



2025 Best Ad Contest

Results and Judges Comments

<i>CLASS 01 - Best Full-Page Ad</i>		<i>Class 3</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Webster-Kirkwood Times		Keifer's Lawn & Landscaping	Amanda Zarecki
Excellent use of color and a range of photos. This ad quickly captures the reader's attention and showcases a range of services offered by the client without being too busy. Well done.				
2nd Place	Webster-Kirkwood Times		Frisella Landscape Group	Amanda Zarecki
The headline, and its placement within the photo, is eye-catching and creative. The entire ad feels upscale, and all of the elements work cohesively together. Great use of photos to show a range of the client's work.				
3rd Place	St. Louis Call Newspapers		Performance Roofing_Santa Repairing	Larry Saylor,Debbie Baker
Love the artwork. It is eye-catching, quickly grabs your attention and clearly shows the reader what the client is advertising.				
<i>CLASS 01 - Best Full-Page Ad</i>		<i>Class 4</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Columbia Missourian		Runge Nature Center	Melody Cook
Lots of useful information that makes me want to learn more! Well done.				
2nd Place	Columbia Missourian		Pythian Castle	Melody Cook
No website or social media?				
3rd Place	Joplin Globe		Jersey Mike's	Chrystina Hanna
On brand				
<i>CLASS 01 - Best Full-Page Ad</i>		<i>Classes 1 & 2</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Perry County Republic-Monitor		Baer Engineering Welcome Guide Full Page	Stephanie Schumer-Vandeven
The gradient design of the photo, the message from the client and the entire ad concept are winners. The only thing I would change would be the text in a darker font color.				
2nd Place	Warren County Record		Kaminski's Furniture	Tim Hager
The headline is a winner!!! Brought me right into the ad.				
3rd Place	Ozark County Times		Chamber of Commerce	Regina Mozingo
The photos and event schedule really invite me into Ozark County...It's not just about the stores...It's about welcoming me there				
<i>CLASS 02 - Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page</i>		<i>Class 1</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Mexico Ledger		ACHS	Tim Hager
Clean ad with plenty of information. A great design that leads the eye to everything it needs to know.				

2nd Place	Mexico Ledger	Kate's Hallmar	Tim Hager
Nice ad with some good balance.			
3rd Place	Maryville Forum	Marvyille RII 6x10 Winter Sports	Twyla Martin
Nice clean photo and great balance. Go Hounds!			

<i>CLASS 02 - Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page</i>	<i>Class 2</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Ozark County Times	Rockbridge Fall Festival	Regina Mozingo
Very nice ad...colors don't scream at you but are vibrant enough to grab your attention. Very clean and nicely designed			
2nd Place	Ozark County Times	Deb's Diner and Bakery	Regina Mozingo
The colors used in this ad definitely convey a sweet, local bakery. The ad design is very clean considering how much info is in there. This ad makes me want to pay a visit!			
3rd Place	Warren County Record	Silver Dollar City	Tim Hager
This ad is definitely vibrant...the colors used match the photo/graphic nicely and while it's a little 'loud' I'm assuming Silver Dollar City is as well! looks like a fun place			

<i>CLASS 02 - Best Ad Smaller than a Full Page - No Smaller than a 1/4 Page</i>	<i>Classes 3 & 4</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Jackson Cash-Book Journal	Wish eclipse ad	Stephanie Watkins, Jay Forness
Great concept of eclipse sale for the store with a strong graphic and large logo to attract readers. Only downside is type is very small, condensed and in reverse and a bit hard to read.			
2nd Place	Webster-Kirkwood Times	Poynter Landscape	Amanda Zarecki
Nice layout with strong large graphic displaying their merchandise. Nice layout and use of white space and fonts. Magazine look.			
3rd Place	Webster-Kirkwood Times	Friar Tuck	Amanda Zarecki
Beautiful strong large graphic displaying merchandise along with the holiday theme sale. Simple and direct to attract readers.			

