

2006 Michigan Press Association Advertising Contest Winners



Best Use of Newspaper Art Service

● Daily Class B and C *

1st Place - Lansing State Journal

Nothing Like a New Car

I love the "old car" art in the "new car" ad . . . especially since the advertiser's logo is so "retro." Nice nostalgic appeal.

2nd Place - Battle Creek Enquirer

Prebish

Artwork is very clean and appropriate.

● Daily Class D

1st Place - The Daily News, Iron Mountain

When I Grow Up

Very attention-getting use of photos. Very effective.

2nd Place - Cadillac News

Persnickety, etc

Great use of color and choice of artwork. A smaller ad yet it still dominates the page.

3rd Place - The Daily News, Iron Mountain

Midas

Art and copy work well together. Great layout.

● Weekly Class A

1st Place - Metro Times, Detroit

Mario's

Artwork really catches your eye!!! You have to read the copy. I'm sure everyone who read the paper that day, read this ad. Clever!

2nd Place - Observer & Eccentric Newspapers

Art-Is-In

Perfect art for theme of ad.

3rd Place - Observer & Eccentric Newspapers

Jon Boy Landscaping

Very clean, detailed artwork that enhances this ad. Readers will look twice!

● Weekly Class B

1st Place - Tri-County Times, Fenton

Barefoot Thyme

Very clean ad. Art fits theme perfectly!

2nd Place - Tri-County Citizen, Chesaning

Dobson Chiropractic

Santa's face shows his pain. Fine chiro ad for relief.

● Weekly Class C

1st Place - The Exponent, Brooklyn

Dog Days of Summer

Great theme! Great art! Sounds like a fun time for dog lovers.

2nd Place - Huron County Press

Halloween Safety Tips

Art follows theme. Good information for parents. If you have children it's a "must read!"

Best Use of Newspaper Art Service Weekly Class C cont.

3rd Place - The Romeo Observer

Making a House a Home

Wonderful art! Should catch the reader's eye.

Hon. Mention - Leelanau Enterprise

Stubbs

Perfect art for theme of ad. Very easy to read. Gets message across.

● Weekly Class D

1st Place - Clarkston News

Rudy's Market

Good clean ad. Nice dominant use of art, good use of reverse.

2nd Place - Charlevoix Courier

Lake Charlevoix Mariners

Nice use of artwork and white space.

3rd Place - The Advance, Blissfield

The Early Bird

Good use of color. Dominant use of art.

Best Ad Idea

● Daily Class B

1st Place - Kalamazoo Gazette

Shop Paw Paw First

Excellent reader involvement idea. Fun for readers and advertisers. Great way to build weekly advertisers.

2nd Place - Lansing State Journal

Wallace Opticians

When you first see this ad you instantly know what it's for. Simple and clever.

3rd Place - Lansing State Journal

Camera Shop

Love the use of old photo's and projector. Children's photos really capture attention.

● Daily Class D

1st Place - Sturgis Journal

Word Search

Activity and reader interaction tied in with advertisements. Great way to hold viewer's attention and leave a lasting impact on consumer.

2nd Place - The Daily News, Greenville

Design an Ad

Always great to see kids involved in newspapers! Fun, creative . . . All around good layout and flow of entries.

3rd Place - Ludington Daily News

Memorial Medical

Clean, bold, design. Tugs at "heartstrings." Very well executed.

Hon. Mention - Ludington Daily News

Gift Train

Great use of train for the ad size. Bottom space fun!

* Some classes were combined when one class had insufficient entries for judging.

Best Ad Idea, continued

● Weekly Class A

1st Place - *Metro Times, Detroit, Detroit*

Mr. Joe's

Great artwork. Good character. Overall great ad.

2nd Place - *Suburban Lifestyles, Rochester*
Rochester Around Town

Nice idea. Nice looking ad. Very readable.

3rd Place - *Observer & Eccentric Newspapers*

Holiday Market

Good use of dramatic artwork. Nice ad series.

Hon. Mention - *Livingston Community News*

Waldecker

Nice idea. Easy to read.

● Weekly Class B

1st Place - *The County Press, Lapeer*

10 Most Wanted

Great idea, wonderful readership. Great community project for advertising to buy into.

2nd Place - *Tri-County Citizen, Chesaning*

4th of July Fest

Good clean ad. Great concept.

3rd Place - *Northern Express Weekly, Traverse City*

Gallerie Medici

Good clean ad. Very eye appealing.

