

Michigan Press Association

PRESERVING PRESS FREEDOM SINCE 1868

2012 BETTER NEWSPAPER CONTEST ADVERTISING RESULTS

Best Ad Idea

Daily D

33 ENTRIES

1st Place

Ludington Daily News

the Mitten Bar
Judy Lytle

Designer truly went above and beyond the creative call with this ad. The text above the bottle lends to the "pouring" of wine ... the reader is immediately drawn to the ad with the hand inside of the bottle. Great use of creativity with the sticky note and marker notes on the hand as well. Clean, refreshing ad ... just like the drinks its trying to sell!

2nd Place

The Daily News, Iron Mountain

Stock Up For Camp
Stephenie Jecevicus, Jenni Lindstrom

Ad lends to the autumn season ... thus capturing the hunting season! Great use of nature background and deer graphic that overlays it. Reverse box helps the text of the ad jump, but not in an obstructive way to the natural scenery captured in the ad. Without reading the text, the viewer of this ad knows the message being conveyed.

3rd Place

Huron Daily Tribune

National Ice Cream month

Yum! This ad made us hungry! Great composite page ... full of colors that scream ice cream ... balance with varying composite ad boxes draw the reader to this unique page.

Honorable Mention

Ludington Daily News

Loud Pants
Judy Lytle

Loud Pants ... tells the reader exactly what it's trying to sell! Great use of tie-dye colors in texts!

Weekly A

9 ENTRIES

1st Place

The County Press, Lapeer

Let's Blow Off Some Steam!
Donna Ashby
Very Nice. Good theme carried throughout, broken up very well. Appealing.

2nd Place

Davison Index

Free Wine Tasting
Mary Rouse
Ad is very crisp and clean. Simple & Elegant.

3rd Place

The County Press, Lapeer

7th Annual Rodeo
Jandi Prich
Theme carried out well in ad. Liked the little extra touches to push theme.

Honorable Mention

The County Press, Lapeer

Strike in the Holidays
Mary Rouse
Ad is very nice and represents the holidays well.

Weekly B

19 ENTRIES

1st Place

Tri-County Times
Pete's Flooring
Terese Allen, Jennifer Ward

2nd Place

Lansing City Pulse
East Main Apartments
Jessica Checkeroski

3rd Place

Tri-County Times
Fishing for holiday ideas
Terese Allen, Kelly Hodges

Honorable Mention

Livonia Observer
New Face New Body
Linda Sharpe

Weekly C

4 ENTRIES

1st Place

Leelanau Enterprise
Daylight Cravings

Deb Campbell
Catchy headline, not overcrowded, good whitespace.

2nd Place

Tecumseh Herald
Lenawee Humane Society

Nice use of layering.

3rd Place

Tecumseh Herald
Hacker Jewelers Leap Year Sale

Fun image tie-in.

Honorable Mention

Leelanau Enterprise
Gabes Country Smoked Meats
Deb Campbell
Bold, clear message.

Best Ad Idea (cont.)

Weekly D

1 ENTRY

1st Place

Allegan County News

Our Hometown Heroes

Matt Gliwa, Robin Clark

Best Color Idea

Daily D

31 ENTRIES

1st Place

Petoskey News-Review

Bradford Drycleaners

Background image and color caught my attention and drew me to the top to see the client

2nd Place

Ludington Daily News

Summer Blood Drives
Judy Lytle

Smiling bright sun and dancing drops almost makes you feel a little at ease about giving blood. Bright colors draws you right to the page

3rd Place

Petoskey News-Review

Alanson Riverfest

Like the "old time feel" and the antique-looking water and ship background and rough borders.

Honorable Mention

The Daily News, Iron Mountain

Grand Lodge
Christine Dollar, Jenni Lindstrom

Weekly A

19 ENTRIES

1st Place

The County Press, Lapeer

Lake Inn

Mary Rouse

Nice use of lake photo.

2nd Place

Grand Blanc View

Fall in Love

Mary Rouse

Hard to go wrong with so much red. Very nice.

3rd Place

Davison Index

World of Fitness

Mary Rouse

I want to go to Book Mouse's Halloween Bash. Nice use of a little orange. Not overbearing.

Honorable Mention

Lapeer Area View

All Golf All the Time!

Mary Rouse

Nice use of white space, a dying art these days

Weekly B

24 ENTRIES

1st Place

Livonia Observer

Antonios Cucina Italiano

Linda Sharpe

Clean and color is good, ad has easy-to-read layout

2nd Place

Tri-County Times

You don't have to live with foot pain

Mindy Monroe, Tom VanderMeulen

Good color choices, although too wordy, it is crisp and catches the eye.

3rd Place

Livonia Observer

Family Owned and Operated-J & E Installation
Linda Rigdon

I like the color layout, however, the shadowing makes the copy harder to read - would have been a 2nd place winner if not for the shadowing

Honorable Mention

Livonia Observer

2012 Wedding Package
Special-Burton Manor
Linda Rigdon

I liked the concept, but the photos were not crisp, too fuzzy to be easily looked at. Not as effective as it could be for the client.

Best Color Idea (cont.)

