



Advertising Excellence

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KENTUCKY PRESS
ASSOCIATION

January 21, 2016





WEEKLY CLASS 1

For A Love That is Timeless... Rings • Pendants
Watches • Earrings
Matching Sets

Quality Assurance.
Good Value, and Tradition
Since 1948.

For a unique gift that's just their style, see our exclusive collection of fine jewelry.

We offer an exciting assortment of hand picked and custom designs made especially for someone who never ceases to surprise you.

MORGAN BROTHERS JEWELERS
739 Fifth Street Portsmouth, Ohio 45662
740.353.3259

The Place for Diamonds

Hours: Mon-Fri 9:30-5:00,
Sat 9:30-3:00, Closed Sun

CATEGORY 1 - DEPARTMENT/ DISCOUNT/JEWELRY

FIRST PLACE: Greenup County News-Times, Brenda Cordle, Angela Lewis - Striking graphics, bold and effective use of multiple red shades, a beautiful ad that is impossible to overlook on the page.

SECOND PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle - This ad stood out despite being on a page full of photos. Nice placement of "father-son" ad on the youth sports page.

THIRD PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle - Nice "frilly" border, this ad also contrasts effectively with the same-size ad beside it.

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: Todd County Standard, Marty Dowell

SECOND PLACE: The News-Democrat,

Darrel Taylor

THIRD PLACE: Greenup County News-Times, Brenda Cordle, Angela Lewis

HONORABLE MENTION: The Springfield Sun, Kim Hupman, Lizzy Haydon

CATEGORY 3 - HARDWARE/APPLIANCE STORES

FIRST PLACE: The News-Democrat, Darrel Taylor - Nice bold design and images.

SECOND PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle

THIRD PLACE: The Lake News, Gloria Hollifield

CATEGORY 4 - FINANCIAL

FIRST PLACE: Breathitt Advocate, Staff, Bobby Thorpe

SECOND PLACE: Todd County Standard, Marty Dowell

THIRD PLACE: Breathitt Advocate, Staff, Bobby Thorpe

HONORABLE MENTION: Breathitt Advocate, Staff, Bobby Thorpe

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: The News-Democrat, Darrel Taylor - The dominant element - the photo of the woman and her daughter - was a powerful image that makes the reader convinced she and her daughter would also find happiness together at the facility.

SECOND PLACE: Breathitt Advocate, Staff - The in-your-face photo grabs the reader's eye and gets the point across that this business is no nonsense. Might have been more appealing if the employees had worn smiles while the boss kept his serious expression, however.

THIRD PLACE: The Lake News, Gloria Hollifield - The photo is big enough to compete with the editorial photos on the page. The heading is also big and bold. The reader doesn't have to study the ad to find out what the main message of the ad is.

HONORABLE MENTION: Breathitt Advocate, Staff - In spite of the fact this is a small ad, the border tells the reader at a glance that this firm is involved in the construction business. Nice use of white space as well.

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

SECOND PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

THIRD PLACE: The Lake News, Mary Larson

HONORABLE MENTION: Breathitt Advocate, Staff

CATEGORY 7 - FURNITURE

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

SECOND PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

THIRD PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Breathitt Advocate, Staff - Small space ad with offers a big impact

SECOND PLACE: Todd County Standard, Marty Dowell

THIRD PLACE: Greenup County News-Times, Brenda Cordle, Angela Lewis

Need An Escape From Reality?

The Natural Bridge Cabin Company has cabins located in the Natural Bridge State Park and Red River Gorge area. As the largest cabin rental company in the area, we have cabins located next to Natural Bridge State Park, in the Red River Gorge and on Spirit Lake. We have cabins located in Cave Hollow, along the Red River Gorge National Scenic Byway, near Mill Creek Lake, and within walking distance of the Natural Bridge State Park. Our cabins are fully furnished with cooking utensils, microwave, coffee maker and linens and towels are provided. Paper products and trash bags are provided also. We make packing easy. A trip to our local food stores will make your trip complete. We will be glad to do that also if requested. Wireless Internet available at our office. The only cabin rental in the area that supplies liners, towels and all your needed paper products (toilet paper, paper towels, trash bags and soaps). Make reservations today. Great place for family reunions, weddings or renewing old friendships.

Natural Bridge Cabin Company
(606) 663-3700 www.nbcabins.com

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle - Very clean design and use of theme for Valentine's Day.

SECOND PLACE: Todd County Standard, Marty Dowell - Great use of color and ability to share everything the store has to offer.

THIRD PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - Nice use of the holiday theme design for the uniform sale.

Tuesday, Sept. 8:
Family Library Night 5:00-6:30
@Benton- DISCOVER TREASURE: Games, activities, and prizes to entertain all of your little wags!
@Horton- LET THE GOOD TIMES ROLL: Making puppets, face painting, and photo fun booth
@Calvert City- KATYDID LANDS: Escape to the magical realm of Wonderland. G, Hoppers, and Newland

Wednesday, Sept. 9:
Family Dinner Night at Cam's Place of Kentucky Lake 5:00/5:30 Kids 12 and under eat free with paid adult ticket.

Thursday, Sept. 10:
FAMILY OUTDOORS Night: Fishing, games, and various animal parts to use & feed. Clarke Clark or Wildlife Refuge Point 4:00-7:00 (donors from WCL). Some fishing poles will be on hand - but will be provided. For more info contact Stacy at 270-255-5267

Friday, Sept. 11:
Attend a sporting event together

Sunday, Sept. 6:
Attend Church as a Family and Community Fish Fry 12-2pm, Mike Miller Park - 50 Kids, 510 Adults. Proceeds benefit Marshall County Exceptional Center.

