



2022 Best Ad Contest Results and Judges Comments

<i>I.)</i>	<i>Best Full Page Ad</i>	<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Joplin Globe		Heartland Now Hiring	Brett Zacarello
Second Place	Park Hills Daily Journal		McDonalds full page	Michelle Menley and Darren Hendricks
Third Place	Columbia Missourian		Bud's Classic BBQ	Melody Cook
Honorable Mention	Mexico Ledger		The Jenkins Organization	Scott Dupree

<i>I.)</i>	<i>Best Full Page Ad</i>	<i>Weeklies Large</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News		Monarch Maripose Garden event	Bryan Stalder
Second Place	Washington Missourian		Missourian ELS Properties	Sarah Moore
Third Place	St. Louis Call Newspapers		Oakville Community Crawl	Nathan Burrus, Larry Saylor and Debbie Baker
Honorable Mention	Jefferson County Leader		Reuther Ford 01-14-21	Debra Skaggs and Glenda Potts

<i>I.)</i>	<i>Best Full Page Ad</i>	<i>Weeklies Medium</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Gasconade County Republican Effective merchandising through color, art and layout.		Save A Lot	Tammy Curtis
Second Place	Laclede County Record Visually powerful with an effective message.		Officer Blackburn	Daniel Foust and Beth Chism
Third Place	Ozark County Times Powerful graphics bring home the point of this ad.		Ozark County Sheriff	Regina Mozingo
Honorable Mention	Warren County Record Good use of color and photos		Casa Tequila	Mandy Andrews and Scott Dupree

<i>I.)</i>	<i>Best Full Page Ad</i>	<i>Weeklies Small</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Richmond News		Fowler's Fine Furniture - Richmond News	Karen Payne
Second Place	Richmond News		Crop Partners - Richmond News	Karen Payne and Sharon Donat
Third Place	Webster County Citizen		Mansfield Building Supply	Beverly Hannum

Honorable Mention Excelsior Springs Standard

Owen Lumber - Excelsior

Karen Payne and Wanda Rowe

2.)	<i>Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page</i>	<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Park Hills Daily Journal Excellent photo choice and associated layout. Eye catching and easy to read.		Arcadia Valley Soap Company	Travis Smith
Second Place	Columbia Missourian Excellent use of vertical space and scale. Clean design and the product offer is clear.		Pythian Castle	Melody Cook
Third Place	Joplin Globe Dynamic photo choice and content is easy to read.		Midwest Regional Ballet Holiday	Courtney Adams
Honorable Mention	Mexico Ledger Sweet seasonal ad with a pleasing color scheme.		A Marked Salon	Scott Dupree

2.)	<i>Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page</i>	<i>Weeklies Large</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Washington Missourian This ad was the most clever of them all. It combined an eye-grabbing image with a simple message that contained the ,benefit, with a sense of humor. The shopping spree offer was a nice touch.		Altemueller Jewlery- Missourian	Mary Rayfield
Second Place	Jefferson County Leader This simple but powerful ad mixed a solid image with just the right amount of information. It clearly outlined the benefits without adding a lot of clutter and drove readers to the website for additional information.		We're Hiring Jefferson County Sheriff's Office	Debra Skaggs and Glenda Potts
Third Place	Northeast News This ad makes its point clearly, quickly and compellingly with a tempting photo of the product and all the information the customer needs without resorting to unnecessary clutter.		Musaletti's Pizza / KC Chiefs promo	Bethany Alzanadi and Bryan Stalter
Honorable Mention	St. Louis Call Newspapers A winter shot of this impressive facility is original and eye-catching and highlights the ,New Year Move-in Specials, message without resorting to unnecessary clutter.		Cape Albeon_1_7_21	Larry Saylor and Debbie Baker

2.)	<i>Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page</i>	<i>Weeklies Medium</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Wright County Journal		Stockmens Bank The Sky's the Limit/	Ron Schott
Second Place	Laclede County Record		Chamber of Commerce	Daniel Foust and Jennifer Early
Third Place	Maryville Forum		2 - TriState	Skye Pournazari
Honorable Mention	Springfield Business Journal		No Ceiling	Mandie Miller and Mckenzie Robinson

