



2020 Best Ad Contest

Results and Judges Comments

.) *BEST IN SHOW DAILIES*

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Columbia Daily Tribune**
This entry was selected as Best of Show in the 2020 Best Ad Contest. Selection was made from all the first places from the weeklies in the contest.

Erin Chambers

Originally Won for Best Special Section

.) *BEST IN SHOW WEEKLIES*

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Northeast News**
This entry was selected as Best of Show in the 2020 Best Ad Contest. Selection was made from all the first places from the weeklies in the contest.

Bryan Stalder

Originally Won for Best Ad Series

1.) *Best Full Page Ad*

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **Columbia Missourian**
Within the category, this ad stood out as the best. A very well balanced ad that makes creative use of "definition" copy to pull the theme together.

Melody Cook

Second Place **Independence Examiner**
Although heavily based on clip art, the ads look good visually. Very well balanced and the cloro comes alive off the page.

Megan Schoettger

Third Place **Columbia Missourian**
A very straight for and simple ad, but delivers a contemporary feel. Very clean and communicates the message.

Melody Cook

Honorable Mention **West Plains Daily Quill**
An extremely well balanced ad that makes excellent use of color placement for emphasis.

Richards Brothers Check-r-board

Vicky Rutter

1.) *Best Full Page Ad*

Weeklies Large

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place **St. Louis Call Newspapers**
A clear front-runner in this category, this ad conveys a lot of information in a well-organized package. The presentation does a great job of promoting the event and the businesses involved.

Oakville Community Holiday Crawl 11/28/19 Alicia Ruskey and Deb Baker

Second Place **St. Louis Call Newspapers**
This ad grabs your attention with a big headline, then reinforces name recognition with repetition. An excellent promotion for the business and high school athletes. Great work!

Performance Roofing_Football 8-29-19 Larry Saylor and Deb Baker

Third Place **Washington Missourian**
Cute and fun with a purpose, this offers readers a little something extra while promoting a local advertiser. Great concept!

LPL Financial Christmas Wrapping Paper Ad Mary Rayfield

Honorable Mention **Jefferson County Leader**
This ad has a great use of seasonal artwork to grab attention. Good organization and presentation without being overwhelming.

Reuther Ford 12-5-19

Debra Skaggs and Glenda Potts

1.) Best Full Page Ad	Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place The Odessan Great use of color and photos. Stands out. Good job.		4-H Week Bank of Odessa	Pam Schuchner and John Spaar
Second Place McDonald County Press Love the antlers in reverse, with fade effect behind copy. Good job.		2019 FCA Outdoor Expo	David Hancock
Third Place Perry County Republic-Monitor Love the color in this ad and its placement.		Plaza Tire	Stephanie Vandeven

1.) Best Full Page Ad	Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Richmond News This is a bold, attractive ad with a clear message. Great job keeping the information well-organized and easy to navigate.		Fowler's Recliner Blowout	Karen Payne
Second Place Maries County Advocate Great use of graphic elements and a pleasant color palette.		Fight Like a Tiger-Thank You	Tammy Curtis
Third Place Monroe City Lake Gazette Nice bright colors, and great incorporation of the logo at the top of the ad.		Maddie's On Main Grand Opening	Consetta Gottman
Honorable Mention Richmond News Nice organization, and a great use of the rainbow and other St. Patrick's Day graphic elements!		Fowler's Pot O'Gold	Karen Payne

2.) Best Ad Smaller Than a Full Page - No Smaller Than a 1/4 Page	Weeklies Large	Title of Entry, If Applicable	Award Winner(s), If Applicable
Third Place Jefferson County Leader Beautifully styled. Very festive for a holiday meal		7th Annual Holiday Dinner 11-7-19	Debra Skaggs and Glenda Potts
Honorable Mention Jefferson County Leader Very patriotic. Great visual		Thank You First Responders 10-31-19	Debra Skaggs

2.) Best Ad Smaller Than a Full Page - No Smaller Than a 1/4 Page	Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place Independence Examiner		Reinventing Senior Living!	Megan Schoettger
Second Place West Plains Daily Quill		Burton Creek Pharmacy1	West Plains Daily Quill Staff
Third Place Columbia Daily Tribune		Mid Mo Whiskey Fest	Wanda Rohlfing
Honorable Mention Columbia Missourian		Copper Run – Missourian	Melody Cook

