

# 2010 Michigan Press Association Advertising Contest Results

## Best Ad Idea

### **Daily Class 2**

- 1st Place      The Mining Journal (Marquette)**  
*Sunday Brunch*      3/20/2010  
Great presentation for something so "normal"--really made it appealing.
- 2nd Place      The Mining Journal (Marquette)**  
*Marquette Rehab*      3/29/2010  
Very attractive, eye-catching ad!
- 3rd Place      The Mining Journal (Marquette)**  
*Anatomy of Foot Pain*      7/27/2009  
Great way to tell this story!
- Hon. Men.      The Mining Journal (Marquette)**  
*Big Brothers/Big Sisters*      3/29/2010  
Great historical ad--tells a great story.

### **Daily Class 3**

- 1st Place      Ludington Daily News**  
*Drop into Sportsman's*      Aug 2009  
Odd shape/configuration of ad really draws your eye to it.
- 2nd Place      The Daily News (Iron Mountain)**  
*TDS Door Busters*      11/25/2009  
Center placement of ad really appeals to the readers.
- 3rd Place      Sturgis Journal**  
*We're Sorry*      10/26/2009  
The child's pout really draws on your emotions.
- Hon. Men.      Cadillac News**  
*Sweet Shop--Families are Like Fudge* 9/14/2009  
The crazy facial expressions make you look twice.

### **Weekly Class 1**

- 1st Place      Livonia Observer**  
*Joe's Produce*      3/25/2010  
The use of produce in the header makes you want to find out more.
- 2nd Place      Northern Express Weekly (TC)**  
*Posh Pet Boutique*      8/27/2009  
The blue hair on the dog catches your attention to read more.
- 3rd Place      Northern Express Weekly (TC)**  
*Threads*      11/23/2009  
The black and red is very classy. Great use of white space.

### **Weekly Class 2**

- 1st Place      White Lake Beacon**  
*Beauty Bucks*      10/4/2009  
Best idea of all categories that can be used in any size market. A new 'do' that scores great looks.
- 2nd Place      White Lake Beacon**  
*Golf Guide*      May-Sep 2009  
This is a very unique twist to a golf guide that could be used in any size market.

### **3rd Place      Leelanau Enterprise**

*Having an Affair?*      5/21/2009  
Headline drew me into this ad. Great ad for promoting a reception hall. Could be used in any sized market.

### **Weekly Class 3**

- 1st Place      Tecumseh Herald**  
*Downtown Printing*      10/15/2009  
Love this Ad! Who wouldn't want to go to this business for new ideas in printing? This ad does "create a lasting impression" and all I can say is "Thank you...thank you very much!"
- 2nd Place      Tecumseh Herald**  
*CoCoNuts Grille & Bar*      11/26/2009  
Lots of information in this ad, but it works. Nice use of color to divide ideas up.
- 3rd Place      The Advance (Blissfield)**  
*Karen's*      5/19/2010  
It's a simple ad with an illustration that does make you smile. It's an ad that the locals understand, but maybe not someone outside the community.

## Best Color Idea

### **Daily Class 2**

- 1st Place      The Muskegon Chronicle**  
*Apple Denture Center*      10/10/2009  
There is a lot of information in this add, however it flows easily and the color use helps that flow. Great ad design!
- 2nd Place      The Mining Journal (Marquette)**  
*Halloween Party*      10/26/2009  
Great ad--color use was outstanding!
- 3rd Place      The Mining Journal (Marquette)**  
*Pictures Speak*      3/29/2010  
Great expression of what they carry--definitely grabs your attention and speaks of quality food.
- Hon. Men.      The Mining Journal (Marquette)**  
*We've Gone Green*      4/15/2009  
Tells the story with the use of color

### **Daily Class 3**

- 1st Place      Cadillac News**  
*Crossroads-Stop Sign*      Apr 2009  
The red color is very vibrant. Definitely makes you STOP to look at it.
- 2nd Place      Petoskey News-Review**  
*Oleson's*      11/30/2009  
Looking at the food ready to eat does its job and makes you hungry just by looking at it.
- 3rd Place      The Daily News (Iron Mountain)**  
*TDS Door Busters*      11/25/2009  
The different colored ornaments make you want to find out more. The bright blue really catches your eye.

