

## 2004 MPA Advertising Contest Winners

### Best Use of Newspaper Art Service

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#### Daily Class C

**1st Place** *Port Huron Times Herald*  
**Gift Guide Cover**

Really jumped out of the stack.

**2nd Place** *Midland, Daily News*

Fall Home Improvement

Easy to figure out what's inside.

**3rd Place** *Midland, Daily News*

Your Wedding Day

Good clarity of what the section is about.

**Hon. Mention** *Midland, Daily News*

Houses of Worship

An easily portable piece that people will take with them.

#### Daily Class D

**1st Place** *Ludington, Daily News*

T-One Net

Easy to read the ad. Client obviously is interested in excellence. Mouse looks real enough to pick up.

**2nd Place** *Greenville, The Daily News*

When Will It Be 80 Degrees

Ad says "warm" to me. Get's the saliva glands moving. Good use of color.

**3rd Place** *Iron Mountain, The Daily News*

Beef Bacon

Great use of graphics. White space serves this ad well.

**Hon. Mention** *Greenville, The Daily News*

Ed Koehn Grand Opening

Photo sits well on art.

#### Weekly Class A

**1st Place** *Advance Newspapers/Jenison*

American Pride Patios

This graphic gets attention. Adds to the theme of the ad.

#### Weekly Class B

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

Freeman's Garden Center

Photograph with tags really stands out. Nice clean, easy-to-read ad.

**2nd Place** *Observer & Eccentric Newspapers*

Making Your House a Home

Great idea. Love use of this graphic. Well done.

**3rd Place** *South Haven Tribune*

Hit the Road

Great photo. Like the text treatment on top.

#### Weekly Class C

**1st Place** *Gaylord Herald Times*

Powerhouse Gym

Tennis shoes and bat . . . A powerful black and white graphic. Good layout. A home-run for 1st place.

**2nd Place** *Brooklyn, The Exponent*

Sportsmen and Women

The various graphics helped produce a very strong ad, with quality use of color. Selected graphics helped carry the theme of the ad.

**3rd Place** *Ithaca, Gratiot County Herald*

Winter Sports

These graphics produced a quality cover for the winter sports section. Illustrated action and entertainment. Color made the graphics stronger.

#### Weekly Class D

**1st Place** *Blissfield Advance*

Karen's Place

I'm not sure which came first, the artwork or the copy, but either way - a great fit!

**2nd Place** *Charlevoix Courier*

Eye Health

The artwork allows for the ad to run without being filled with lots of copy. Very clean looking ad.

**3rd Place** *Grosse Ile, Ile Camera*

1st Street Deli

Nice diversion from the standard boxed anniversary ads. The artwork told me right away what kind of business was being advertised.

#### Sustaining Member

**1st Place** *Porcupine Press*

International Credit Union Week

Nice lead ad into your section in support of the event!

### Best Ad Idea

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#### Daily Class A

**1st Place** *Grand Rapids Press*

For the Love of Golf

Great information for the "Golf Lovers." Prices, location and much more. Great support with the news feature. We're going to give you an "Eagle" on #1 - First Place. Good promotion!

**2nd Place** *Grand Rapids Press*

Canterbury Cottage

Easy to read message. Good selection of graphics and layout with reverse at bottom of ad. Excellent use of white space.

*Best Ad Idea continued*

**Daily Class B**

**1st Place Kalamazoo Gazette**

Morrison Jewelers

This ad was the "Best of the Best." Top layout and design, great photo, great color. A very, very powerful ad. The judges would love to see more great ads like this one!

**Daily Class C**

**1st Place Midland, Daily News**

On the Home Front

Excellent ad idea built around a very popular topic - our service men and women. Good advance material requesting photos and information. Nice three-page layout with sponsors.

**Daily Class C**

**2nd Place Port Huron Times Herald**

Mosher's

Without a "doubt" every reader read this ad. Simple, bold, good use of white space, very strong graphic. Plenty of room for the merchant's signature. Good job!

**3rd Place Midland, Daily News**

Jump Start

Great layout. Great information for students. Simple design, yet powerful! Artwork selected very effective.