2.) Best Ad Smaller Than a Full Page - No Smaller Than a 1/4 Page Weeklies Large *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Jefferson County Leader**
Very creative. Elegant entry

LaChance Vineyards 8-22-19

Debra Skaggs and Glenda Potts

Second Place **Arnold-Imperial Leader**
Great layout, great art work

2019 New Year Fire Safety Rock Community

Debra Skaggs and Rob Schneider

2.) Best Ad Smaller Than a Full Page - No Smaller Than a 1/4 Page Weeklies Medium *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **McDonald County Press**
Creativity on this ad is through the roof! Text, color, fonts and artwork combine to take this ad over the top. Love the integration of the artwork with the header. No reader will flip this page without taking notice of the ad.

2019 Breast Dressed Contest

Brian Huntley

Second Place **McDonald County Press**
Great photo-driven composition. Fans will immediately recognize the group before clearly seeing all of the details of the concert. Minimum text keeps the ad clean.

Pineville Christian Church

Debra Ballard

Third Place **Salem News**
The butcher block and slab textures create depth for the rest of the ad. Information is clearly compartmentalized, and fonts are fun. The logo is given adequate space to really jump out to the reader.

Slab's Grill

Stefanie Van Wyk

Honorable Mention **Laclede County Record**
Pups in robes and shower caps—always an eye-catcher. Creativity is on full display with the photos and the text (Face, Feet & Fanny). Will definitely get a double take from readers.

Doggie Salon

Shawna Bradley

2.) Best Ad Smaller Than a Full Page - No Smaller Than a 1/4 Page Weeklies Small *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Maries County Advocate**

Maries County Bank

Dennis Warden

Second Place **The Vedette**

Arvest Cookies

Gina Langston

Third Place **Richmond News**

Shirkey Golf - Mushroom Festival

Karen Payne

Honorable Mention **Maries County Advocate**

Legends Big or Small

Tammy Curtis

3.) Best Ad Series *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place **Columbia Daily Tribune**
Colorful, bold, creative and adorable! Font selection and use of bolding and italics used for emphasis, create a flawless yet simple execution. Where do I sign up?!

Perfect Pet/Piece

Erin Chambers

Second Place **Columbia Missourian**
Clean, colorful and straight forward copy. The font usage is consistent and appropriate for the professional nature of the ad series.

Tigers on the Prowl – Missourian

Melody Cook

Third Place **Columbia Missourian**
Well balanced, consistent usage of fonts. With the theme of this ad focused on Art, I feel there was a missed opportunity to explore color and type more. Additionally, there is so much text in this ad, that finding a way to condense the copy may have helped the overall look and message.

Fall Into Art - Missourian

Melody Cook

Honorable Mention **News Tribune** Joe Schaefer Brenda Perkins
 Consistent theme, but lacks color and creativity. The overuse of the serif font on the ad makes it somewhat hard to track the message.

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

First Place **Northeast News** Independence Avenue Community Bryan Stalder
 Great use of color!

Second Place **Jefferson County Leader** Jones Animal Ask the Expert Series Michelle Engelhardt and Jeff Adams

Third Place **Laclede County Record** Chamber of Commerce Jennifer Early and Shawna Bradley

Honorable Mention **Laclede County Record** Remax Rebecca Dinwiddie and Megan Gibbs

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

First Place **St. Louis Post-Dispatch** Archives Lisa Clark, Lauren Anderson-Koelker, Erica Mills and Karl Hartfelder
 Love the color usage and positioning on the page. Color repeated in the headlines is very effective and brings the reader to the call to action at the bottom of the ad. Well done!

Second Place **News Tribune** HER House Ad Stacey Shertz
 Good use of color and expressive images to try and capture and convey the "female spirit". Bold use of the Magazine title is effective, especially if duplicated exactly on the magazine itself.

Third Place **Columbia Daily Tribune** No Place Like Homes Erin Chambers
 Colorful, original, good use art graphic/font combination.

Honorable Mention **Columbia Daily Tribune** Silver Platter Erin Chambers
 Clean, simple, effective.