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## Best Color Idea (cont.)

### **Weekly Class 1**

**1st Place**      **South Oakland Eccentric (Southfield)**  
*Ice Cream Parlor*      7/5/2009

When many color ads try to go over the top with impact, it is the subtle elegance of color that makes this entry a top award winner.

**2nd Place**      **Northern Express Weekly (TC)**  
*Hanna Bistro Bar*      9/7/2009

Cool, refreshing, and subtle. Great photography makes this ad pop off the page.

**3rd Place**      **Livonia Observer**  
*Grand Tavern*      3/14/2010

A bit busy, but the use of the black background helps give the ad impact and balance. Simple approach works.

### **Weekly Class 2**

**1st Place**      **Leelanau Enterprise**  
*Hansen Foods*      5/14/2009

This ad was expertly executed. Very clever use of art, color and layout. Wanted to linger longer to enjoy this ad.

**2nd Place**      **Davison Index**  
*Reids Hallmark*      11/26/2009

Bright, fun choice of art and color. Creative.

**3rd Place**      **Davison Index**  
*Davison Varsity Dance*      11/5/2009

Your eye is directly drawn to this ad! Beautiful use of photography and layout. Simple and elegant.

### **Weekly Class 3**

**1st Place**      **Tecumseh Herald**  
*WLEN Bridal Expo*      1/7/2010

Big photos and simple, clean type--you can't miss this ad.

**2nd Place**      **Tecumseh Herald**  
*Anderson Funeral Home*      5/21/2009

The photo, message and logo all have their separate space in this ad, but blend together to make this ad stand out.

**3rd Place**      **Tecumseh Herald**  
*Tecumseh Public Schools*      8/13/2009

Who says an ad has to be big to be noticed? Great small-space ad. The photo and message get the point across.

## Best Special Section

### **Daily Class 2**

**1st Place**      **Midland Daily News**  
*Bridal-Lifetime Celebration*      Fall 2009

Very elegant advertising. The whole layout is just very put together. The edition is very good from beginning to end.

**2nd Place**      **The Daily Telegram (Adrian)**  
*Anderson Funeral Home*      10/26/2009

This is a very nice edition and the funeral home ad works well. The edition has lots of appeal.

**3rd Place**      **The Muskegon Chronicle**

*Water's Edge*      Jul-Aug 2009

Very easy to follow layout. The ads are very motivating. It makes me want to visit.

### **Daily Class 3**

**1st Place**      **Sturgis Journal**  
*Shoreline*      Jul-Aug 2009

Nice layout. Lots of nice advertisements really make this stand out.

**2nd Place**      **Cadillac News**  
*Tis the Season*      12/11/2009

Some very nice and unique advertisements make a more common special edition stand out. Very nice flow throughout. Great use of color.

**3rd Place**      **Petoskey News-Review**  
*7 Reasons to Buy*      10/8/2009

Very timely. Great job taking something big in the news and use it to create revenue. Good variety of advertisers in this type of section.

**Hon. Men.**      **Ludington Daily News**  
*Mason County Scrapbook*      10/6/2009

Unique idea. Great way to involve the community. Great variety of ads.

### **Weekly Class 1**

**1st Place**      **Lapeer Area View**  
*Lapeer Celebrates the Arts*      6/4/2009

This is a great section! Layout of the section really makes the advertising pop off the page. Good job!

**2nd Place**      **Northville Record**  
*Buy Michigan*      7/26/2009

Ads are well-designed to add a unique twist to a "hot" topic in today's "going green" movement. Catchy and engaging piece.

**3rd Place**      **Lapeer Area View**  
*Pumpkin Fest and Treat Walk*      10/22/2009

Who would have thought pumpkins could be so entertaining? Advertising is crisp, clean and inviting.

**Hon. Men.**      **Tri-County Citizen (Chesaning)**  
*Saginaw Conservation*      2/28/2010

Unique and informative piece on a usually dull subject. Ads and editorial copy had me reading the piece from the front to the back page.

