

Best Ad Idea

Daily C - Best Ad Idea

1 Entry

1st Place

APD Cancer Detection
Michelle Baker

Jackson Citizen Patriot

Daily D - Best Ad Idea

21 Entries

1st Place

Arnold Fritz - Taxidermist
Creative Department

The background goes well with the taxidermist theme And the photos are not square, makes the photos stand out and unique.

Huron Daily Tribune

2nd Place

Friday Night Live

Judy Lytle

Great use of photos and how they are curved around the logo.

Ludington Daily News

3rd Place

S.S. Badger

Julie Eilers

Good use of symmetry between top and bottom of page.

Ludington Daily News

Hon. Mention

Lakeshore Antiques

Jordan Haenlein

Good use of different fonts and a small space looks antique and old-time looking.

Grand Haven Tribune

Weekly/Specialty A - Best Ad Idea

4 Entries

1st Place

Bring out the Sparkle

Mary Rouse

Lapeer Area View

2nd Place

The Magic

Mary Rouse

Lapeer Area View

3rd Place

Show your Love

Mary Rouse

Grand Blanc View

Weekly/Specialty B - Best Ad Idea

30 Entries

1st Place

Sawyer Jewelers - get her motor runnin

Terese Allen, Tom VanderMuelen

Creative play off a car ad, giving it a focus on purchase for females

Tri-County Times

2nd Place

Hartland Glen Golf Course

Tiffany Marchand, Kelly Slavik

Eye-catching, fun photo of "dad"

Tri-County Times

3rd Place

LaForza Soccer Club

Judy Toaso, Tom VanderMuelen

Photo with in the soccer shape is very eye-catching

Tri-County Times

Hon. Mention

Halloween Trick or Treat

Jandi Prich

Fun, colorful ad will be noticed by those the event targets

Burton View

Weekly/Specialty C - Best Ad Idea

12 Entries

1st Place

Ketzler's Florist

Mary Rouse

Good use of wrapping text around the photos. Maybe the background color could have been different to make the flowers pop more.

Swartz Creek View

2nd Place

Best Pizza in Town

Liz LaFave

Ad blends nicely together.

The County Press, Lapeer

3rd Place

Propane Got You Pinned?

Julie Aebig, Margaret Clune

Having the propane tank as a pig makes it stand out. Good use of different fonts.

White Lake Beacon

Hon. Mention

Get in Touch with Your Creative Side

Mary Rouse

Having the text in the sky and making it look like clouds was good. And the slanted text draws the eye. But maybe use more color too much red.

The County Press, Lapeer

Weekly/Specialty D - Best Ad Idea

6 Entries

1st Place

Good luck...

Eric May, Victoria Keith

Nice use of team colors and bringing attention to the girls pictures

The Advance

2nd Place

Music to Your Ears

Vicky Hayden

Easily focuses reader on free concert

Frankenmuth News

3rd Place

What? 7-Eleven is closing?

Vicky Hayden

Fun photo and talk balloons grab readers attention

Frankenmuth News

Daily C - Best Color Ad

3 Entries

1st Place

Britches and Bows Grand Reopening

Michelle Baker

Clean layout. I like the color scheme. You can't go wrong with a cute little kid.

Jackson Citizen Patriot

2nd Place

Clor's Outpost Golf Demo Day

Michelle Baker

Jackson Citizen Patriot

Daily D - Best Color Ad

17 Entries

1st Place

Super one

Joe Edlebeck

The Daily News, Iron Mountain

2nd Place

Fusion Hair Salon

advertising staff, Graphics

Cadillac News

3rd Place

MCC Spartans

Judy Lytle

Ludington Daily News

Hon. Mention

Mistletoe Market

Judy Lytle

Ludington Daily News

Weekly/Specialty A - Best Color Ad

7 Entries

1st Place

Bryans

Carol Correa

2nd Place

Get Ready for Spring

Mary Rouse

3rd Place

Fall is time to give thanks

Mary Rouse

Hon. Mention

Your Diamond Headquarters

Mary Rouse

Lapeer Area View

Lapeer Area View

Grand Blanc View

Lapeer Area View

Weekly/Specialty B - Best Color Ad

13 Entries

1st Place

Fenton Foot Care

Mindy Monroe, Kelly Slavik

Very clever design. Attention getting & colorful.

2nd Place

Right To Life

Tiffany Marchand, Mary Powell

Draws immediate attention to the baby. Great eye appeal. Easy to read.

3rd Place

Red White & Blue

Mary Rouse

Clever use of color & jewels. Could work with other seasons as well. Very nice display.

Hon. Mention

Sloans Sales & Service

Mindy Monroe, Tom VanderMuelen

Nice way to break up items. Easy to read.

