

# 2005 Michigan Press Association Advertising Contest Winners



## Best Use of Newspaper Art Service

### ● Daily Class C

**1st Place - Holland Sentinel**

#### ***Tower Clocks***

Use of train with headline as a call to action is clever. Keeps with the spirit of the season.

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

#### ***Fire Prevention Week***

Photo says it all.

### ● Daily Class D

**1st Place - Cadillac News**

#### ***Four Seasons-Pick Up Your Flavor***

Headline and artwork go well together. A Unique car ad. Draws attention.

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

#### ***OSF St. Francis Hospital***

Headline, graphic and message tie together to create focus of ad.

**3rd Place - Livingston County Press & Argus**

#### ***Back to School-Pinkney Pharmacy***

Clever concept, clean ad, and all aspects work together. It also appeals to all ages.

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

#### ***Antrim Dells***

Graphic placed outside of coupon draws attention and emphasizes the offer.

### ● Weekly Class A

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

#### ***Rates You'll Love, Rogue River Credit Union***

Classic simplicity.

**2nd Place - Observer & Eccentric Newspapers, Inc.**

#### ***Burton and Sons Plumbing***

Great color and art to make plumbing interesting.

**3rd Place - Observer & Eccentric Newspapers, Inc.**

#### ***Westland Mall***

Cute artwork which inspires women to shop for men on Valentine's Day.

### ● Weekly Class B

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

#### ***Barefoot Thyme***

Complete theme for new shoe arrivals for ladies. Art, headline and subhead are very clever.

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

#### ***Vic Canever***

Excellent use of white space with art.

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

#### ***McDonagh's Amusements***

Carnival and Holiday theme with creative background is unique.

### ● Weekly Class C

**1st Place - Leelanau Enterprise**

#### ***Lucky Duck Tavern***

Creative use of border and football theme.

**2nd Place - Romeo Observer**

#### ***National Hunting and Fishing***

Eye catching, creative, with good use of art.

**3rd Place - Gaylord Herald Times**

#### ***Arrow Sanitation***

Creative bow ad. The logo looks a little off with large dot pattern. (Maybe enlarged too much)

**Hon. Mention - South Lyon Herald**

#### ***Service Guide***

Good color. I like the matching numbers with the great touch of number 20.

**Hon. Mention - Brooklyn, The Exponent**

#### ***Remax/Mid-Michigan***

Very clever ad.

### ● Weekly Class D

**1st Place - Blissfield Advance**

#### ***A & B Railroad***

Great use of art from service.

**2nd Place - Blissfield Advance**

#### ***Lenawee County Fair***

Nice choice of background photo.

**3rd Place - Blissfield Advance**

#### ***Main Street Stable and Tavern***

Nice choice of frame.

### ● Sustaining Member

**1st Place - Porcupine Press**

#### ***It's Time to Ride***

Only ad in group. Good ad composition.

## Best Ad Idea

### ● Daily Class B

**1st Place - Saginaw News**

#### ***Health Delivery, Our Employees***

Simple, classic, creative way to highlight facilities and employees.

**2nd Place - Kalamazoo Gazette**

#### ***Shop Three Rivers First***

Great way to generate advertising during slower snow season.

**Best Ad Idea, cont.**

● Daily Class C

**1st Place - Holland Sentinel**

***Pet a-pa-looza***

Nice combination of art, photography and color. A lot going on, but not too cluttered.

**2nd Place - Holland Sentinel**

***Fayes at Mira***

Good combination of image and headline. Nice use of white space.

**3rd Place - Holland Sentinel**

***Winter Fun***

Great use of color and theme.

● Daily Class D

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

***Fall Sports***

Idea is well executed, good choice of art.

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

***Getting to a New Home***

Snails convey idea of slow perfectly! Nice use of white space and color.

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

***Spring Lake Humane Society***

The mug shots do a great job of conveying the "wanted idea."

● Weekly Class A

**1st Place - Suburban Lifestyles**

***Wolf Aesthetic and Laser Center***

Really creative. Entertaining, eye-catching and a fun concept. The color really pops away from the black. Well deserved 1st place. Excellent work.

**2nd Place - C & G Newspapers**

***Sundance Shoe Outlet***

Compositionally a great ad. Awesome use of art, text and spot color red. Love how the coupon in the bottom right is designed too. Awesome job.