Monday, Sept. 7:
Labor Day - Enjoy the day with your family

Family Library Night 5:00-6:30
Family Fun Day at Mike Miller County Park
FREE Fun Day 11:00-3:00 (Soccer Field) Marshall County Sheriff's Department, KID ID Program, EMS, Fire Department, Police, Sheriff, Sheriff's Office, Responders, Policemen, Firemen, Paramedics Jumpy House, Rock Wall, Giant Slide, Obstacle Course, 40 Year Team Kid's games, view zone, Marshall County Animal Shelter free adoption drive, Barrington Buddies petting zoo, cotton candy, popcorn, Grapes/Marshall Early Childhood Council Leaping Into Learning Program, Face Painting by State Fair, Agent Luna House and much more!!
11:30 Lunch- Hotdogs provided by County Attorney Jeff Edwards
Jesus Prom- Physically and Mentally handicapped adults- kick hop theme 3:00-5:00 more info visit centralbenton.com/bent

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: The Lake News, Gloria Hollifield
SECOND PLACE: The Lake News, Mary Larson
THIRD PLACE: The Lake News, Gloria Hollifield
HONORABLE MENTION: Greenup County News-Times, Wilma Coffey, Angela Lewis

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Todd County Standard, Marty Dowell - *Great headline. It will attract attention and hopefully save lives.*
SECOND PLACE: Herald Ledger, Greta Burkhart - *This is a great approach to selling a senior care facility. Success stories are really wonderful to hear, and can mitigate the fear that the prospective client has about the facility being their last stop.*

THIRD PLACE: Greenup County News-Times, Angela Lewis, Wilma Coffey
- *Graphically appealing ad that conveys the message quickly and easily.*

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: Greenup County News-Times, Angela Lewis - *This is a fun ad, nice color choices that compliment. Love the use of the circles from the graphic and nice separations of those graphics! :D Enjoyed the fun picture too and nice cut out job! Nice touch with the "house" between the address and city-state used as a "bullet" option! Great work!*
SECOND PLACE: The Lake News, Loyd Ford - *Love this ad! Picture pulls the reader in and you stay to read the ad!*
THIRD PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle - *Love the thinking on this! Enjoyed the way the pictures are worked "into" the KOA logo behind. Nice gradient in the background too. I might suggest a line of italics to break the copy up, but overall, lovely!*
HONORABLE MENTION: The News-Democrat, Darrel Taylor - *What a cute shrimp! Nice use of graphics and color to break up the ad copy. There is a lot of copy at the bottom, maybe suggest to the advertiser to trim the extra words to keep the reader in the ad? Love the block at the bottom with the gradient moving into the blue, nice blends! Very color coordinated!*

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - *Best use of content - coverage and layout*

SECOND PLACE: Greenup County News-Times, Angela Lewis, Wilma Coffey, Brenda Cordle - *Good use of photography Comprehensive content to tell the story*
THIRD PLACE: Grayson Journal-Enquirer, Nathan Hall, Callie Himes, Mara Fraley - *Good use of photography. Clean layout.*

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - *Great use of graphics, color and ad space to promote a large variety of advertisers for the Open House.*
SECOND PLACE: Greenup County News-Times, Angela Lewis, Wilma Coffey - *The newspaper did a great job of showcasing the team and generating a nice congratulation page from parents and the community.*
THIRD PLACE: Greenup County News-Times, Angela Lewis - *The headline in this ad is a fun call to action. Nice job on the newspapers part getting this collaboration together.*
HONORABLE MENTION: Greenup County News-Times, Angela Lewis, Brenda Cordle

CATEGORY 15 - POLITICAL ADVERTISING

FIRST PLACE: Todd County Standard, Matthew Bailey
SECOND PLACE: Monroe County Citizen, Heather Kidd
THIRD PLACE: Todd County Standard, Marty Dowell
HONORABLE MENTION: The Springfield Sun, Kim Hupman, Lizzy Haydon

CATEGORY 16 - AGRICULTURE/LAWN AND GARDEN

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - *Not too "in your face." Effective branding as a message rather than a sales push.*
SECOND PLACE: Todd County Standard, Marty Dowell - *Clean simple messaging*

THIRD PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - *Clean branding that carries out throughout space, catches eye.*
HONORABLE MENTION: Todd County Standard, Marty Dowell - *Would be first place if green sidebar wasn't there. Great use of photography, too much text.*

CATEGORY 17 - PREPRINTS/SPECIAL PUBLICATIONS

No entries

RE-ELECT! ***
MARTHA JANE KING
FOR STATE REPRESENTATIVE

FIGHTING FOR FAITH, FAMILY, & FREEDOM IN TODD, LOGAN, & WARREN COUNTIES

VOTE ON NOV. 4TH

- ✓ PROTECTING OUR FAMILY FARMS
- ✓ CREATING JOBS
- ✓ IMPROVING OUR UTILITIES & TRANSPORTATION ROUTES
- ✓ PROMOTING A 21ST CENTURY EDUCATION
- ✓ HOLDING OUR GOVERNMENT ACCOUNTABLE
- ✓ PROTECTING OUR 2ND AMENDMENT RIGHT TO BEAR ARMS
- ✓ PROVIDING FOR OUR SENIORS & OUR VETERANS

WWW.MARTHAJANEKING.COM

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Greenup County News-Times, Brenda Cordle, Angela Lewis - *Very good use of color graphics, this ad has lots of "motion."*
SECOND PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle - *A beautiful color ad that draws the reader's eye to it.*
THIRD PLACE: Greenup County News-Times, Angela Lewis, Brenda Cordle - *A very striking ad. It jumped off the page at me.*
HONORABLE MENTION: Todd County Standard, Matthew Bailey - *A very bold layout. This ad would have ranked higher if the colors had been screened less.*



CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/MISCELLANEOUS

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - *Very clean ad. Nice images.*
SECOND PLACE: Breathitt Advocate, Staff
THIRD PLACE: The Lake News, Gloria Hollifield
HONORABLE MENTION: The Springfield Sun, Kim Hupman, Lizzy Haydon

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: The Lake News, Gloria Hollifield
SECOND PLACE: The News-Democrat, Darrel Taylor
THIRD PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: Todd County Standard, Ryan Craig - *Powerful image with the three crosses. The ominous skies tie in with the end times theme. Very nice job!*
SECOND PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon - *The opened envelope with the invitation is a great idea that gets the point across at a glance. The ad is very well constructed.*
THIRD PLACE: Todd County Standard, Staff - *Food artwork is a good dominant element. I want to hurry down to Five Star and fuel with food and petrol.*

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon
SECOND PLACE: Todd County Standard, Marty Dowell
THIRD PLACE: The News-Democrat, Darrel Taylor
HONORABLE MENTION: The Springfield Sun, Kim Hupman

HONORABLE MENTION: The Springfield Sun, Kim Hupman - *Nice dominant element with the glass of wine. The ad is tastefully done. The reader would be compelled to attend the event.*

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/NEWSPAPER PROMOTION

FIRST PLACE: The Springfield Sun, Kim Hupman
SECOND PLACE: The Springfield Sun, Kim Hupman
THIRD PLACE: The Springfield Sun, Kim Hupman
HONORABLE MENTION: Grayson Journal-Enquirer, Nathan Hall

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: Todd County Standard, Staff
SECOND PLACE: The Springfield Sun, Kim Hupman, Lizzy Haydon

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES

No entries



CATEGORY 1 - DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: Cynthia Democrat, Suzie LaCore, Patricia Jenkins - *Nice clean presentation. No need of color with this design.*
SECOND PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
THIRD PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: Cynthia Democrat, Joyce Wilson, Patricia Jenkins - *I love the clean layout of this auto ad. The theme and colors represent the sale well and it is very eye catching.*
SECOND PLACE: Cynthia Democrat, Suzie LaCore, Patricia Jenkins - *Very clean layout. The information on each vehicle is easy to read and clutter free.*
THIRD PLACE: Edmonton Herald News, Becky Jones - *The color scheme in this ad is fun and different. There is a lot going on for content, but the initial view caught my attention.*
HONORABLE MENTION: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Great advertorial representation. The ad at the bottom had more interesting photos than the top of the advertorial.*

Now carrying Holiday Gifts for Everyone!