Weekly C

3 ENTRIES

1st Place

Leelanau Enterprise

Kid's Fishing Day

Deb Campbell

Bold, good use of red to draw attention without overdoing it. Love the border!

2nd Place

Leelanau Enterprise

Beauty & Efficiency

Deb Campbell

Nice way to let the images speak for themselves.

3rd Place

Frankenmuth News

City Beautification Thank You

Vicky Hayden

Good tie-in of color on a theme.

Weekly D

2 ENTRIES

1st Place

The Union Enterprise

Congratulations! Plainwell High School varsity girls' soccer

Matt Gliwa, Robin Clark

2nd Place

Allegan County News

2011 Fennville Goose Festival

Matt Gliwa, Sara Ramaker, Robin Clark

Best Special Section

Daily D

25 ENTRIES

1st Place

Cadillac News

On the Go - Guide to Greater Cadillac Area - Oct 11-Mar 12

Matt Seward, Jody Graff & staff

Best creative graphic elements throughout the section. Clean, user-friendly layout.

2nd Place

Cadillac News

Twenty Under Forty - Chamber Magazine

Jody Graff, Matt Seward, Amber Simonton, Kathy Walker, Pat Sorger, Katheryn Kidder, Paul King

Great design. I was particularly impressed with the pages featuring the winners.

3rd Place

Petoskey News-Review

GoodLife

Great overall user experience on both layout and graphic elements.

Honorable Mention

Cadillac News

Our Community 2012

Jody Graff, Matt Seward & staff

Very well designed and certainly worthy of an honorable mention.

Weekly A

11 ENTRIES

1st Place

The County Press, Lapeer

Welcome Summer

Mary Rouse, Jessica Fish

2nd Place

The County Press, Lapeer

Lapeer County Answer Book

Mary Rouse, Liz LaFave

3rd Place

The County Press, Lapeer

The Big Event

Honorable Mention

Tri-County Citizen

2011 Story of the Saginaw Conservation District
Michelle Badgley, Keith Salisbury, View Graphics

Best Special Section (cont.)

Weekly B

21 ENTRIES

1st Place

Tri-County Times

Healthy Living Fall Edition
Kelly Hodges & staff

2nd Place

Tri-County Times

Fall Sports Preview
Kelly Hodges, David
Troppens & Staff

3rd Place

Tri-County Times

2012 Source Book

Weekly C

16 ENTRIES

1st Place

Leelanau Enterprise

Fall in Love with Leelanau

2nd Place

Leelanau Enterprise

Leelanau Gift Guide

3rd Place

The Tri-City Times

Blueberry Festival

Honorable Mention

Leelanau Enterprise

Our Story

Weekly D

2 ENTRIES

1st Place

The Advance

Blissfield Yuletide Cheer
Marcia Loader, Eric May,
Vickie Keith

2nd Place

The Advance

Making History
Eric May, Marcia Loader,
Vickie Keith

Best Promotion Ad

Daily D

16 ENTRIES

1st Place

Ludington Daily News

Can't read small type?

Judy Lytle

2nd Place

Ludington Daily News

Free fish wrap

Judy Lytle

3rd Place

Grand Haven Tribune

Don't Let Beach Conditions
Catch You By Surprise.
Rob Francis

Honorable Mention

Cadillac News

Have we enhanced your
life? Testimonial
Jody Graff, Holly Schonert

Weekly A

3 ENTRIES

1st Place

Burton View

Keeping You in the Action
Mary Rouse
*I feel like the paper is
involved and in the middle
of the action. It is a great
ad.*

2nd Place

Lapeer Area View

Like Us on Facebook
Mary Rouse
*Great promotion of
Facebook. Wish we all were
doing this well promoting
our social media ties.*

3rd Place

The County Press, Lapeer

"We Know Lapeer County"
Liz LaFave
*Tried and true, great
promotion with faces that
are engaging.*

Best Promotion Ad (cont.)

Weekly B

7 ENTRIES

1st Place

Tri-County Times

You're Not Just Our Readers

Jennifer Ward, Craig
Rockman

2nd Place

Tri-County Times

What's in it for me?

Jennifer Ward, Craig
Rockman

3rd Place

Tri-County Times

The days of providing free...

Jennifer Ward, Craig
Rockman

Honorable Mention

Tri-County Times

Which provides the best
investment...

Jennifer Ward, Craig
Rockman

Weekly C

6 ENTRIES

1st Place

Leelanau Enterprise

Job Application

Deb Campbell
*Grabs your attention right
off due to the coffee cup,
pen, and job application.
Very creative. Very Nice. A
good bit of text was broken
down nicely.*

2nd Place

Tecumseh Herald

FILLER - Summer Bridal -
EPH

*Very crisp and Clean
design.*

3rd Place

Frankenmuth News

Start College with an old
friend from home

Vicky Hayden
*I really like the text and the
simple, yet effective art
work.*

Honorable Mention

The Exponent

Did You Get The Picture?