**Daily Class D**

**1st Place Greenville, The Daily News**

Last Minute Gift Train

I followed the train and I know the readers did. Ad idea very clever - awesome. Good heading "The Last Minute Holiday Gift Train." Ad placement on the bottom of each page was great! Good color, sales staff did a good job.

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

Student of the week

"Student of the Week" great ad idea that covered 36 weeks! A real winner for the paper, students, sponsors and community. Truly showed the talents of those students.

**3rd Place Escanaba, Daily Press**

Bay College Clip-N-Save

So small, so simple, so powerful, strong ongoing frequency ad. The readers will check out the \$20,000 facts.

**Weekly Class A**

**1st Place Advance Newspapers/Jenison**

Circle A

Shape of ad - unique, easy to read, excellent use of white space. Hot ticket - good headline

copy - bold. Ad theme carried throughout the ad. Easy to give first place to this ad.

**2nd Place Advance Newspapers/Jenison**  
House This

One look at this ad and the reader will get the entire message - Big Savings. A very well designed ad. Simple art selection adds to the overall design.

**3rd Place Wayland, Penasee Globe**

Dental Health

The art selection will make you smile. Good use of color, quality copy. Any newspaper could make this quality promotion a success.

**Weekly Class B**

**1st Place Observer & Eccentric**

Newspapers

Garden City Group

Twelve unique ads on one page. All very easy to read. Good layout, good use of color. Good choice of graphics. Garden City "Gloria" was a cute theme. One big full page ad good for first place.

**2nd Place Lapeer, The County Press**

This is a Wild One

The judges looked at this ad a dozen times. Lots of color, head shots of employees jump off the page. Some good white space.

**3rd Place Portland Review & Observer**

The Gallery

Excellent, excellent design and layout. Sharp from top to bottom. Simple art work combined with the reverse background is outstanding. Good information.

**Hon. Mention Northern Express Weekly**

Venus

A great invitation to the public. Good use of process color and white space. Good logo!

**Weekly Class C**

**1st Place Gaylord Herald Times**

Stuck

Great! Super idea and layout. Count to 4 - unique idea! Big bold type, great! Excellent photo adds to good layout. Yes, it was the best Ad Idea!

**2nd Place Tecumseh Herald**

Summer Sale

Super job of selling. Good town-wide promotion. Excellent layout on all four pages. Like the extra space around the ads for easy reading. Good use of color, spot and process.

**3rd Place Hart, Oceana's Herald-Journal**

3rd Place

Ad is well designed. Excellent use of white space. Good selection of type. Photo is a real plus. Any and all newspapers should sell this ad.

*Best Ad Idea continued*

**Weekly Class D**

**1st Place      *Charlevoix Courier***

Belvedere Golf Club  
Small in size, big in value. Good layout using photo for background. Next time consider process color! We will give you an "Eagle" on this one.

**2nd Place      *Leader Publications***

E.R.I. Housing  
Clean, neat ad. Good use of color. Lots of good information for home buyers.

**3rd Place      *Leader Publications***

Hunt City Scuba  
Good selection of art for this business ad. White space added value to the layout. Easy to read.

**Sustaining Member**

**1st Place      *Porcupine Press***

Snow Removal  
It's not how much snow you can throw, but how far can you throw it?

**Best Spot Color Ad**

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**Daily Class C**

**1st Place      *Midland, Daily News***

Treat Yourself Safely  
Appropriate choice in color. Nice effect to make boxes stand out.

**2nd Place      *Midland, Daily News***

Midland is Blooming  
Would have like to have seen more of color in the ads - less in background.

**Daily Class D**

**1st Place      *Ludington, Daily News***

Grand Opening  
Color is well balanced. Has the look of a full-color ad. Black and white photo fits well with blue accent behind. Great job!

**2nd Place      *Petoskey News-Review***

Reid Furniture  
This ad really jumps off the page at the reader. The use of fade in left to right moves the eyes to the price points. I like this ad!

**3rd Place      *Petoskey News-Review***

Little Traverse Bay Golf  
This ad is proof that less is more when spot color is used well. Good job!