2.)	<i>Best Ad Smaller Than a Full Page, No Smaller Than a 1/4 Page</i>	<i>Weeklies Small</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Webster County Citizen Love the simplicity of the ad and overall headline. Colors work well together.		At The Core Of Every Town	Allyson Penner
Second Place	Richmond News Although a lot going on in the ad, it really stands out on the page.		Derstler Lumber Paint Sale	Karen Payne and Sharon Donat
Third Place	The Lake Gazette Nice imagery and fonts. I may of put a background color behind the copy in the ad to make it pop.		Best ad Smaller than a full page, no smaller than a 1/4 page	Hannah Davis
Honorable Mention	Webster County Citizen		Lincoln Day	Beverly Hannum and Dan Wehmer

3.)	<i>Best Ad Series</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News Fantastic idea that makes a terrific series. I especially like the narrative around the businesses, which personalizes it and takes it to a new advertorial level. I could see this being adapted for print and online easily. Great job!		International Marketplace series	Bryan Stalter

Second Place Perry County Republic-Monitor
Great use of calendar of events to keep the ad fresh. Many readers probably look for it each month.

PERRYVILLE PARK CENTER STEPHANIE VANDEVEN

Third Place Perry County Republic-Monitor
Fun and imaginative, love the use of "superheroes" to bring the message home.

PROP COP ADS STEPHANIE VANDEVEN

Honorable Mention Perry County Republic-Monitor
Consistent visuals but different tagline and people make the series fresh.

REMAX STEPHANIE SCHUMER-VANDEVEN

4.) Best Single House Ad Dailies Small Title of Entry, If Applicable Award Winner(s), If Applicable

First Place Park Hills Daily Journal
Love the idea of creating engagement with the reader through a trivia contest. They missed an opportunity to connect the 200th and the reader with the important work they do as a local newspaper. That connection could have been clearer.
Bariah Hendricks, Michael Distelhorst, Michelle Menley and Teresa Kessel Ingersoll

Promoting our Trivia Contest for Bicentennial

Second Place Columbia Missourian
like the message of connecting to community. Clean crisp layout and type.

Connected to our community Melody Cook

4.) Best Single House Ad Weeklies Large Title of Entry, If Applicable Award Winner(s), If Applicable

First Place Washington Missourian
Great attention-getting graphic and a complete, simple message.

Missourian We've Moved Jeanine York and Sarah Moore

Second Place Washington Missourian
Bright, upbeat and easy to read.

Missourian Graduates Jeanine York

Third Place St. Louis Call Newspapers
Simple and to the point.

Subscribe/Winner_8_26_21 Larry Saylor, Nathan Burrus and Debbie Baker

Honorable Mention St. Louis Call Newspapers
An effective call to action with a good incentive to buy .

Looking for Work/Help_11_25_21 Nathan Burrus and Debbie Baker

4.) Best Single House Ad Weeklies Medium Title of Entry, If Applicable Award Winner(s), If Applicable

First Place Wright County Journal
Compelling graphic with a message that's right on point.

Graduation House Ad Ron Schott

Second Place Laclede County Record
The action photo draws the eye and tells you the story being told

If We Don't Tell the Story Shawna Bradley and Beth Chism

Third Place Wright County Journal
Great graphic grabbed my attention.

Baby Diaper Drive (House Ad) Ron Schott

Honorable Mention Wright County Journal
Good use of smaller space to sell more ads.

Future Looks Bright Grad Ron Schott

4.) Best Single House Ad Weeklies Small Title of Entry, If Applicable Award Winner(s), If Applicable

First Place Webster County Citizen

Lock In Your Subscription Price Beverly Hannum, Anna Sturdefant and Dan Wehmer

Second Place Webster County Citizen

Shop Local ... Dan Wehmer and Beverly Hannum

Third Place The Lake Gazette

Best Single House Ad Hannah Davis

5.) Best Ad Smaller than 1/4 Page Dailies Small Title of Entry, If Applicable Award Winner(s), If Applicable

First Place Columbia Missourian
The color and image design is striking.