### **Weekly Class 2**

**1st Place**      **Leelanau Enterprise**  
*Color Tour Leelanau Style*      9/17/2009

What an inviting special section. I wanted to pack my bags for a visit. Advertising, layout and copy makes this special section a true winner.

# 2010 Michigan Press Association Advertising Contest Results

## Best Special Section (cont.)

### **Weekly Class 2**

#### **2nd Place Lapeer County Press Sunday**

*Halloween Happenings* 10/4/2009

Wonderful special section with great use of local photography and copy...and of course homegrown advertising. Good job!

#### **3rd Place Tri-City Times (Imlay City)**

*Blueberry Festival* Aug 2009

Good mix of advertising with exceptionally good layout and design. Section had a good mix of color and great ad count for a community celebration.

### **Weekly Class 3**

#### **1st Place Tecumseh Herald**

*Homefront-Autumn* Fall 2009

Wow! This section has it all...from the upscale front cover, to the local, local, local news and information. The page design, photographs and ads make this one a keeper.

#### **2nd Place Oceana's Herald-Journal**

*PTW* 5/19/2009

The narrow focus of this section works, I am sure the residents look forward to who will be featured this week. Great way to sell multiple ad inserts.

#### **3rd Place Tecumseh Herald**

*Winter Bridal Supplement* 1/21/2010

Simple, straight forward section with wedding tips. The formatted size of the ads gives this section a clean look. Great front cover.

## Best Promotion Ad

### **Daily Class 2**

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

*Bridal Tab Promos* Jan. 13-15, 17, 2010

Clear idea presentation, captures interest of those in the market.

#### **2nd Place The Alpena News**

*We're Still the One* 5/27/2009

No Comments Given

### **Daily Class 3**

#### **1st Place Cadillac News**

*My Dog Ran Off* 3/10/2010

Wow, this is awesome! Great job, great message--Love it!

#### **2nd Place Cadillac News**

*Fence Boys* Mar 2010

I think this ad is a classic!! It is very interesting and fun. Keeps you completely connected from top to bottom! You read it at 100 percent because you want to know what you're looking at!

#### **3rd Place Cadillac News**

*Sports--Lead the Way--Volleyball* 9/28/2009

Love it, this was a strong statement.

### **Weekly Class 1**

#### **1st Place Northern Express Weekly (TC)**

*Upcoming Issue* 3/22/2010

Very clean, good color and eye-catching!

#### **2nd Place Northern Express Weekly (TC)**

*Bikes, Boats & Blades* 3/30/2009

Nice color. You want to read the ad because it's fun!

#### **3rd Place Metro Times (Detroit)**

*Vodka Vodka* Dec-Jan 27, 2009

Very strong use of color, a strong look to ad! I like the way it looks all together--a fun event!

### **Weekly Class 2**

#### **1st Place Leelanau Enterprise**

*We Wrote the book* 8/20/2009

This ad says, "We know how to get things done." Wide range of products featured in an organized manner. Nice headline and nice graphics.

#### **2nd Place Sanilac County News**

*Good News* 5/20/2009

Simple and to the point on price and savings. Coupon for senior citizens in larger type than usual coupons. Easy to read and easy to fill out.

#### **3rd Place White Lake Beacon**

*National Newspaper Month* 10/25/2009

The headline about individuals working together is carried through with photos and short bios under the photo. Gives a real connection to the community.

### **Weekly Class 3**

#### **1st Place Tecumseh Herald**

*Photo Reprints* 6/4/2009

Big, bold heading with a variety of photos. The "Just Added" listings would certainly drive people to look.

## Best Ad Series

### **Daily Class 2**

#### **1st Place The Mining Journal (Marquette)**

*Football and Flowers* Sep 8, 15, 22, 2009

Great creativity! I found myself wanting to read what you were coming up with.

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

*Superior Lighting* Jul 22, 25; Aug 27, 2009

Basic, clean and effective!

#### **3rd Place Times Herald (Port Huron)**

*Troy Laundry* Oct 19; Nov 3, 23, 2009

Interesting connection to laundry.