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

First Place **LakeExpo.com** Lake Life Begins Here Brent Simpson
 Clean, simple, colorful and gets the message across. Classy serif font adds to the feel of the ad. Not overly creative, but accomplished the objective of creating the perceived experience.

Second Place **Constitution Tribune** A Man Needs Eyes Erin Chambers
 Creative use of a quote defining the business. The creativity of the copy choice combined with the imagery helps this effort. The constant back and forth among fonts makes this ad a little difficult to flow from a message standpoint. Creativity wins the day here though.

Third Place **Mexico Ledger** Skip Ad Erin Chambers
 Taking on the online competition head on. Does it go far enough? Clean simple use of fonts and imagery. Tells the story, but am I moved and do I buy the position?

Honorable Mention **LakeExpo.com** xBoats Powered By LakeExpo Brent Simpson
 Not very creative, but simple and message focused. Find your boat here. That's the key.

4.) Best Single House Ad		Weeklies Large	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Northeast News This ad is sure to catch everyone's attention and bring a smile to their face. Very creative!		Check Out The Ads On That!	Bryan Stalder
Second Place	Washington Missourian This ad fits perfectly with a wedding theme. Beautiful photos and layout.		Missourian Best of Weddings	Whitney Livengood
Third Place	St. Louis Call Newspapers I like the cleanness of this ad. The simple layout speaks volumes and catches the attention of readers.		Women in History	Katie McLaughlin and Deb Baker
Honorable Mention	Washington Missourian Great headline. Layout is clean and effective.		Every Business Has a Story	Staff

4.) Best Single House Ad		Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	McDonald County Press Ad grabs you with interesting header. Layout is clean and easily readable.		Hawgs Illustrated Subscription Offer	David Hancock
Second Place	Perry County Republic-Monitor The ad is easily readable and leaves enough space without text to let the artwork do the talking. You know at first glance what the ad is selling. Appreciate the "actual size" element being included for readers.		Graduation	Stephanie Vandeven
Third Place	Salem News Great use of a black and white ad. Leaves enough white space that it really stands out on a page with a lot of copy. Header will appeal to a large majority of the population who have more "stuff" than they know what to do with. The Salem News has given them an idea!		Cash In The Attic	Stefanie Van Wyk
Honorable Mention	Laclede County Record Appreciate the originality of this ad. The synonym idea is compelling.		Change	Shawna Bradley and Beth Chism

4.) Best Single House Ad		Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Focus on Oak Grove		Back to School subscription ad	John Spaar and Pam Schuchner
Second Place	The Vedette		Thank you for voting	Gina Langston
Third Place	Monroe City Lake Gazette		Lake Gazette House Ad	Abbie Power

5.) Best Ad Smaller than 1/4 Page		Dailies Large	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Independence Examiner Visually pleasing. Good representative photos of the business and its residents. Copy conveys features of a long-standing business. Lots of good information in a small space ad through photos and copy--covers all the bases.		The Groves	Megan Schoettger

5.) Best Ad Smaller than 1/4 Page		Dailies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	West Plains Daily Quill This ad knows how to stand out by using white space, color and vivid graphics, and it still tells me all I need to know in a small space. Makes me want to shop at this store.		Quality Floors - Give The Gift	Vicky Rutter
Second Place	Columbia Missourian Clever use of the red stripes to tie multiple parts of the design together with color and graphics.		MOAA Wreath Laying – Missourian	Melody Cook
Third Place	Columbia Missourian Great photos convey the message while keeping the copy simple and to the point.		Boonslick Chordbusters Singing Valentine –	Melody Cook
Honorable Mention	West Plains Daily Quill Great use of color makes this ad stand out on the page. Strong graphics jump out on the black background.		Bootleggers/Best BBQ	Vicky Rutter

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 Readers can't miss this ad on the page! It has clear messaging without being cluttered in such a small space. I love the placement of the knife and fork - looks like an invitation to sit down and eat that delicious steak. Great work!		Steak Night American Legion 8-1-19	Michelle Engelhardt and Jeff Adams
Second Place	St. Louis Call Newspapers This ad is all about elegance, showing the reader an inviting space to sit down and relax. Using the accent color from the room for the type gives the ad nice harmony with a clean look.		Flooring Interiors	Larry Saylor and Carol Malsch
Third Place	Jefferson County Leader This ad packs quite a punch! The bright color draws the eye, and information is presented in clearly defined segments. I love the use of the full moon as the coupon frame.		Pasta House 10-24-19.pdf	Michelle Engelhardt and Glenda Potts
Honorable Mention	Jefferson County Leader The artwork makes this ad pop while amplifying the message. Good organization of details without overwhelming the reader.		Jesus Passion Knights of Columbus 4-4-19	Debra Skaggs and Glenda Potts