Trinity Presbyterian Melody Cook

Second Place Columbia Missourian
Excellent color choice and balance of text to image.

Be a VIB Melody Cook

Third Place Mexico Ledger
Effective food ad and easy to read.

Moose Lodge BBQ Scott Dupree

Honorable Mention Moberly Monitor-Index
Good layout and image use.

Moberly Christmas Concert Scott Dupree

5.) Best Ad Smaller than 1/4 Page

Weeklies Large

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Jefferson County Leader
Creative design, good color choice and a clear offer.

Williamson Dental 12-30-21 Michelle Engelhardt and Andrea Chambers

Second Place St. Louis Webster - Kirkwood Times
Eye-catching design that clearly communicates the need

National Museum of Transportation Amanda Zarecki

Third Place St. Louis Webster - Kirkwood Times
Good use of an object to fit the space. Very clever!

Rock Hill Public Library Amanda Zarecki

Honorable Mention St. Louis Call Newspapers
Good copy and the tone is right for the product.

Huelsman Jewelers_2_4_21 Larry Saylor and Debbie Baker

5.) Best Ad Smaller than 1/4 Page

Weeklies Medium

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Gasconade County Republican

John Scego Auto Body Dennis Warden

Second Place Ozark County Times

Pandora's Petals Regina Mozingo

Third Place Maryville Forum

5 - A&G Restaurant Skye Pournazari and Twyla Martin

Honorable Mention Ozark County Times

Livestock Auction Regina Mozingo

5.) Best Ad Smaller than 1/4 Page

Weeklies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place The Lake Gazette
Clean and easy to read, and the layout is fun and colorful, just like an ice cream party should be.

Best ad smaller than 1/4 page Hannah Davis

Second Place Richmond News
Made me chuckle. Stands out in the greater layout and is easy to read. Good B&W.

Derstler Lumber Beat the Heat - Richmond Karen Payne and Sharon Donat

Third Place Richmond News
Stands out on the page and the design suits the theme.

Bridge of Hope Night in Paris - Richmond Karen Payne

Honorable Mention Excelsior Springs Standard
Good seasonal ad. "Egg text" was a little busy.

Flexible Staffing Easter - Excelsior Karen Payne

6.) Most Creative Use of Full Color in an Ad

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Joplin Globe

Lisa Fletcher Real Estate Team Spring Courtney Adams

Second Place Columbia Missourian

Bud's Classic BBQ Melody Cook

Third Place Columbia Missourian

Salem Melody Cook

Honorable Mention Columbia Missourian

Thriving Aging Melody Cook

6.)	<i>Most Creative Use of Full Color in an Ad</i>	<i>Weeklies Large</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News Save \$10!, You're eye goes right there.		Scimeca's Deli	Bryan Stalder
Second Place	St. Louis Call Newspapers Lots of copy but laid out well so that it works. Not an easy thing to do.		Neuropathy and Pain Solutions_10_28_21	Nathan Burrus and Debbie Baker
Third Place	St. Louis Call Newspapers Headline in the center which is unusual but your eye goes right there.		Ken's Affordable Tree Service_11_25_21	Tarry Saylor and Debbie Baker
Honorable Mention	Washington Missourian An ad does not have to be big to be effective.		Missourian SisterChicks	Jeanine York

6.)	<i>Most Creative Use of Full Color in an Ad</i>	<i>Weeklies Medium</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Springfield Business Journal Beautiful ad. The dog draws you right into the ad.		Rescue One	Cynthia Reeves
Second Place	Perry County Republic-Monitor Love the the comic book theme in incorporated into the ad.		PROP COPS	STEPHANIE VANDEVEN
Third Place	Gasconade County Republican All the elements are there and in the right place. Headline on top, name at the bottom with a large photo to draw you in.		Lakeside Books	Tammy Curtis
Honorable Mention	Laclede County Record Less is best, the photo says it all.		Galleria	Shawna Bradley and Bethany Cranmer

