

2011 MPA Better Newspaper Contest Advertising Results

Best Ad Idea

Daily D

1st Place

Celebrating 15 Years... Wexford Jewelers
Katheryn Kidder, Amber Simonton

Elegant design and unique use of space. Offer included. Nice ad!

Cadillac News

2nd Place **Ludington Daily News**

Save the date

Judy Lytle

Wonderfully designed small space ad with nice use of white space and shadows. Great color.

3rd Place **The Daily Press**

Bark River-Harris From ABC's to ACT's
Holly Statum, Creative Services Staff
Unique use of design, color and space.

Weekly A

1st Place **Sanilac County News**

MJ's Cupcakery
Graphic Designer - Jandi Nickerson
Nice theme "It's what's inside that counts" to refer to both the gourmet cupcakes and the cupcake store. The flair art behind the cupcake says "gourmet" nicely. Nice ad, well designed to the business.



Cadillac News

Weekly B

1st Place
God Bless Christopher Columbus Antonios
Linda Sharpe

Nice background. Interesting approach to Columbus Day. I like the God Bless idea. Nice simple ad theme with good, balanced use of art and type. Definitely a winner.

Livonia Observer

2nd Place

Bear Cub

Colleen Zanotti

Hands-free technology idea is a good one. Nice samples of product without cluttered background. Simple text blocks with clear information. Nice.

Northern Express Weekly

3rd Place

Livonia Observer

Atchinson This Holiday Season

Linda Rigdon

Art and type are balanced nicely to accentuate the logo and ad theme. Nice community theme.

Weekly C

1st Place

Cedar Rod & Gun Club

Deb Campbell

Unique ad idea and shape. Nontraditional shape is appropriate and fit the theme of the ad well. Headline and info was easy to find and the ad has clear intent.

Leelanau Enterprise

2nd Place

Kal Excavating

Joy Holmes

Unique ad idea for the holidays. Good use of spot red and shape to make the ad stand out. The boarder is not needed for this ad and would have been slightly better without. The font and text in the middle is a little hard to read with everything else that

Leelanau Enterprise

3rd Place

Cash in on your land with geothermal

Julie Aebig

Good idea here for something that isn't that glamorous to build an ad around. The headline and important information are easy to find with simple fonts.

White Lake Beacon

Weekly D

1st Place

CJ's Grill and Sandbar

Lake Orion Review

No Comments Given

Oxford Leader

2nd Place

Lake Community Credit Union

Lake Orion Review/Oxford Leader

No Comments Given

Oxford Leader

3rd Place

Sugar Girls

Eric May, Sara Schurr

No Comments Given

The Advance

Best Color Idea

Daily B

1st Place

Muskegon Chronicle

Seaway Run Thank You Ad

Jay Newmarch

No Comments Given

Daily D

1st Place

The Mining Journal

You are invited to attend

Iris Charmer

Clever idea with wonderful use of color in a small space ad. Super art elements and nice use of copy.



The Mining Journal

Best Color Idea (cont.)

Daily D

2nd Place

End of Summer

Bright and sharp elements all working together. Feels like summertime. Readers would definitely pause at this.

Petoskey News-Review

3rd Place

College Bound - Fabulous Furniture Finds and More

Katheryn Kidder, Amber Simonton

Nice ad! Lots of "stuff" but looks good together. Wonderful use of color throughout.

Cadillac News

Weekly A

1st Place

Louie's Sports Tavern

Graphic Designer - Liz LaFave

Great placement and tasteful use of color. I liked the red ribbon tail extending under the copy on the lower right. The green clearly said St. Patrick's and was emphasized by the green beer and Shamrock napkin. The color tied the ad together nicely

The County Press, Lapeer

2nd Place

LG Axis Android

Graphic Designer - Jandi Nickerson

I absolutely loved the green Droid in top left corner. Great use of color background.

Sanilac County News

3rd Place

Merry Christmas

Graphic Designer - Mary Rouse

Nice use of clear photo in frame with the softer Christmas theme on the outside.