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

***Rooftops are Aglow***

The artwork in this ad is fantastic. It's creative and clever. The use of text could be somewhat stronger and the ad could pop out even more. Overall great concept.

● Weekly Class B

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

***Fenton Fence***

Very eye-catching, great photography. The ad is clean and the artwork and layout speaks for itself. High quality and professional looking. Excellent job!

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

***Barefoot Thyme***

Really cute and fun. There is a nice cohesiveness about the ad and it has a clean, polished feel. Nice job.

**3rd Place - Detroit Jewish News**

***Birmingham Painting***

Nice and clean - love the simplicity of the ad. The way the letter B is positioned is eye-catching and leads your eye directly into the ad. Looks great!

● Weekly Class C

**1st Place - Romeo Observer**

***Halloween Safety***

Terrific ad! Make us want to read each and every ad. Great for the advertisers.

**2nd Place - Tecumseh Herald**

***Kids Create An Ad***

Great school involvement, makes us want to read each ad. We love Hacker Jewelers on back page especially!

**3rd Place - Gaylord Herald Times**

***Upper Lakes Tire***

We love the idea of the tires as flowers in March paper, eye-catching.

**Hon. Mention - Gaylord Herald Times**

***Kam's Towing***

We love it! Nice use of white space.

● Weekly Class D

**1st Place - Blissfield Advance**

***Karen's Place***

Child gives ad a personal touch - looks like a place I'd like to shop.

**2nd Place - Blissfield Advance**

***Karen's Place Hu-la-la***

Love the tag line.

**3rd Place - Blissfield Advance**

***Karen's Place Zero Carbs***

Attention getting.

● Sustaining Member

**1st Place - Porcupine Press**

***Dr. Tom***

No comment given.

**2nd Place - Porcupine Press**

***Citgo***

Whatever works.

### Best Spot Color Ad

#### ● Daily Class C

**1st Place - Holland Sentinel**

**Westshore**

Love the pink! It's fresh and different. It really pops off the page and catches the eye.

**2nd Place - Monroe Evening News**

**Runyons – Tent Sale**

Interesting use of spot color. Nice use of text also. Really eye-catching ad. Good job.

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

**Just the Creek**

Bright and eye-grabbing. The ad could be somewhat stronger with a better use of typography. There's a little too much spot yellow used in the ad which becomes over-whelming to the eye after a period of time.

#### ● Daily Class D

**1st Place - Grand Haven Tribune**

**"The Rose – GHCF"**

GREAT use of spot color.

**2nd Place - Cadillac News**

**RJ Grants – Winter Clearance**

Loved the use of spot color.

**3rd Place - Alpena News**

**McCoy Pontiac**

Nice use of green spot color. Blends well into the ad.

#### ● Weekly Class A

**1st Place - C & G Newspapers**

**Sundance Shoe Outlet**

Excellent use of pure spot color. Ad is very modern, professional and has a great classic feel. Magazine quality work! Awesome job!

**2nd Place - C & G Newspapers**

**Beaches Tanning**

Nice use of spot color. Its different, not the traditional red and blue that you see EVERYWHERE. Ad has a warm, sunny feeling. The artwork could be a little stronger-maybe a different picture would have pushed the ad further. Overall good job.

**3rd Place - Suburban Lifestyles**

**Apres Skin Care**

Nice use of the red in the logo and tagline. The ad may have been stronger if the silhouette was a gray screen rather than red screen. The red in the text would really pop. Nice job with the layout and good work all around.

#### ● Weekly Class B

**1st Place - Detroit Jewish News**

**Art Moran**

Great use of blue color as background and stand-out color. You really made the merchandise pop.

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

**K-Mart....Savings**

Great use of orange as eye-catcher.

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

**Relay for Life**

Great use of color.

#### ● Weekly Class C

**1st Place - Gaylord Herald Times**

**BJ's Buffet**

Brilliant use of spot color. Eye-catching and clean, easy to read.

**2nd Place - Tecumseh Herald**

**Creative Collections**

Terrific use of red. Very attention getting.

**3rd Place - Romeo Observer**

**Frontier Town**

Nice use of color.