● Weekly Class C

1st Place - *Gratiot County Herald*

Farm Community

Nice idea, very readable. Kids always sell!

2nd Place - *Leelanau Enterprise*

Writing the Book

Clean ad. Eye appealing.

3rd Place - *Houghton Lake Resorter*

JM Jewelers

Nice use of graphics and color.

Hon. Mention - *Gaylord Herald Times*

Treetops Resort

Almost looks like an agency ad. Very professional layout.

● Weekly Class D and Sustaining

1st Place - *UP Magazine*

Dr. Tom

I've never seen an ad like it. Attention getting and conveys simple message well.

2nd Place - *The Advance, Blissfield*

We've Got Spirit

Eye catching and does a good job demonstrating the idea of team spirit.

Best Ad Idea Weekly Class D and Sustaining continued

3rd Place - *Clarkston News*

POH Medical Center

Good idea using well known face to gain trust and attention.

Hon. Mention - *The Advance, Blissfield*

Congratulations

I liked the simplicity of the layout and how it gets the point across effectively.

Best Spot Color Ad

● Daily Class B and D

1st Place - *Petoskey News-Review*

Sturgeon River Pottery

The oh-so-clean design would probably have worked all on its own, but the use of spot red kicked it up a notch . . . right into first place. Very nice!

2nd Place - *The Daily News, Iron Mountain*

The Perfect Setting

Subtle, but speaks volumes. Wonderful choice of color – very classy!

3rd Place - *Petoskey News-Review*

First Congregational Church

Not too much red . . . not too little. It's in all the right places, tying in perfectly with the event theme.

Hon. Mention - *The Saginaw News*

St. Mary's Honor

Congratulations to the Saginaw News art and marketing departments. It's not easy to make a copy-heavy ad effective – but you did it.

● Weekly Class A

1st Place - *Metro Times, Detroit*

Foot Solutions

Great ad! Love the use of one color.

2nd Place - *Suburban Lifestyles, Rochester*

Royal Park Hotel

Nice ad, easy to read.

3rd Place - *Metro Times, Detroit*

TLC

Unique idea and great use of color.

● Weekly Class B

1st Place - *Tri-County Times, Fenton*

Sawyer Jewelers

Wonderful ad. One of the best we've seen.

2nd Place - *Tri-County Times, Fenton*

Tri-Point Credit

Great graphics. Great use of one color.

3rd Place - *Northern Express Weekly, Traverse City*

Apache Grill

Good clean ad, easy to read.

Best Spot Color continued

● Weekly Class C

1st Place - Leelanau Enterprise

Driftwood

Wonderful ad, clean and neat.

2nd Place - South Lyon Herald

Coney Station

Nice ad.

3rd Place - Leelanau Enterprise

Merry Christmas

Large ad, cannot miss it.

Hon. Mention - The Romeo Observer

Health Quest

Nice ad.

● Weekly Class D

1st Place - Charlevoix Courier

Take a Seat

Great ad. Very eye appealing.

2nd Place - Clarkston News

Clarkston Flower

Nice ad. Easy to read.

3rd Place - The Oxford Leader

Proud of America

No Comment Given

Best Multi-Color Ad

● Daily Class B

1st Place - Kalamazoo Gazette

Kayblooms

This ad is clean and simple. The different shades of green does not compete with the rest of the elements in the ad. That's not always so easy to accomplish.

2nd Place - Flint Journal

Genesee County Parks

This ad is bright and attention getting.

3rd Place - Kalamazoo Gazette

V & A Bootery

I liked how the photos and other art blend with the headline and body copy. Everyone who sees this ad will automatically know what it's trying to accomplish.

● Daily Class C

1st Place - Times Herald, Port Huron

Lawrence Jewelry

Color is beautiful! Good use of clean background colors to contract with jewelry. Yellow gold/Blue. Platinum, diamond/green and red. Silver/multi-color. Great showcase overall!

2nd Place - Daily News, Midland

Eggs in Basket

Sweet! Beautiful colors for eggs! Make me want to read each individual one. Also makes me wonder . . . Which came first the ad or the egg!

Best Multi-Color Daily Class C continued

3rd Place - Daily News, Midland

Prom Guide

Targets young audience with BRIGHT BOLD COLORS.

Hot! Hot! Hot!

● Daily Class D

1st Place - Petoskey News-Review

Wilson's Garden Center

Ad is so compelling, it doesn't even need headline or ad copy.