Tri-County Citizen

Weekly B

1st Place

Sanctuary at Marian Oakland

Linda Sharpe

Beautiful ad. I loved the faded effect of the grapes. It clearly said "Sanctuary" to me and was done so tastefully. The green background of color in the lower right-hand box was effective in drawing the color together. Nice.

Livonia Observer



Livonia Observer

2nd Place

1 Under Wine Dinner

Linda Rigdon

Nice tasteful use of the red without overdoing it. The red wine pulled nicely to the red wording, and the brown shades were balanced nicely, as well.

Livonia Observer



Northern Express Weekly

3rd Place

Threads

Colleen Zanotti

Simplicity at its finest. Nice bling art with the black standing out vividly while the gold and pink were copies for other art/wording.

Northern Express Weekly

Weekly C

1st Place

The Nest

Deb Campbell

Great use of bold colors and art work to get across the message of a fun and funky store. Nice simple message. Great work!

Leelanau Enterprise

2nd Place

Sleigh Rides - Jesse LaCross

Deb Campbell

Nice use of color in the border to complement the ad. Attractive border adds to the ad, does not detract from the message. Good use of headline and art that complement each other and good use of white space

Leelanau Enterprise

3rd Place

Avoid Cold Feet

Julie Aebig

All the basic elements and layout of a good ad design. Catchy headline, offer to support and contact information at the bottom. Can't go wrong with the basics!

White Lake Beacon

Best Color Idea (cont.)**Weekly D**

1st Place
24th Street Tavern
Oxford Leader
No Comments Given

2nd Place
Golling Buick-Best Dealership
Lake Orion Review
No Comments Given

3rd Place
The Old Road Dinner Train - Valentines special
Eric May, Marcia Loader, Angie Raymond
No Comments Given

Oxford Leader**Oxford Leader****The Advance****Daily D**

1st Place
20 Amazing Local Gift Ideas
The Mining Journal
What a fantastic twist on the routine holiday guide. This is a piece that anybody shopping for the holidays will pick up and it drives readers right to local vendors. It's a great idea and our judges looked at all of the gifts. It has a great layout and i

2nd Place
2010 Menu Guide
The Mining Journal
Food is the epicenter of many people's lives. Whether residents of the area pick up this guide or visitors pick it up, everyone loves to think about their next meal. A newspaper cannot go wrong with a menu directory and it will drive business all year lon

Best Special Section**Daily A**

1st Place
Grand Rapids Press
Experience Grand Rapids (CVB Guide)
Shelly Parkhurst, Maria Majeski, Kathy Gibbons
No Comments Given

2nd Place
Flint Journal
Wedding Planner
Eileen Ruhlig, Wendy Brimley
No Comments Given

3rd Place
Grand Rapids Press
Grand Rapids 2011 Business Directory
Kathy Gibbons, Maria Majeski, Shelly Parkhurst, freelance writers
No Comments Given

Daily B

1st Place
Muskegon Chronicle
Water's Edge Visitor Guides 2010 - Series of 3
Jay Newmarch - Marketing Coordinator, Lee Dean - Publication Editor, Art and Page Design - Booth Content Center
This is a beautifully designed set of magazines with relevant and entertaining content. It would be nearly impossible to walk by one of these pieces without picking it up.

Daily B

2nd Place
Muskegon Chronicle
Muskegon Visitor Guide and Companion Pocket Guide
The Muskegon Convention and Visitor's Bureau, The Muskegon Chamber of Commerce, Chris Zahrt - Muskegon Chronicle Account Executive, Linda DeVoogd - Muskegon Chronicle Editorial Artist
This set of sections is a winner because of the strong community collaboration, enhancing content contribution, distribution points and credibility. The sections are nicely designed and the ad design is outstanding.

3rd Place
Kalamazoo Gazette
Your Home Your Lifestyle
Yvonne Zipp, Shelly Parkhurst, Maria Majeski
This is a great opportunity for a newspaper to partner with a local association to not only drive revenue, but produce profitable content for a niche audience.