#### ● Weekly Class D

**1st Place - Blissfield Advance**

**Dan's Farm Supply**

Good use of color.

#### ● Sustaining Member

**1st Place - Porcupine Press**

**UP Building Show**

Only entry. Would recommend not building black frame for colors in type-photos could be in better focus.

### Best Multi-Color Ad

#### ● Daily Class B

**1st Place - Kalamazoo Gazette**

**Kal**

Great art layout and color.

**2nd Place - Kalamazoo Gazette**

**Morrison 70<sup>th</sup> Anniversary**

Good eye catching art and color.

**3rd Place - Kalamazoo Gazette**

**Kalamazoo School**

Good color and layout.

Best Multi-Color Ad, cont.

● Daily Class C

**1st Place - Monroe Evening News  
Summer Tent Sale**

Wonderful use of color. Love the balloons and pool at the bottom. Love the color splash behind the products.

**2nd Place - Monroe Evening News  
Mathews**

Great use of color - good coverage without being overdone.

**3rd Place - Jackson Citizen Patriot  
Dakins 25<sup>th</sup> Anniversary**

Nice use of color.

● Daily Class D

**1st Place - Iron Mountain, The Daily News  
GNC Natural Beauty**

Great use of artwork. Color brings the eye in. Clean ad, professional.

**2nd Place - Petoskey News-Review  
Marvins Gardens - Plant Sale**

Crisp fresh color. Resembles a magazine style ad. Nice use of effects.

**3rd Place - Ludington, Daily News  
Sportsmans Eat, Drink and Be Scary**

Fun, colorful artwork, nice use of type at bottom of ad. Use of text in headline could be a little stronger. Overall nice job.

● Weekly Class A

**1st Place - Suburban Lifestyles  
Bibimbab**

Great clean ad, easy on eyes.

**2nd Place - Observer & Eccentric Newspapers, Inc.  
Burton and Sons Plumbing**

Great art and color reproduction, clean and easy.

**3rd Place - Observer & Eccentric Newspapers, Inc.  
Joe's Produce**

Very good color reproduction. I like the layout and art.

● Weekly Class B

**1st Place - Fenton, the Tri-County Times  
Fenton Lakes Building**

Beautiful ad.

**2nd Place - Detroit Jewish News  
Seldon Blues**

Wonderful use of color.

**3rd Place - Tri-County Citizen  
Monroe Fireworks Festival**

Nice placement of color.

● Weekly Class C

**1st Place - Gaylord Herald Times  
Couture's Flooring**

Excellent use of fall colors. Not too "in your face." Separate categories gives info smoothly.

**2nd Place - Leelanau Enterprise  
We Love You, Norsemen**

Great color layout and positioning. Overall use of color is eye-catching.

**3rd Place - Gaylord Herald Times  
Phone Guide**

Color worked very well to grab attention.

● Weekly Class D

**1st Place - Reed City Osceola Edition of the Pioneer  
Regional Champs**

Great use of colors in background to go with team colors.

**2nd Place - Blissfield Advance  
Kubota Spring Value Days**

Great color reproduction, good ad layout.

**3rd Place - Reed City Osceola Edition of the Pioneer  
Empty Hopper**

Good ad layout, border needs working on.

● Sustaining Member

**1st Place - Porcupine Press  
Bob's Homes**

Only entry - I thought it was an ad for a hotdog stand...

Best Special Section

● Daily Class A

**1st Place - Grand Rapids Press  
New Press/New Era**

Piece shows press capabilities showing what can be done for advertisers with color. Speaks to community involvement.

**2nd Place - Grand Rapids Press  
Wedding Planner**

Piece lends itself to be utilized for wedding plans with spiral binding. Crisp, clean layouts and color.

**3rd Place - Grand Rapids Press  
Saugatuck Douglas**

Good color. Has reader go explore the area. Good layout especially B & B motel, resorts double truck.

**Hon. Mention - Grand Rapids Press  
90 yrs GRCC**

Unique piece about history of local college.

Best Special Section, cont.

● Daily Class B

**1st Place - Kalamazoo Gazette**

**Family Owned Business**

Great concept, a real community feel. Creates the desire to be included.

**2nd Place - Saginaw News**

**Women's Expo**

Great use of targeted audience.