6.)	<i>Most Creative Use of Full Color in an Ad</i>	<i>Weeklies Small</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Webster County Citizen		Lincoln Day	Dan Wehmer and Beverly Hannum
Second Place	Webster County Citizen		Santa's Workshop	Dan Wehmer
Third Place	Tipton Times		Valentine's Day Dinner for Two	Becky Holloway
Honorable Mention	The Lake Gazette		DTMC - Sidewalk Sale -	Consetta Gottman

7.)	<i>Best Special Section</i>	<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Columbia Missourian The paper's clearly found a style that works for them, while making sure to highlight interesting spots in every region.		Missouri Tourism and Recreation Guide	Missourian Staff
Second Place	Columbia Missourian Comprehensive and well-designed pub on a timely topic.		Business Spotlight: Cannabusiness	Missourian Staff
Third Place	Columbia Missourian Fun design theme and great topic. Makes me want to research "makers" in my own hometown.		Business Spotlight: Made In Missouri	Missourian Staff
Honorable Mention	Park Hills Daily Journal An attractive way to feature advertisers and tell their story.		Faces of the Parkland	Michael Distelhorst, Darren Hendricks,

7.)	<i>Best Special Section</i>	<i>Weeklies Large</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	St. Louis American An important topic, much local reporting, good layout.		Diversity, Equity and Inclusion - A Business	The St. Louis American Staff
Second Place	Washington Missourian Beautiful layout w/ some interesting stories.		Missourian Bridal Showcase	Missourian Staff

Third Place **St. Louis Call Newspapers** Sports Preview_Oakville_8_26_21 St. Louis Call Staff
Projects like this really serve the community. Every single team got a byline story.

Honorable Mention **St. Louis Webster - Kirkwood Times** 2021 Gift and Recipe Guide Amanda Zarecki
Elegant layouts with good "shop local" info.

7.)	Best Special Section	Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Laclede County Record		Welcome To Lebanon	Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Daniel Foust
Second Place	Gasconade County Republican		Kids In Ads	Dennis Warden and Tammy Curtis
Third Place	Laclede County Record		Progress - Above and Beyond	Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Daniel Foust
Honorable Mention	Laclede County Record		Legacy of Learning	Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Beth Chism

7.)	Best Special Section	Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Richmond News What a fantastic idea! Great local tie in and content. Bravo!		Red White and Blue	Karen Payne and Sharon Donat
Second Place	Richmond News		Bicentennial Magazine	Karen Payne and Sharon Donat
Third Place	Maries County Advocate		Ag Times	Staff
Honorable Mention	Richmond News		Mushroom Festival Booklet 2021 Richmond	Karen Payne, Sharon Donat and Brian Rice

8.)	Best Cover Design for a Special Section	Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Park Hills Daily Journal I choose this one as first place because I literally found myself saying, "Wow" when it popped up on my screen.		Our Bicentennial edition cover Clean, vibrant. The design made me feel the history it was showing.	Darren Hendricks, Michael Distelhorst
Second Place	Columbia Missourian I really appreciate the clean design. Very few words, letting the picture speak the message.		Business Spotlight: Cannabusiness Cannabis marketing and otherwise design is in many areas a new and delicate category to design for. This one "hit" (hehe) the nail on the head.	Missourian Staff
Third Place	Columbia Missourian The choice of photo is attention getting. I enjoyed that text was a first person type narrative of the animal speaking to the reader.		Missouri Tourism and Recreation Guide	Missourian Staff
Honorable Mention	Joplin Globe Clean design, great use of space. I like the nuances of the "J" in the logo being transparent so image behind shows through. It adds layers and dimension.		JAN FEB 2021 Joplin Magazine Cover	Courtney Adams