**The Flint Journal**

3rd Place
The Daily Press
Christmas Coupons
Great idea to take coupons to another level. We love that this newspaper wanted to "compete" with national advertising. Go get 'em Daily Press.

Weekly A

1st Place
Tri-County Citizen
Thank You St. Charles
Graphic Designer - Michelle Badgley
Great job picking a theme and sticking with it throughout the design. I like the smaller photos in front blended in with the larger photos in the background. Good use of color.

2nd Place
Tri-County Citizen
A Proud Tribute to our Hometown Heroes
Looks like you spent a lot of time on this special section! The ads that jump out at me most are the ones that use a photo element instead of simply clip art or basic fonts.

3rd Place
Tri-County Citizen
A Salute to Volunteerism
I like what you've done with the cover design for your volunteer special section. You had a lot of advertisers, now just work on giving the ads a little more pizzazz to make them stand out from the one next to it.

Weekly B

1st Place
Northern Express Weekly
Oh Joy! Holiday Gift Guide
Colleen Zanotti, Kyra Cross, Kristin Rivard, Jan Staycer, Kathy Johnson, Peg Muzzall, Randy Sills
Very impressive publication. All of the ads were great, and I especially loved the ones with local photography to catch the readers eye. Next time, consider mixing editorial content in with the ads to break things up and keep the consumer interested.

2nd Place
Livonia Observer
Fall Home Improvement
Sheryl Labon, Eron Powers, Dawn Lovelady
The Fall Home Improvement section was very impressive. It was a great mix of copy, photos and ads to entice the consumer to buy those products.

Best Special Section (cont.)

Weekly B

3rd Place **South Lyon Herald**
 Make Your Holiday Wishes Come True
 Sheryl Labon, Dawn Lovelady, Eron Powers, Dawn Lovelady
Very classy special section. I liked the layout and the photo cutouts for the local gift ideas. Consider grouping them into special categories so you have something to catch the reader's eye. (Gifts for Dad, Gifts under \$10, etc.)

Weekly C

1st Place **Tecumseh Herald**
 Homefront Fall 2010
 Jim Lincoln, Suzanne Hayes, Hollie Smith, Mickey Alvarado, Deane Ertz, Rebecca Peach, Cristina Trapani-Scott, Deb Wuethrich, Joseph Romero, John Beyer, Carla Reed
Hands down the winner. Very nice variety of ads. It is hard to keep the ads fresh with this many in a publication, but you did it. Your advertisers should be pleased with this professional product.

2nd Place **Leelanau Enterprise**
 Leelanau Visitors Guide 2010
 Deb Campbell, Joy Holmes
Nice grouping of informational advertising and community support for assisting visitors to know what your community offers.

3rd Place **Tecumseh Herald**
 The Tecumseh Herald Summer Bridal Supplement
 Tecumseh Herald Staff
Wonderful grouping of advertising to assist the bride and groom in all aspects of the wedding-planning process. Nice advertising creations.

Weekly D

1st Place **The Advance**
 Destination Detroit
 Eric May, Sara Schurr, Angela Raymond, Marcia Loader, Shawn Ford
No Comments Given

2nd Place **Clarkston News**
 Gridiron Varsity Football Preview
No Comments Given

3rd Place **Clarkston News**
 Trends
No Comments Given

Best Promotion Ad

Daily A

1st Place **Grand Rapids Press**
 Add the Press e-edition. Get so much more.
 Jon VanZomeren, Brook Powers, Martha Hines, Mary Oudsema, Jennifer Greenman, Ann Marie Keeler, Shelly Parkhurst
No Comments Given

2nd Place **Grand Rapids Press**
 Get the e-edition
 Jon VanZomeren, Brook Powers, Martha Hines, Mary Oudsema, Jennifer Greenman, Shelly Parkhurst, Ann Marie Keeler
No Comments Given

Daily B

1st Place **Muskegon Chronicle**
 Get So Much More, E-edition Introduction
 Jon VanZomeren, Brook Powers, Martha Hines, Mary Oudsema, Jennifer Greenman, Ann Marie Keeler, Shelly Parkhurst
No Comments Given

2nd Place **Kalamazoo Gazette**
 Get the e-edition
 Jon VanZomeren, Mary Oudsema, Martha Hines, Jennifer Greenman, Brook Powers, Ann Marie Keeler, Shelly Parkhurst
No Comments Given

3rd Place **Muskegon Chronicle**
 Seaway Run - A Run with a View
 Jay Newmarch - Marketing Coordinator
No Comments Given

Daily D

1st Place **The Mining Journal**
 We're Still The Credible 1
Excellent concept and delivery. Wonderful use of space and all the elements work well together.

