courier-Post	Hannibal Magazine	Jessie Hamilton and Matt Hopf
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<i>Best Cover Design of a Special Section</i>	<i>Class 4</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Clean design with a good use of color and detail.	Columbia Missourian	Missouri Made	Melody Cook
2nd Place good photo draws reader attention	Columbia Missourian	COMO Kids	Columbia Missourian Staff
3rd Place dynamic photo. attention getting.	Columbia Missourian	Year in Photos	Columbia Missourian Staff

<i>Best Cover Design of a Special Section</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Outstanding, attention-grabbing cover! The child's face shows total joy as he enjoys the Fair's ride. The banners and copy are well placed and blended well with the graphic. It is a wonderful cover!	Perry County Republic-Monitor	EAST PERRY FAIR	Stephanie Schumer-Vandeven
2nd Place What a great anniversary section this must have been! The cover is well designed and the use of photos and decorative type draws the reader in. I like the photos of the merchandise blended into the background as well. Great cover!	Perry County Republic-Monitor	ROZIERS 120TH ANNIVERSARY	Stephanie Schumer-Vandeven
3rd Place Great use of a photo! The drawn in clouds and border with sky color background are perfect setups for the photo and theme of the section. Great cover!	Perry County Republic-Monitor	WHEN I GROW UP	Stephanie Schumer-Vandeven

<i>Best Single Classified Display Ad</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Very creative and attention getting, which is the primary goal of any successful advertisement... "Look at Me!" This ad accomplishes this perfectly. Great job!	Washington Missourian	Little Rascals	Mary Rayfield
2nd Place Great array photos and attention getting headline. Body copy was easy to read and conveyed needed information. All around excellent ad.	Perry County Republic-Monitor	CITY OF PERRYVILLE	Stephanie Schumer-Vandeven
3rd Place The Truck lineup was a nice touch. Nice graphics overall. Good layout of information and with easy-to-read type choice and color type use where applicable. Overall, a really good advertisement!	Perry County Republic-Monitor	ROLLET BROS	Stephanie Schumer-Vandeven

<i>Best Classified Section</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
1st Place Clean 6 column format with interesting headers and good graphics. Classified Display ads were very well designed. Particularly liked the self-promotion of the customer opportunities within the classified pages (garage sale, garage sale insurance, business directory, etc.).	Washington Missourian	Best Classified Section	Advertising and Graphic Design Team
2nd Place Clean columns and nice inline display ads. I liked the Professional Services Directory and your well-organized categories box.	St. Louis Call Newspapers	July 13th, 20th and 27th Classified Sections	Larry Saylor and Debbie Baker

Best Newspaper Promotion		Weeklies and Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place Nice layout.	St. Louis Call Newspapers		Oakville Community Holiday Crawl	Erin Ashwell and Debbie Baker
Best Shared/Signature Page		Class 1	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place Great keepsake piece! Great layout!	Focus on Oak Grove		FOG Band seniors 2023	John Spaar, Pam Schuchner and Linda Ighoyivwi
2nd Place	Maryville Forum		Bearcat Homecoming	Maryville Forum Staff
3rd Place	Maryville Forum		Veterans Day	Maryville Forum Staff
Best Shared/Signature Page		Class 2	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place This is a great idea! Clean page, matching the professionalism of the content, and an outstanding way to spotlight local experts.	Springfield Business Journal		Ask the Experts	katelyn Egger
2nd Place Love the creativity, the use of colors, and the fun headlines on top of each ad. Nice work all around.	Gasconade County Republican		St. Pats Day	Dennis Warden
3rd Place A creative way to present the traditional "supporter" ads at the start of a new sports season. And you can tell the kids are thrilled to have their photos in the paper.	Perry County Republic-Monitor		SPORTS BBCARD	Stephanie Schumer-Vandeven
Best Shared/Signature Page		Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place Very clean and precise design. The outside frame with "You Are Invited" repeated within it is a nice touch. The logos are well-balanced - framing them within even boxes helps to organize them to the eye, and keep one from overpowering the others. The choice of dark colours for the surrounding part of the ad helps unify the design. Great work on a complex ad!	St. Louis Call Newspapers		Job Fair	Larry Saylor and Debbie Baker
2nd Place Good thematic consistency throughout, and though the background pushes forward a little too strongly, the more important foreground elements still read well. Having the business info hanging like a wreath is a well-executed idea, and the little horseshoe on the steak house wreath is a nice touch and adds character. The design is well balanced too, although maybe could be spaced out a bit more. All the weight is in the lower two thirds and there's a little too much empty space at the top right and left corners.	Washington Missourian		Shop & Dine Local	Jeanine York, Mary Rayfield and Patty Brinker
3rd Place A very festive design! Really nice background choice, and the concept of organizing the smaller ads into Christmas decorations is pretty solid. There's a lot of activity but it's balanced well so the individual ads are clear. However, the misalignment in some of the circles and uneven spacing between them is hurting the overall design. Asymmetry could have been an effective choice, but it comes across as lack of precision here.	Washington Missourian		Happy New Year	Advertising Team and Sharon Pruessner
Best Advertising Sales Tool		Weeklies and Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place Nice fonts, fresh presentation.	Webster-Kirkwood Times		Holiday Advertising Planner	Amanda Zarecki

2nd Place **Webster-Kirkwood Times**
A great media kit with complete information that advertisers need.