**Hon. Mention      *Big Rapids, Pioneer***

Northern Shore  
Pleasant ad with well-placed color. A quick glance gives you all the vital info you need to know and makes you want to read more.

**Weekly Class A**

**1st Place      *Advance Newspapers/Jenison***

Lighting Corner  
Took advantage of using the light post. The yellow stands out and draws you to read.

**2nd Place      *Detroit, Metro Times***

Dating Game  
Maybe a little too much color. The orange ball is good but some of the color is too distracting.

**3rd Place      *Advance Newspapers/Jenison***

Jensen Jewelers  
Maybe could have found a way to add a little more color.

**Weekly Class B**

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

Relay for Life  
Liked the different shades of purple. Really liked the top of the ad. It stood out and made you look at it. Put color in right spots. Would like to see photos a little clearer, but realize they were taken at night, too.

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

Balloon Quest  
Nice mix of color and gray shades. You definitely look at the red in the ad, which I'm sure was the objective of the designer.

**3rd Place      *Lansing, Delta-Waverly Community News***

Fourth Financial  
Simple use of color. Not overdone.

**Hon. Mention      *Lapeer, The County Press***

Roberts No!  
Color highlights what should be emphasized and draws attention to ad.

**Weekly Class C**

**1st Place      *Ithaca, Gratiot County Herald***

Zero-In  
Good idea for an ad! Plus tie-in hunting season and use of fall color with it. Ad really stood out on page.

**2nd Place      *Tecumseh Herald***

Valentine's Day  
Lot of red but with several ads together, it was easy to pick out the "highlights" of each ad.

**3rd Place      *Gaylord Herald Times***

Gaylord Ford  
Cute idea for ad. Seemed to be too much blue together. Not too sure how that could be changed though.

**Weekly Class D**

**1st Place      *Clarkston News***

Avanti  
Awesome use of color! Very little used, but very effective. Perfect for the ad.

*Best Spot Color Ad continued*

**2nd Place      *Charlevoix Courier***

Spring Motown Review

Nice job of using the color to draw reader to the ad.

**3rd Place      *Charlevoix Courier***

After the Turkey

Color highlights important info. Maybe could have found a way to use a little more color, maybe a different shade or two.

**Sustaining Member**

**1st Place      *Porcupine Press***

04 U.P. Builder's Show

Pink is certainly an interesting color choice for builders in the U.P. of Michigan.

**Best Multi-Color Ad**

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**Daily Class A**

**1st Place      *Grand Rapids Press***

Canterbury Cottage

"A Rose is a Rose" and this time the single rose in process color made this a first prize ad.

Unique ad for a unique store. Sharp design!

**Daily Class B**

**1st Place      *Kalamazoo Gazette***

Sharp Smile Center

Very crisp ad. Blue background with full color photos is complimentary. Overall, great looking ad.

**2nd Place      *Kalamazoo Gazette***

Vlietstra Pools

Full color photos make this ad pop. Designer did a good job of not overdoing color in text and headline.

**3rd Place      *Kalamazoo Gazette***

Indian Run Golf Course

Graphics in color look great. However, too much green elsewhere in ad. Would have been first place if there would have been more white space and less green background and green text.

**Daily Class C**

**1st Place      *Port Huron Times Herald***

St. Clair River County Club

Very classy look with use of color and faded photo. Great fit for this advertiser.

**2nd Place      *Port Huron Times Herald***

Ropposch Bros

Clean design with full color photos makes this ad stand out

**3rd Place      *Port Huron Times Herald***

Clausen Collision

Nicely designed, full color makes ad bright and stand out yet it is not too over done

**Daily Class D**

**1st Place      *Iron Mountain, The Daily News***

One Stands Out

Great design and use of full color. I love the one colored tulip. The colored logos on top of the B & W background, awesome! Great Photo Shop work.

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

Dream in Color

Grabs your attention. Again, the color on B & W photo background is very unique. Great and creative Photoshop work.

**3rd Place      *Iron Mountain, The Daily News***

A tradition Continues

Great use of photos show the tradition of doing business with this company. Great color! Great press work.

