

2009 Michigan Press Association Advertising Contest Winners



50-Best Ad Idea

Daily Class 1

1st Place **Kalamazoo Gazette**
Sculptures-Sparkle & Shine

12/22/2008
Good depth to ad.

Daily Class 2

1st Place **Midland Daily News**
What I Want To Be

3/28/2009
Great color, cute kids, funny answers, clever idea.

2nd Place **The Mining Journal (Marquette)**
Aqua Care

12/10/2008
Simple concept with effective execution. A definite eye-grabber.

3rd Place **The Mining Journal (Marquette)**
Your Best Fitness

8/13/2008
A simple graphic that says it all.

Daily Class 3

1st Place **The Daily News (Iron Mountain)**
Holiday Open House

11/10/2008
Unique ad shape of the snow globe steals the page and snow flakes just add to the effect.

2nd Place **Grand Haven Tribune**
Pavilion Tattoo

3/19/2009
Unique shape and hand drawn effect make this a "can't" miss ad.

3rd Place **Cadillac News**
Jensen's RV Center

9/12/2008
Great use of photos to support their theme of "We Sell Fun."
Puts readers in a position where they can imagine being in the trailer and camping with the family.

HM **Cadillac News**
Ellen's Equipment

3/14/2009
Creative and visually eye-catching. Love the idea of showcasing the product performing a task.

Weekly Class 1

1st Place **Lapeer Area View**
Dream Home

9/4/2008
Very nice use of graphics. Effective headline. Great work!

2nd Place **Tri-County Times (Fenton)**
Sawyer Jewelers

2/8/2009
Creative headline! Nice, clean layout and use of white space.

3rd Place **Tri-County Times (Fenton)**
Adopt a Pet

3/8/2009
Catchy, catchy, catchy! Definitely draws the reader in.

Weekly Class 2

1st Place **The Davison Index**
His Dream Awaits

7/31/2008
Great use of photo of young hockey player suiting up and benefit headline - "His Dream Awaits - Deadline Extended" to turn what could have been a very mundane ad into one that draws in the reader. Idea could be used for many sports sign ups.

2nd Place **The Romeo Observer**
Mc Millan Tire

3/18/2008
Use of cartoon characters with public enemies "chuck hole" and "too tall curb" gives a humorous twist to selling hidden wheel damage. Idea could be adopted for other businesses as well.

3rd Place **Leelanau Enterprise**
Angel Food Ministries

10/2/2008
Using hands holding grocery receipt for comparison of prices of Angel Food Ministry food boxes and retail draws attention to what otherwise could be a bland ad readers would overlook. Hands and receipt art could be used for a number of price comparison type ads.

HM **The Romeo Observer**
Lori's Draperies/Ambience Design

5/14/2008
Well laid out ad for companion businesses using illustrative draperies and floor plan designs gives sense of what businesses do in classy way. Ideas just not quite as adaptable as others.

Weekly Class 3

1st Place **The Advance (Blissfield)**
Karen's Place

7/30/2008
Very clever ad, made me chuckle. Very simple but I bet readers look for these ads and what saying is used!

2nd Place **The Advance (Blissfield)**
Karen's Place

7/9/2008
Another clever 'pun.' Your advertiser should be pleased with these ads.

Best Ad Idea Continued

3rd Place The Advance (Blissfield)

Your Big Night

Very nice layout, nice ad design.

51-Best Color Ad

Daily Class 1

1st Place Kalamazoo Gazette

Tent Sale-The Tot to Teen Village

7/6/2008

Nice color usage and reproduction.

Daily Class 2

1st Place Midland Daily News

Natural Ice Cream Month

7/20/2008

Unique colors almost the flavors come alive!

2nd Place Midland Daily News

National Pizza Month

3/11/2008

Unique layout along with simple layout makes this page really stand out.

3rd Place Midland Daily News

At Your Finger Tips

3/29/2008

No comment given.

Daily Class 3

1st Place The Daily News (Greenville)

Minions - Stand Out

11/10/2008

Great use of "black and white" as a color. The use of limited color supports the headline and makes the point. I liked carrying the color through the text... it wasn't overwhelming, but helped highlight name and contact information.

2nd Place Petoskey News-Review

Granite Quartz

7/11/2008

Creative idea to showcase the different counter top choices in the headline itself. Risky with the dark background, but it works!

3rd Place Cadillac News

Persnickety

5/12/2008

Good use of "supporting" colors to frame the products. Entire ad is very soothing to look at and helps present an image of the store and the products.

HM

Cadillac News

Chaos Spa Salon

12/13/2008

Use of the color graphic balances out ad and draws the reader in. Shadow effect, or possibly poor registration makes the green text challenging to read.