2nd Place - Petoskey News-Review

Robert Frost Footwear

Clean, simple, easy to read.

3rd Place - Leader Publications

Simplicity

Nice layout, good looking.

Hon. Mention - Petoskey News-Review

Phone Guide

No Comment Given

● Weekly Class A

1st Place - Observer & Eccentric Newspapers

Holiday Market – 2/16/06

Great reproduction, good white space.

2nd Place - Observer & Eccentric Newspapers

Holiday Market – 2/2/06

Great use of artwork and reproduction.

3rd Place - Advance Newspapers/Jenison

Jensen Jewelers

Clean ad, nice looking.

Hon. Mention - Metro Times, Detroit

Vicente's

Nice ad, easy to read.

● Weekly Class B

1st Place - Tri-County Times, Fenton

Real Estate One

What an awesome ad! Great way to establish name dominance.

2nd Place - Northern Express Weekly, Traverse City

Fischer Design

Ad says it all. You don't even need copy . The photo said it all.

3rd Place - Tri-County Times, Fenton

Tri-Co Wireless

Clean ad, good use of space and design.

● Weekly Class C

1st Place - Leelanau Enterprise

Leelanau Pages

Great ad. Good copy and color.

2nd Place - The Romeo Observer

Autumn on Mackinac

Nice ad, nostalgic.

3rd Place - Gaylord Herald Times

Big Buck Father's Day

No Comment Given

Best Multi-Color Weekly Class C continued

Hon. Mention - Gaylord Herald Times

Moonlight Madness

No Comment Given

● **Weekly Class D and Sustaining**

1st Place - Benzie County Record Patriot

Great Pumpkin Days

Seen our share of signature ads but this one stood out.

Good use of color and graphics.

2nd Place - Clarkston News

Associated Obstetrics

Good ad. Easy to read.

3rd Place - Charlevoix Courier

Subscription Special

No Comment Given

Best Special Section

● **Daily Class A**

1st Place - The Grand Rapids Press

Wedding Planner

Better than any other newspaper produced wedding planner I've seen. Love the spiral binder and heavy stock, full color pages and check lists.

2nd Place - The Grand Rapids Press

National College Fair

Lots of ads. A good tool to use during and after the event.

3rd Place - The Grand Rapids Press

Catholic Secondary Schools

Well done. Great idea to create new revenue stream.

● **Daily Class B**

1st Place - Kalamazoo Gazette

Album of Family Owned Businesses

Very interesting reading. A lot of local history in this section. Using "old" ads and pictures will keep the reader's interest.

2nd Place - The Saginaw News

Women's Expo

Truly a promotion in depth. Has all bases covered.

3rd Place - The Saginaw News

Play Magazine

Great idea to get young readers into newspaper! Great way to give area more local news.

● **Daily Class C**

1st Place - Battle Creek Enquirer

Air Show and Balloon Festival

Top notch information covering entire event. Schedules are very informative. Staff did a great job selling advertising.

2nd Place - Times Herald, Port Huron

How-To Guide

Great idea. Especially running this idea four times a year. Beautiful photo section. Should really keep reader interest.

Best Special Section Daily Class C continued

3rd Place - Times Herald, Port Huron

A Renaissance in Port Huron

This is an idea that takes advantage of a situation and event. Good sales job. Interesting information.

● **Daily Class D**

1st Place - Ludington Daily News

33 Who Make A Difference

Great idea; clean looking; good readership; clean layout.

2nd Place - The Alpena News

How-To Guide

Impressive product. Great ad support.

3rd Place - The Daily News, Greenville

Greenville Image Book

Great cover and ad layout.

Hon. Mention - The Daily News, Iron Mountain

When I Grow Up

Novel idea. Great readership.

● **Weekly Class A**

1st Place - Metro Times, Detroit

Holidaze

Clean, neat, well laid out.

2nd Place - Observer & Eccentric Newspapers

Tis the Season

Glossy work is excellent, clean and easy to read.

3rd Place - Observer & Eccentric Newspapers

How To Guide

Novel idea. Clean, neat and informative.

Hon. Mention - Observer & Eccentric Newspapers

Wedding Guide

Not a new idea but this was done so well, we felt it deserved an H.M.

● **Weekly Class B**

1st Place - The Detroit Jewish News

Gift Guide II

Wonderful ad layouts. Great reproductions.