**Hon. Mention      *Bad Axe, Huron Daily Tribune***

D & M Cabinet Shop

Great use of photos and 4 color. Real eye catching!!

**Weekly Class A**

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

Spring into summer

Fun ad. Bright colors and layout bring life to this ad. Great choice of colors-very fitting. Well done.

**2nd Place      *Advance Newspapers/Jenison***

Sunset Association

Full color was tastefully used here. Very clear, classy ad.

**3rd Place      *Wayland, Penasee Globe***

Wayland Chrysler

Eye catching use of color. "Save border looks great."

**Weekly Class B**

**1st Place      *Northern Express Weekly***

Galley Gourmet

Great ad. Color photo is perfect. Really creates the mood.

**2nd Place      *Northern Express Weekly***

Venus

Love the choice of color in the ad. Great contrast.

**3rd Place      *South Haven Tribune***

Steve French Studio

Full color is used very tastefully here. Nice subtle look and feel with use of full color image.

*Best Multi-Color Ad continued*

**Weekly Class C**

**1st Place      *Gaylord Herald Times***

Gaylord Ford

This is a fun ad. Makes me want to go there to get the answers and enter. I like the balance

**2nd Place      *Gaylord Herald Times***

D and S Custom Art Design

Great use of color on this ad. Looks like a real wall. Makes me want to go into the business to see more. I actually turned the page over to see if there was more!

**3rd Place      *Hart, Oceana's Herald-Journal***

Gales Jewelry

Lot's of Elegance in this ad! I like the easy background. Really makes the product stand out. The ad is easy to read.

**Hon. Mention      *Ithaca, Gratiot County Herald***

Community Fair

Good use of photos and borders. Well balanced ad.

**Weekly Class D**

**1st Place      *Grosse Ile, Ile Camera***

MBA

A great example of good use of color on a smaller ad. Good job!

**2nd Place      *Harbor Springs, Harbor Light***

Why do we celebrate the 4h.

A simplicity works well here. Good use of white space

**3rd Place      *Charlevoix Courier***

Don't Drink and Drive

This ad makes you look twice! Almost a 3-D effect.

**Hon. Mention      *Harbor Springs, Harbor Light***

Freedom!

You've done well accomplishing a difficult task here. Making the text readable on a darker photo. The ad works for me!

**Sustaining Member**

**1st Place      *Porcupine Press***

Indian Motorcycles

Nice looking ad!

**Best Special Section**

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**Daily Class A**

**1st Place      *Grand Rapids Press***

Wedding Planner

Wide range of editorial to cover all aspects of the event. Cosmetically strong. Spiral binding makes it easy to use without bending product. Very classy product.

**2nd Place      *Grand Rapids Press***

Visitors Guide

I would want to have this publication in my hand if I was visiting Kent Co. Useful. Thorough information.

**3rd Place      *Grand Rapids Press***

Downtown Holland

A good representation of Holland letting readers know what is available in town . A nice diversion from the standard newsprint Holiday sections

**Daily Class B**

**1st Place      *Kalamazoo Gazette***

Weddings

Great looking section. Like idea of selling only 3 ad sizes -really makes piece look nice. Great job on vanity of advertisers . Business card directories look nice too.

**2nd Place      *Mount Clemens, The Macomb Daily***

Nautical Mile Directory

Well done. Nice variety and quantity of advertisers. Useful tool for readers. Suggest you make content information look less like ads, remove box so piece has more of a magazine feel.

**3rd Place      *Kalamazoo Gazette***

Family Owned business

Love this idea, great community piece. 100 advertisers, wow!

**Daily Class C**

**1st Place      *Midland, Daily News***

Progress

Super-super-super from "front to back." So many unique ads. Great choices of type, graphics and use of color. Lots of hard work and hours by the staff-great results. #1, #1, #1.

**2nd Place      *Port Huron Times Herald***

Holiday Gift Guide

Quality color front to back. This holiday guide truly made an impression. "Holiday Magic" is alive in this great December issue. Wow what a money maker! Area merchants should truly appreciate this issue.