5.) Best Ad Smaller than 1/4 Page		Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Laclede County Record Such a clever ad! Terrific headline, intriguing photo, bright colors and a clean layout. Overall, this ad really snags the reader's interest.		A1 Septic	Mariah Shepherd and Shawna Bradley
Second Place	Laclede County Record Wonderful use of a photo! Really attracts the reader.		Cackle Hatchery	Bethany Cranmer and Shawna Bradley
Third Place	Laclede County Record Beautiful use of the bold guitar graphic, and the great typeface choice deepens the overall design.		Two Guys Music	Bethany Cranmer and Shawna Bradley
Honorable Mention	Laclede County Record The interesting, unusual perspective of the car draws the eye, and the ad is well-designed overall.		ProTech Automotive	Bethany Cranmer and Shawna Bradley

5.) Best Ad Smaller than 1/4 Page		Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Maries County Advocate		Legends Home Equility	Dennis Warden

Second Place	Richmond News	Derstler - Programmable Comfort	Karen Payne
Third Place	Richmond News	C.D. Holtzen Open House	Karen Payne
Honorable Mention	Richmond News	Shirkey Foundation - Jumbo Shrimp Boil	Karen Payne

6.) Most Creative Use of Full Color in an Ad	Dailies	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Columbia Missourian	Campus View – Missourian	Melody Cook
Second Place	West Plains Daily Quill	Burton Creek Pharmacy	West Plains Daily Quill Staff
Third Place	News Tribune	MidMo Conservatory Dance	Monica Rackers
Honorable Mention	Columbia Missourian	State Park Marina - Missourian	Melody Cook

6.) Most Creative Use of Full Color in an Ad	Weeklies Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Washington Missourian Very clean ad, recliner images stick out and like the use of classic/fun fonts to grab attention.	Cinema 1 Plus	Mary Rayfield
Second Place	St. Louis Call Newspapers	Clark Floor	Larry Saylor and Colleen Drewes
Third Place	St. Louis Call Newspapers	J. West Salon	Larry Saylor and Deb Baker

6.) Most Creative Use of Full Color in an Ad	Weeklies Medium	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Perry County Republic-Monitor Dynamic use of imagery.	Heroes for Kids	Stephanie Vandeven
Second Place	Mountain Grove News-Journal Dynamic use of imagery.	Meadowbrook	Cayleb Thomas
Third Place	Jackson Cash-Book Journal Great use of color to identify theme.	Sandy's Place Christmas Ad	Jay Forness and Stephanie Watkins

Honorable Mention Jackson Cash-Book Journal

Jackson R-2 School District Hometown Proud Day Forness and Stephanie Watkins

6.) Most Creative Use of Full Color in an Ad *Weeklies Small* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place Richmond News Lafayette Regional It's Fair Time Karen Payne

Second Place Monroe City Lake Gazette Veterans Day Ad- Consetta Abbie Consetta Gottman and Abbie Power

7.) Best Special Section *Dailies* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place Columbia Daily Tribune
Very encompassing, well put together, beautiful photos and layout and highly functional wedding guide. 2019-20 Mid-Missouri Wedding Planner Erin Chambers

Second Place Columbia Missourian
Very nice, well put together, great photos, information and articles! The 2019 Missouri Tourism & Recreation Lyndsey Dunn

Third Place St. Louis Post-Dispatch
Great concept. Interesting content and nice layout. Old Newsboys Day Teresa Griffin, Donna Bischoff and Lisa Clark

Honorable Mention Columbia Missourian
Great advertiser support. A new take on a seniors section. Well done. BoomTown How to live your best life in Missourian Staff

7.) Best Special Section *Weeklies Large* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place St. Louis American
A timely section celebrating diversity in the community while asking tough questions. The presentation was supreme from content to layout, colors and headlines. We give it a perfect 10! Diversity, Equity & Inclusion Staff