#### **Hon. Men. The Mining Journal (Marquette)**

*Cattron's* Aug 3, 6, 10, 2009

Clean, simple.

# 2010 Michigan Press Association Advertising Contest Results

## Best Ad Series (cont.)

### **Daily Class 3**

#### **1st Place Ludington Daily News**

*Try Doing THIS With Your PC*

*Jun 22, 24, 29; Jul 2, 4, 6, 7, 27, 2009*

What a great idea for a series. The layout of the ad brought your eye right to it on the page.

#### **2nd Place Sturgis Journal**

*Sturgis Hospital 10/10/09 to 11/28/09*

Great series! The large pictures draw me in right away. The message is clear and makes you trust before you've even spoke to someone.

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

*Rotary Jul 10, 31; Aug 7*

Very eye-catching ads. I like the puzzle idea. Great way to feature those already involved.

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

*United Way Campaign Sep 25, 29; Oct 16*

What a great way to put faces to a cause. I thought the ads really did a nice job of conveying that "giving back" feeling.

### **Weekly Class 1**

#### **1st Place Northern Express Weekly (TC)**

*Grandpa Shorters Sep 3; Oct 8, 22, 2009*

Cute series. Even on a page full of color ads--these stood out. The picture pulled you in right away. Makes me want to visit the store.

### **Weekly Class 2**

#### **1st Place Belleville Independent**

*American People Sep 3; Oct 8, 22, 2009*

Interesting series. The size of the font surely grabs my attention. Interesting that it doesn't say who paid for the ad?

### **Weekly Class 3**

#### **1st Place Tecumseh Herald**

*Cambrian Assisted Living May 7, 14, 21, 2009*

Personal approach to promoting an assisted living place. Very inviting and informative.

#### **2nd Place Tecumseh Herald**

*Tecumseh Place Sep 3, 10, 17, 2009*

Beautiful design. Would have loved to see these ads in color. Wonderful idea with a unique twist.

## Best Classified Section

### **Daily Class 2**

#### **1st Place The Alpena News**

*May 22; Jul 3, 2009; Feb 13, 2010*

Very easy to read and follow. "First Day" headings really pop out.

### **Daily Class 3**

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

*Jul 10; Aug 7; Sep 4, 2009*

Very nice sections. Clear headings, easy to read and follow. Great use of house ads throughout.

#### **2nd Place Cadillac News**

*Apr 18-19; May 16-17; May 22, 2009*

Nice, large font makes this classified section very easy to read and follow.

### **Weekly Class 2**

#### **1st Place Leelanau Enterprise**

*May 21; Jul 2; Sep 3, 2009*

From front to back this classified section said, "Read Me." Overall, great impact and one that delivers results for advertisers!

#### **2nd Place Lapeer County Press**

*Sep 20; Nov 1, 2009; Feb 21, 2010*

Extremely well laid out and clean. Easy to read. Simplicity is the key here.

#### **3rd Place Belleville-Area Independent**

*Apr 23; May 28, 2009; Mar 11, 2010*

Clear headlines for easy reading, but body copy could be hard to read at times. Good section.

### **Weekly Class 3**

#### **1st Place The Clare Sentinel**

*6/16/2009*

It's clean-looking with headings that are easy to read. Like the white space between ads and columns.

## Best Classified Ad Promotion

### **Daily Class 2**

#### **1st Place The Alpena News**

*Proof the Classifieds Work 2/13/2010*

This ad is so cute. I loved it.

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

*Classified Treasure Hunt 8/16/2009*

Nice colors. Nice open lines.

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

*For Rent 4/26/2009*

Nice variety of ads.

### **Daily Class 3**

#### **1st Place Cadillac News**

*Complicated Dieting Feb 13-15; Mar 15, 2010*

I loved the colors in the picture and the look on the girl's face.

#### **2nd Place The Daily News (Iron Mountain)**

*It's Garage Sale Time 5/2/2009*

The picture was great. I liked the layout.

