

2013 Michigan Press Association Advertising Contest Winners



Best Ad Idea

Daily C – Best Ad Idea

7 Entries

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

MacGregor

Great picture and wonderful humor.

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

Ballet ad

Good visuals for subject of the ad.

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

Resale Trail

These ads take a lot of work and this was very well done

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

Arlington Jewelers

Simple and elegant.

Daily D – Best Ad Idea

47 Entries

1st Place: **Ludington Daily News**

Sauble River Inn

Good combination of all the components the client needed to convey. Good use of pictures and graphics. Informative but not too busy.

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

Super 8 Pool Parties

Good idea, good use of color.

3rd Place: **Ludington Daily News**

Ve Vant You to Give Blood

Great idea to get people interested through humor.

Hon. Mention: **Alpena News**

Alcona Health Center

Great way to get the message clearly stated.

Weekly A – Best Ad Idea

7 Entries

1st Place: **Lapeer Area View**

Give Her a Kiss - Michele & Company

Kiss, kiss! You did a good job.

2nd Place: **Lapeer Area View**

Come and See

I knew what the business was before I even read the ad. Good job.

3rd Place: **Lapeer Area View**

Bryans

I love the reindeer...especially on the favorite meats line!

Hon. Mention: **Grand Blanc View**

Black Friday Sale - Palace Jewelers

Not real Christmasy but reverse background is nice play on Black Friday.

Weekly B – Best Ad Idea

25 Entries

1st Place: **Tri-County Times**

Real Dad In (Sawyer Jewelers)

Nice use of color to reel in the reader.

2nd Place: **Livonia Observer**

20% Off One Garden Item

Very good use of color contrast to make the offer eye catching.

3rd Place: **Northern Express Weekly**

Dog Bakery

Love the idea of the ad. A darker color for text would have worked better.

Hon. Mention: **Tri-County Times**

Hartland Glen Golf Course

Ad is a little busy for the size but the picture and idea is so on the mark.

Weekly C – Best Ad Idea

13 Entries

1st Place: **Swartz Creek View**

Get ready for Football - Flushing Family Dentistry

Judge did not comment.

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

Where you'll find jewelry - Lapeer Gold and Diamond

Judge did not comment.

3rd Place: **Tuscola County Advertiser**

Town and Country Bridal black and white display ad

Judge did not comment.

Hon. Mention: **Leelanau Enterprise**

Powers Painting

Judge did not comment.

Weekly D – Best Ad Idea

7 Entries

1st Place: **Munising News**

Eric Hooper DDS

Good idea, especially the emphasis on DR since the client's picture makes him look like he's about 15!

2nd Place: **Munising News**

Big Rummage Sale

If you don't see this ad, you are reading the paper with your eyes closed.

3rd Place: **The Boyne City Gazette**

Allen Telgenhof by the Numbers

Very good idea, the client's name should have been bigger than the opponent's name.

Hon. Mention: **Munising News**

Outhouse Classic

The headline looks like it was just the start of the fun.

Best Color Idea

Daily A – Best Color Idea

5 Entries

1st Place: *Flint Journal*

Food Bank of Eastern Michigan: Thanksgiving Donations

Judge did not comment.

2nd Place: *Flint Journal*

Flint Children's Museum: The Power of Play

Judge did not comment.

3rd Place: *Flint Journal*

Whaley Child: Life is Beautiful

Judge did not comment.

Hon. Mention: *Flint Journal*

Food Bank of Eastern Michigan: Empty Bowls Event

Judge did not comment.

Daily C – Best Color Idea

5 Entries

1st Place: *Petoskey News-Review*

Independence Village

Judge did not comment.

2nd Place: *Petoskey News-Review*

Trillium

Judge did not comment.

3rd Place: *Petoskey News-Review*

Little Traverse Bay Golf

Judge did not comment.

Hon. Mention: *Petoskey News-Review*

Reusch

Judge did not comment.

Daily D – Best Color Idea

31 Entries

1st Place: *Ludington Daily News*

Protect Your Deck - Ludington Paint & Glass

Judge did not comment.

2nd Place: *Cadillac News*

Pink is Your Color - Voelker

Judge did not comment.

3rd Place: *Alpena News*

Mrs. Senia Huhtasaari Memorial

Judge did not comment.

Hon. Mention: *Ludington Daily News*

DMC Unlimited

Judge did not comment.