Second Place Washington Missourian
An extraordinary hyper local piece celebrating a variety of heroes. The pictures and headlines were thoughtfully presented. A patriotic tribute! Saluting Our Military Staff

Third Place Washington Missourian
A great representation of celebrating the legacy businesses that make up the heartbeat of a community. Great work! Milestones Staff

Honorable Mention Arnold-Imperial Leader
An excellent resource for job seekers from all walks off life while highlighting available opportunities. Well done! Job Fair 10-17-19 Staff

7.) Best Special Section *Weeklies Medium* *Title of Entry, If Applicable* *Award Winner(s), If Applicable*

First Place LaClede County Record
Beautiful compilation of stories, pictures and history crafted together by showcasing a meaningful experience through artful presentation. Remembering Old Town Jennifer Early, Shawna Bradley, Megan Gibbs, Rebecca Dinwiddie and Beth Chism

Second Place McDonald County Press
Wonderful celebration of the proud history and future optimism of farming. Easy to follow layout, fun graphics, and great storytelling. 2019 Farm Family Tab Brian Huntley and NWADG Creative Staff

Third Place Perry County Republic-Monitor
Easy to navigate, enticing and colorful piece! Makes me want to visit.

Welcome Guide Perry County

Staff

Honorable Mention Laclede County Record
A fun section showcasing Laclede's talented young creators and their teachers.

All School Art Show

Laclede County Record Staff

7.) Best Special Section

Weeklies Small

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place Richmond News

Falling into Fun 2019

Karen Payne and Sharon Donat

Second Place Maries County Advocate

911 Salute

Staff

Third Place Richmond News

Show Me Ray County

Karen Payne, Sharon Donat,
Gannon Boone and Teresa Shaw

Honorable Mention Maries County Advocate

Famous Missourians

Staff

8.) Best Cover Design for a Special Section

Dailies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place St. Louis Post-Dispatch
Solid, clean design with eye-catching art. Uncluttered presentation of sponsors.

Stories of Honor Section Cover

Teresa Griffin, Denise Kosarek
and Sarah Gerrein

Second Place Columbia Daily Tribune
Understated, beautiful design that matches section's theme.

2019-20 Mid-Missouri Wedding Planner

Erin Chambers

Third Place Columbia Missourian
Great placement of art, headline, flag and teasers.

Welcome Back 2019 – Missourian Staff

Missourian Staff

Honorable Mention News Tribune
Colorful, fun and fitting!

Kids Magazine-Aug

Vickie Catalina

8.) Best Special Section Cover Design

Weeklies

Title of Entry, If Applicable

Award Winner(s), If Applicable

First Place The Vedette
This one is voted most humorous and intriguing. Headline makes me want to see why it's "not your typical..." section and "No supply list"....funny. Cover contains the most important information for a parent and promises more inside...I want to turn the page! Deserves my highest ranking!

Welcome Back to School

Gina Langston

Second Place McDonald County Press
Very clean cover. Great choice of photo and placement of text.

2019 Farm Family Cover

Brian Huntley

Third Place St. Louis Call Newspapers
Clean layout with multiple images representing large community coverage.

Fall Sports Preview

Larry Saylor

Honorable Mention Jackson Cash-Book Journal

A wonderful section concept with a beautiful animal photograph. This makes me want to flip the page which is a cover's main job...get the reader engaged to turn the page....

Pet Prints Cover

Jay Forness and Stephanie Watkins

9.) Best Single Classified Display Ad**Weeklies****Title of Entry, If Applicable****Award Winner(s), If Applicable****First Place Jefferson County Leader**
Creative use of border to provide context.

Estate Sale 6-6-19

Debra Skaggs

Second Place Perry County Republic-Monitor
Simple but compelling image.

dispatcher

Stephanie Vandeven

Third Place Laclede County Record
Simple but compelling image.

Wolfe Creek

Candy Flake and Megan Gibbs

Honorable Mention Laclede County Record
Simple but compelling image.