Tri-County Times

Tri-County Times

Davison Index

Tri-County Times

Weekly/Specialty C - Best Color Ad

19 Entries

1st Place

The New Grizzly

Jandi Prich

This ad really stands out. The black textured background behind the 4-wheeler really makes the ad pop. The ad is very organized and the colors work well together. Excellent work pulling all that information into a stand out ad.

2nd Place

Habachi Buffet

Mary Rouse

The pink coupons really drew me in. The colors work great together. I love how the prices all stand out. Very organized and clean. I would have liked to see the green used more, like on the bottom to help the business name stand out.

3rd Place

Congratulations Seniors

Liz LaFave

The colors really drew me in. This ad is organized and easy to read. I love how the words just pop out at you.

Hon. Mention

Ford Plumbing

Kristin Sherman

This is a great, creative ad. I liked everything about the ad, I just wish there was more color added to it. I would have loved to see the red color from the plumber guy added in.

The County Press, Lapeer

Swartz Creek View

The County Press, Lapeer

Tuscola County Advertiser

Weekly/Specialty D - Best Color Ad

4 Entries

1st Place

Winter Wineout & Beer-Tasting

Victoria Keith, Marcia Loader Loader

crisp clear photo - just want to eat it up

2nd Place

City Beautification Thank You

Vicky Hayden

3rd Place

Squishy Tushy

Eric May, Victoria Keith

The Advance

Frankenmuth News

The Advance

Best Special Section

Daily C - Best Special Section

4 Entries

1st Place

Vermeulen's Smith Brothers Sale

Michelle Baker

I like the mood created by the top of the front page. The 40% off sale circle is a strong focal point. Features list is convincing. Coupon gives call to action.

2nd Place

Vermeulen's Think Spring Sale

Michelle Baker

I like the color wheel

3rd Place

Vermeulen's Fall Into Savings

Michelle Baker

Jackson Citizen Patriot

Jackson Citizen Patriot

Jackson Citizen Patriot

Daily D - Best Special Section

21 Entries

1st Place

Our Community 2014

Advertising staff, news staff

Great color schemes, nice bold headlines, and wonderful pictures and ads.

2nd Place

The Story of a Community Coming Together

Sue Fryske

3rd Place

Home Care Coalition Guide

Sue Fryske

Hon. Mention

Bridal Guide

Jordan Haenlein, Kevin Collier, Sandy George, Don Rogers, Lauri

Wagner, Jaclyn Dailey, Cindy Zaskiewicz, Yvonne Reames, Luke

Vanica

Cadillac News

Alpena News

Alpena News

Grand Haven Tribune

Weekly/Specialty A - Best Special Section

3 Entries

1st Place

Grand Blanc Buy Local

Jeanne Mickle, Mary Rouse

2nd Place

Grand Blanc Fun Fest

Liz LaFave

3rd Place

Wrap it up!

Jeanne Mickle, Mary Rouse

Grand Blanc View

Grand Blanc View

Grand Blanc View

Weekly/Specialty B - Best Special Section**29 Entries****1st Place****Tri-County Times**

Sourcebook

Jennifer Ward, Sales Staff, Editorial Staff, Composition Staff

*WOW! this definitely took some time to do, but very informative and would want to keep***2nd Place****Tri-County Times**

Five reasons to shop local

Kelly Slavik, Sales Staff, Editorial Staff, Composition Staff

*I LOVED the "reasons" why to shop.***3rd Place****Huron County View**

Cheeseburger in Caseville

Jandi Prich

*I like the layout, informative***Hon. Mention****Tri-County Times**

Fall Sports Preview

Tom VanderMeulen, David Troppens

*it was good and informative***Weekly/Specialty C - Best Special Section****9 Entries****1st Place****Leelanau Enterprise**

Visitors Guide

Debra Campbell

*I really liked the whole layout. Great color combination. Liked the map graphic for each individual region. Really like the sections.***2nd Place****Sanilac County News**

Regional Medical Directory

Jandi Prich

*I liked purple color scheme carried throughout, makes it stand out from other medical sections.***3rd Place****Leelanau Enterprise**

Color Tour 2013

Debra Campbell

*Like the theme of the section, and the maps included.***Hon. Mention****The County Press, Lapeer**

Home & Garden

Mary Rouse, Liz LaFave

*Like the center spread. Nicely done.***Weekly/Specialty D - Best Special Section****6 Entries****1st Place****The Advance**

Breslin Bound

Eric May, Victoria Keith, Marcia Loader

*Love the cover, ads from parents are a very nice idea, shows support all the way through the section.***2nd Place****The Advance**