Weekly A – Best Color Idea

5 Entries

1st Place: *Grand Blanc View*

Estate Jewelry - Palace Jewelers

Judge did not comment.

2nd Place: *Grand Blanc View*

Macksoods

Judge did not comment.

3rd Place: *Grand Blanc View*

Lucy's Pet Supplies & Feeds

Judge did not comment.

Hon. Mention: *Grand Blanc View*

Mortimer Family Dentistry

Judge did not comment.

Weekly B – Best Color Idea

33 Entries

1st Place: *Tri-County Times*

Heavenly Scent

Judge did not comment.

2nd Place: *Huron County View*

Bay City Welcomes You!

Judge did not comment.

3rd Place: *Tri-County Citizen*

Fall Chill - Chesaning Pools & Spas

Judge did not comment.

Hon. Mention: *Livonia Observer*

The Once Upon a Time Has Begun

Judge did not comment.

Weekly C – Best Color Idea

9 Entries

1st Place: *The County Press, Lapeer*

Where Everyday is Game Day

Judge did not comment.

2nd Place: *Swartz Creek View*

Protect Your Life Savings - Gregory Hodge

Judge did not comment.

3rd Place: *Frankenmuth News*

City Beautification Thank You

Judge did not comment.

Hon. Mention: *Flint Township View*

A Shopper's Dream Store

Judge did not comment.

Weekly D – Best Color Idea

2 Entries

1st Place: *The Boyne City Gazette*

More Police Chiefs Support John Jarema

Judge did not comment.

2nd Place: *Munising News*

Munising Cheer Team

Judge did not comment.

Best Special Section

Daily A – Best Special Section

1 Entry

1st Place: *Flint Journal*

Old Newsboys Paper Sale

Judge did not comment.

Daily C – Best Special Section

5 Entries

1st Place: Petoskey News-Review

[Little Traverse Association of HomeBuilders Home Show](#)

Judge did not comment.

2nd Place: Petoskey News-Review

[Summer Guide](#)

Judge did not comment.

3rd Place: Petoskey News-Review

[Health & Wellness Directory](#)

Judge did not comment.

Hon. Mention: Petoskey News-Review

[Who's in Town](#)

Judge did not comment.

Daily D – Best Special Section

19 Entries

1st Place: Alpena News

[Celebrating Alcona](#)

Judge did not comment.

2nd Place: Ludington Daily News

[Budweiser Clydesdales](#)

Judge did not comment.

3rd Place: Ludington Daily News

[Mason-Lake Conservation District 2013 Annual Report Calendar](#)

Judge did not comment.

Hon. Mention: Ludington Daily News

[Ludington Homecoming](#)

Judge did not comment.

Weekly A – Best Special Section

5 Entries

1st Place: Grand Blanc View

[Family Fun Fest 2012](#)

Nice layout!

2nd Place: Lapeer Area View

[North Branch Days](#)

Judge did not comment.

3rd Place: Lapeer Area View

[Metamora Country Days](#)

Judge did not comment.

Hon. Mention: Grand Blanc View

[Best of the Best 2012](#)

Judge did not comment.

Weekly B – Best Special Section

23 Entries

1st Place: Lansing City Pulse

[East Lansing Film Festival](#)

Great layout!

2nd Place: Huron County View

[Bridal Fantasies](#)

Judge did not comment.

3rd Place: Northern Express Weekly

[Spring Fashion](#)

Judge did not comment.

Hon. Mention: Tri-County Citizen

[2012 Chesaning Showboat](#)

Busy cover.

Weekly C – Best Special Section

14 Entries

1st Place: Leelanau Enterprise

[Color Tour](#)

Beautiful cover.

2nd Place: Frankenmuth News

[Holiday Gift Guide 2012](#)

Judge did not comment.

3rd Place: Houghton Lake Resorter & Roscommon

[County Herald-News](#)

[Spring Seasons](#)

Judge did not comment.

Hon. Mention: Leelanau Enterprise

[Visitor Guide 2012](#)

Judge did not comment.

Weekly D – Best Special Section

7 Entries

1st Place: Tecumseh Herald

[Homefront - Spring 2013](#)

Judge did not comment.

2nd Place: The Advance

[Railroad Days](#)

Judge did not comment.

3rd Place: Tecumseh Herald

[Homefront - Winter 2013/2013](#)

Judge did not comment.

Hon. Mention: Tecumseh Herald

[Homefront - Fall 2012](#)

Judge did not comment.