Lakey's Appliance

Candy Flake and Megan Gibbs

10.) Best Classified Section**Dailies****Title of Entry, If Applicable****Award Winner(s), If Applicable****First Place LakeExpo.com**

xBoats - Boats Classifieds

Brent Simpson, Nathan Bechtold,
Sara Halverson and Emily Debert**Second Place News Tribune**

Classified- 7/28/19

Monica Rackers, Brandi Silvers, Brenda Perkins and Sandy Draffen

10.) Best Classified Section**Weeklies****Title of Entry, If Applicable****Award Winner(s), If Applicable****First Place Washington Missourian**
Color compliments each other and well done. Good headers. Very well organized.

Washington Missourian Classified Section

Staff

Second Place Perry County Republic-Monitor
Colorful, well organized.

July Marketplace

Angie Brooks, Stephanie Vandeven
and Staff**Third Place St. Louis American**
The best of the best using only black and white. Clean as it gets!

St. Louis American Classifieds

Angelita Houston

Honorable Mention The Vedette
Like the headers and the use of color

The Vedette Shopper

Lavinia Thornhill
and Gina Langston**11.) Best Newspaper Promotion****Weeklies****Title of Entry, If Applicable****Award Winner(s), If Applicable****First Place Versailles Leader-Statesman**

Pipistrelle Press Best Newspaper Promotion Kathleen Stolt

Second Place Washington Missourian

Thanks Giveaway

Whitney Livengood

Third Place	Jackson Cash-Book Journal	Turkey Give Away	Stephanie Watkins, Diane Proffer and Jay Forness
Honorable Mention	Maries County Advocate	Graduation	Staff

12.) Best Shared/Signature Page	Dailies Small	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	West Plains Daily Quill	Halloween Signature Page	West Plains Daily Quill Staff
Second Place	Columbia Missourian	Easter - Missourian	Melody Cook
Third Place	West Plains Daily Quill	Southern Hills In Your Hometown	West Plains Daily Quill Advertising
Honorable Mention	West Plains Daily Quill	West Plains Hometown Proud	Daily Quill Advertising Staff

12.) Best Shared/Signature Page	Daily Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	News Tribune Clear message and cohesive design.	Annual Pancake Breakfast	Sandy Draffen
Second Place	News Tribune	Adopt-A-Pet	Stacey Shertz
Third Place	News Tribune	Nursing Recruitment	Brenda Perkins, Brandi Silvers, Monica Rackers and Sandy Draffen

12.) Best Shared/Signature Page	Weeklies Large	<i>Title of Entry, If Applicable</i>	<i>Award Winner(s), If Applicable</i>
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First Place	Jefferson County Leader It is obvious that the advertisers were "sold" on this campaign because of the large number of participating advertisers. Great effort and execution.	Shopping Spree 11-7 & 11-14	Staff
Second Place	St. Louis Call Newspapers I like the design of this ad using the horizontal layout.	Grad Salute - Fox High School	Staff
Third Place	Jefferson County Leader Great idea using Chamber members. Layout is effective.	De Soto Chamber of Commerce 7-3-19	Michelle Engelhardt, Debra Skaggs and Glenda Potts
Honorable Mention	St. Louis American I like the use of color in this ad. The color pulls it together and makes the reader want to read every ad.	COGIC Schedule	Jonathan Irving

12.) Best Shared/Signature Page		Weeklies Medium	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Gasconade County Republican I am going to steal this page!! Great way to have citizens look at their community!		Steeple Contest	Dennis Warden
Second Place	Laclede County Record		Halloween Coloring Contest	Bethany Cranmer, Megan Gibbs and Jennifer Early
Third Place	Laclede County Record		Social Media	Rebecca Dinwiddie, Jennifer Early, Megan Gibbs and Shawna Bradley
Honorable Mention	Laclede County Record		National Dog Day	Bethany Cranmer, Jennifer Early, Shawna Bradley, Megan Gibbs and Beth Chism

12.) Best Shared/Signature Page		Weeklies Small	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Monroe City Lake Gazette Love the way this was laid out and well put to together.		Softball Double Truck - Abbie Power	Abbie Power
Second Place	The Vedette		Buffalo Days 2019	Gina Langston and Lavinia Thornhill
Third Place	Richmond News		Shop Richmond for the Holidays	Karen Payne
Honorable Mention	Richmond News		Veterans Page	Karen Payne and Teresa Shaw