Weekly Class 1

1st Place Northern Express Weekly (Traverse City)

Bearcub Outfitters

10/6/2008

Fun, eye-catching ad. Effective layout and design. Great job! Jumps off the page.

2nd Place Northern Express Weekly (Traverse City)

Hibbards

10/6/2008

Color-match in the ad works! Draws reader in immediately. Great work.

3rd Place Tri-County Times (Fenton)

Almost Home

8/13/2009

Effective use of your color, not over use, which is so easy to do. Woman's face really jumps off page. Nice job.

Weekly Class 2

1st Place Leelanau Enterprise

Ferguson's

12/25/2008

This ad for a fireplace and stove center created a wonderful Christmas feel and the desire to use a stove to warm up. Well-written copy, good use of photos and color. One suggestion would be to have used color in some way on the store logo.

2nd Place The Romeo Observer

Romeo Party Rental

7/23/2008

Splashes of color might be too much for another client, but fits right in to the party mood for this rental company. If this didn't stop readers for a look, one wonders what would. Nice use of typography to match the theme.

3rd Place The Davison Index

Accentrix Salon

7/24/2008

Choice of color for copy in ad fits right in to the summer waves on the beach idea. Nice type selection, sets mood for the salon. Well done.

HM

Leelanau Enterprise

Design In A Day

5/15/2008

An eye-catching ad for an interior design service would have been improved with a better choice of typeface. Another option might have been a before and after staging picture.

Best Color Ad continued

Weekly Class 3

1st Place Tecumseh Herald

Level-One

6/28/2008

Loved the background. Felt like I was in the pool with the duck! Excellent color use, very crisp. Bright yellow burst caught my eye and drew me in to the ad. Great job.

2nd Place The Advance (Blissfield)

Last Minute Gifts

12/10/2008

Very nice, colorful ad. Liked how each card used a different color and liked the soft background color.

3rd Place The Advance (Blissfield)

Celebrations of Faith

12/24/2008

Great use of color and had a nice Christmas feel to the page with the colors used. Too bad it wasn't a full page.

52-Best Special Section

Daily Class 1

1st Place Kalamazoo Gazette

Family Owned Business

6/22/2008

Beautiful use of color. Love the integration of old ads and pictures.

2nd Place Kalamazoo Gazette

Weddings

1/25/2009

Nice graphics and excellent use of color.

3rd Place Kalamazoo Gazette

Reader's Choice

10/16/2008

No comment given.

Daily Class 2

1st Place Midland Daily News

We Believe in Dow

Nice concept in these tough economic times. Clean layout and easy to apply to any business/town.

2nd Place Midland Daily News

Senior Expo

10/5/2008

Nice concept.

3rd Place The Alpena News

Best Nomination

3/11/2009

New twist on a rock solid promotional idea.

Daily Class 3

1st Place Cadillac News

Winter Brides

Useful information, great advertising support. I especially enjoyed the "My Big Day" spread. Interesting way to localize and drive additional revenue. Also liked the diary although would have been even better if it was local.

2nd Place Cadillac News

Your Home

5/1/2008

Very user friendly with table of contents and tabs. Liked categories which enabled to sell targeted ads. Also like incorporating Parade of Homes within section.

3rd Place Daily Globe (Ironwood)

Veteran's Day Tribune

11/1/2008

Great tribute honoring your area's veterans. Good combination of related content to coincide with the paid tributes. Obviously a lot of pride and support in the area and this special section captures it.

HM

Cadillac News

Our Community

2/21/2008

Does a good job of capturing the "essence" of the community in word and photography. Can tell there is a lot of pride by the type and amount of advertising support.

Weekly Class 1

1st Place Tri-County Times (Fenton)

Sports Preview

8/31/2008

Great cover photo and design. Well organized, lots of information! Nice local pictures. Effective layout. Good advertising content. Great work!

2nd Place Northern Express Weekly (Traverse City)

Step Into Spring

4/14/2008

Eye-popping color and design on front cover grab attention. Very impressive ad design. Nice piece.

3rd Place Grand Blanc View

Gold Anniversary-Buick Open

6/19/2008

Packed full of good info and advertisements to make it profitable. Nice color and design throughout. Great job!

HM

Tri-County Times (Fenton)

Good Ole' Summertime

6/29/2009

Interesting cover. Good, useful information throughout piece. Calendar at the back very useful and eye-appealing. Nice work!

Best Special Section continued

Weekly Class 2

1st Place Tri-City Times (Imlay City)

Blueberry Festival

8/1/2008

Tab chock full of advertising to entice visitors into businesses as they take part in the festival. Plenty of purple ink. Black and white ads don't take backseat to color ones in terms of attractiveness and layout.