8.)	Best Cover Design for a Special Section	Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Webster County Citizen I am choosing this design to win against other more modern-style designs because there's just something gritty about the font choices against the stoic photo of the athletes. It has this nostalgic throwback feel in its design that I really like.		Success Expected	Dan Wehmer, Anna Sturdefant and Beverly Hannum
Second Place	Perry County Republic-Monitor I like the choice of photo here. There's a lot of different photos that could be used for FFA/agriculture. This one tells a lot through the visual.		FFA WEEK TAB	STEPHANIE VANDEVEN
Third Place	Perry County Republic-Monitor I like the use of the map pins within the design. It lends itself to someone taking a day trip to a few locations within the county.		WELCOME GUIDE	STEPHANIE VANDEVEN
Honorable Mention	Ozark County Times I like this because it speaks "Ozarks". Great choice of photo, wholesome. The photo speaks for the nature of the book without the need for a lot of text.		2021 The Real Ozarks	Jessi Dreckman

9.)	Best Single Classified Display Ad	Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Northeast News Good use of color and white space. Photos show just what services are offered.		Three Bees Lawn Service	Bethany Alzanadi
Second Place	Laclede County Record Attractive, clean and complete. Should provide excellent results.		Asplundh	Shawna Bradley and Rebecca Dinwiddie
Third Place	Laclede County Record Includes all the elements of a good recruitment ad.		Aging Best (Help Wanted)	Shawna Bradley and Jennifer Early
Honorable Mention	West Side Leader Unusual color combination draws the eye right in.		Now Hiring Francis Place 09-16-21	Michelle Engelhardt and Mark Grebe

10.)	Best Classified Section	Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Perry County Republic-Monitor This submission demonstrates a modern design in a traditional section. Classified sections have a lot of competition in the digital space and this entry represents adaptation through design. I hope the real estate agent that's above the fold is paving a premium placement with a long term commitment! That ad meshes in well with the overall design!			STEPHANIE VANDEVEN
Second Place	Wright County Journal I like the bold header and footer color (I'm curious how well the press printing it holds the registration on the knockout type, if it ghosts to another page). It captures attention.		Best Classified Section WCJ	Ron Schott
Third Place	Maryville Forum Clean looking. Classified sections are tough to paginate. This section shows that the person paginating the section used some marketing consideration and strategy (one process color photo, nice ad stacking, etc.)		10 Classified Section	Rita Piveral
Honorable Mention	Washington Missourian Good pops of color and local photography to integrate in some editorial elements for the reader.		Missourian Best Classified Section	Missourian Staff

11.)	Best Newspaper Promotion	Weeklies and Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis American		Free Reader Calendar	The St. Louis American Staff
Second Place	The Lake Gazette		Best Newspaper Promotion	Hannah Davis and Guyla Behring
Third Place	Park Hills Daily Journal		Nurses The Heart of Healthcare	Michael Distelhorst, Teresa Ressel Inserra,
Honorable Mention	St. Louis Call Newspapers		OnCall_Enewsletter Signup_Popup	Larry Saylor and Debbie Baker

12.)	Best Shared/Signature Page	Dailies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Columbia Missourian		Sights and Sounds of the Holiday Season	Melody Cook
Second Place	Park Hills Daily Journal		North County Raiderettes go to state	Michael Distelhorst, Michelle Menley, Dustin Holland and Travis Smith

12.)	Best Shared/Signature Page	Weeklies Large	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis Webster - Kirkwood Times Clean dynamic layout!		Local Snapshot	Amanda Zarecki
Second Place	Washington Missourian Great execution.		Holiday Shopping	Jeanine York and Mary Rayfield
Third Place	St. Louis Call Newspapers Love the inclusion of the map. Great organization.		Oakville Community Crawl_11_25_21	Nathan Burrus and Debbie Baker

12.)	Best Shared/Signature Page	Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Perry County Republic-Monitor Who doesn't love homecoming? Great community building page that was on fridges everywhere.		PHS HOMECOMING.	STEPHANIE VANDEVEN
Second Place	McDonald County Press Cute idea that ensures every ad is read.		A to Z Halloween Safety	Rhonda Campbell
Third Place	Wright County Journal This must have been a must-have for all hunters - looks great and content they would refer to again and again.		Hunting Marketplace	Ron Schott
Honorable Mention	Perry County Republic-Monitor Love the use of photos to draw the reader in.		NEWS	STEPHANIE VANDEVEN