<i>CLASS 03 - Best Ad Series</i>	<i>Classes 1 & 2</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Maryville Forum	Making The Call	Jon Dykstra, Phil Cobb, Skye Pournazari
The concept behind this series is brilliant and innovative. It is appropriately placed in its relative Sports section of the newspaper and spotlights local talent in a new way, calling attention and admiration to an often under-appreciated role in sports. The ads are original and engaging, with a clean layout and excellent use of contrast, text, graphics, photo, and sponsorship placement. The series initiates increased community content while generating revenue for the project and publication.			
2nd Place	Springfield Business Journal	PCnet	Rebecca Green
The visual arrangement of elements within each ad are well-organized and appealing. The bright, bold imagery is eye-catching and helps communicate the brand's message clearly. The headline and subhead are clever, relevant to the advertiser's brand and target audience, and pair well with the choice of imagery.			
3rd Place	Perry County Republic-Monitor	RCHA ad Series	Stephanie Schumer-Vandeven
The message behind the series is strong, clear, and relevant to the RCHA brand. The limited space in this small ad is used wisely, capturing the attention of the target audience in an effective way with its bold text, clean layout, bright color, and visual elements.			

<i>CLASS 03 - Best Ad Series</i>	<i>Classes 3 & 4</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place	Jefferson County Leader	Sundays at Sunset Concert Series	Michelle Engelhardt, Kayla Rhineberger
Colorful and distinctive series of ads for one or more of the local concert series. Distinctive and clever use of color and visuals. Well done.			

2nd Place	Columbia Missourian	City of Col - Movies In The Park	Melody Cook	
Clear crisp informative and distinguishable ads for the local movie series. Well done				
3rd Place	Washington Missourian	Modern Auto Ad Series	Mary Rayfield & Lori Obermark	
Entrepreneurial series of branding ads featuring both factual information and attaching to community causes. Congrats				
CLASS 04 - Best Single House Ad		Classes 1 & 2	Title of Entry	Award Winner(s)
1st Place	Focus on Oak Grove	Spring sports	Pam Schuchner	
Strong visual, clear call to action, good use of space				
2nd Place	Perry County Republic-Monitor	Republic Monitor Catch_House Ad	Stephanie Schumer-Vandeven	
engaging visual and strong design				
3rd Place	Perry County Republic-Monitor	Republic Monitor_Birth	Stephanie Schumer-Vandeven	
cute design and appeals to audience and promotes engagement from readers				
CLASS 04 - Best Single House Ad		Classes 3 & 4	Title of Entry	Award Winner(s)
1st Place	Washington Missourian	Support Local Journalism	Jeanine York	
Really great. Modern with a bit of an old world edge. Really beautiful design work with an important message. The colors are eye catching and really push the message.				
2nd Place	St. Louis American	Stay In Touch - The St. Louis American	Melvin Moore	
Has cohesive flow and great color story. I also love the way my eyes move across it.				
3rd Place	St. Louis Call Newspapers	Pet Photo Contest Promo	Larry Saylor,Erin Ashwell,Debbie Baker	
Clear and eye catching. The text is easy to read and the message easy to follow. Great work!				
CLASS 05 - Best Ad Smaller than a 1/4 Page		Class 1	Title of Entry	Award Winner(s)
1st Place	Mexico Ledger	Miller Tire	Tim Hager	
Awesome! Whether by chance or design, tire company runs comical ad about cold-weather battery check on the same front page where news story shows negative temperature thermometer. Fantastic! Well done!				
2nd Place	Mexico Ledger	Fischer Body Shop	Tim Hager	
Colorful congratulatory sports ad from local business				
3rd Place	Maryville Forum	Snodderley Lumber	Twyla Martin	
Small but striking and colorful booster ad creating visibility for local business. Nice				
CLASS 05 - Best Ad Smaller than a 1/4 Page		Class 2	Title of Entry	Award Winner(s)
1st Place	McDonald County Press	Honeypops Bar_DEBRA BALLARD	DEBRA BALLARD	
We appreciate the "layout" and feel of the ad. It caught our attention, and enticed tastebuds.				