2nd Place Leelanau Enterprise

Leelanau Gift Guide

11/27/2008

Very close second. This beautifully designed gift guide provides readers with 45 great ideas for Christmas shopping. Nice job of creating some eye-catching ad designs.

3rd Place The Citizen (Ortonville)

Best of the Best

12/6/2008

Advertising trumpeting being chosen by readers as Best of the Best in their service category is well designed to share not only voted on strengths but other aspects of their businesses.

Weekly Class 3

1st Place Tecumseh Herald

Home & Garden-Fall

9/18/2008

Very nice booklet. I liked all the color. Nice, crisp, easy to read ads. Liked the size of the booklet.

2nd Place The Advance (Blissfield)

Visitor's Guide

Well designed ads in the visitor's guide. Each one tells its own little story. Makes me want to come visit Blissfield!

3rd Place Tecumseh Herald

Tecumseh Christmas Parade

12/4/2008

I surprised myself. I really liked the black and white ads on the colored background. This section really stood out for me because of this. Very nice ads also. Way to go!

53-Best Promotion Ad

Daily Class 1

1st Place Kalamazoo Gazette

Gazette Posters Promo Ad

8/4/2008

Great use of color. Good use of space.

Daily Class 2

1st Place The Alpena News

Dream Team

3/19/2009

Nice job of promoting sales staff.

2nd Place The Mining Journal (Marquette)

Anatomy Of A Newspapers

3/30/2009

Nice way to promote the power of the paper. Interesting facts throughout keep the reader moving down through the entire ad.

3rd Place The Alpena News

Earliest Days

7/1/2008

No comment given.

Daily Class 3

1st Place The Daily News (Greenville)

The Daily News.cc website tabs

9/29/2008

Unique use of rail ad draws attention to content.

2nd Place Petoskey News-Review

We've Got Your Back

12/23/2008

Great headline and photo tie in with the seriousness of the ad. Makes you want to read or look for upcoming investigative reports.

3rd Place Petoskey News-Review

Tomorrow

3/10/2009

Good use of photos and excellent layout and use of headline to depict that the paper has been there throughout the years and will continue to be there in the future!

HM The Daily News (Iron Mountain)

Does Your Business Need More Customers

2/25/2009

Very simple but grabs your attention with large question mark.

Weekly Class 1

1st Place Northern Express Weekly (Traverse City)

Stimulus Package

2/23/2008

Great attitude during a difficult economic time. Shows advertisers that the paper can help them stay in business.

2nd Place Tri-County Times (Fenton)

Your Memories

7/23/2008

Great new idea to promote your newspaper... good feelings.

Best Promotion Ad Continued

3rd Place Tri-County Times (Fenton)

Your Dream Home

7/23/2008

Great use of graphics and fonts, catchy headline.

Weekly Class 2

1st Place The Romeo Observer

Our Business Is Promoting Yours

10/8/2008

Ad with map showing how the newspaper covers the trading area "like a blanket," offering value of paper to business and noting its locally owned and operated nature was the best newspaper promotion entered.

2nd Place Leelanau Enterprise

Fall Home & Garden Guide

9/11/2008

This promotional advertisement for the newspapers Fall Home and Garden Guide is a well done reminder to advertisers of an upcoming special section.

3rd Place Belleville-Area Independent

they're Reading the Independent

10/23/2008

Using pictures of people with the newspaper in exotic locations provides a well-read promotion for subscriptions. With some tweaking of the layout this could be a much better subscription selling tool.

Weekly Class 3

1st Place The Advance (Blissfield)

Will Work For Ads

6/24/2008

Clever, clever, clever is all I can say! This ad just made me chuckle. It's so simple, but got the message across. Hope Eric got calls!

2nd Place Tecumseh Herald

College Subscription

12/4/2008

Very good idea to keep college students interested in their hometown by running just a subscription ad for them.

54-Best Ad Series

Daily Class 2

1st Place The Mining Journal (Marquette)

Big Brothers Big Sisters

Nice sized ads with a unique layout.

2nd Place The Mining Journal (Marquette)

Jim Jackson DDS

Great art and funny phrases = Success!

3rd Place The Mining Journal (Marquette)

Econo Foods

Simple and clean ads.

Daily Class 3

1st Place Cadillac News

Wexford Jewelers

Clean, simple layout portrays the image of fine jewelry. Although each ad showcases just one item you know that this is just a sample of the fine jewelry this customer carries.

2nd Place Cadillac News

Sunnyside Senior Living

Excellent use of the puzzle piece and headlines. Clean layout, puzzle piece draws your attention. Nice ads!