HARDWARE & TOOLS

WIND SPINNERS

CAMO WEAR

KNIVES

E-CIGS

SMOKER SUPPLIES

Authorized Dealer
Sales, Parts & Service

STIHL TORO

Cub Cadet

McFarland Outdoor MOESS I.R.G.

Small Engine Sales and Service

Certified Technicians
(502) 868-0761
511 N. Broadway, Georgetown

CATEGORY 3 - HARDWARE/APPLIANCE STORES

FIRST PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins

CATEGORY 4 - FINANCIAL

FIRST PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins - *Not sure if this is actually meant to be native advertising (sponsored content), but it really works. If client paid for the editorial plus the ad, great tie in. If not, good example of creating an ad that works in a specialty publication with a unique approach.*

SECOND PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Ad is nicely arranged with helpful information for consumer.*

THIRD PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *The headline compels attention, which is great. However, the form to fill out really needs to be at the bottom of the ad for ease in cutting out.*

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins - *Love this ad, nice use of the brick background, color choice compliments the pictures. Finished ad is refreshing.*

SECOND PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *What a fun ad! You understand what the ad is saying and what these folks are looking for. Font and words work well together along with the large phone number that stands out. Nice borders too, always nice to see rounded corners align!*

THIRD PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Interesting page, lots going on in the ad. Enjoyed the borders on the small pictures on the lower right side, would have been a thought to incorporate the border and drop shadow in the larger picture in the lower ad.*

HONORABLE MENTION: The Spencer Magnet, Lynette Mason, Jeff Sopland - *This ad needs a little direction. It appears that the tricycle is part of the "logo" for the Child Care, but that is slightly unclear. It's also hard to decipher what is going on. The call-out boxes within the article portion could be adjusted to fit a little better. The 3 columns are extremely hard to follow with the design.*

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Advertorial told the complete story. Well organized. Good use of content to photo ratio.*

SECOND PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins - *Nice use of graphics to highlight season Well organized content Easy takeaways.*

THIRD PLACE: Falmouth Outlook, Jessie Beckett - *Anniversary images and highlights integrated in ad well to accomplish both a brand and sales message.*

CATEGORY 7 - FURNITURE

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Fun use of the border and store offerings make the ad stand out on the page.*

SECOND PLACE: Falmouth Outlook, Jessie Beckett - *While there is a lot of information in the ad, the graphic designer laid it out well, so the reader is able to understand the message the advertiser is conveying, especially as it pertains to the new showroom.*

THIRD PLACE: Cynthiana Democrat, Joyce Wilson, Patricia Jenkins - *The reader is able to see the large variety of inventory available from Pleasant View Furniture. The photos clearly show the quality of the products.*

HONORABLE MENTION: Democrat, Suzie LaCore, Patricia Jenkins

CATEGORY 8 - REAL ESTATE

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland

SECOND PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins

THIRD PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland

CATEGORY 9 - CLOTHING STORE

CERTIFICATE OF MERIT: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Creative concept. Value for clients.*

SECOND PLACE: Falmouth Outlook, Jessie Beckett, Neil Belcher, Sam McClanahan, April DeFalco - *Creative way to integrate local businesses into a community tribute.*

elk creek REALTY

Address: (287) Taylorsville Road, #2 Fishersville, KY 40023
Phone: 502-477-6561
Website: www.elkcreekrealty.com

Helping sell the community, multiple listings at a time.

ROBERT SMITH - Broker

BRAD SMITH - Agent

SHERY BARNHART - Agent

BILLY WILLIAMS - Agent

COMING SOON!!

Elk Creek Realty is expanding!

Keep an eye out for our new agent!

FOR SALE

elk creek REALTY

502-477-6561

www.elkcreekrealty.com

FEATURED RESIDENTIAL LISTINGS

2112 Grays Run Rd. Taylorsville
3 bedrooms, 2 baths, new home built in 2004 with 1,800 square foot finished basement with a 1.5 car detached garage. Property taxes in 100 degree on 10 acres of gorgeous country. \$624,122.00. Please call 502-477-6561. Call Bruce Smith at 502-269-7009

460 Briar Ridge Rd. Taylorsville
3 bedrooms, 2 baths, new home with finished outdoor basement, 1,400 square foot finished basement with a 1.5 car detached garage. You will want to look at this home in the heart of Elk Creek. \$424,122.00. Please call 502-477-6561. Call Bruce Smith at 502-269-7009

5965 Elk Creek Rd. Taylorsville
3 bedrooms, 2 baths, new home with finished outdoor basement, 1,400 square foot finished basement with a 1.5 car detached garage. You will want to look at this home in the heart of Elk Creek. \$424,122.00. Please call 502-477-6561. Call Bruce Smith at 502-269-7009

FEATURED COMMERCIAL LISTINGS

11 Hunter Rd. Taylorsville
154,000.00. Listing 2087254

125 Main Street Taylorsville
500,000.00. Listing 2087421

100 Jefferson Street Taylorsville
1,500,000.00. Listing 2087254

PLEASE CALL 477-6561 FOR MORE INFORMATION

RECENTLY SOLD PROPERTIES

May 2013
401 W. 10th St. Taylorsville, KY

May 2013
1001 W. 10th St. Taylorsville, KY

May 2013
1001 W. 10th St. Taylorsville, KY

June 2013
2112 Grays Run Rd. Taylorsville, KY

June 2013
2112 Grays Run Rd. Taylorsville, KY

July 2013
2112 Grays Run Rd. Taylorsville, KY

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
SECOND PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
THIRD PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
HONORABLE MENTION: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
SECOND PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins
THIRD PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins

**CATEGORY 20 - HOLIDAY GREETING ADS
AND GENERAL/MISCELLANEOUS**

FIRST PLACE: The Spencer Magnet, Lynette Mason - *A fun contest that would seem to improve readership.*
SECOND PLACE: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins
THIRD PLACE: The LaRue County Herald News, Staff

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Fabulous design and use of color. Ad states exactly what the business does.*
SECOND PLACE: Adair County Community Voice, Mindy Yarberry

The Spencer Magnet presents
POLITICAL DEBATES
SATURDAY, OCT. 18, 6 - 9:30 P.M.
(DOORS OPEN AT 5:30)
'SPENCER COUNTY EXTENSION BUILDING
100 OAK TREE WAY, TAYLORSVILLE
CANDIDATES FOR STATE REPRESENTATIVE
KENT
STEVENS
DEBATES
JAMES A.
TIPTON
6:00 - 6:55 P.M.
SPENCER COUNTY SHERIFF'S RACE
STEVE
COULTER
DEBATES
BUDDY
STUMP
7:00 - 7:55 P.M.
CANDIDATES FOR SPENCER COUNTY JUDGE EXECUTIVE
WOODIE
CHEEK
DEBATES
JOHN
RILEY
8:00 - 8:55 P.M.
9:00 - 9:30 P.M. PRESENTATIONS FROM
CANDIDATES FOR SPENCER COUNTY CLERK
MICHELLE HOUSLEY
AND
LYNN HESSELBROCK
TAYLORSVILLE MASONIC LODGE PROVIDING HOT DOGS, CHIPS & DRINKS
(FOR DONATIONS ONLY). ALL PROCEEDS TO BENEFIT SPENCER COUNTY
BACKPACK BUDDIES.
RULES/FORMAT: CANDIDATES WILL NOT BE GIVEN QUESTIONS PRIOR TO
DEBATE. RANDOM QUESTIONS DRAWN FROM SUBMISSIONS AT EVENT WILL BE
ASKED IN EACH DEBATE. THE SPENCER MAGNET IS THE SOLE SPONSOR OF THE
EVENT. MODERATED AND PRESENTED BY SPENCER MAGNET STAFF MEMBERS.
*The Spencer County Cooperative Extension Service as an organization does not endorse any candidate appearing in the debates. Our facilities are being used for educational purposes only.

**CATEGORY 22 -
SPECIAL EVENTS**

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
SECOND PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland
THIRD PLACE: The LaRue County Herald News, Staff
HONORABLE MENTION: Cynthiana Democrat, Suzie LaCore, Patricia Jenkins

**CATEGORY 23 -
CREATIVE USE OF THE
NEWSPAPER/NEWSPAPER
PROMOTION**

FIRST PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Good graphic representation of "We've Got it Covered."*
SECOND PLACE: Adair County Community Voice, Mindy Yarberry - *Clever graphics illustrating the theme. Woman on right hand side of ad needs something to anchor her - she is a legless torso floating in space. Full body would be better.*

THIRD PLACE: The Spencer Magnet, Lynette Mason, Jeff Sopland - *Clear communication of what EZ Pay is about.*

CATEGORY 24 - BEST ONLINE/DIGITAL AD

No entries

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES

No entries



CATEGORY 1 - DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Jessie Weis - *Nice use of outlines and graphics. Ad not too busy with space where it is needed.*
SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Jessie Weis - *Eyes drawn to the Black Friday graphic, nice use of reverse boxes.*
THIRD PLACE: The McCreary County Voice, Suzanna Martinez - *Separation of the products is great! Lots to advertise and show, nicely assembled. Majority of the descriptions are in all capital letters, 4 are in upper/lower case ... consistency is always a nice touch. All caps are difficult to read. All in all, nice ad.*
HONORABLE MENTION: The McCreary County Voice, Suzanna Martinez - *Clean ad, designed nicely. Awkward space under "Watches 45% OFF (DISCOUNT)" that could have had some improvement.*

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Creative use of font / headline. Good organization of copy/content.*
SECOND PLACE: The McCreary County Voice, Suzanna Martinez - *Unique use of border with messaging good organization of content.*
THIRD PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Creative layout and usage of graphics/artwork good organization of content.*
HONORABLE MENTION: The Lebanon Enterprise, Kim Hupman, Jessie Weis - *Creative and fun cartoon graphics. Text could have been better organized for quicker read.*

CATEGORY 3 - HARDWARE/APPLIANCE STORES

FIRST PLACE: The McCreary County Voice, Suzanna Martinez - *Often it is difficult for a hardware store to show an ad that has strong female appeal. This ad was really "classy" clearly creating an impression of what women could expect from the event.*
SECOND PLACE: The McCreary County Voice, Suzanna Martinez - *This ad showed a great variety of gifts and price points. Easy for the reader to take action and shop at Parts City for gifts for "him."*
THIRD PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Fun graphics -- good use of space in this ad.*

CATEGORY 4 - FINANCIAL

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Creative use of white space. The rest of the page design detracted somewhat from the ad, but overall excellent.*

SECOND PLACE: The McCreary County Voice, Suzanna Martinez - *Great lead photo, and busy without being too busy.*

THIRD PLACE: The Lebanon Enterprise, Kim Hupman, Eva Jo Nugent



CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

SECOND PLACE: Hart County News Herald, Heather Kidd

THIRD PLACE: The McCreary County Voice, Suzanna Martinez

HONORABLE MENTION: Hart County News Herald, Heather Kidd

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: Barren County Progress, Marty Dowell - *This ad effectively dominates the page with its in-your-face "BEER" message. And now I'm thirsty.*

SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Eva Jo Nugent - *I like the concept and appearance of this ad. Its only drawback is the multitude of punctuation errors. Help! Is there an editor in the house?!*

THIRD PLACE: Barren County Progress, Becky Jones

CATEGORY 7 - FURNITURE

FIRST PLACE: The McCreary County Voice, Suzanna Martinez

SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

THIRD PLACE: The McCreary County Voice, Suzanna Martinez

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Barren County Progress, Heather Kidd - *Nice, easy to read, focused real estate ad*

SECOND PLACE: Hart County News Herald, Heather Kidd

THIRD PLACE: Hart County News Herald, Becky Jones

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Jessie Weis

SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

THIRD PLACE: Salyersville Independent, Erin Conley

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: The McCreary County Voice, Suzanna Martinez - *Very clean looking feature that's appealing to the eye. Yet each restaurant that's featured in an ad is distinctive. These pages are sometimes cluttered and visually distracting but this one rises above the norm.*