2nd Place	Wright County Journal	Community 1st Bank WCJ 11-13-25 Target	Ron Schott
3rd Place	Wright County Journal	McKinleys Saluting Our Veterans WCJ 11-06	Ron Schott
CLASS 05 - Best Ad Smaller than a 1/4 Page		Class 3	
1st Place	Washington Missourian	Mo Growing Supplies	Sharon Pruesssner & Matt Amlong
2nd Place	Arnold-Imperial Leader	The Rotary Club of Arnold - Pancake	Michelle Engelhardt, Rob Schneider
3rd Place	Washington Missourian	Hoffmann Gallery Augusta	Jeanine York
CLASS 05 - Best Ad Smaller than a 1/4 Page		Class 4	
1st Place	Columbia Missourian	Ben Roe Beauty	Melody Cook
Nicely laid out. Good use of colors that work with the photo. Easy to read.			
2nd Place	Columbia Missourian	McCaffree for Congress	Melody Cook
3rd Place	Columbia Missourian	Sr Center Ice Cream Social	Melody Cook
CLASS 06 - Most Creative Use of Full Color in an Ad		Class 2	
1st Place	Springfield Business Journal	Got News	Rebecca Green
Very eye catching, and bright color makes ad pop. Exciting.			
2nd Place	Warren County Record	Vote No Prop L	Tim Hager
Use of color makes me alert to what the ad is promoting. Strong use of color to signify a warning.			
3rd Place	Laclede County Record	Red Carpet	Vicki Carey & Courtney Bishton
Eye catching with the use of color, and clear to read			
CLASS 06 - Most Creative Use of Full Color in an Ad		Classes 3 & 4	
1st Place	Columbia Missourian	Col Metro Rotary Club Trivia Night	Melody Cook
Ad really pops. Although there are a lot of colors used in the ad, it is easy to read. Ad is fun, which makes it look like the event will be fun!			

2nd Place

Washington Missourian

Bond Plumbing

Sharon Pruesssner

Talk about eye-catching...while the colors are rather vibrant and saturated, the ad is easy to read and the image is striking. Definitely gets your attention.

3rd Place

St. Louis Call Newspapers

The Healthy Shoppe - St. Patrick's Day

Larry Saylor,Erin Ashwell,Debbie Baker

Nice use of color...this ad gets a little lost on the page with all the other ads...but that said, it is well designed and the green and gold work well together.

CLASS 07 - Best Special Section

Class 1

Title of Entry

Award Winner(s)

1st Place

Excelsior Springs Standard

Cat. 7 - 2024-11 Plant YOur Roots Residence

Karen Payne

I loved this piece. the color and design were very visually interesting. My only qualm was the pages with paragraphs just left aligned.

2nd Place

Maryville Forum

Our Town 2024

Twyla Martin, Phil Cobb, Rita Piveral, Skye Pournazari

Design felt very clean and I love the pops of color.

3rd Place

Maryville Forum

Fall Sports 2024

Jon Dykstra, Twyla Martin, Phil Cobb

Great designs and color stories. I love the inner page layouts.

CLASS 07 - Best Special Section

Class 2

Title of Entry

Award Winner(s)

1st Place

Ozark County Times

2024 The Real Ozarks

Jessi Dreckman; Regina Mozingo; Jenny Yarger; Norene Proski

A standout! This publication maintains a high-end design while remaining relatable. A great mix of well designed ads.

2nd Place

Perry County Republic-Monitor

PERRY COUNTY SPORTS HISTORY 1999/2024

Stephanie Schumer-Vandeven

Well designed, great use of graphics. A pleasure to read.

3rd Place

Springfield Business Journal

60 Ideas In Sixty Minutes

Rebecca Green, Tawnie Wilson

A great special section! This was fun and well laid out.