Holiday Lifestyles

Marcia Loader, Eric May, Victoria Keith

3rd Place**Frankenmuth News**

Holiday Gift Guide

Vicky Hayden

Hon. Mention**The Advance**

Railroad Days

Marcia Loader, Eric May, Victoria Keith

Best Promotion Ad**Daily D - Best Promotion Ad****13 Entries****1st Place****Ludington Daily News**

Discover Manitowoc

Judy Lytle

*Eyes immediately drawn to Discover Manitowoc VACATION GETAWAY!.**Image and design support water theme. Ad explains it is easy to win and drives reader to website. It works.***2nd Place****Ludington Daily News**

Spelling Bee

Judy Lytle

*Strong tagline "We are sports in West Michigan" supported by strong image, headline and list of features. I like that the sports staff photos were included. It creates a bond between the editorial team and the reader.***3rd Place****Cadillac News**

Resolve to Stay Connected

Holly Schonert, Jody Graff

*Images support the "Any Time, Any Place, Any Device - Your News on Your Terms" idea. Certainly timely and relevant to our industry.***Hon. Mention****Ludington Daily News**

Don't Miss Sports Sections

Judy Lytle

*Sometimes less is more. Ad clearly conveys that you should look to the Ludington Daily News for local sports coverage.***Weekly/Specialty A - Best Promotion Ad****1 Entry****1st Place****Grand Blanc View**

Keeping You Entertained

Mary Rouse

Weekly/Specialty B - Best Promotion Ad**7 Entries****1st Place****Burton View**

Don't get left in the mud!

Mary Rouse

*Headline could be easier to read. All other information is clear & clean looking. The Jeep really stands out.***2nd Place****Tri-County Times**

EZ Read, news delivered to you daily

Jennifer Ward, Craig Rockman

*Very nice graphic. Website could be bigger.***3rd Place****Tri-County Times***Which provides the best investment for your family . . . ?*

Jennifer Ward, Craig Rockman

*I really like this ad and it could have been my first choice however it is**missing a very crucial piece of information....how to subscribe. No website or number listed.***Hon. Mention****Tri-County Times**

Don't Look!

Kelly Slavik, Gail Grove

*Attention getting headline and all contact info visible.***Weekly/Specialty C - Best Promotion Ad****5 Entries****1st Place****The Exponent**

Did you get the picture?

Kari Tarsha

Very eye catching. Liked the font treatment on the WE DID. Creative way to get the message out about buying photos online and where to go.

2nd Place

House ad

Debra Campbell

Loved the picture. It really draws you into this ad. What better way to sell your local newspaper then to use local scenery.

3rd Place Houghton Lake Resorter & Roscommon Co. Herald-News

'Take Us With You'

Samantha Corson

Its a great newspaper promotion. What a great way to get link newspapers into the technological world.

Hon. Mention

Make A Splash

Mary Rouse

Nice ad.

Leelanau Enterprise

Swartz Creek View

Best Ad Series

Weekly/Specialty A - Best Ad Series

1 Entry

1st Place

Palace Jewelers

Mary Rouse

Grand Blanc View

Weekly/Specialty B - Best Ad Series

3 Entries

1st Place

Sawyer Jewelers

Terese Allen, Tom VanderMuelen, Kelly Slavik

Very nice looking ads. Clean & crisp. Clever design & use of art.

2nd Place

Kanrock Tires

Terese Allen, Tom VanderMuelen, Kelly Slavik

After looking into your ads more, I realized they were in the same paper...I was wondering where the contact info was or something telling me to read on for more info. Maybe next time, try running them all on the first 4 right hand pages.

3rd Place

Chasse Ballroom

Terese Allen, Tom VanderMuelen, Kelly Slavik

Nice use of color.

Tri-County Times

Tri-County Times

Tri-County Times

Weekly/Specialty C - Best Ad Series

2 Entries

1st Place

Bankruptcy

Julie Aebig, Margaret Clune

Liked the placement of this ad. The layout stayed consistent throughout the whole series, which helps ties them together. Which was a success.

2nd Place Houghton Lake Resorter & Roscommon Co. Herald-News

Prudenville Page

Patty Tribelhorn

Background color and the header was the only thing that suggested to this being a series.

White Lake Beacon

Weekly/Specialty D - Best Ad Series

1 Entry

1st Place

Kyle Cranor Realty

Marcia Loader, Victoria Keith

Nice job

The Advance

Best Classified Advertising Promotion

Daily D - Best Classified Advertising Promotion

2 Entries

Two very strong entries. Well done.

1st Place

Happy Holiday Shopping Classified Guide

Creative Department

Great use of the classified columns. Color is effective. Ads are clean. Great use of small space. I really like this composite.