SECOND PLACE: The Mountain Advocate, Charles Myrick, Maria Swafford - *This is a great idea which more newspapers should steal from you. The feature looks clean and is "appetizing" visually.*

THIRD PLACE: Hart County News Herald, Becky Jones - *By placing individual ads at the top of the page, as well as at the sides and at the bottom of the center feature, you have avoided burying advertisers at the bottom of the page. Great arrangement idea.*

HONORABLE MENTION: The Lebanon Enterprise, Kim Hupman, Mary May, Eva Jo Nugent - *Great feature that all newspapers should be doing. The use of four color helps the individual ads stand out.*

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Salyersville Independent, Erin Conley

SECOND PLACE: Hart County News Herald, Becky Jones

THIRD PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: The McCreary County Voice, Suzanna Martinez

SECOND PLACE: Salyersville Independent, Erin Conley

THIRD PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: The Lebanon Enterprise, Staff - *Really enjoyed this concept. I suspect the section has very high readership.*

SECOND PLACE: Barren County Progress, Staff - *Great photos!*

THIRD PLACE: The McCreary County Voice, Suzanna Martinez, Emily Stephens

HONORABLE MENTION: The McCreary County Voice, Suzanna Martinez, Emily Stephens

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Love the look of this ad. Makes me want to go there.*

SECOND PLACE: The McCreary County Voice, Suzanna Martinez, Emily Stephens - *Nice design of a group ad with just enough editorial content.*

THIRD PLACE: The McCreary County Voice, Suzanna Martinez, Emily Stephens - *Nice design with different ad sizes for this group ad.*

HONORABLE MENTION: The McCreary County Voice, Suzanna Martinez - *Interesting design with sponsors for this event. Love the outdoor pictures.*



JOBE FOR KENTUCKY
www.jobeforkentucky.com

Education

There are currently three enormous issues that threaten the future success of Kentucky's public education system: a seriously underfunded teacher retirement system, dozens of unfunded mandates and current prevailing wage laws, and Common Core standards.

THE NATION'S 2ND MOST UNDERFUNDED TEACHER RETIREMENT SYSTEM: Kentucky's teachers must wait the challenge of addressing the terribly underfunded Kentucky Teachers Retirement System. Over generously funded, \$785 stands to have an unfunded liability of \$2.2 billion next year. This year alone has the potential to cripple our state if pension measures are not taken. The only way to correct this situation without burdening our citizens with increased taxes is to grow Kentucky's economy.

My top priority as a legislator is to grow Kentucky's economy. We must make our state as attractive to prospective industries by adopting proven policies similar to Tennessee, Indiana, and Texas. If we will embrace positive change, Kentucky can enjoy economic growth and prosperity. By doing so, we can honor the commitments made to our hard-working, dedicated educators and our government professionals.

My opponent is endorsed by organized labor unions and their far-reaching influence. He has made it known that he will not support anything that will lessen the struggle that they have on our state.

UNFUNDED MANDATES AND PREVAILING WAGE REQUIREMENTS: Dozens of unfunded mandates enacted by the Kentucky General Assembly continue to place an enormous financial strain on them as they work to carefully manage their resources. Similarly, Kentucky's current prevailing wage laws increase the cost of every construction project undertaken by our public schools and other government-funded entities. I am confident that our local educators, elected school board members, and our local businesses can and would make sound decisions that credit our tens of thousands of dollars regarding local building projects.

My opponent says he will not support the removal of prevailing wage requirements, because he feels it is needed to ensure quality work.

COMMON CORE IS POSSIBLY THE "TROJAN HORSE" IN KENTUCKY: In all of my years of writing editorials, there is not an issue that has brought more responses from readers throughout the state than my recent editorial about Common Core standards in our public schools. Like other parents, as well as taxpayers, I am greatly concerned about the elimination of basic educational standards in favor of a "one size fits all" approach to educating our children.

I firmly believe that no single person should decide how all of our children should be educated. Yet, this is exactly what has happened under my opponent's years in office. As chairman of the powerful Administrative Super-Super Review Subcommittee, John Bell reported our Governor's order to make Kentucky the first state to adopt the Common Core standards which had not even been completed. Rather than bringing such an important matter to the floor of the General Assembly, my opponent chose to "pass" on key votes which could have forced a thorough review before thrusting an untested program on every school district and every school student in Kentucky. Similar steps were taken to enact the Affordable Care Act (commonly known as Obamacare) with no regard for the financial burden we now know will approach \$500 billion.

I will be completely clear about my pledge to the voters of the 2nd District regarding education.

I will support and/or introduce legislation to implement proven policies to attract large companies. We can use the resulting growth in revenue to protect our retired educators and honor the promises made to all teachers.

I will support and/or introduce legislation to return control of decision-making, including curriculum content and budgeting our tax dollars to local officials. This will include removing prevailing wage requirements, stripping unfunded mandates, and ending Common Core standards as we know them today.

I am asking for your vote to help protect all of our families. We have no future without a strong educational system that ensures critical education and higher education opportunities. The only way our state can be reformed is to embrace positive change that includes protecting and enhancing our educational system.

Paid for by Jobe for Kentucky, John M. "Tag" Taylor III, Treasurer

CATEGORY 15 - POLITICAL ADVERTISING

FIRST PLACE: Barren County Progress, Michelle Rowe

CATEGORY 16 - AGRICULTURE/LAWN AND GARDEN

FIRST PLACE: The McCreary County Voice, Suzanna Martinez - Clean layout considering the number of different elements that had to be incorporated.

SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Eva Jo Nugent - *Headline causes prospective clients to consider the question, and perhaps to take action. A graphic that shows a downed tree doing damage might have strengthened the ad.*

CATEGORY 17 - PREPRINTS/SPECIAL PUBLICATIONS

CERTIFICATE OF MERIT: The Mountain Advocate, Charles Myrick, Wanda Blevins

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Eva Jo Nugent - *I love this ad, it really conveyed the "Spring" message!!! It made me want to go find flowers to plant, even do some spring cleaning ... I'm judging this a week before Thanksgiving in northern Montana!! Nice use of the green, loved the thumbtacks too on the cork board background. Normally I would mention the skewed picture frames, but in this ad they work. Nice touch with the drop shadows too.*

SECOND PLACE: Barren County Progress, Becky Jones - *First look at this ad and you have a warm feeling. Normally, an ad written with the 'article' copy will loose the reader, but this one with the warm colors, you want to stop and read. Nice design on the 'Kali & Jared' and the 'Open House Celebration' portion. Add that with the nice light color, nicely done!*

THIRD PLACE: The McCreary County Voice, Suzanna Martinez - *Nice design, ad has good flow. Nice use of actual logos for Tracfone, etc. Like the way they have been "boxed" to separate from balance of the ad.*

HONORABLE MENTION: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Little ad, big punch and prime placement for the advertiser.*

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: The McCreary County Voice, Suzanna Martinez - *Best creative execution in category.*

CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/MISCELLANEOUS

FIRST PLACE: The McCreary County Voice, Suzanna Martinez - *This is a great example of a Holiday Greeting ad done right. The message is clear and addresses a lot of people within the school district. Really nice use of the art.*

SECOND PLACE: Barren County Progress, Heather Kidd - *Great ad combining two businesses. Clean graphics and fonts. Nice use of color in the ads. This ad looks like it generated great results for the advertisers.*

THIRD PLACE: Barren County Progress, Becky Jones - *This is exactly the type of ad that belongs in a community newspaper. The designer did a great job of creating a great memory for this couple.*

HONORABLE MENTION: The McCreary County Voice, Suzanna Martinez

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

THIRD PLACE: The McCreary County Voice, Suzanna Martinez

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: Barren County Progress, Heather Kidd - *Information is well organized easy to digest.*

SECOND PLACE: Salyersville Independent, Erin Conley - *Well organized. Flows. Effective for a male demo looking for inexpensive date option. It screams "we have your valentine's date covered," just what every last-minute procrastinating boy friend is looking for, especially with the relief that comes with the term "reservations not required." Gal: "did you get a reservation" Guy: "yes babe"*

THIRD PLACE: Barren County Progress, Heather Kidd - *Missing RSVP information.*

HONORABLE MENTION: The Lebanon Enterprise, Kim Hupman, Dave Hagan - *Location? Website?*

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/NEWSPAPER PROMOTION

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Katie Broyles - *Big, bold, colorful, eye catching. I like it.*

SECOND PLACE: The McCreary County Voice, Suzanna Martinez - *A nice mix of color and black and white.*

THIRD PLACE: The Lebanon Enterprise, Kim Hupman, Katie Broyles - *Good graphics. Made me look.*

HONORABLE MENTION: The McCreary County Voice, Suzanna Martinez

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

SECOND PLACE: The Lebanon Enterprise, Kim Hupman, Dave Hagan

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES

No entries



MULTI-WEEKLY

CATEGORY 1 - DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs - *Best use of space and layout in the category, smaller size ad with effective use of graphics...would have liked brighter color, online file is faded pinkish red...message clearly relayed with obvious call to action*

SECOND PLACE: The Times Leader, Sherry McGregor - *Good use of color, graphics and horizontal layout/position...open house, local business message is clear, although a lot going on.*

START THE NEW YEAR OUT RIGHT WITH A NEW FORD!
NO PAYMENTS FOR 90 DAYS!!
2015

2015 GMC SIERRA	2015 Ford F-350 4X4 LARIAT	2011 Ford F-150 4X4	2010 Ford F-350 LARIAT DRW	2013 Ford F150 4X4
\$13,995	\$26,995	\$28,995	\$38,995	\$28,495
2015 Ford F-150 XLT	2015 Ford F-350 KING RANCH	2009 Nissan MURANO	2012 Jeep GRAND CHEROKEE	2011 Chevy EQUINOX
\$8,495	\$49,995	\$16,995	\$24,995	\$16,495
2013 Ford ESCAPE SEL	2011 Ford FLEX TITANIUM	2013 Lincoln MKX	2012 Ford ESCAPE XLT	2014 Ford FUSION
\$18,995	\$19,995	\$26,995	\$19,591	\$17,995
2012 Ford FUSION	2013 KIA OPTIMA	2011 Nissan ALTIMA	2012 Ford FOCUS	2011 Ford FIESTA SES
\$15,995	\$16,984	\$15,995	\$15,995	\$12,435

720 MT. EDEN ROAD • SHELBYVILLE, KY
1 MILE NORTH OF I-64 ON ROUTE 53
502-633-4535
www.OBrienFord.com

clean, great placement. Nice choice of accent color, really brings the eye to the blue portions of the photo. Nice touch to make sure the photo is straight in the ad, really creates a finished touch.

SECOND PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs - *Love this ad, nicely assembled within the article, enjoyed the cutout option. One tiny suggestion, bringing a white border around the edge of the pictures in the circle would have been a nice touch. Lots going on in that circle, some separation would have been great! All in all, this ad works!*

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: The Sentinel-News, Mary Ann Harp - *Very attractive ad. Good headline with reason to buy. I like the "Best of Shelby County" button. Attracts attention, well placed. Nice, clean design.*

SECOND PLACE: The Times Leader, Sherry McGregor - *This is an exceptional small space ad. Very quickly and easily shows the reader what the problem is, what the solution is, and where to go to get the solution. Nicely done.*

THIRD PLACE: Appalachian News-Express, Jamie Beckett, Staff - *Nice, clean ad design. Large car photos attract attention. Coupon size and placement good.*

CATEGORY 3 - HARDWARE/APPLIANCE STORES

FIRST PLACE: Appalachian News-Express, Jamie Beckett, Gina Ferguson - *Love this ad,*

FIRST PLACE: The Sentinel-News, Mary Ann Harp, Victoria Schreiner - *Nice assembly of this ad, balance is great, reverse printing used in moderation and enough to keep the reader in the ad. Sunshine is cute and really helps draw the eye to the yellow in the top block. Nice to see the use of the yellow rather than the red, easier on the eye and very attractive!*
HONORABLE MENTION: The Sentinel-News, Mary Ann Harp, Victoria Schreiner - *Lovely black and white ad, enjoyed the simplicity. Only thing I would suggest would be to take the extra moment and cut out the paint buckets to be consistent. Nice use of the reverse block of text. Balances well.*

CATEGORY 4 - FINANCIAL

FIRST PLACE: The Kentucky Standard, Donna Wilhite, Madeline Downs - *Clean design. Good use of photography. Good organization of messaging.*

SECOND PLACE: The Times Leader, Sherry McGregor - *Ad accomplished the fun light hearted request of the client and conveyed this in the layout, use of artwork and messaging.*