# 2010 Michigan Press Association Advertising Contest Results

## Best Classified Ad Promotion (cont.)

### **Daily Class 3**

**3rd Place Petoskey News-Review**  
*Narnia Coloring* 11/12/2009  
Great use of color and space.

## Best Classified or ROP Auto Ad

### **Daily Class 2**

**1st Place The Alpena News**  
*Cliff Anschuetz* 9/17/2009  
Big and bold, easy to read.

**2nd Place The Muskegon Chronicle**  
*Preferred Ford* 8/14/2009  
Cool colors! White is very readable.

**3rd Place Times Herald (Port Huron)**  
*Michael's Car Center* 1/10/2010  
Fun! You just have to look at the ad, so it sells!

### **Daily Class 3**

**1st Place Ludington Daily News**  
*Giving Back to the Community* 6/17/2009  
It's a very personal ad--give back. And great that the people of the business are a feature in the ad--good job--nice, clean!

**2nd Place Cadillac News**  
*Crossroads-Stop Sign* Apr 2009  
The stop sign is a real eye-catcher! The grass, sky, continuous line up is great. Very good!

**3rd Place Petoskey News-Review**  
*Petoskey New Car Dealers* 2/18/2010  
The header is so good--the cars show well, very good.

### **Weekly Class 1**

**1st Place Lapeer Area View**  
*Hank Graff* 10/22/2009  
Wow! Love the whole ad. Great picture of the car, side words great!

**2nd Place Tri-County Citizen (Chesaning)**  
*LaClair Sales* 3/7/2010  
Nice frame, looks tough like the pick ups.

**3rd Place Milford Times**  
*Dick Morris Chevrolet* 2/4/2010  
Big business, big name. Map is important.

### **Weekly Class 2**

**1st Place Jeffersonian (Croswell)**  
*Tubbs Brothers-3 Day* 3/28/2010  
Nice, clean ad with an immediate "Come Buy" message. Like the layout and color.

**2nd Place Davison Index**  
*Hank Graff* 5/28/2009  
Big illustration with a message that this dealer "is ready to deal." Nice, simple and to the point.

### **3rd Place Sanilac County News**

*Graff* 3/24/2009  
For an ad that has 12 vehicles listed, it is nicely divided and has clean lines. Great tie-in to the rest of the page.

## Best Classified or ROP Real Estate Ad

### **Daily Class 2**

**1st Place The Mining Journal (Marquette)**  
*Re/Max Graph* 3/3/2010  
Very eye-catching. I want to read it to see what the graph is about.

**2nd Place The Mining Journal (Marquette)**  
*Re/Max (Outstanding Results)* 3/29/2010  
Very eye-catching.

**3rd Place The Alpena News**  
*Statewide of Alpena* 8/27/2009  
No Comments Given

### **Daily Class 3**

**1st Place Ludington Daily News**  
*Lake Michigan* 5/29/2009  
I liked the color scheme and that they put photos of the lake as a background to the waterfront property.

**2nd Place Petoskey News-Review**  
*Re/Max-Verhelle* 5/22/2009  
I liked that they used the town houses together and the lake houses together.

### **Weekly Class 1**

**1st Place Northern Express Weekly (TC)**  
*Midtown Development* 7/13/2009  
The house looks beautiful inside and out. I like the realtor leaning in the picture. I don't like the club leaning on her.

### **Weekly Class 2**

**1st Place Leelanau Enterprise**  
*Northern Masterpiece* 2/25/2010  
The simple headline and copy do not get in the way of the great pictures.

## Best Online Promotion

### **Daily Class 2**

**1st Place Midland Daily News**  
*Take Our Tickets* Sep 2009  
I like the intense-looking eyes with the football paint.

**2nd Place Midland Daily News**  
*Kids Rock Photo Contest* 8/21/2009  
I like the use of color and the cute kid photos.



# 2010 Michigan Press Association Advertising Contest Results

## Best Online Promotion (cont.)

### **Daily Class 3**

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

*Summertime Photo Contest      8/4/2009*

Great use of color and contrast. Very eye-catching.

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

*UpNorthHealth.com*

The pictures are great. I love that they have patients, doctors and anatomy.

#### **3rd Place      Cadillac News**

*Believe...Wishes Do Come True      Dec 2009*

Nice use of color and white space.