**3rd Place - Saginaw News**

**House to Home Mag.**

An awesome theme, great layout.

**Hon. Mention - Saginaw News**

**Dawn of a New Era**

Congratulations. Creates the desire to be included in a community feel.

● Daily Class C

**1st Place - Monroe Evening News**

**Word Search Puzzle**

Excellent incorporation of advertiser and their products into word puzzle. Encourages customer response. Family fun piece. Long shelf life.

**2nd Place - Holland Sentinel**

**Discover Holland**

Gives reader full sense of area and it's amenities. Resourceful and clean in organization. Attractive piece inspiring someone to pick up and use.

**3rd Place - Holland Sentinel**

**Wealth Builder**

Novel concept to target non-traditional advertisers. Unique flip design.

● Daily Class D

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

**Neighbors 2004**

Nice overall cohesiveness in section. Clean, polished look. Good job.

**2nd Place - Ludington, Daily News**

**2005 - Sled Dog Card Poster**

Love the huge photograph used as a wrapper. Great idea to do cards for dogs. Nice use of color. Good job.

**3rd Place - Grand Haven Tribune**

**Key to the Tri-Cities**

Love the design of the cover. The colors work so well together. The inside is cohesive and flows nicely. Really nice job.

● Weekly Class A

**1st Place - Observer & Eccentric Newspapers, Inc**

**Our Town, Canton**

Cute, user friendly, resourceful.

**2nd Place - Observer & Eccentric Newspapers, Inc**  
**Pink Section**

Unique, different, cohesive layout, fine use of color, fun.

**3rd Place - Detroit, Michigan Chronicle**

**Comerica Homefront**

Great use of color, very informative.

● Weekly Class B

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

**There's No Place Like Home**

The photography, color and layout of the cover is interesting and eye-catching. Also there is a nice cohesiveness on the inside and everything flows together nicely. Good job.

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

**Cabin Fever**

The cover has character and is fun/playful. Love the way the headlines and articles are designed and laid out on the inside. Nice work.

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

**Outdoor Living**

Very nice colorful cover. Using a different color on each page is a nice touch as it evokes interest and works to catch the eye. Section flows nicely. Well done.

● Weekly Class C

**1st Place - Leelanau Enterprise**

**Color Tour**

Love the cover. The way the special section opens up is a nice idea, something fresh and new. Section flows nicely and is cohesive. Brilliant color makes the cover eye-catching and interesting. Great work.

**2nd Place - Milford Times**

**Huron Valley Community Directory**

This section flows nicely. The cover uses interesting art and the shade of cyan is brilliant and eye-grabbing. There is a clean, polished look for the whole piece. Nice job.

**3rd Place - Leelanau Enterprise**

**World of Cherries**

Love the fact that this section is only about cherries. Very interesting. The section really flows well altogether. Could use a bit more color. The fun with cherries page is a great idea - nice design, too. Nice work.



Best Special Section, cont.

● Weekly Class D

**1st Place - Clarkston News**

**Chamber of Commerce**

Great cover. This Directory was very well placed together.

**2nd Place - Baldwin, Lake County Star**

**Fall Hunting**

Loved the preview guide. Read it even though I have never hunted before. Great job.

**3rd Place - Reed City Osceola Edition of the Pioneer**

**Farm Tab**

Great section.

**Hon. Mention - Reed City Osceola Edition of the Pioneer**

**Do You Remember?**

Excellent section that showed recognition to their early champs.

● Sustaining Member

**1st Place - Porcupine Press**

**Wild Blue Fest**

Only entry. Nice ad layout background image is almost lost, a bit busy.

Best Newspaper Promotion

● Daily Class B

**1st Place - Kalamazoo Gazette**

**Dining Guide**

Beautiful design. The colors are rich and flavorful. The whole idea was thought out and concise. It was the only entry but well deserving of first place.

● Daily Class C

**1st Place - Monroe Evening News**

**Let Us Help You**

All of my questions were answered.

**2nd Place - Holland Sentinel**

**Sentinel**

Simple and beautiful ad.

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

**Readers Guide**

Nice use of color

● Daily Class D

**1st Place - Petoskey News-Review**

**"Get Real" Home Deal Series**

Each ad of campaign appeals to many different readers. Excellent use of art. Campaign is easily recognized.