2023 Media Kit

Amanda Zarecki

3rd Place **St. Louis Call Newspapers**
Good visual on the ad sizes and complete information.

Select Your Ad Plan

Larry Saylor and Debbie Baker

Best Ad Designer

Class 4

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Columbia Missourian**

Melody Cook

Melody Cook

2nd Place **Hannibal Courier-Post**

Ad designed by Jackie Trujillo

Jackie Trujillo

Best Ad Designer

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Webster-Kirkwood Times**
Great use of space, color and graphics.

Best Ad Designer - Amanda Zarecki

Amanda Zarecki

2nd Place **Odessan**
Nice design elements and backgrounds.

John Spaar and Pam Schuchter

John Spaar and Pam Schuchter

3rd Place **Tribune and Times**

WIP

Jadyn Gilbert

Best Online Ad Designer

Class 3

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Washington Missourian**
Great use of space and layout.

Lori Obermark

Lori Obermark

2nd Place **Columbia Missourian**

Melody Cook

Melody Cook

3rd Place **Washington Missourian**

Sarah Cates

Sarah Cates

Best Ad Content Entire Publication

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Maries County Advocate**
Good variety of local ads. Designs are clean and have a great use of color.

Maries County Advocate

Staff

2nd Place **Wright County Journal**
Great use of color, ads aren't overwhelmed with text.

Wright County Journal

Ron Schott

3rd Place **Maryville Forum**
Good use of photos. The themed groups of ads (nurses, Christmas, etc.) and local businesses celebrating students work well.

Best Ad Content Entire

Maryville Forum Staff

Best Multimedia Campaign

Class 3

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Washington Missourian**
Very creative ads, well designed with the choice of colors and artwork. The consistency of all ads makes the series a complete campaign.

Halloween Contest

Lori Obermark and Stephanie Fitzgerald

2nd Place **St. Louis Call Newspapers**
Very original concept with a great combination of creative print/digital ads.

4th Annual Oakville Community Holiday

Erin Ashwell, Larry Saylor and Debbie Baker

3rd Place **Columbia Missourian**
Nice layout, good use of artwork to keep the ads clean, good call to action on all ads.

Copper Run Distillery

Melody Cook

Best Idea to Grow Revenue

Weeklies Classes 2 and 3

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Jefferson County Leader**
Information filled. Informative and engaging. Provides Actionable information.

Golf Guide

Staff

2nd Place **Jefferson County Leader**
Well laid out at engaging use of graphics and design

Women in Business

Staff

3rd Place **Springfield Business Journal**

Welcome To SBJ

Heather Mosley

Best Print Ad Campaign

Weeklies Classes 2 and 3

Title of Entry, If Applicable

Award Winner(s), If Applicable

1st Place **Perry County Republic-Monitor**

Best Campaign PPC

Stephanie Schumer-Vandeven

2nd Place **The Northeast News**

Past, Present, Future Chamber of commerce

Bryan Stalder and Michael Bushnell

3rd Place **Perry County Republic-Monitor**

Best Campaign Werner

Stephanie Schumer-Vandeven

Best Sponsored Content/Native Advertising		Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	Columbia Missourian		From Combat Medic to Award-winning	Melody Cook
Excellent way to connect with local veterans to help them. Interesting story highlighting a veteran who found a love for sculpture.				
2nd Place	Columbia Missourian		Making a difference	Melody Cook
Great pictures and story that draws interest from the reader and reminds them where to turn for help for veterans.				
3rd Place	Columbia Missourian		Truman VA promotes lung health	Melody Cook
Good story with high interest and ends with the contact info to help local veterans. Good job!				

Best Newspaper Produced Insert		Class 3	Title of Entry, If Applicable	Award Winner(s), If Applicable
1st Place	The Northeast News		Museum map and calendar sleeve	Lillian Taylor, Michael Bushnell and Dorri Partain
This is a marvelous piece — beautiful, handy, original. Such an excellent idea and job. On how many walls and bulletin boards is this hanging right now in your coverage area? I'd bet it is a ton.				
2nd Place	Washington Missourian		Dickey Bub Christmas Gift Sale	The Missourian Team
Perfect in every way — great color, presentation, design, and variety. This piece of advertising provided answers for a lot of holiday shopping lists. I like the varied selection of items — clothes, guns, toys, power tools, footwear. A perfect array to get folks in the door.				
3rd Place	Springfield Business Journal		Book of Lists	Rebecca Green
This is a beautiful piece of work and was obviously a Herculean effort. From my observation and reading of contest rules, it has been entered in the wrong category and should be entered in the "Best Special Section" category. It would be unfair to the category's rules to rank it above the other two entries.				