CLASS 07 - Best Special Section

Class 3

Title of Entry

Award Winner(s)

1st Place

St. Louis American

Diversity, Equity & Inclusion - A Business

Mike Terhaar

2nd Place

Washington Missourian

Bridal Showcase

Staff

3rd Place

Jefferson County Leader

Real Estate Showcase

Staff

CLASS 07 - Best Special Section

Class 4

Title of Entry

Award Winner(s)

1st Place

Hannibal Courier-Post

Hannibal Magazine

Jean Mayer

2nd Place	Columbia Missourian	MU Homecoming 2024	Columbia Missourian Staff
3rd Place	Columbia Missourian	COMO Kids 2024	Columbia Missourian Staff

<i>CLASS 08 - Best Cover Design of a Special Section</i>	<i>Class 3</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place Washington Missourian love the ornament shaped house - really opens to a whimsical child's imagination		Home for the Holidays	Jeanine York & Sarah Cates
2nd Place Webster-Kirkwood Times nice variety of- community event images. Could have used something in place of the second fair ride, but overwell tells the story well.		2024 Webster Groves Community Days	Amanda Zarecki
3rd Place Washington Missourian beautiful photgoraph, great clarity and creative positioning		Parade of Babies	Mary Rayfield and Sarah Cates

<i>CLASS 08 - Best Cover Design of a Special Section</i>	<i>Class 4</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place Joplin Globe		Joplin Magazine Oct/Nov 2024 cover	Chrystina Hanna
2nd Place Columbia Missourian		Year In Photos	Columbia Missourian Staff
3rd Place Columbia Missourian		The District Holiday Guide 2024	Melody Cook

<i>CLASS 08 - Best Cover Design of a Special Section</i>	<i>Classes 1 & 2</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place Perry County Republic-Monitor Wow!!! What a great cover. The cow owned me as soon as I saw it. The photo was superb and the pins on the bottom map really told me it was a guide		2024-2025 WELCOME GUIDE	Stephanie Schumer-Vandeven
2nd Place Maryville Forum Didn't have to tell me this was a Fall sports guide. The photos tell the story, especially the football. Great job!		Fall Sports Preview	Jon Dykstra
3rd Place Perry County Republic-Monitor Everyone does a voter's guide..this is a memorable cover!		2024 PRIMARY VOTER'S GUIDE TAB	Stephanie Schumer-Vandeven

<i>CLASS 09 - Best Single Classified Display Ad</i>	<i>Class 2</i>	<i>Title of Entry</i>	<i>Award Winner(s)</i>
1st Place Perry County Republic-Monitor		Reporter_Republic Monitor	Stephanie Schumer-Vandeven

2nd Place	Perry County Republic-Monitor	United State Postal Service	Stephanie Schumer-Vandeven
3rd Place	Ozark County Times	4-Wheeler Repair	Regina Mozingo

CLASS 09 - Best Single Classified Display Ad		Classes 3 & 4	Title of Entry	Award Winner(s)
1st Place	Hannibal Courier-Post		Health Fair	Jackie Trujillo
Eye catching graphics. Good use of color and easy to read.				
2nd Place	Hannibal Courier-Post		Adams Count Sheriff	Jackie Trujillo
3rd Place	Arnold-Imperial Leader		Travel Agents Wanted	Debra Skaggs, Sky-Ann Chandler

CLASS 10. Best Classified Section		Classes 1, 2 & 3	Title of Entry	Award Winner(s)
1st Place	Washington Missourian		Best Classified Section	Staff
Colorful, attractive and easy to find what you're looking for.				
2nd Place	Wright County Journal		Best Classified Section - Wright County	Ron Schott
Colorful, easy to read. With a little better spacing, this would be a first place entry! Nice job!				
3rd Place	Maryville Forum		10 - Classifieds	Rita Piveral
Clean looking pages. Plenty to read in them. Watch those single line orphans!				