13.) Best Advertising Sales Tool		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	LakeExpo.com Extensive guide, showing value and variety of advertising solutions, demographics and analytics. Clear winner in this contest.		LakeExpo Media Kit	Brent Simpson
Second Place	News Tribune Includes basics - deadlines and rates. Would like to see more about HER.		HER Sales Flier	Stacey Shertz

13.) Best Advertising Sales Tool		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	The Vedette Colorful, attention getting with some good sales incentives for advertisers. Good job.		Reindeer Greetings Flier	Gina Langston
Second Place	McDonald County Press Nicely done. Good work.		McDonald County Press Sales Flyers	David Hancock
Third Place	Laclede County Record Nice job.		Laclede Littles	Shawna Bradley and Beth Chism

14.) Best Ad Designer		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Columbia Missourian		Melody Cook	Melody Cook
Second Place	News Tribune		Monica-Best Designer	Monica Rackers

14.) Best Ad Designer		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	Laclede County Record		Shawna Bradley - Graphic Design	Shawna Bradley
Second Place	Salem News		Stefanie Van Wyk - Designer	Stefanie Van Wyk
Third Place	St. Louis Call Newspapers		Larry Saylor	Larry Saylor
Honorable Mention	Richmond News		5 ads by Karen Payne	Karen Payne

15.) Best Online Ad Designer		Dailies and Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	McDonald County Press		Brian Huntley Digital Portfolio	Brian Huntley
The examples each show excellence in design and image quality, and the gif animations are smooth, tasteful and well executed. The fire in the Stampede banner is especially well done.				
Second Place	Columbia Missourian		Melody Cook	Melody Cook
The artist's versatility is evident in this nice collection of work in a variety of styles catered to different businesses. Each banner includes fitting images and a clear call to action.				
Third Place	Washington Missourian		Sarah Moore	Sarah Moore
The artist included 3 clean examples, Missouri Bank being an excellent banner ad with a clear message and call to action. The Facebook ads each have eye catching graphics, fun fonts and attractive colors.				
Honorable Mention	McDonald County Press		Terri Frye Digital Portfolio	Terri Frye
There are fine examples with good uses of images included, especially the RV banner, Junk Weekend and Flooring banner.				

16.) Best Ad Content Entire Publication		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place	St. Louis American		The St. Louis American Newspaper	Staff
Second Place	Washington Missourian		The Washington Missourian - Best Content	Staff
Third Place	Gasconade County Republican		Gasconade County Republican	Staff

17.) Best Multimedia Campaign		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place Exquisite eye-capturing graphics, consistent message and vibrant colors gain these assets undeniable attention. Overall an excellent campaign.	Independence Examiner	Rotary Club of Independence Mardi Gras	Megan Schoettger
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Second Place This is a marketing campaign of impressive scope. The assets with the silhouette theme have a strong recognizable identity that ties those items together well.	St. Louis Post-Dispatch	Cardinals Coverage Campaign	Lisa Clark, Lauren Anderson Koelker, Erica Mills and Karl Hartfelder
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17.) Best Multimedia Campaign		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place Strong graphics, excellent cross-platform promotion.	The Vedette	Vedette Game of the Week	Gina Langston
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Second Place Very creative way to build interest in Bicentennial. Good use of online.	Washington Missourian	Franklin County Bicentennial Kite Promotions	Whitney Livengood
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Third Place Good combination of print and digital. Also, seeing the results helped.	Washington Missourian	Brown's Shoe Win One Give One Contest	Whitney Livengood
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Honorable Mention Great idea, made me want a burger. Could have done more online promotion.	Northeast News	National Cheeseburger Day	Michael Bushnell, Dorri Partain, Elizabeth Orosco and Bryan Stalder
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18.) Best Idea to Grow Revenue		Dailies and Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place Great idea that would work in any market. Attractive layout.	Laclede County Record	Shop Local	Laclede County Record Staff
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Second Place Innovative idea to combat deadline problem. Very nice looking layout.	Laclede County Record	Football Section	Laclede County Record Staff
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Third Place Great product for the right market.	LakeExpo.com	Real Estate Expo - A Revenue Transformation	Brent Simpson, Nathan Bechtold, Sara Halverson and Emily Debert
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Honorable Mention Could not open file.	St. Louis American	Event Advertising Package	Staff
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19.) Best Print Advertising Campaign		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
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First Place Clean look with colors that pop against the black background. Good brand recognition throughout. Smart distribution of ad placement makes it a successful campaign entry.	Washington Missourian	Modern Auto Tire Sale	Whitney Livengood
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Second Place As a campaign, the ads do a good job of representing the various services that the Mehlville Fire Protection District provides. The red banners at the top and bottom make the advertiser easily recognizable.	St. Louis Call Newspapers	Mehlville Fire Protection District	Larry Saylor and Deb Baker
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Third Place The ads display creativity with the different angles that the designer chooses to take. The variety gives the advertiser exactly what they asked for while the logo and hours at the bottom add consistency.	Jackson Cash-Book Journal	Sandy's Place Ads	Jay Forness and Stephanie Watkins
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20.) Best Sponsored Content/Native Advertising		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis Post-Dispatch Great content, good use of color and an interesting layout makes this an excellent example of a native article with subtle sponsor inclusion.		In Good Taste	Teresa Griffin and Donna Bischoff
Second Place	St. Louis Post-Dispatch This native portion of a large marketing campaign makes good use of videos in a layout that emulates a feature news story.		Spirit of St. Louis Airshow & Stem Expo	Teresa Griffin and Donna Bischoff
Third Place	LakeExpo.com Excellent photography and a first hand account of the experience highlight the feed-style format of this native article.		Lake Escape! Lake Of The Ozarks Escape	Nathan Bechtold
Honorable Mention	LakeExpo.com Humorous copy and great animal photos engage the reader into what would otherwise be a bio story about the sponsor.		Animal-Loving Vets Share Hilarious &	Sara Halverson