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

**ROI Campaign**

Use of consistency with color and copy that is excellent branding.

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

**Welcoming Your Baby**

Illustration grabs attention. Headlines are great and make you want to read the rest of the ad.

● Weekly Class A

**1st Place - Observer & Eccentric Newspapers, Inc.**

**An Amazing Story**

The title of the promotion says it all. Congratulations on a successful promotion.

**2nd Place - C & G Newspapers**

**Annual Restaurant Contest**

I like the fact that the ad encourages readers to visit restaurants to make their choices. Great design.

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

**Growth**

I had to read and reread the ad - I guess that makes it effective.

● Weekly Class B

**1st Place - Detroit Jewish News**

**All Roads Lead to JN**

Excellent. I loved this ad.

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

**The power of the press**

Simple yet straight to the point. Great use of full color.

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

**We're More Than Paper and Ink**

I feel as if I am a part of the County Press family. Liked the pull at the heart string approach.

● Weekly Class C

**1st Place - Gaylord Herald Times**

**\$40 for, 04**

Nice use of color, space and previous newspapers.

**2nd Place - Gaylord Herald Times**

**Gaylord Herald Times**

Great use of white space.

**3rd Place - Gaylord Herald Times**

**Subscription Renewal**

Loved the 2 X 2' s for small advertisers.

● Weekly Class D

**1st Place - Reed City Osceola Edition of the Pioneer**

**News From Around the World**

Nice use of color - effective ad.

Best Newspaper Promotion, cont.

- Sustaining Member

**1st Place - Porcupine Press**  
**Eye Ball**

Unusual approach.

Best Ad Series

- Daily Class C

**1st Place - Monroe Evening News**  
**Yinger Pharmacy**

Ads with personality. Great design. Captures your heart and invites you in.

**2nd Place - Holland Sentinel**

**Request**

Attention grabbing.

- Daily Class D

**1st Place - Ludington, Daily News**  
**Who's Who at Hemlock**

Great idea - well executed and keeps you looking forward to next ad, a perfect series.

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

**Phone Guide**

Love the line art contrast with color phone guide, great series.

**3rd Place - Mt. Pleasant, Morning Sun**  
**Isabella Bank and Trust**

Nice choice of photos, clean look and great series.

**Hon. Mention - Iron Mountain, The Daily News**  
**What's On Your Mind**

Nice ad series, nice use of white space.

- Weekly Class A

**1st Place - Advance Newspapers/Jenison**  
**Railside Living Center**

Would be a winner even if it had competition.

- Weekly Class B

**1st Place - Detroit Jewish News**  
**Legacy Jewelry**

Excellent use of spot color as tie-in to all ads. Makes jewelry pop off the page.

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

Great layout and use of photography. Series is very tied together.

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

Children's ads were used as an effective draw in. Not as connected in a series but still a great idea.

- Weekly Class C

**1st Place - Houghton Lake Resorter**  
**Hometown Shopping**

Excellent use of space and color. Keep up the great work.

**2nd Place - Northville Record**  
**Eyeball Girl**

Ad had style.

**3rd Place - Tecumseh Herald**  
**Lancaster Insurance**

Cute use of babies.

**Hon. Mention - Novi News**  
**Halloween Coloring**

Loved the involvement for the children.

- Weekly Class D

**1st Place - Blissfield Advance**  
**Karen's Place**

Fresh, simple, yet effective.

**2nd Place - Blissfield Advance**  
**Karen's Place**

Inviting ad series.

- Sustaining Member

**1st Place - Porcupine Press**  
**Western UP Visitors**

Good ads, good reproduction of color, and they do tell a story.

Best Classified Ad Section

- Daily Class A

**1st Place - Grand Rapids Press**  
**Michigan International Auto Show**

Excellent presentation, brilliant color usage, ad copy design is great.

**2nd Place - Grand Rapids Press**  
**Van Andel**

Excellent presentation, brilliant color usage, ad copy design is great.

- Daily Class C

**1st Place - Holland Sentinel**  
**Classified Section**

Good use of space. Would like to see an index in beginning pages letting reader instantly know what numbers at top of columns mean.

Best Classified Ad Section, cont.

Best Classified Ad Promotion

● Daily Class D

1st Place - *Petoskey News-Review*

*Classified Section*

Clean and easy to read, needs an index to reference readers.