**3rd Place      *Midland, Daily News***

Senior Expo

This issue included many accounts that would not advertise weekly. Ads contained quality information for seniors. Ad and news staff worked together to publish this third place winner!

*Best Special Section continued*

**Daily Class D**

**1st Place      *Iron Mountain, The Daily News***

Logging today

What an informative section targeting non-traditional advertising dollars.

**2nd Place      *Escanaba, Daily Press***

Spanning Generations

Everyone loves history, especially when it includes local people. Excellent ad content supported this well done section.

**3rd Place      *Ludington, Daily News***

100 yrs Clown Band

No doubt the readers of your area thoroughly enjoyed this publication. Over 100 yrs the "Clown Band" became a recognizable part of the area. Great ad content too!

**Weekly Class A**

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

Movement

The size would make it very useful for the "festival goer" to put in their packet or purse. Good content including user friendly maps. High quality product.

**2nd Place      *Wayland, Penasee Globe***

Christmas Greetings

The editorial content provided by readers was a nice change from conventional holiday copy. Full color throughout made for a festive looking publication.

**3rd Place      *Advance Newspapers/Jenison***

Arts in West Michigan

Strong ad content from what would appear to be non-traditional advertisers.

**Weekly Class B**

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

Source Book 2004

A great informational source to readers, professionally designed with excellent ad content.

**2nd Place      *Observer & Eccentric Newspapers***

Livonia Rec Center

A nice combination of community resource and vendor tab. Full color throughout makes for quality looking publication.

**3rd Place      *Sunrise Printing & Publishing***

Dean Arbour

Impressive vendor section for a small community. Heavier stock brighter paper not only made for a nicer section, but created an image of quality for the dealership - nicely done!

**Hon. Mention      *Lapeer, The County Press***

Progress 2004

I really liked the advertorials instead of the traditional "progress copy." Good advertising content.

**Weekly Class C**

**1st Place      *Romeo Observer***

Community Guide

Like the idea of selling this promotion year out. Very little effort for sales team to make big profits. Nice sections. Well done.

**2nd Place      *Hart, Oceana's Herald-Journal***

911  
Great salute to the 911 dispatch centers, good ad support. Great idea.

**3rd Place      *Gaylord Herald Times***

Diners Guide

Well done, great ad support. Excellent design.

**Weekly Class D**

**1st Place      *Charlevoix Courier***

Charlevoix Community Compass

Good ad support. Good way to cut production cost by using 4 color cover with different stock inside. Very clean, well done.

**2nd Place      *Clarkston News***

Women in Business

Good section and ad support.

**3rd Place      *Grosse Ile, Ile Camera***

Street Fair

Good effort, good support

**Sustaining Member**

**1st Place      *Porcupine Press***

Focus

Interesting illustrations throughout!

**Best Newspaper Promotion**

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**Daily Class B**

**1st Place      *Kalamazoo Gazette***

Pressing ahead

Good clean sections, well designed, good use of color on Pg 1.

**Daily Class C**

**1st Place      *Midland, Daily News***

2 page directory

Ad very informative, at one glance you know what you are selling.

**2nd Place      *Port Huron Times Herald***

Times Herald

Nice series of ads. Good recognition by making ads look the same, immediate identification.

*Best Newspaper Promotion continued*

**3rd Place      *Midland, Daily News***

Vacation Memories  
Good way to get involvement from your reader.

**Daily Class D**

**1st Place      *Big Rapids, Pioneer***

Laptop  
Excellent idea, Very clean, understandable copy. Excellent use of color. Very original ad. Very well done.

**2nd Place      *Grand Haven Tribune***

Tribune Delivers Results  
Good way to give your advertisers additional support and shows other non ad supporters what your paper is willing to do.

**3rd Place      *Greenville, The Daily News***

We just love paperwork  
Direct to the point- clean color. Pleasant, good use of white space and color.

**Weekly Class A**

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

Joyride  
No comment given.

**Weekly Class B**

**1st Place      *Lansing Community***

***Newspapers***

Guide to Community  
Very informative. Letting reader know what they need to do. Should save edit and composing time. Great idea.