CLASS 11 - Best Newspaper Promotion		Dailies & Weeklies	Title of Entry	Award Winner(s)
1st Place	St. Louis American		The St. Louis American Supporter Campaign	The St. Louis American staff
This promotion was well executed to use a variety of platforms in delivering the message. The use of profile photos in this promotion engages the target audience, yet the collage keeps the layout clean and recognizable. The message copy resonates with the reader and delivers a direct call to action.				
2nd Place	Unterrified Democrat		Mr. UD	Staff
This promo is original and I assume has become a highly-anticipated trend for your brand. Mr. UD (Unterrified Democrat), a sort of brand mascot, is a clever concept and its appearance amid holiday seasons is precocious. The copy is engaging and draws the audience into the office-space/home of the publication.				
3rd Place	Springfield Business Journal		2024 Recap Video	Tawnie Wilson
This is a wonderful way to showcase your brand and its accomplishment within the community. I would like to see other platforms where the contents of the video was shared– for example, the newspaper and social media post with accompanying text, but good work on this recap.				

CLASS 12 - Best Shared/Signature Page		Class 1	Title of Entry	Award Winner(s)
1st Place	Focus on Oak Grove		Fire prevention Sni Valley	John Spaar, Pam Schuchner, Linda Ighoyivwi
Vibrant representation by spotlighting local firefighters and accompanying the signature ads together. Page has quite the impact.				

2nd Place	Maryville Forum	Homecoming signature page	Twyla Martin, Phil Cobb, Jon Dykstra, Skye Pournazari	
Great spirit displayed here for this school. What a great way to bring the community together to support their local high school and the milestones their students celebrated.				
3rd Place	Maries County Advocate	Vote NO on Amendment 3	Dennis Warden	
CLASS 12 - Best Shared/Signature Page		Class 2	Title of Entry	Award Winner(s)
1st Place	Wright County Journal	Tri-County Fair WCJ 06052024	Ron Schott	
Who doesn't like a County Fair! Nice layout with advertisers along the edge and full list of easily read activities in front of you.				
2nd Place	Perry County Republic-Monitor	Easter Services	Stephanie Schumer-Vandeven	
Eye-catching header with easy to read information below it. The ads nicely laid out under the info.				
3rd Place	Perry County Republic-Monitor	4-H Section	Stephanie Schumer-Vandeven	
Nice layout with lots of images in the article and advertising below. Obviously a lot of support for 4-H in the community. Nice work.				
CLASS 12 - Best Shared/Signature Page		Classes 3 & 4	Title of Entry	Award Winner(s)
1st Place	Jefferson County Leader	Ladies Night	Michelle Engelhardt, Kayla Rhineberger	
My favorite Love the concept and how it is set up				
2nd Place	Columbia Missourian	Easter 2024	Melody Cook	
I love having the listenings for the Holidays				
3rd Place	Jefferson County Leader	Holiday Market	Michelle Engelhardt, Mark Grebe, Kayla Rhineberger	
I love the layout and the design				
CLASS 13 - Best Advertising Sales Tool		Dailies & Weeklies	Title of Entry	Award Winner(s)
1st Place	Columbia Missourian	The District Holiday Guide 2024	Melody Cook	
2nd Place	Columbia Missourian	COMO Kids 2024	Melody Cook	
3rd Place	Columbia Missourian	Voters Guide 2024	Melody Cook	
CLASS 14 - Best Ad Designer		Class 4	Title of Entry	Award Winner(s)
1st Place	Joplin Globe	Brett Zacarello Portfolio	Brett Zacarello	
Clean, Modern design				

2nd Place	Columbia Missourian	Melody Cook	Melody Cook
Respectful of the individual brands			
3rd Place	Joplin Globe	Stanley Steemer, Bug Zero, Ihop, Cramer's,	Chrystina Hanna
CLASS 14 - Best Ad Designer		Classes 1, 2 & 3	
1st Place	The Northeast News	Best Ad Designer	Lillian Gibbs
2nd Place	Washington Missourian	Best Ad Designer	Sharon Pruesssner
3rd Place	Webster-Kirkwood Times	Amanda Zarecki - WKT Creative Director	Amanda Zarecki
CLASS 15 - Best Online Ad Designer		Dailies & Weeklies	
1st Place	McDonald County Press	Best Online Ad Designer	Terri Frye
2nd Place	Washington Missourian	Best Online Ad Designer	Sarah Cates
3rd Place	Columbia Missourian	Melody Cook	Melody Cook
CLASS 16 - Best Ad Content Entire Publication		Classes 2 & 3	
1st Place	Webster-Kirkwood Times	Best Ad Content Entire Publication - WKT	Staff
2nd Place	Springfield Business Journal	Best Ad Content Entire Publication	Heather Mosley, Rebecca Green, Tawnie Wilson, Katelyn Egger
3rd Place	St. Louis American	The St. Louis American newspaper	The St. Louis American staff
CLASS 17 - Best Multimedia Campaign		Classes 1, 2 & 3	
1st Place	St. Louis American	22nd Annual Salute to Business videos	James LeBine