2nd Place - Northern Express Weekly, Traverse City

Best of . . .

A section created by the paper and gives opportunities for added ad revenues. Great layout and ideas.

3rd Place - Northern Express Weekly, Traverse City

2005 Gift Guide

Good ad count and layouts.

Hon. Mention - Tri-County Citizen, Chesaning

Saginaw County Fair

Nice section, easy to read.

● **Weekly Class C**

1st Place - The Tri-City Times, Imlay City

Blueberry Festival Tab

I was impressed by the sheer number of ads. Good editorial support, too. Overall, a great effort!

Best Special Section Weekly Class C continued

2nd Place - Gaylord Herald Times

Public Safety Heroes

I liked the non-traditional way advertisers supported this section. Sponsoring individual people rather than regular display ads made this section clean looking, tasteful and effective.

3rd Place - Leelanau Enterprise

Looking Back

Original idea. Strong advertising support. Interesting stories. Well done.

Hon. Mention - The Tecumseh Herald

Treasure Hunting

I liked the editorial theme. Nice variety of advertisers.

● **Weekly Class D and Sustaining**

1st Place - Benzie County Record Patriot

Children's Christmas Greeting

Novel idea. Easy to sell. A nice way to get business involved.

2nd Place - Charlevoix Courier

Community Compass

Great layouts. Clean looking.

3rd Place - Clarkston News

Chamber of Commerce Directory

Great product.

Best Newspaper Promotion

● **Daily Class B and C**

1st Place - Kalamazoo Gazette

Lunch Is On Us!

Cute design! Nice tie-in with advertisers (shop Paw Paw bumper stickers) and great way to get out into the community.

2nd Place - Muskegon Chronicle

You Need the Chronicle

Beautiful design and excellent concept.

3rd Place - Daily News, Midland

Happy Holidays

It's always nice to see the team behind the product. It's good for the community a good morale booster for the staff.

● **Daily Class D**

1st Place - Petoskey News-Review

Were You Ever . . . ?

A very creative way to demonstrate the important role the local newspaper plays in the community. This promotion was a look back with love and a surge forward with confidence.

2nd Place - Ludington Daily News

Our Publisher Has Lost His Mind

Very clever draw while putting a face on the local newspaper.

Best Newspaper Promotion, Daily Class D, continued

3rd Place - Petoskey News-Review

Share Joy With a Toy

A nice way to drive sales while giving back to the community.

● **Weekly Class A and B**

1st Place - Northern Express Weekly, Traverse City

Real Estate Up North

No Comment Given

2nd Place - The County Press, Lapeer

Did You Know?

No Comment Given

3rd Place - Northern Express Weekly, Traverse City

Bikes, Boats and Blades

No Comment Given

● **Weekly Class C**

1st Place - Gaylord Herald Times

Loyal Reader

No Comment Given

2nd Place - Gaylord Herald Times

News You Deserve

No Comment Given

3rd Place - The Exponent, Brooklyn

Grad Announcement

No Comment Given

● **Weekly Class D and Sustaining**

1st Place - Charlevoix Courier

Original Lap Top

Nice concept.

2nd Place - Charlevoix Courier

What Did They Say?

Nice use of artwork.

3rd Place - Charlevoix Courier

This Ad Will Disappear

No Comment Given

Best Ad Series

● **Daily Class B and D**

1st Place - Leader Publications

Brandywine School

An excellent example of an effective ad series. Through size, design and color, you've tied them together and established a classy image for Brandywine school.

2nd Place - The Daily News, Iron Mountain

Get Out of the House

Great use of color as a series unifier. The ads really pop.

3rd Place - Manistee News Advocate

Chicken Bar-B-Que

Great use of artwork and eye-catching border to tie the ads together.

Hon. Mention - Ludington Daily News

Lindsay's Clearance

Though ad is small, you used color and artwork very effectively to make it leap off the page.

Best Ad Series continued

● Weekly Class A

1st Place - Livingston Community News

Waldecker Athlete of the Week

Excellent use of color to tie the series together. A very clever idea to encourage both advertising and readership.

2nd Place - Metro Times, Detroit

TLC Family Practice

The clean design and spot color have great stopping power and clearly identify the ads as part of a series.

3rd Place - Suburban Lifestyles, Rochester

Main Street Chiropractic

Color certainly pops, but the art at the top of each ad is a very good draw, too.

● Weekly Class B

1st Place - Northern Express Weekly, Traverse City
Sleder's

A very clean ad with an art element that becomes immediately recognizable for easy series identification.