2nd Place - *Alpena News*

*Classified Section*

Clean but not easy to flow through section.

● Weekly Class A

1st Place - *Observer & Eccentric Newspapers, Inc*

*Classified Section*

Classified section is excellent.

● Weekly Class B

1st Place - *Detroit Jewish News*

*Classified Section*

Excellent tabloid classified section.

2nd Place - *Lapeer, The County Press*

*Classified Section*

Great broadsheet classified section. Nice use of color.

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

*Classified Section*

Great front page advertising in classified section.

● Weekly Class C

1st Place - *Belleville-Area Independent*

*Classified Section*

Clean easy to follow layout.

2nd Place - *Gaylord Herald Times*

*Classified Section*

Nicely done.

● Weekly Class D

1st Place - *Charlevoix Courier*

*Classified Section*

Excellent tabloid classified page. Great use of space.

● Sustaining Member

1st Place - *Porcupine Press*

*Classified Section*

Only one in category. Hard to find the classified ads.

● Daily Class D

1st Place - *Grand Haven Tribune*

*A Love Story*

Fantastic idea, easy to read, you got the point across with humor.

2nd Place - *Manistee News Advocate*

*Baby It's Cold Out There*

Good ad copy and art, great community service connection.

3rd Place - *Petoskey News-Review*

*Senior Citizen Directory*

Nice clean and easy to read.

● Weekly Class A

1st Place - *Observer & Eccentric Newspapers, Inc.*

*Win a Year of Cleaning*

Great cross promotion, good ad copy and art, good part of a series.

2nd Place - *Observer & Eccentric Newspapers, Inc.*

*Classified Promotion*

Great cross promotion, good ad copy and art, good part of a series.

3rd Place - *Observer & Eccentric Newspapers, Inc.*

*Win a Trip*

Great cross promotion, good ad copy and art, good part of a series.

Hon. Mention - *Advance Newspapers/Jenison*

*Squishy Shoes*

Great ad, not sure it promotes classifieds.

● Weekly Class B

1st Place - *Detroit Jewish News*

*Spot a Bargain*

Immediately catches the eye and creates the desire to read.

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

*Buy2, Get 2*

Great ad and concept. Love the idea of giving something back.

3rd Place - *Lapeer, The County Press*

*New Color....Add Color*

Simple, yet effective.

● Weekly Class D

1st Place - *Charlevoix Courier*

*Puts Money in Your Hands*

Simplistic, but cute.

2nd Place - *Charlevoix Courier*

*Place Your Courier Classified*

Good graphic, clear intent, easy for readers.



Best Classified Ad Promotion, cont.

- Sustaining Member  
1st Place - *Porcupine Press*  
*Classified Lady*  
Very entertaining ad.

Best Classified or ROP Automobile Ad

- Daily Class B  
1st Place - *Kalamazoo Gazette*  
*Spring Fever*  
Great use of color, design really jumps off the page. Nice use of text as well. Layout brings interest to what can be traditionally boring. Great work.  
2nd Place - *Kalamazoo Gazette*  
*Nobody Sells for Less*  
Nice use of text in the ad. Compositionally very strong. The positioning of the cars makes the eye follow the ad from start to finish. The headline could be stronger though. The brilliance of the cars and text overpower it. Good job.

- Daily Class C  
1st Place - *Holland Sentinel*  
*Elhart Automotive*  
Great use of color and art, easy to read and follow.  
2nd Place - *Monroe Evening News*  
*Momentum Lincoln Mercury*  
Nice ad. Real busy.  
3rd Place - *Monroe Evening News*  
*Whitman – Las Vegas*  
Nice ad but some copy hard to read.

- Daily Class D  
1st Place - *Petoskey News-Review*  
*Brown Motors*  
Great ad.  
2nd Place - *Alpena News*  
*Cliff Anschuetz Chevrolet*  
Eye-grabbing ad.  
3rd Place - *Petoskey News-Review*  
*Tallbery*  
Great use of coupons.

- Weekly Class A  
1st Place - *C & G Newspapers*  
*Joe Panion Chevrolet*  
Very nice ad. Great use of color.  
2nd Place - *Observer & Eccentric Newspapers, Inc.*  
*Ralph – Thayer Mazda*  
This ad is Hot, Hot, Hot. Nice use of white space.