[Best Promotion Ad](#)

Daily C – Best Promotion Ad

7 Entries

1st Place: Petoskey News-Review

[Our Photos](#)

Like the display of photos along side of the ad. Very clean and concise.

2nd Place: Petoskey News-Review

[Mobilize](#)

Simple, nice artwork, clear message.

3rd Place: Petoskey News-Review

[Daily Adventure](#)

I like the different captures. The artwork shows stories that the customer could be reading. Like it!

Daily C

Hon. Mention: Petoskey News-Review

[Buck](#)

Great artwork Clean message.

Daily D – Best Promotion Ad

26 Entries

1st Place: Ludington Daily News

[No one covers sports like we do!](#)

I thought this was a great ad, I like the photos of your team members as it helps with recognition within your community.

The Graphics just jump off the page. Great Ad!

2nd Place: Grand Haven Tribune

[Away For The Holidays](#)

This ad was put together very well, the main artwork was great, and loved the font. Great idea!

3rd Place: Ludington Daily News

[Thank You NIE Sponsors](#)

Loved the background and how the newspaper was writing on the chalkboard, great graphics put together.

Hon. Mention: Cadillac News

[Know it All - CN](#)

Very simple and to the point. Clean.

Weekly B – Best Promotion Ad

5 Entries

1st Place: Huron County View

[Upper Thumb Weekend](#)

Thought this was such a fun colorful ad. Just makes you want to get a Visitors Guide and be happy like her!

2nd Place: Tri-County Times

[Whats In It For Me...](#)

Very clean and love the play on "words". Great ad!

3rd Place: Tri-County Times

[Loved by many...](#)

Thought this was very simple and fun!

Hon. Mention: Lansing City Pulse

[Top of the Town Awards - Best Bartender](#)

Nice graphics.

Weekly C – Best Promotion Ad

9 Entries

1st Place: The County Press, Lapeer

[Coupon Queen](#)

Thought this ad was way cool! Love the artwork, clear message, very clean! Nice job.

2nd Place: Houghton Lake Resorter & Roscommon

[County Herald-News](#)

[Pumpkin Carving Contest](#)

Thought this was a fun & cute ad. Great artwork!

3rd Place: Frankenmuth News

[Winking in the dark](#)

I like the graphics with the message, only concern was the font, if it made it difficult to read. Otherwise thought it was a very nice ad.

Hon. Mention: The County Press, Lapeer

[2012 Welcome Summer Recipe Contest](#)

Love the idea, would've probably had used different artwork on top, something a recipe would've made??? Otherwise I thought it was cute ad.

Weekly D – Best Promotion Ad

3 Entries

1st Place: Munising News

[Listed in Alger County . . .](#)

Great idea, love the ad clipping on the side!

2nd Place: The Boyne City Gazette

[Recycling Bin](#)

Cute message.

3rd Place: The Advance

[Have you visited our photo galleries?](#)

Great layout, maybe a tad busy, but very nice.

Best Ad Series

Daily A – Best Ad Series

1 Entry

1st Place: Flint Journal

[Food Bank of Eastern Michigan: Holiday Donations Series](#)

Judge did not comment.

Daily D – Best Ad Series

4 Entries

1st Place: Ludington Daily News

[Smile! Dr. Nick Simone](#)

Judge did not comment.

2nd Place: Grand Haven Tribune

[Mike Rose Landscaping & Irrigation](#)

Judge did not comment.

3rd Place: Grand Haven Tribune

[Love Inc, 4.1 Million Dollars](#)

Judge did not comment.

Hon. Mention: Ludington Daily News

[Luciano's](#)

Judge did not comment.

Weekly B – Best Ad Series

8 Entries

1st Place: Tri-County Times

[Sawyer Jewelers](#)

Very nice artwork Loved It!

2nd Place: Tri-County Times

[Coupons](#)

Thought these were awesome!

3rd Place: Northern Express Weekly

[Casual to Cocktail - Threads](#)

Nice Urban piece.

Hon. Mention: Tri-County Times

[Legally Speaking](#)

Judge did not comment.

Weekly C – Best Ad Series

3 Entries

1st Place: Houghton Lake Resorter & Roscommon County Herald-News

[Best Series - Prudenville Page](#)

Nice layout, Pink? Perhaps it has special meaning, but love the layout.