3rd Place Sturgis Journal

Cole Motor

Good seasonal ad campaign. Especially like incorporating sales staff in to the Halloween theme.

HM Petoskey News-Review

Harbor Plaza

No comment given.

Weekly Class 1

1st Place Lapeer Area View

Lapeer Gold & diamond

10/16/2008

Very creative and original use of songs to make your point. Great series!

2nd Place Tri-County Times (Fenton)

Tri-Pointe

11/2/2008

Great use of spot color, humor and catchy headlines.

3rd Place Tri-County Times (Fenton)

Tri-County Times

2/18/2009

Good bold ads, stand out on the page.

Weekly Class 2

1st Place Brooklyn Exponent

Brooklyn Tire

Changing borders for seasons help make this ad series. Some art work that relates to tires as part of stove logo or somewhere on ad would help differentiate ads from other businesses.

2nd Place Brooklyn Exponent

Jerry's Pub

Series of ads for Jerry's Pub share changing specials and special events in attractive manner that draws attention.

Weekly Class 3

1st Place Tecumseh Herald

Cambrian Assisted Living

It's always nice to use the personal touch in ads so using actual residents and their stories made these ads stand out. Enjoyed reading about each one. Nice ad idea for the customer.

Best Ad Series Continued

2nd Place Tecumseh Herald

Tecumseh Place

Ads don't have to be large to make a point. These ads are beautifully done and give a feeling of peace. Nice job.

3rd Place The Advance (Blissfield)

Blissfield State Bank

Nice bank ads. I especially like the safe and secure one.

55-Best Classified Ad Section

Daily Class 2

1st Place The Alpena News

Classified Section

No comment given.

Daily Class 3

1st Place Petoskey News-Review

Very clean layout. Like how banner photo changes. Class headers and key words make for easier read. Nice job of upselling with logos, larger font and boxed ads.

2nd Place The Daily News (Greenville)

Clean layout including category headers and keywording. Featured advertising works well in banner and I'm sure source of additional revenue. Small font size, but easy to read and makes for tighter page.

3rd Place Cadillac News

Good placement for promotional package at top. Very clean and works well with banner. Like the keywording, but would like to see a consistent size with class headers. Great ad count!!!

Weekly Class 1

1st Place Tri-County Times (Fenton)

Section C

Clean layout, nice size copy for classified line ads. Effective flag. Great job!

2nd Place Lapeer Area View

Classifieds Section

Wow! Your customers should love all the color. Makes it nice for people to buy/sell. Nice section.

Weekly Class 2

1st Place Leelanau Enterprise

Classifieds Section

Hefty classified section is definitely a plus for this paper. Information on deadlines, classified rates, error responsibility and the like is important feature of classified section and it is handled well in the tab section.

2nd Place Brooklyn Exponent

Classifieds Section

Nicely presented classified section. Uses placement of its puzzles nearby as another attraction to the section. Information on deadlines, classified rates and other details would be helpful.

3rd Place Belleville-Area Independent

Classifieds Section

Classified section is a couple of steps behind the other two entries in layout. Sporadic use of information about section could be better displayed.

56-Best Classified Ad Promotion

Daily Class 1

1st Place Kalamazoo Gazette

Use Your Classifieds

8/17/2008

No comment given.

2nd Place Kalamazoo Gazette

Wheels and Motors

2/15/2009

No comment given.

3rd Place Kalamazoo Gazette

Photo Worth 1,000 Words

7/6/2008

No comment given.

Daily Class 2

1st Place The Alpena News

New Best Friend

4/2/2008

No comment given.

Daily Class 3

1st Place Petoskey News Review

East Scramble

4/9/09

Good ad count and creative way to get reader participation..

2nd Place Petoskey News Review

Halloween Safety Game

10/28/08

Creative way to draw readers into the ads and provide timely safety tips to youngsters.

3rd Place Cadillac News

Peace of Mind Classified

10/23/08

Free ads are great way to build inventory and showcase the power of newspaper classifieds. Art work them goes well with brand or "Trusted.. Local. Connect."

Weekly Class 1

1st Place Grand Blanc View

Summer Special

6/26/08

Great way to promote color in your classifieds.

Best Classified Ad Promotion Continued

Weekly Class 2

1st Place Brooklyn Exponent

Big Money

2008-09

Ad does creditable job of selling benefit of using the classifieds and others several methods to contact the newspaper.

57-Best Classified or ROP Auto Ad

Daily Class 1

1st Place Kalamazoo Gazette

DeNooyer Chevrolet Spring Savings

3/14/2009

Good use of Spadea space. Great color!