Jeff Steers, Karri Tarsha
*Creative and good use of
dark back ground.*

Weekly D

3 ENTRIES

1st Place

The Boyne City Gazette

The nice thing... Lower
Right
Benjamin J. Gohs

2nd Place

The Boyne City Gazette

Other newspaper can be
very useful
Benjamin J. Gohs

3rd Place

The Boyne City Gazette

Deadlines - Baby

Benjamin J. Gohs

Best Ad Series

Daily D

6 ENTRIES

1st Place

Cadillac News

Trail of Tales Storyteller
Festival

Paul King, Jody Graff, Kathy
Walker, Amber Simonton

2nd Place

Ludington Daily News

St. Patrick's Day

Judy Lytle

3rd Place

Cadillac News

Wexford Missaukee CTC -
What are former WM-CTC
students saying?
Paul King, Kathy Walker,
Amber Simonton

Honorable Mention

Petoskey News-Review

Willson's Garden

Weekly A

1 ENTRY

1st Place

Grand Blanc View

Patsy Lou
Donna Ashby

Best Ad Series (cont.)

Weekly B

6 ENTRIES

1st Place

Tri-County Times

Shop Local Series: Hair,
Shoes, Chair
Jennifer Ward, Craig
Rockman

*Clean images and nice use
of white space make the
message of these ads POP!*

2nd Place

**Northern Express
Weekly**

Bondurant

Colleen Zanotti

*Strong use of images to
convey message.*

3rd Place

Tri-County Times

Stay Connected to your
community series
Craig Rockman, Jennifer
Ward

*Eye-catching images and
to the point messages.*

Honorable Mention

Tri-County Times

New Website coming soon

Jennifer Ward, Tom
VanderMeulen, Craig
Rockman

*Big and bold is always
good!*

Weekly C

3 ENTRIES

1st Place

The Exponent

Cherry Creek
Karri Tarsha

2nd Place

The Exponent

Hard Knock Cafe
Karri Tarsha & Staff

3rd Place

The Exponent

Jerry's Pub ads
Karri Tarsha

Weekly D

1 ENTRY

1st Place

The Advance

Mystery Merchant
Marcia Loader, Eric May,
Vickie Keith

Best Classified Advertising Promotion

Daily D

7 ENTRIES

1st Place

Midland Daily News

Honor Roll Of Businesses

2nd Place

Cadillac News

It Works!

Jody Graff

3rd Place

Huron Daily Tribune

Cupid's Cuties

Honorable Mention

Cadillac News

Save some Dough -
Classified Specials
Jody Graff

Weekly B

3 ENTRIES

1st Place

Tri-County Times

If you have it, they will
come

Kelly Hodges, Mary York

*Cute ad and the entire page
looked good. Nice looking
layout*

2nd Place

Tri-County Times

Classifieds work

Jennifer Ward, Mary York

3rd Place

Tri-County Times

Sell It, Find It, Buy It

Kelly Hodges, Mary York

Best Classified Advertising Promotion (cont.)

Weekly C

1 ENTRY

1st Place

Leelanau Enterprise

A great place to sell your

great place

Deb Campbell

Best Classified- ROP Automobile or ROP Real Estate Ad

Daily D

13 ENTRIES

1st Place

Ludington Daily News

Hundreds of Reasons to Buy

Lorie Klinger

Great use of non-traditional ad format. Love it!

2nd Place

The Daily News, Iron Mountain

Riverside Sweetheart

Ray King, Pat Moore

Great use of color, very visually intriguing.

3rd Place

Alpena News

The First 2011 Volt - Anschuetz

Love that this can be turned into a testimonial series for this dealership.

Honorable Mention

Ludington Daily News

Autumn Sale

Lorie Klinger

Great color, and I love that the background is not line art.

Weekly A

10 ENTRIES

1st Place

Tri-County Citizen

LaClair Chevrolet Buick

Michelle Badgley

2nd Place

Huron County View

Supercharged Savings

Donna Ashby

3rd Place

Tri-County Citizen

Chevrolet Runs Deep

Michelle Badgley, Gina Delisi

Honorable Mention

Grand Blanc View

The 2012 Showcase Event

Mary Rouse, Travis Timlin

Weekly B

9 ENTRIES

1st Place

Tri-County Times

Great Deals with great fuel economy

Terese Allen, Kelly Hodges

Clean and nice design.

Nice idea

2nd Place

Northern Express Weekly

Those Schaub's

Colleen Zanotti

Very nice layout and color scheme

3rd Place

Livonia Observer

\$\$ We will Give You More

\$750-Bill Brown

Linda Sharpe

Creative typography

Best Online Promotion

Daily D

1 ENTRY

1st Place

Cadillac News

Leap Day Special

Jody Graff, Holly Schonert

Very nice series with great elements and great results.

Best Online Promotion (cont.)

Weekly B

3 ENTRIES

1st Place

Tri-County Times

New website

Jennifer Ward, Tom

VanderMeulen, Craig

Rockman

*I'm always a sucker for
white space... nice!*

2nd Place

Tri-County Times

News Daily Online

Jennifer Ward

*Love the graphic
perspective and the tie-in
to print.*

3rd Place

Tri-County Times

Smile Bright!

Gail Grove, Tom

VanderMeulen

*Great image, clean
message.*