20.) Best Sponsored Content/Native Advertising		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Laclede County Record		A+ Teacher	Bethany Cranmer, Jennifer Early, Beth Chism and Shawna Bradley
Second Place	St. Louis Call Newspapers		Welcome Call	Staff

21.) Best Newspaper-Produced Insert		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis Post-Dispatch Love the theme, headline, copy and art. Creative, eye-catching insert that is sure to drive subscriptions!		Back to School Subscription Offer Insert	Lisa Clark, Lauren Anderson Koelker and Karl Hartfelder
Second Place	St. Louis Post-Dispatch Colorful. Clear messaging. Well done!		Subscription Offer Single Copy Insert	Lisa Clark, Lauren Anderson Koelker and Karl Hartfelder
Third Place	Independence Examiner Fits holiday theme with attractive offers.		Christmas Jewelry Insert (Front and Back)	Megan Schoettger

21.) Best Newspaper-Produced Insert		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	Monroe City Lake Gazette Nicely done, lots of interesting information as well as advertising.		Farmers Elevator 100 Year Celebration	Consetta Gottman, Abbie Power and Mandi Kindhart
Second Place	Perry County Republic-Monitor Well done, color is great. Layout is good.		Rozier's 116 Anniversary Sale	Stephanie Vandeven
Third Place	Perry County Republic-Monitor Lovely layout and great color choices.		Mother's Day, Roziers	Stephanie Vandeven

22.) Best Newspaper-Produced Event		Dailies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis Post-Dispatch Putting on an event this big takes lots of planning and cooperation. I would love to be in the food critic's shoes for the taste testing!		Great Taste	Donna Bischoff, Lisa Clark, Emily Tintera, Mandi Hesser and Cara Schamburg
Second Place	Columbia Missourian Very clean section and promotional materials. 80 nominees and 300 sponsors is a great turnout.		Progress Awards 2020	Missourian Staff
Third Place	St. Louis Post-Dispatch Very Clean and professionally done.		Stories of Honor	Teresa Griffin, Donna Bischoff and Lisa Clark
Honorable Mention	Independence Examiner A lot of materials show a great rounding of promotions for event. I would use upper and lower case to make it easier to read.		Women of Distinction	Megan Schoettger, Julie Moreno and Luke Daniel

22.) Best Newspaper-Produced Event		Weeklies	Title of Entry, If Applicable	Award Winner(s), If Applicable
First Place	St. Louis American		Salute to Excellence in Education	Staff
Second Place	Richmond News		Thanksgiving Food Drive	Karen Payne, Jack 'Miles' Ventimiglia and Sharon Donat