2nd Place: Flint Township View

[Keeping your smile beautiful - Flushing Family Dentistry](#)

Judge did not comment.

3rd Place: Frankenmuth News

[Stephen Ministry](#)

Has tons of info, perhaps if the individual churches were reversed (black/then white) and the info centered underneath.. otherwise it's a great page.

Weekly D – Best Ad Series

1 Entry

1st Place: Munising News

[Now Accepting New Patients Kroupa-Kulik](#)

Very clean ad. Nice artwork that is catchy to the eye.

Best Classified Advertising Promotion

Daily C – Best Classified Advertising Promotion

1 Entry

1st Place: Petoskey News-Review

[Easter](#)

Judge did not comment.

Daily D – Best Classified Advertising Promotion

2 Entries

1st Place: Cadillac News

[Life's Tough](#)

Judge did not comment.

2nd Place: Cadillac News

[Get it Done](#)

Judge did not comment.

Weekly A – Best Classified Advertising Promotion

1 Entry

1st Place: Grand Blanc View

[Don't get left in the dust!](#)

Judge did not comment.

Weekly B – Best Classified Advertising Promotion

1 Entry

1st Place: Tri-County Times

[Top Ads](#)

Judge did not comment.

Best Classified- ROP Automobile or ROP Real Estate Ad

Daily C – Best Classified- ROP Automobile or ROP Real Estate Ad

5 Entries

1st Place: Petoskey News-Review

[Jim Wernig](#)

Judge did not comment.

2nd Place: Petoskey News-Review

[Brown Motors](#)

Judge did not comment.

3rd Place: Petoskey News-Review

[Fletch's](#)

Judge did not comment.

Hon. Mention: Petoskey News-Review

[The Shores](#)

Judge did not comment.

Daily D – Best Classified- ROP Automobile or ROP Real Estate Ad

17 Entries

1st Place: Cadillac News

[Ka-Pow!! - Crossroads Chevolet](#)

Judge did not comment.

2nd Place: The Daily News, Iron Mountain

[Riverside Auto Feature](#)

Judge did not comment.

3rd Place: The Daily News, Iron Mountain

[Riverside Auto](#)

Judge did not comment.

Hon. Mention: The Daily News, Iron Mountain

[Riverside Auto Memorial Day Specials](#)

Judge did not comment.

Weekly B – Best Classified- ROP Automobile or ROP Real Estate Ad

7 Entries

1st Place: Tri-County Times

[Holly Automotive](#)

Judge did not comment.

2nd Place: Tri-County Citizen

[Stop in & Save - LaClair Sales](#)

Judge did not comment.

3rd Place: Tri-County Citizen

[Santa is on his way - Signature Ford](#)

Judge did not comment.

Hon. Mention: Tri-County Times

[Vic Canever \(Memorial Day\)](#)

Judge did not comment.

Weekly C – Best Classified- ROP Automobile or ROP Real Estate Ad

3 Entries

1st Place: Houghton Lake Resorter & Roscommon County Herald-News

[Best ROP Ad - Nester](#)

Judge did not comment.

2nd Place: The County Press, Lapeer

[Come & Save Some Green](#)

Judge did not comment.

3rd Place: Sanilac County News

[2012's Must Go! - Graff](#)

Judge did not comment.

[Best Online Promotion](#)

Daily D – Best Online Promotion

4 Entries

1st Place: Cadillac News

[12-12-12 Special](#)

Great unique promotion! Very attention getting ad layout.

Clean, easy to read. Love the colors!

2nd Place: Cadillac News

[Cabin Fever Online Auction](#)

Great idea to entice someone who may not normally be an advertiser. Nice clean layout and graphic!

3rd Place: Cadillac News

[Our Community Cover Contest](#)

Love the idea of local reader submitted photos. Great ad design.

Weekly B – Best Online Promotion

4 Entries

1st Place: Tri-County Times

[Cereal Coupons Promotion](#)

Love it ! Very attention getting....great graphic !! Makes me hungry for cereal....and who doesn't love cereal coupons!

2nd Place: Northern Express Weekly

[Northern Express Extra](#)

Love the layout and design of this newsletter. Great heading and very easy to read.

3rd Place: Tri-County Times

[\\$10 Bill Coupons Promotion](#)

Great art and wording promoting reader value, enticing them to look online!

Hon. Mention: Tri-County Times

[Got Stuff?](#)

Great attention getting space with color banner across the middle of the ad highlighting the online information!