THIRD PLACE: The Times Leader, Sherry McGregor - *Clean Ad Clean Message Easy Take Away*

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Appalachian News-Express, Jamie Beckett, Gina Ferguson - *Strong graphics. Offer at the top of the page. This is exactly the type of ad that gets results for the advertiser.*

SECOND PLACE: The Kentucky Standard, Kim Hupman, Lizzy Haydon - *How fun is this ad?! Makes you want to call them right up to have a pool installed in your backyard. Good call to action with the open house and the new location was clearly addressed in the ad.*

THIRD PLACE: Appalachian News-Express, Jamie Beckett, Staff - *While the ad used a logo for the headline, the graphics and layout were powerful. I especially liked how the coverage area was shown in the ad. Testimonials and quotes are always great.*

HONORABLE MENTION: Appalachian News-Express, Jamie Beckett, Gina Ferguson - *This ad was laid out well. This would actually work for a variety of business types that wanted to have multiple pictures in the ad. Nice use of font sizes in the ad also.*

Dreams Grow Here

Town & Country Bank and Trust Co.

Have you been dreaming of a new home, a new car, or taking that next step to start your own business?

At Town & Country Bank and Trust Co. we work to make your dreams a reality with various home loan and personal loan options as well as business loans. Our knowledgeable lenders have over 200 years of combined experience to make the loan process easy. Because we are a community bank decisions are made locally which means getting you into your dream home or car faster than our competitors.

Our bank has helped your family and neighbors realize their dreams for over 107 years and we are ready to help you too! Stop by any of our convenient banking centers today and talk with our friendly staff to get started.

 BRYAN WINKLER President/CEO	 DOREEN WALLACE VP/Community Development	 GREGORY FROST VP/Community Development	 THERESA MURRELL VP/Community Development
 CINDY SANDERS VP/Community Development	 BETH WILLETT VP/Community Development	 PAUL BALL VP/Community Development	 TERRY MARTINDALE VP/Community Development
 TERICA ICE VP/Community Development	 APRIL BUCHANAN VP/Community Development		

Town & Country Bank and Trust Co.

Head Office: 200 North Third St., Nashville, TN 37203
Toll-Free: 1-877-813-3282
www.mytcbt.com

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: The Times Leader, Sherry McGregor

SECOND PLACE: The Kentucky Standard, Laura Calvert Smith, Randi Mouser

THIRD PLACE: The Times Leader, Sherry McGregor

HONORABLE MENTION: The Kentucky Standard, Kim Hupman, Randi Mouser

CATEGORY 7 - FURNITURE

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Randi Mouser
- Very clean. Great design. Not too busy. Simple. Nice work.

SECOND PLACE: Appalachian News-Express, Jamie Beckett, Waylon Nelson
- Very clean, refreshing. Surrounded by ads with too much text, this stands out and catches my eye.

THIRD PLACE: The Sentinel-News, Mary Ann Harp
- Great take on Halloween theme. Great use of space, not too busy.

HONORABLE MENTION: The Times Leader, Sherry McGregor
- Very cool concept. The photoshop is too much. Would have wanted to see actual photo from client.

CATEGORY 8 - REAL ESTATE

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs
- The ad heading is effective, the ad is clean and uncluttered.

SECOND PLACE: The Sentinel-News, Todd Stephenson
- Big, bold, beautiful, well done!

THIRD PLACE: The Kentucky Standard, Laura Calvert Smith, Lizzy Haydon
- The "mother-son" theme conveys long-term trust and reliability.

HONORABLE MENTION: The Sentinel-News, Todd Stephenson, Kelli Borders
- A nice, big, clean, attractive, readable ad.

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: The Times Leader, Sherry McGregor

SECOND PLACE: The Times Leader, Sherry McGregor

THIRD PLACE: Appalachian News-Express, Jamie Beckett, Gina Ferguson

HONORABLE MENTION: Appalachian News-Express, Jamie Beckett, Amanda Reed

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Sales Staff
- A well designed user friendly ad.

SECOND PLACE: The Kentucky Standard, Laura Calvert Smith, Sales Staff

THIRD PLACE: The Times Leader, Sherry McGregor

HONORABLE MENTION: Appalachian News-Express, Melissa Blair, Jamie Beckett, Staff

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: The Sentinel-News, Todd Stephenson, Victoria Schreiner

SECOND PLACE: Appalachian News-Express, Jamie Beckett, Peggy Bailey

THIRD PLACE: The Times Leader, Sherry McGregor

HONORABLE MENTION: The Kentucky Standard, Laura Calvert Smith, Lizzy Haydon

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: The Times Leader, Sherry McGregor
- When the ad appeared on my screen I thought, "Wow!" You definitely got the point about alcoholic beverages being served at Los Agaves with yellow type on the reverse burst and the photos of mixed drinks and beer. Very nice job!

SECOND PLACE: The Times Leader, Sherry McGregor
- Very tasteful layout with photos that give the reader this is a quality place for all kinds of events. This ad could have been cluttered with as many photos as you used, but you avoided that.

THIRD PLACE: The Times Leader, Sherry McGregor
- The way you placed the photos of the staff brought lots of attention to them and that was your main mission. The design of the rest of the ad is tasteful.

HONORABLE MENTION: Appalachian News-Express, Jamie Beckett, Amanda Reed
- The bold letters in the unique font made this an ad that can't escape the reader's attention. The cartoon Cupid with the arrow in his back is also something that would appeal to young singles.

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Appalachian News-Express, Tracie Vanderbeck, Jamie Beckett, Staff

SECOND PLACE: The Kentucky Standard, Donna Wilhite, Sales Staff

THIRD PLACE: The Sentinel-News, Staff

HONORABLE MENTION: The Times Leader, Sherry McGregor

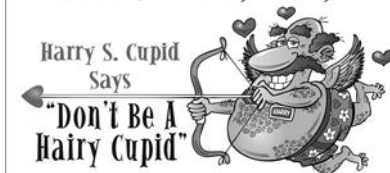
CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs

SECOND PLACE: The Sentinel-News, Mary Ann Harp

THIRD PLACE: The Kentucky Standard, Laura Calvert Smith, Randi Mouser

Darrin J. Violi, DMD, PSC



Laser hair removal gives you peace of mind all the time because unlike shaving or waxing, laser hair removal offers a permanent reduction in hair growth with smooth results that last and last! Schedule Your FREE Consultation Today!

Take advantage of this Valentine's Day Special to be "Bikini Ready" all year long!"

Buy a Bikini Package Get the underarm package FREE.