Huron Daily Tribune

2nd Place

Cutest Baby Contest Promo

Jordan Haenlein

I really liked both entries in this category. I like the bulletin board feel with the push pins. The kids are cute. Nice reader appeal.

Grand Haven Tribune

Weekly/Specialty B - Best Classified Advertising Promotion

1 Entry

1st Place

Sell Stuff

Tom VanderMeulen, Mary York

Website should be bigger....after all, 49,000 isn't that important.

Tri-County Times

Weekly/Specialty D - Best Classified Advertising Promotion

1 Entry

1st Place

Just sit there...

Vicky Hayden

Clipart and headline grabs the reader's interest

Frankenmuth News

Best Classified - ROP Automobile or Real Estate Ad

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

1 Entry

1st Place

Art Moehn Black Friday Real Deal

Michelle Baker

Pretty ad. Clean.

Jackson Citizen Patriot

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

5 Entries

1st Place

Lighthouse Realty

Lorie Klinger

Nice balanced feel to add. The reverse at the bottom isn't overwhelming and effectively anchors ad. Lighthouses help with name recognition of business name.

Ludington Daily News

2nd Place

Riverside

Pat Moore

I like how only two vehicles are featured rather than trying to cram in 20 cars. Effective showing the discounts available.

The Daily News, Iron Mountain

3rd Place

Best Price

Julie Eilers

I like the top and bottom flag graphic. Get the Best Price headline is eye-catching.

Ludington Daily News

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

Entries

Hon. Mention

Pre-Owned Vehicle Blow Out

Sue Fryske, Angie Hall, Rachel Taratuta

It's a solid used car auto ad.

Alpena News

Weekly/Specialty B - Best Classified - ROP Automobile or Real Estate Ad

15 Entries

1st Place **Tri-County Times**

Kanrock - Get Spring Rollin'

Terese Allen, Tom VanderMuelen

Really liked the green grass car. Really draws your attention to the ad. You don't question that this ad is about something automotive related.

2nd Place **Township View**

Saginaw Valley Ford

Carol Correa

Liked the design and the fact that you can read all the text easily. Sometimes with a lot of color the words get muddy, but not with this.

3rd Place **Tri-County Times**

Berkshire Realty

Terese Allen, Mary Powell

Like the layout. Like the size of the pictures. Good color combination. Liked the layer text boxes. Nice ad.

Hon. Mention **Tri-County Times**

Tremaine Real Estate

Terese Allen, Tom VanderMuelen

Like the concept. Very attractive ad.

Weekly/Specialty C - Best Classified - ROP Automobile or Real Estate Ad

5 Entries

1st Place **The County Press, Lapeer**

Have A Very Friendly Holiday

Carol Correa

Really liked how they incorporated the truck as Santa's sleigh. Like how Christmas theme was carried out throughout the ad.

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

Breast Cancer Awareness

Liz LaFave

You know at first glance what this ad is about. The logos popped on the pink background.

3rd Place **Houghton Lake Resorter & Roscommon Co. Herald-News**

Nester

Samantha Corson

The featured vehicles are highlighted well. Nice clean ad.

Hon. Mention **The County Press, Lapeer**

Memorial Day Savings Event

Liz LaFave

Very readable and the used vehicles stand out.

Weekly/Specialty D - Best Classified - ROP Automobile or Real Estate Ad

1 Entry

1st Place **The Advance**

Don't wait for snow to melt

Marcia Loader, Victoria Keith

Great job - good color.

Best Online Promotion

Daily D - Best Online Promotion

4 Entries

1st Place **Cadillac News**

11.12.13 Subscription Special

Holly Schonert, Lindsay Elsholz, Jody Graff

Fun promo using 11/12/13. Could be duplicated for 12/13/14. From the synopsis it looks like it was successful.

2nd Place **Ludington Daily News**

Free seminar

Judy Lytle

Ad clearly communicates benefits of attending the informational seminar. No synopsis of results.

3rd Place **Cadillac News**

Polar Vortex Subscription Special

Holly Schonert, Lindsay Elsholz, Jody Graff

The polar vortex certainly was on everyone's mind. Good timely theme. Not as strong in my mind as 11/13/13 though. No synopsis of results.

Weekly/Specialty B - Best Online Promotion

4 Entries

1st Place **Tri-County Times**

\$10 bill

Jennifer Ward, Craig Rockman

Compelling headline. "A penny saved is a penny earned" idea. It worked.

2nd Place **Tri-County Times**

Times Interactive Mobile Business Directoy

Tom VanderMeulen

Who hasn't had this conversation as you are trying to decide where to go for dinner. It resonated with me.

3rd Place **Tri-County Times**

Download the Times mobile app

Jennifer Ward

It's functional.