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

Run your ad  
Good positive, truthful way to slam the competition.

**3rd Place      *Tri-County Citizen***

Class of 2003  
Good way to build extra revenue and readership

**Weekly Class C**

**1st Place      *Milford Times***

Sports  
Good, clean way to inform readers for being voted one of the best. Also liked the tag line for coaches. Should help out the sports department.

**2nd Place      *Gaylord Herald Times***

Garland Results  
Like the tie in buy something get something. Good way to help other businesses.

**3rd Place      *Hart, Oceana's Herald-Journal***

After You Bag Your Buck  
Good way to let readers know you care about their sport

**Weekly Class D**

**1st Place      *Charlevoix Courier***

Advertising works  
Shows good pre-paying rate plan

**Sustaining Member**

**1st Place      *Porcupine Press***

Clothing and Subscription Program  
Creative way of creating a marketplace for your publication. How did the "prescription" promo go?

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**Best Ad Series**

**Daily Class A**

**1st Place      *Grand Rapids Press***

Decker's  
You went and made the effort to find a series and sent it in. A+ for effort.

**Daily Class C**

**1st Place      *Midland, Daily News***

Man Can Cook  
Cute series. I think with most men and women working...men do cook! I hope you ran this series more than 4 weeks.

**Daily Class D**

**1st Place      *Escanaba, Daily Press***

Bay College  
Great series for a junior college. I really liked the large I-word headings and the photos were great. This could easily be adopted to Jr. colleges and community colleges in any state.

**2nd Place      *Petoskey News-Review***

Lakeshore Tire  
Very simple and cute. I really liked the alignment ad. We have a new tire company in our town that I would love to sell this series to.

**3rd Place      *Grand Haven Tribune***

Rock N Road  
Great headings and simple graphics. This small space ad will attract bikers. I liked the logo for the business.

**Hon. Mention      *Niles Daily Star***

Brandywine Public Schools  
I loved this series, but I gave it honorable mention because of your dark background and the small type is very hard to read. I think this series with a white background and some black type would have been easier to read.

**Weekly Class A**

**1st Place      *Advance Newspapers/Jenison***

Railside Living  
I liked the lead heading. "The difference is in the details"

*Best Ad Series continued*

**Weekly Class B**

**1st Place      *Lapeer, The County Press***

Perkins Yard and Garden  
Great flower photos with wording, "We are continuing to make your life beautiful."  
Offering and special with each ad surely brought in traffic to the Perkins Yard and Garden store.

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

Kan-Rock Tire  
Customer photos and letter testimonials a great way to advertise for Kan Rock Tire.

**3rd Place      *Fenton, Tri-County Times***

Freeway Sports Center  
Featuring employees as the problem solvers of this company is a great idea. Bio under photo good. Employee series advertisements are a great way to increase ad revenue.

**Weekly Class C**

**1st Place      *Hart, Oceana's Herald-Journal***

Heggs  
Great headings. Great photos. Nice white space. Liked this series!!

**2nd Place      *Hart, Oceana's Herald-Journal***

Oceana Veterinary  
Local photography always a plus. I liked your quotes used in each ad. Vets usually don't advertise a lot. This is a great series!

**3rd Place      *Brooklyn, The Exponent***

Golden Nugget Restaurant  
A lot of information in this ad series. Pretty busy layout. Too many type styles.

**Weekly Class D**

**1st Place      *Cassopolis Vigilant***

Center for Animal Health  
Your pet of the week feature, your Q&A ad at the bottom was a great idea. I'm sure you could run this series for a while. If you run out of lost and found pets, feature people's pets!

**2nd Place      *Grosse Ile, Ile Camera***

Brooklynair  
Cute ads! I liked the personalized messages started at the top.

**3rd Place      *Blissfield Advance***

Karen's Place  
Cute photography. Catchy headings. I think the series could have been more effective if you would have used same type style for headings and text in each ad.

**Sustaining Member**

**1st Place      *Porcupine Press***

CITGO  
Ads do tie together nicely!