Daily Class 2

1st Place The Alpena News

Cliff Anschuetz

4/19/2008

Nice concept.

2nd Place The Alpena News

Alpena Pontiac

10/17/2008

Nice bright colors and looks good as a 2 page spread!

3rd Place The Alpena News

Cliff Anschuetz

12/6/2008

No comment given.

Daily Class 3

1st Place Cadillac News

Hoop It Up

3/11/2009

Very attractive and attentive ad. Excellent use of graphics and color with great tie in to NCAA tournament hype. Well balanced ad!

2nd Place Cadillac News

Crossroads Chevrolet. Right On Target

10/1/2008

Timely theme for time of year. Car Fax 1 owner tags give readers instant assurance.

Weekly Class 1

1st Place Rockford Independent

Better Imports

3/25/2009

Great layout and use of logo. Color jumped off the page. Nice ad.

2nd Place Lapeer Area View

Bonus Cash

1/15/2019

Clean layout, good use of color. Diagonal headline grabs attention. Great ad!

3rd Place Tri-County Times (Fenton)

Kanrock Tire

12/21/2008

Beautiful use of color and photo. Catchy headline.

Weekly Class 2

1st Place The Davison Index

Mild to Wild - Roberts

1/15/2009

Advertisement does excellent job of illustrating the gamut of cars offered by this Buick-Pontiac dealer. Well designed ad with clean typography.

2nd Place Carson City Gazette

Easy to Swing - Knight Auto

4/14/2008

Well designed, easy-to-read advertisement uses color and photos, well to share Knight Auto Sales specials.

3rd Place The Davison Index

Minimum Trade - Hank Graff

6/19/2008

Story of \$2,000 minimum trade in deal is easy to read. Proof reading to include dollar sign in disclaimer (unless you really have to buy 8,000 cars to get the deal) would have been helpful. Quality of one dealer's picture could be improved.

58-Best Classified or ROP Real Estate Ad

Daily Class 1

1st Place Kalamazoo Gazette

American Village Builders

3/15/2009

Great color and use of space. Dominant ad without having to be a full page.

2nd Place Kalamazoo Gazette

Prudential-Calendar Commercial

1/25/2009

Good use of background color.

Daily Class 2

1st Place The Alpena News

Why is Real Estate One #1

3/19/2009

Nice play off of clients logo.

Best Classified or ROP Real Estate Ad continued

2nd Place **The Mining Journal (Marquette)**

Remax 1st Realty

6/29/2008

Nice color with eye-catching graphic.

3rd Place **The Alpena News**

Century 21 Crow Realty

8/14/2008

No comment given.

Daily Class 3

1st Place **Petoskey News-Review**

Re/Max Pat Verhelle

7/18/2008

Aerial shot gives readers great insight as to what they are going to "live" should they purchase. Photos a little dark but again offer an example of what living on Walloon Lake is.

2nd Place **Cadillac News**

Re/Max Mike McNamara

3/14/2009

Like Mike's tagline... common sense, uncommon service. Simplicity of this ad ties into his tagline which for me gave him added validity.

Weekly Class 1

1st Place **Lapeer Area View**

Coldwell Kurtz

7/24/2008

Effective use of shapes and color. Great job!

2nd Place **Tri-County Times (Fenton)**

Coldwell Banker

10/19/2008

Effectively fit a whole lot of information into a not-so-big ad. Nice use of color.

3rd Place **Rockford Independent**

Tracie Rich

11/5/2008

Good promotion of realtors-face recognition. Watch leading and spacing of ad "pieces". Maybe realtors photos could be at the bottom to level ad out.

59-Best Online Promotion

Daily Class 3

1st Place **Petoskey News-Review**

Up North Health

3/12/2009

Great promotional piece to cross promote and lead readers to the website. Screen shots on rail provide a great look at what you would find. Good ad... it made me visit the site.

2nd Place **Cadillac News**

Detroit Lions Ticket Giveaway

11/12/2008

Creative way to capture information from readers and build your email database.

Weekly Class 1

1st Place **Tri-County Times (Fenton)**

News daily

3/29/2009

Great graphics!

2nd Place **Tri-County Times (Fenton)**

tctimes.com

11/2/2008

Wonderful way to promote online for someone who doesn't use the web every day.

3rd Place **Tri-County Times (Fenton)**

Photo gifts

11/19/2008

Great idea of having newspaper and gifts.

Weekly Class 2

1st Place **Leelanau Enterprise**

Leelanau News Online

2/19/2008

Nicely done invitation to visit advertisers online as cross promotion. Might be improved by setting second tier headline larger over all top space.