12.)	Best Shared/Signature Page	Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Richmond News Love the editorial content to draw readers in. Fabulous design as well.		Local Farmers Market	Karen Payne, Sharon Donat and Wanda Rowe
Second Place	Tipton Times Great use of a contest to keep interest up and get people visualizing themselves using the advertiser's products. Nicely laid out.		2021 Super Football Contest	Becky Holloway
Third Place	Maries County Advocate Bet people snapped this content up...and paid attention to the ads too!		4th of July Salute	Dennis Warden
Honorable Mention	Richmond News Clear and respectful. Great job in getting advertisers on theme with their ads - not easy!		Memorial Day Pages	Karen Payne, Sharon Donat and Wanda Rowe

13.)	Best Advertising Sales Tool	Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Columbia Missourian Great use of formatting and design to house so much information on to one page. There's something beautifully simple about a one color flyer, too!		VOX Magazine Rate Sheet	Melody Cook
Second Place	Park Hills Daily Journal Clear understanding of what the subject matter is - great use of white space to draw attention to the sample of what the page will look like!		Sales Flyer	Darren Hendricks and Michael Distelhorst
Third Place	Columbia Missourian Speaks to the targeted audience well with the color (lol). I like how the ad size samples are reversed at the bottom - it stands out well.		Business Spotlight: Cannabusiness	Melody Cook
Honorable Mention	Columbia Missourian Clean look (not crazy about the headline font choice - shadowed cursive fonts can be jarring on the eyes). I like the ad samples on the right side in a yellow color - it stands out well.		Innovations In Health Care	Melody Cook

13.)	Best Advertising Sales Tool	Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Laclede County Record The design drew me in to this. The sepia tones lend well to the nature of the publication itself. Great Design.		Legacy of Learning	Shawna Bradley
Second Place	Laclede County Record I liked the choice of graphic that was used for the soldier. It shows sacrifice with the leg and commitment with the flag. Very tactful.		Military Appreciation	Shawna Bradley
Third Place	Perry County Republic-Monitor This one was very clean. It didn't have a ton of content to sift through. It was easily digestible.		It's good to be home!	STEPHANIE VANDEVEN
Honorable Mention	Perry County Republic-Monitor This one was clean. It was a clean use of space to present a lot of information in a finite amount of space.		DIGITAL ADVERTISING RATES	STEPHANIE VANDEVEN

14.)	Best Ad Designer	Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Joplin Globe Great use of layering to create depth and good mastery of type elements.			Brett Zacarello
Second Place	Joplin Globe			Courtney Adams

Third Place **Columbia Missourian** **Melody Cook**

14.) *Best Ad Designer* *Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Perry County Republic-Monitor** **STEPHANIE VANDEVEN**

Second Place **Washington Missourian** **Sarah Moore**

Third Place **Warren County Record** **Scott Dupree**

Honorable Mention **Gasconade County Republican** **Tammy Curtis**

15.) *Best Online Ad Designer* *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Joplin Globe** **Brett Zacarello**
Clean and easy to read.

Second Place **Columbia Missourian** **Melody Cook**
Consistently clean and clear.

15.) *Best Online Ad Designer* *Weeklies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **McDonald County Press** **Terri Frye**
Excellent use of color, lettering, and layout to create eye-catching designs.

Second Place **McDonald County Press** **Rachel Jett**
Consistent. Consistent. Consistent. Nicely done.

Third Place **Laclede County Record** **Shawna Bradley**
Particularly effective multimedia ad

Honorable Mention **St. Louis Call Newspapers** **Larry Saylor**
Good use of space for banner and rail ads.