**Best Classified Ad Section**

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**Daily Class C**

**1st Place      *Midland, Daily News***  
Get's you thinking Christmas. Good idea.

**Daily Class D**

**1st Place      *Bad Axe, Huron Daily Tribune***

Great looking classified section.

**2nd Place      *Alpena News***

Well-rounded section.

**3rd Place      *Petoskey News-Review***

Good readership.

**Weekly Class B**

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

Great color. Well rounded.

**2nd Place      *Lapeer, The County Press***

All around great classified section. Very creative ads and promotion.

**3rd Place      *Detroit Jewish News***

Lots to read!

**Weekly Class C**

**1st Place      *Gaylord Herald Times***

Very well designed. Many great promotion ideas. Good use of color.

**Sustaining Member**

**1st Place      *Porcupine Press***

Good pharmacist joke!

**Best Classified Ad Promotion**

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**Daily Class D**

**1st Place      *Ludington, Daily News***

Little Star  
Love it! Great concept

**2nd Place      *Petoskey News-Review***

Beautiful Babies

Always a nice section. Great readership.

**3rd Place      *Ludington, Daily News***

Lovelines

Good promo that touches the heart.

**Weekly Class B**

**1st Place      *South Haven Tribune***

Brings you in. Makes me keep reading. Catchy!

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

Tell Us About It

Good way to attract new classified business.

**3rd Place      *Fenton, Tri-County Times***

Spicin' Up the Classifieds

Nice approach to gain extra revenue.

## **Best Classified or ROP Auto Ad**

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### **Daily Class B**

#### **1st Place      *Kalamazoo Gazette***

Cole Automotive

Nice section! Lots of color. Good mix of new and used. Only entry.

### **Daily Class C**

#### **1st Place      *Port Huron Times Herald***

Michaels Car Center

Great layout. Good use of photos. Like the 1/2 and 1/2 split color. Headshots nice at bottom.

#### **2nd Place      *Midland, Daily News***

Off-site Tent Sale

Cute graphic. I really liked the idea of an off-site tent sale. Good competition on common ground!!

#### **3rd Place      *Midland, Daily News***

Model-end Closeout.

Good bold heading. Nice graphics, good white space. Liked that you didn't use a border.

### **Daily Class D**

#### **1st Place      *Greenville, The Daily News***

Ed Koehn 1/2 Off

Very nice layout. Like fade-in on left side. Listed rebates, good for buyer. Liked 1/2 off vehicles on right. The letter was a little hard to read, pretty small type.

#### **2nd Place      *Petoskey News-Review***

Pat McKeown Ford

For the last minute Santa - great gift ideas! Good idea for a service department at any dealership.

#### **3rd Place      *Petoskey News-Review***

Brown Motors

Great looking ad. I liked the split color. Big auto graphics. Maybe a bit too much blue?

#### **Hon. Mention      *Petoskey News-Review***

Brown Motors

Nice Ad. Liked the photos taken in front of the Ford sign.

### **Weekly Class A**

#### **1st Place      *Wayland, Penasee Globe***

Wayland Chrysler

The Valentine ad was easy to read. Like photos in the middle and a little more white space.

#### **2nd Place      *Wayland, Penasee Globe***

Wayland Chrysler

0% Interest and Save. Attention getter. Save-Save-Save along the sides was kind of busy. Good color photos.

### **Weekly Class B**

#### **1st Place      *Detroit Jewish News***

AA Moran

Very crisp layout. I liked the gradient used under the car names. I liked the autos on top of the stairs. Easy to read. I liked the white space.

#### **2nd Place      *Observer & Eccentric Newspapers***

Avis Ford

Big logo at top attracts buyer to Avis Ford. Three big vehicles on bubbles look like a blowout. I probably would have used black type for vehicle brands. Boxes at bottom, very informative and easy to read.

#### **3rd Place      *Lapeer, The County Press***

Robert's

Good theme and border for the 4th of July week. Good selection of type. Easy to read. Nice photos with no background (except one).

#### **Hon. Mention      *Observer & Eccentric Newspapers***

Bill Brown Ford

Nice graphic and bold head. Boxes contain a lot of important info. Printer must of missed registration. A bit blurry!