2nd Place - The County Press, Lapeer

Rob's Service

Cute babies in ads . . . You can't lose! I can't wait to hear what he's going to say next.

3rd Place - The County Press, Lapeer

Dolly Arksey Realtor

It's tough to do anything creative or original with real estate ads, but you pulled it off.

● Weekly Class C

1st Place - Gratiot County Herald

12 Week's of Christmas

Clever use of traditional song "12 days of Christmas" carried through consistently throughout series. Bright colors and good design for each ad and the individual ads within.

2nd Place - The Tecumseh Herald

You Snooze - You Lose

Less is more. This ad "wakes the reader up" by sending a bold message and creating curiosity and build up to the final ad.

3rd Place - Milford Times

Highland Business Assoc.

Wonderful way to tie in members of business association. Pictures/quotes/consistent use of layout well rounded.

Best Classified Ad Section

● Daily Class B

1st Place - Kalamazoo Gazette

Auto Classifieds

Never saw so many photos. Really makes section stand out.

2nd Place - Muskegon Chronicle

Tri-Cities Real Estate Guide

Nice looking section.

Best Classified Ad Section continued

● Daily Class D

1st Place - Petoskey News-Review

Classified Section

Easy to navigate for both reader and advertisers. Type size is reasonable and overall look has a nice retro appeal.

2nd Place - Morning Sun

Classified Section

Clean and well-organized.

3rd Place - The Alpena News

Classified Section

Look is nicely simple . . . Not overwhelming.

● Weekly Class A

1st Place - Metro Times, Detroit

Career Advancement Section

Great use of color. Modern looking. Educate your mind logo is fresh and captures excitement of career advancement. Reference E=MC² nice. Design is spectacular!

2nd Place - Observer & Eccentric Newspapers

Real Estate & Employment

Nice display of lofts. Well organized. Geometric look, modern, sans-serif font choice is key to look of ad.

3rd Place - Metro Times, Detroit

Rentals & Real Estate

Informative and thoughtful. Good balance of story with classified ads.

● Weekly Class B

1st Place - The Detroit Jewish News

JN Marketplace

Nice looking section . Well-planned. Index helpful to readers.

2nd Place - Tri-County Times, Fenton

Classified Section

Appealing to the eye. Could use an index.

● Weekly Class C, D and Sustaining

1st Place - Leelanau Enterprise

Classified Section

Beautiful header. Contrasts wonderfully with classified ads. Clean.

2nd Place - Gaylord Herald Times

Classified Section

Bold header. Good use of "all-American" colors. Well organized with lots of information.

3rd Place - Charlevoix Courier

Classified Section

Consistent and well organized.

Best Classified Ad Promotion

● Daily Class C and D

1st Place - Daily News, Midland

Classified Treasure Hunt

Great use of color and art. A nice way to attract new users to the Classified Section and entice advertisers at the same time.

Best Classified Ad Promotion Daily Class C and D continued

2nd Place - *The Daily News, Greenville*

First Baby Contest

Everybody loves babies! A wonderful way to bring together advertisers and the community.

3rd Place - *Huron Daily Tribune*

Holiday Classifieds

A clever way to bring in businesses that don't traditionally advertise in the classifieds, as well as readers looking for last-minute ideas.

Hon. Mention - *Morning Sun*

Honor Roll of Businesses

Classy and informative.

● **Weekly Class A**

1st Place - *Metro Times, Detroit*

Work for a Tool

Only ad in the category that was correctly classified.

● **Weekly Class B and Sustaining**

1st Place - *Tri-County Times, Fenton*

Add Color to Your Classified

No Comment Given

2nd Place - *UP Magazine*

Classified Promo

No Comment Given

3rd Place - *The County Press, Lapeer*

It Hasn't Left the Garage

No Comment Given

Best Classified or ROP Automobile Ad

● **Daily Class B and C**

1st Place - *Battle Creek Enquirer*

Caron Chevrolet

Not your everyday auto ad . . . Nice use of seasonal art elements.

2nd Place - *Kalamazoo Gazette*

Harold Zeigler

There's an explosion of information in this ad, but good organization and color usage pulls it all together.

3rd Place - *Kalamazoo Gazette*

Cole Automotive Section

I like the two-ads-in-one design. Flip the section over and it's a whole new ball game.