- 3rd Place - *Observer & Eccentric Newspapers, Inc.*  
*Bill Brown Ford*  
Great use of white space and color. Cars are very easy to see.  
Hon. Mention - *Advance Newspapers/Jenison*  
*Wayland Chrysler*  
Well placed together ad.

- Weekly Class B  
1st Place – *The County Press, Lapeer*  
*Year-end Blowout*  
Grabbed my attention.  
2nd Place - *Fenton, Tri-County Times*  
*Randy Hosler*  
Very tasteful ad.  
3rd Place - *Tri-County Citizen*  
*LaClair Shores*  
Great use of cars and color.

- Weekly Class C  
1st Place - *Milford Times*  
*Hines Park Ford*  
Great ad, really stood out against the other competitors, clean crisp layout.  
2nd Place - *Houghton Lake Resorter*  
*Scott McNamara*  
Great use of spot color, good layout, easy to read and look at.  
3rd Place - *Gaylord Herald Times*  
*Scheer Motors*  
Good color reproduction, easy to follow.  
Hon. Mention - *Gaylord Herald Times*  
*Wagar*  
Good layout and color.

- Sustaining Member  
1st Place - *Porcupine Press*  
*Get a Jump on Christmas*  
Good use of art.

Best Classified or ROP Real Estate Ad

- Daily Class B  
1st Place - *Kalamazoo Gazette*  
*Prudential Preferred*  
Hard to judge only one entry.
- Daily Class C  
1st Place - *Holland Sentinel*  
*Summit Properties*  
Love the artwork. This ad goes beyond the boundaries of a traditional house ad. Clean and colorful. Good work.

Best Classified or ROP Real Estate Ad, cont.

**2nd Place - Monroe Evening News**  
**ReMax**

Fun, cute, idea. We like seeing the realtors in a different stance rather than traditional head in the box ads that are everywhere. Nice color too. Design could be a little stronger. Overall good job.

**3rd Place - Monroe Evening News**  
**House Hunt**

Great concept. Layout is nice and clean, but design could be stronger. Nice work overall.

● Daily Class D

**1st Place - Petoskey News-Review**  
**Kidd, Leavy and McNamara**

Nice idea. We like how this ad directs the reader to the back page to another ad. The design draws people in. Nice use of color and text.

**2nd Place - Owosso -The Argus-Press**  
**Monopoly Ad**

WE LOVE THIS CONCEPT! Super strong idea with the monopoly idea. The design could be stronger though then the ad would really be lively.

**3rd Place - Ludington, Daily News**  
**Home is Where the Heart Is – Century 21**

Nice concept. Love the house artwork and use of text at the top. The bottom portion of the ad could be stronger. We loved the warm feel the ad brought out.

● Weekly Class A

**1st Place - Observer & Eccentric Newspapers, Inc.**  
**Eton St. Station**

Great ad.

**2nd Place - Suburban Lifestyles**  
**The Linda Rea Team**

Wonderful use of space and color.

**3rd Place - C & G Newspapers**  
**Max Brook Realtors**

Love the use of white space.

● Weekly Class B

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

Good clean easy to follow ad.

**2nd Place - Lapeer, The County Press**  
**Fall Home Specials**

Great ad, good layout except art in the lower left needs to be trimmed better.

**3rd Place - Lapeer, The County Press**  
**Spotlight of Homes**

Good layout and header.

● Weekly Class C

**1st Place - Gaylord Herald Times**  
**Coldwell Banker**

Page is not very busy and it is very easy to read.

**2nd Place - Tecumseh Herald**  
**Ed Surovell**

Great use of space.

**3rd Place - Gaylord Herald Times**  
**ReMax**

Nice use of space each ad is placed great.

● Sustaining Member

**1st Place - Porcupine Press**  
**Smith and Company**

Only one, can't compare to anything.

Best Online Promotion

● Daily Class D

**1st Place - Alpena News**  
**Share Information**

Great Ad!

**2nd Place - Coldwater, Daily Reporter**  
**E-edition**

Nice ad!

● Sustaining Member

**1st Place - Porcupine Press**  
**Banana in Your Ear**

Interesting art!