### **Weekly Class C**

#### **1st Place      *Gaylord Herald Times***

Gaylord Ford

Cute, cute idea. I bet they had a lot of people participate in this promotion. Hopefully a few people looked at cars.

#### **2nd Place      *Gaylord Herald Times***

Jim Wernig, Inc.

Cut promotion! How many vehicles did he give away? Boxes were informative and easy to read.

#### **3rd Place      *Ithaca, Gratiot County Herald***

Zero-In

Good graphics that ties in with heading. Good choice for spot color - Blaze Orange!!

#### **Hon. Mention      *Ithaca, Gratiot County Herald***

KA-POW

Good graphics, nice vehicle photos. I think yellow/green background is a bit much. Cars in yellow box, way too small.

### **Sustaining Member**

#### **1st Place      *Porcupine Press***

Crown Motors

NASCAR fans are die-hards!

## **Best Class or ROP Real Estate Ad**

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### **Daily Class C**

**1st Place      *Midland, Daily News***

RE/MAX 6/5/03

I like the cover design that ties back into the copy also on the covering referring to "Waterfront Homes."

**2nd Place      *Midland, Daily News***

RE/MAX 9/25/03

Timely artwork and design of cover. Don't lose this advertiser, they're obviously a good one!

**3rd Place      *Midland, Daily News***

Every House Has a Story

Creative use of artwork and captions under each listing!

### **Daily Class D**

**1st Place      *Alpena News***

Banner Realty

I really like the extensive descriptions for each listing. The screened background in the ad is appealing, instead of a "sea of type."

**2nd Place      *Petoskey News-Review***

Kidd, Leary & McNamara

Very nicely done tying in all the different art elements together. Log Home Style, the fawn, and the green screened background to project the image of the condos.

**3rd Place      *Ludington, Daily News***

March Madness

The hand with the basketball, really jumps out - drawing attention and pulling people into the ad.

### **Weekly Class B**

**1st Place      *South Haven Tribune***

South Haven Real Estate

Realtors can often be a tough sell just getting them to run listings in the classified section. Selling them an ad in a premium spot is a great accomplishment.

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

Keller Williams Realty

A great looking ad marketing both the agents and some properties! Very professional looking ad!

**3rd Place      *Observer & Eccentric Newspapers***

Pine Knob Enclaves

A big spacious ad with attractive big pictures led me to believe that condos are big, beautiful and spacious as well. The map is a plus to the readers.

**Hon. Mention      *Lapeer, The County Press***

Live the American Dream

Creative use of phrase with artwork to sell to multiple offices.

### **Weekly Class C**

**1st Place      *Ithaca, Gratiot County Herald***

Move!

I really like this ad!

**2nd Place      *Gaylord Herald Times***

Coldwell Banker Schmidt Realtors

This is good use of "greeting" ad to also sell product. A Festive ad! Good job!

### **Weekly Class C**

**3rd Place      *Gaylord Herald Times***

Property Center

The blue headings on the top of each picture help the reader to find what he is interested in faster. Lot's of blue in the lower three rows of pictures. I like the ad layout!

### **Sustaining Member**

**1st Place      *Porcupine Press***

Statewide Real Estate

Full color certainly makes the ad more appealing.

## **Best Online Promotion**

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### **Daily Class B**

**1st Place      *Mount Clemens, Macomb***

***Daily***

Go Digital

I loved the direct mail pieces. Good promotion ads. Well rounded way to capture readers.

### **Daily Class C**

**1st Place      *Port Huron Times Herald***

Blaze a Trail

Nice layout and design.

### **Daily Class D**

**1st Place      *Greenville, The Daily News***

Cabin Fever Auction

Good use of promotion material. Eye catching design.

**2nd Place      *Bad Axe, Huron Daily Tribune***

Give Guides

Wide variety of advertisers, good reading.

**3rd Place      *Ludington, Daily News***

Billboard

This ad makes you think. Good approach to reach advertisers.

### **Weekly Class B**

**1st Place      *Detroit Jewish News***

DJ News Online

Creates a quick reference to what's on the online edition.