16.) *Best Ad Content Entire Publication* *Weeklies and Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Perry County Republic-Monitor** **STEPHANIE SCHUMER-VANDEVEN**

Second Place **St. Louis Webster - Kirkwood Times** **Webster-Kirkwood Times Best Ad Contest** **Amanda Zarecki**

Third Place **Laclede County Record** **Best Content** **Jennifer Early, Bethany Cranmer, Rebecca Dinwiddie, Shawna Bradley and Daniel Foust**

Honorable Mention **St. Louis American** **Best Ad Contest - Entire Publication** **The St. Louis American Staff**

17.) *Best Multimedia Campaign* *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Joplin Globe** **Scared of Santa Contest** **Courtney Adams**
Strong use of Colors, a simple but effective layout.

Second Place **Park Hills Daily Journal** **Cozean Memorial Chapel** **Michelle Menley**

17.)	<i>Best Multimedia Campaign</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News Cleanly presented, excellent production value. Consumed in pleasant parcels and all very well done.		Print, podcast, and social media	Michael Bushnell, Abby Hoover and Bryan Stalder
Second Place	Richmond News		Red White & Blue - Richmond News	Karen Payne, Sharon Donat and Shawn Roney
Third Place	Laclede County Record		Cares REDI	Jennifer Early, Beth Chism, Shawna Bradley and Daniel Foust
Honorable Mention	Laclede County Record		Lebanon CARES Tourism	Jennifer Early, Beth Chism and Shawna Bradley

18.)	<i>Best Idea to Grow Revenue</i>	<i>Weeklies and Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Laclede County Record		Holiday Recipe Pages	Jennifer Early, Bethany Cranmer, Beth Chism, Shawna Bradley and Daniel Foust
Second Place	Park Hills Daily Journal		Stories of Honor	Michael Distelhorst, Michelle Menley,
Third Place	Perry County Republic-Monitor		GRAD SIGNS & BANNERS	STEPHANIE VANDEVEN
Honorable Mention	Laclede County Record		Unique Boutique Crawl	Bethany Cranmer and Daniel Foust

19.)	<i>Best Print Advertising Campaign</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Perry County Republic-Monitor		PROP COP ADS	STEPHANIE VANDEVEN
Second Place	Northeast News		Bishop Sullivan	Bryan Stalder
Third Place	Laclede County Record		Lebanon Cares REDI (Jobs Ads)	Jennifer Early, Beth Chism, Shawna Bradley and Daniel Foust
Honorable Mention	Maryville Forum		19 - Forum Press Pass campaign	Ken Garner, Skye Pournazari, Twyla Martin, Jerry Lutz

20.)	<i>Best Sponsored Content/Native Advertising</i>	<i>Dailies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Park Hills Daily Journal		How to choose section	Michael Distelhorst, Michelle Menley, Dustin Holland,
Second Place	Columbia Missourian		CCUA Veterans Lunch	Melody Cook
Third Place	Columbia Missourian		Truman VA Hospital - 082221	Melody Cook
Honorable Mention	Columbia Missourian		Truman VA Hospital - 032121	Melody Cook

20.)	<i>Best Sponsored Content/Native Advertising</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Northeast News Great profile and fits right into content.		Chamber Of Commerce sponsored content	Abby Hoover and Bryan Stalder
Second Place	St. Louis Call Newspapers		Welcome Call_4_1_21	St. Louis Call Staff

21.)	<i>Best Newspaper-Produced Insert</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Perry County Republic-Monitor Clean, nice design for client.		ROZIER BALLOON	STEPHANIE VANDEVEN
Second Place	Washington Missourian Very elegant design. (Would have preferred a slightly neater headline.)		Altemueller Jewlery Insert	Mary Rayfield
Third Place	St. Louis Call Newspapers Clean layout and colors.		Fred Daues	Larry Saylor and Debbie Baker
Honorable Mention	Northeast News Elegant calendar. Creative use of advertiser icons.		Calendar/Wrapping Paper ad	Michael Bushnell, Abby Hoover, Dorri Partain, Bethany Alzanadi

22.)	<i>Best Newspaper-Produced Event</i>	<i>Weeklies</i>	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
First Place	Laclede County Record		Unique Boutique Crawl	Bethany Cranmer and Daniel Foust
Second Place	St. Louis Call Newspapers		Oakville Community Crawl	St. Louis Call Staff