2nd Place **Ludington Daily News**
 Get your prescription
 Julie Payment, Judy Lytle
Like this small space ad! Ludington shines in all categories with clever ideas, excellent use of color -- someone or "someone's" are having fun there!

3rd Place **Cadillac News**
 Incredible!
 Jody Graff
incredible! ...ad!!! Excellent use of space and this really engages the reader quickly.

Weekly B

1st Place **Northern Express Weekly**
 Don't Miss These Exciting Upcoming Issues
 Kyra Cross, Colleen Zanotti
The ad really makes the fun publication covers stand out. It definitely catches the reader's eye. In the future, think about what you could do with fonts or backgrounds to really make the ad pop out.

Weekly C

1st Place **Houghton Lake Resorter & Roscommon County Herald-News**
 Snowman Contest
 Patty Tribelhorn, Samantha Corson
Loved the originality of the snowman contest. The layout could have been cleaner, but overall the idea was super.

2nd Place **Leelanau Enterprise**
 2010 Readership Survey
 Deb Campbell
The readership survey was well done, interesting and informative. Well done!

3rd Place **Tecumseh Herald**
 Create your own good fortune
 Hollie Smith
Creative fortune cookie ad. Clean and to the point. Eye catching!

Best Promotion Ad (cont.)

Weekly D

1st Place

Good for Humans, Bad for Flies
Benjamin J. Gohs, Associate Editor
No Comments Given

The Boyne City Gazette



The Boyne City Gazette

Best Ad Series

Daily D

1st Place

Way Cool series
Judy Lytle

Clever series and great copy. Each ad was unique while the series was cohesive.

Ludington Daily News

2nd Place

Comic Ad - Highpoint
Katheryn Kidder, Amber Simonton
Nice design with a perfect fit to the comics page.

Cadillac News

3rd Place

All New - Coming Soon
Julie Payment, Judy Lytle
Clean and funny. Fits well with the Way Cool series. Nice design all around.

Ludington Daily News

Weekly B

1st Place

Grandpa Shorters
Colleen Zanotti

Great job! The ad design stays simple yet very classy. The products really stand out on the page and their uniqueness make the reader want to look closer to see what they are. I like how the design stays consistent throughout the three ads.

Northern Express Weekly

Weekly C

1st Place

Cambrian Assisted Living
Suzanne Hayes, Hollie Smith

Good idea to bring the human element into a series of ads for a business that the elderly and their loved ones may have hesitations about. Definitely shows that they aren't just a business and accomplishes its goal of showing caring, compassion and commun

Tecumseh Herald

2nd Place

Cash in on your land - with geothermal 1
Julie Aebig

Good ad series for a business that isn't the most creative. Would have liked to see the tax credits featured at the top rather than the business name. The incentives are more important to the potential customer than the name of a business.

White Lake Beacon

3rd Place

Houghton Lake Resorter & Roscommon

County Herald-News

Best Ad Series - Tax Guide

Patty Tribelhorn, Samantha Corson

Unfortunately only one ad was available to view. The ad is packed with info and is hard to read with so much text.

Weekly D

1st Place

Karen's Place

Eric May, Angie Raymond, Sara Schurr
No Comments Given

The Advance

Best Classified Ad Section

Daily D

1st Place

Terrific layout and content, from ads to in-house promotion. Great color, typography, spacing, treatment of individual ads, including options of headers/photos. Well organized, easy to read.