● **Daily Class D**

1st Place - *Cadillac News*

Four Seasons

Best use of bold color. Great choice of fonts and well-balanced design – clean. A stand-out ad.

2nd Place - *The Daily News, Greenville*

Ed Koehn Fusion Promo

Nice layout. Good flow from headline to base of ad with business info. Lots of information but well organized so as to not overwhelm reader.

Best Classified or ROP Automobile Ad Daily D Continued

3rd Place - *Ludington Daily News*

Benchley's 10 Great Reasons

Fun! Informative! Clean! I would like to see more . . . A series perhaps?

● **Weekly Class A**

1st Place - *LA View*

Imlay City Ford

No Comment Given

2nd Place - *The Sunday Independent, Owosso*

"Ram" is Not Tough Enough

No Comment Given

3rd Place - *Advance Newspapers/Jenison*

Wayland Chrysler

No Comment Given

● **Weekly Class C**

1st Place - *Gaylord Herald Times*

Wernig-Jones

No Comment Given

2nd Place - *Milford Times*

Liberty Chevrolet

No Comment Given

3rd Place - *Gratiot County Herald*

Winter Blowout

No Comment Given

Hon. Mention - *Gratiot County Herald*

Let's Make a Deal

No Comment Given

● **Weekly Class D and Sustaining**

1st Place - *The Advance, Blissfield*

Knapp Motors

No Comment Given

Best Classified or ROP Real Estate Ad

● **Daily Class B**

1st Place - *Kalamazoo Gazette*

Edward Rose

Nice layout with good information on all listings. Map is a real help to readers. Color makes ad really stand out.

● **Daily Class D**

1st Place - *Petoskey News-Review*

Little Traverse Realty

Rarely does an ad's design complement the ad's message as perfectly as this one does. Beautiful!

2nd Place - *Petoskey News-Review*

Nancy D. Johnson Realty

The clean design has the ability to draw the eye in even when surrounded by other real estate ads.

3rd Place - *Petoskey News-Review*

Kidd Leavy Realty

Effective use of color and images makes the ad work in a relatively small space.

Best Classified or ROP Real Estate Ad Daily Class D continued

Hon. Mention - *Ludington Daily News*

Wildwood Meadows - Move In

Nice placement of images. Good readability. Great "grabber" headline.

● **Weekly Class A**

1st Place - *Metro Times, Detroit*

Detroit Loft Place

Nice concept (great view of the city) and good execution. Not overcrowded like many real estate ads. Color and clean look really make it the focus of the page.

2nd Place - *Suburban Lifestyles, Rochester*

Bert Kozlowski Realty

A typical real estate ad made less typical through creative use of color and good design.

3rd Place - *Suburban Lifestyles, Rochester*

DM Homes

There is a lot going on in this ad, but the design choices help make it look elegant, rather than busy.

● **Weekly Class B**

1st Place - *Tri-County Times, Fenton*

ReMax/Team Fairway

Use of color in classified makes the ad stand out more than ROP. Good information.

2nd Place - *The Detroit Jewish News*

Jeff Barker

Great selection of home listing. Broad values for all budgets.

3rd Place - *Northern Express Weekly, Traverse City*

Thomas Log Cabin Homes

Great information and pictures.

● **Weekly Class C**

1st Place - *Leelanau Enterprise*

Reo-Duperon

No Comment Given

2nd Place - *Gaylord Herald Times*

Dale Smith

No Comment Given

3rd Place - *Gaylord Herald Times*

Dressel Realty

No Comment Given

● **Weekly Class D and Sustaining**

1st Place - *Charlevoix Courier*

Vacation Properties

No Comment Given

2nd Place - *UP Magazine*

Smith & Company

3rd Place - *Clare Sentinel*

Clare County Homes

Best Online Promotion

● **Daily Class D**

1st Place - *Ludington Daily News*

Online Photo Gallery

What a fabulous way to accommodate your readers looking for reprints while simultaneously introducing them to your website! Bravo!

2nd Place - *Ludington Daily News*

Dead End Job

Excellent use of artwork – great concept.

3rd Place - *Cadillac News*

Real Estate Guide on cadillacnews.com

Good selection of artwork and nice use of color – very clean.

● **Weekly Class A and Sustaining**

1st Place - *Metro Times, Detroit*

Open 24 Hours

Fabulous use of reverse and color. Great idea. Nice execution.

2nd Place - *UP Magazine*

Top Dog

Clear, concise and to the point with good use of artwork.