2nd Place	St. Louis Call Newspapers	2024 Community Job Fair	Staff
3rd Place	Washington Missourian	Halloween Contest Multimedia Campaign	Lori Obermark & Matt Amlong

CLASS 18 - Best Idea to Grow Revenue	Class 2	Title of Entry	Award Winner(s)
1st Place Laclede County Record Very innovative idea to include the community in a fun event!		Spring Boutique Crawl	Jennifer Early & Daniel Foust

CLASS 19 - Best Print Ad Campaign	Classes 1 & 2	Title of Entry	Award Winner(s)
1st Place Maryville Forum It is terrific when we can put an advertiser in front of the audience they want -- in this case a physical therapy practice in front of sports fans. It is even better when they can be attached to supporting local journalism -- in this case sports stats. This is an idea everyone can use. Well conceived, well executed		Reign Physical Therapy Print Campaign	Jon Dykstra, Phil Cobb
2nd Place Perry County Republic-Monitor Distinctively designed, full of information but not cluttered and in a variety of colors but recognizable, these ads command attention. Well done.		PPC Perry Park Center	Stephanie Schumer-Vandeven
3rd Place Perry County Republic-Monitor Colorful seasonal ads of different sizes and timely content for a local tire company. No chance of this being repetitive and it is very eye-catching. Nice		Perryville Tire	Stephanie Schumer-Vandeven

CLASS 20 - Best Sponsored Content/Native Advertising	Classes 3 & 4	Title of Entry	Award Winner(s)
1st Place The Northeast News This series had tremendous local content value in addition to monetizing the space as sponsored content. Much thought went into this campaign and it shows.		Neighborhoods in Northeast	Lillian Gibbs and Michael Bushnell
2nd Place St. Louis American Very clean design and clear messaging. The sponsored content wasn't hidden downpage but front and center and validated the source of the content to the reader and gave great presence for the advertiser.		Ten tips to keep your business 'cybersafe'	Mike Terhaar
3rd Place Columbia Missourian		Burrell - Oral Health	Melody Cook

CLASS 21 - Best Newspaper Produced Insert	Class 3	Title of Entry	Award Winner(s)
1st Place Jackson Cash-Book Journal This insert checks all of the boxes. It is original and brings a fresh take on inserts. The creativity and conceptualized theme resonate from cover to cover. Visual elements are exciting and enjoyable, yet clean and inviting. A job well done by all departments.		Jackson Eclipse Special	Stephanie Watkins, Jay Forness
2nd Place The Northeast News This is a creative and unique way to celebrate your advertiser and your audience. The wrapping is an innovative touch of originality on a traditional product. The use of a stunning photograph of the client's business with exactly enough information on the footer was well-executed.		Kansas City Museum Gift Wrap and Calendar	Bryan Stalder, Lillian Gibbs and Dorri Partain
3rd Place St. Louis American This insert has strong visual hierarchy, clarity, and a layout that draws the reader in and guides them through its content with ease and enjoyment. Well done.		American Heart Association - Special Section	Melvin Moore

CLASS 22 - Best Newspaper Produced Event		Classes 2 & 3	Title of Entry	Award Winner(s)
1st Place	Springfield Business Journal		Nonprofit Excellence Awards	Rebecca Green, Katelyn Egger, Tawnie Wilson, Heather Mosley
2nd Place	St. Louis American		37th Annual Salute to Education Scholarship	The St. Louis American staff
3rd Place	St. Louis Call Newspapers		2024 Community Job Fair	Staff