Petoskey News-Review

2nd Place

Quality, comprehensive section packed with information, from line ads and service directory section, to promotions. Easy to navigate and use.

Alpena News

Weekly C

1st Place

Karri Tarsha
Well-organized.

Could use some smaller filler ads to fill in a few of the gaps. Good use of ads to promote your own newspaper.

The Exponent

2nd Place

Deb Campbell, Joy Holmes

It may be easier to navigate if all the ads in a category were in more of a solid block and the category head was spread across the top of all of them, rather than just a one-column header with the ads just running from one column to another. Good use of

Leelanau Enterprise

Best Classified Ad Promotion

Daily D

1st Place

Salute our Military

Well organized, timely and a service to the community, as well as a great revenue project. Very nice job. A promotion well worth reading.

Petoskey News-Review

2nd Place

Proud of our Youth

Good job of promoting area youth, as well as fostering relationships among the business community, the newspaper, and readers.

Petoskey News-Review

Best Classified Ad Promotion (cont.)

Daily D

3rd Place

It Works!

Jody Graff

Real attention getter, and good job at showing effectiveness of classified ad pages. Nice use of color too.

Cadillac News

Best Classified or ROP Automobile Ad

Daily A

1st Place

Jay Chevrolet

Eileen Ruhlig, Andrea Calvert, Stephanie Skinner

No Comments Given

Flint Journal

Daily D

1st Place

Got the Fever? - Crossroads Chevy

Katheryn Kidder, Amber Simonton

Very professional, slick magazine style. Great look, well planned, perfect art and color choices.

Cadillac News

2nd Place

Great Lakes Ford - Hundreds of Reasons to Buy

Judy Lytle

Great alternative ad. Color is nice, main focus of ad well done. Good type styles.

Ludington Daily News

3rd Place

Buick and GMC Holiday Event

Leann Kirsch-Gagnon

Good theme, well done. Effective layout, type and complementary coloring.

The Mining Journal

Weekly A

1st Place

2010 Blowout Sale

Graphic Designer - Liz LaFave

nice layout, well-organized

Lapeer Area View

2nd Place

The Holiday Event

Graphic Designer - Michelle Badgley

There is no apostrophe in "cars" or "SUVs." Otherwise, good layout and design.

Tri-County Citizen

3rd Place

March Is Chevrolet Truck Month

Graphic Designer - Michelle Badgley

It's hard to tell which vehicle some of the words go with. But the Chevy Truck Month part at the top looks really good and I like the border.

Tri-County Citizen

Weekly B

1st Place

Bill Brown Catch the Deal!

Linda Sharpe

good layout and design, well-organized, creative

Livonia Observer

2nd Place

Jack Demmer Huge Black Friday Sale!

Linda Sharpe

well-organized, nice design and layout

Livonia Observer

3rd Place

Serving Western Wayne County Tent Sale

Linda Sharpe

Creative, but it's a little "busy" with all of the balloons. Good design otherwise.

Livonia Observer

Best Classified or ROP Real Estate Ad

Daily A

1st Place

Flint Journal

Red Hot Summer Deals

Andrea Calvert

No Comments Given

Daily D

1st Place

Petoskey News-Review

Northern Michigan

A beautiful ad overall.

Magazine style, elegant, really demands attention.

2nd Place

Ludington Daily News

Coolman-Anderson

Julie Eilers

Good basic ad, with a border that really catches the eye and draws readers to it.

3rd Place

Alpena News

Missing -- Real Estate One of Alpena

Very unique sales concept, and interesting idea to involve potential customers.

Headline stands out and starts the process.



Ludington Daily News

Best Online Promotion

Daily D

1st Place

He Said She Said

Kevin Prior, Lori Qualls

Creative. Unique concept. Well done.

Midland Daily News

2nd Place

Ugly Bathroom Contest

JoAnne Roberson

Fun contest. unique idea. Great.

Midland Daily News

3rd Place

ATV Giveaway

Rebekah Rose, Julia Miller, Jim Beckerson, Graphic Staff,

Circulation Team

Creative ads. Good tie between online and print.

The Daily News, Iron Mountain