Good through March 31

Act now to be ready for summer.

Competitive pricing!

We'll match any competitors coupon (Excluding Groupon)



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Sun Damage and Age Spot Removal
Permanent Hair Reduction • Photorejuvenation
Stretch Mark and Scar Reduction
Treatment of Rosacea • Removal of Facial Veins
All laser procedures performed by a registered nurse on site.

www.violioralsurgery.com

320 Boone Station Rd., Suite A
Shelbyville, KY, 40065

(Across from Kroger next to Chism's Hardware)

(502) 633-4828

CATEGORY 15 - POLITICAL ADVERTISING

FIRST PLACE: The Kentucky Standard, Donna Wilhite, Randi Mouser - *Like the colors, message and design.*

SECOND PLACE: The Times Leader, Sherry McGregor

THIRD PLACE: The Sentinel-News, Todd Stephenson

CATEGORY 16 - AGRICULTURE/LAWN AND GARDEN

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Randi Mouser - *Fabulous design and use of photos and color.*

SECOND PLACE: The Sentinel-News, Mary Ann Harp - *Nice design and use of photos.*

THIRD PLACE: The Sentinel-News, Mary Ann Harp - *Clean layout with great use of photos for the orchard.*

HONORABLE MENTION: The Times Leader, Sherry McGregor - *Love the creativity in the art at the top.*

CATEGORY 17- PREPRINTS/SPECIAL PUBLICATIONS

CERTIFICATE OF MERIT: The Kentucky Standard, Donna Wilhite, Sales Staff

CATEGORY 18 - BEST USE OF COLOR



FIRST PLACE: The Times Leader, Sherry McGregor

SECOND PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs

THIRD PLACE: Appalachian News-Express, Jamie Beckett, Lisa Moore

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: The Times Leader, Sherry McGregor - *Excellent campaign. The before and after shots are great. Nice work.*

SECOND PLACE: The Sentinel-News, Mary Ann Harp, Victoria Schreiner - *This is a really clever series of ads. Utilizing the central graphic with ties to particular products is attention compelling and effective.*

THIRD PLACE: The Times Leader, Sherry McGregor - *Very unique approach to a campaign ad. Conveys a positive message for a job not always viewed as positive. Great approach to making a candidate really stand out.*

CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/MISCELLANEOUS

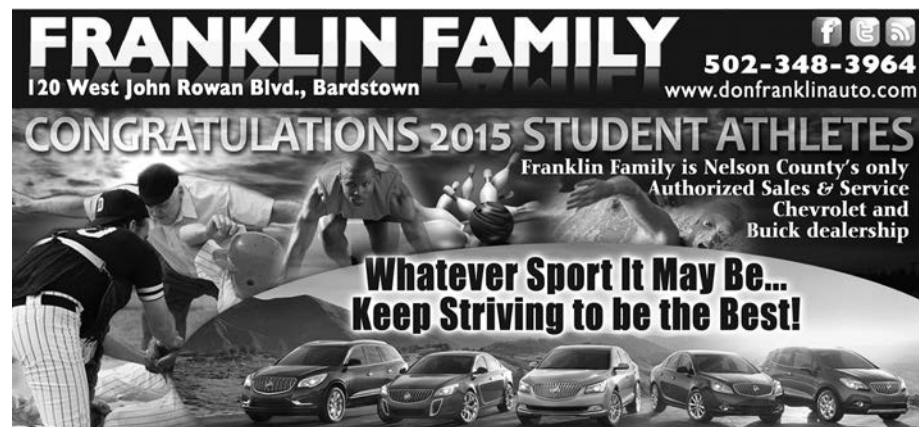
FIRST PLACE: The Times Leader, Sherry McGregor - *Clean ad, very reader friendly too! It keeps you in the ad until you're done reading it. Nice choice of fonts and colors. Well done!*

SECOND PLACE: The Kentucky Standard, Donna Wilhite, Madeline Downs - *Lots in this ad, but nicely assembled. Enjoyed the small outer glow in the top logos. Ad has good flow and choice of fonts is easy to read.*

THIRD PLACE: The Kentucky Standard, Laura Calvert Smith, Randi Mouser - *Nice combination of graphics and love the faces in the Christmas ball idea.*

HONORABLE MENTION: The Times Leader, Sherry McGregor - *Love the thought behind the new logo and Santa. If I might suggest, try finding a better "match" on the background graphics with the reindeer, sleigh and snowflakes with the swirls. To my eye, they seem to be fighting each other, which makes my eye bounce around and I loose interest.*

CATEGORY 21 - SPORTING GOODS/ATHLETICS



FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs - *Great use of photography in space.*

SECOND PLACE: The Kentucky Standard, Laura Calvert Smith, Madeline Downs - *Great use of space organizing visuals and photography with content.*

THIRD PLACE: The Sentinel-News, Mary Ann Harp - *Good use of images with volume of content to convey overall ad message.*

HONORABLE MENTION: The Times Leader, Sherry McGregor - *Great creative concept*

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: Appalachian News-Express, Jamie Beckett, Melissa Blair - *Who wouldn't want an autograph when you see how this guy plays basketball?*

SECOND PLACE: The Sentinel-News, Mary Ann Harp - *This ad does a great job of showing all of the events at the fair in a clear fashion. Readers are able to see there is a lot to do at the event.*

THIRD PLACE: The Kentucky Standard, Laura Calvert Smith, Staff - *Nice wrap for the event that seemed to generate strong advertising support from various businesses.*

HONORABLE MENTION: The Sentinel-News, Todd Stephenson - *Fun ad for the birthday celebration of a local furry "celebrity!"*

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/NEWSPAPER PROMOTION

FIRST PLACE: The Kentucky Standard, Laura Calvert Smith, Jamie Sizemore

SECOND PLACE: Appalachian News-Express, Jamie Beckett, Jeff Vanderbeck

THIRD PLACE: The Kentucky Standard, Donna Wilhite, Jamie Sizemore

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: The Sentinel-News, Todd Stephenson - *Good mix of static vs. dynamic graphics.*

SECOND PLACE: The Morehead News, Nathan Hall

THIRD PLACE: The Sentinel-News, Todd Stephenson - *The "find your next..." copy is redundant.*

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES

No entries



CATEGORY 1 - DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: Commonwealth Journal, Mary Ann Flynn, Tammy Martin - *Good use of graphic artwork and visuals of product.*

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: Commonwealth Journal, Mary Ann Flynn, Pam Popplewell - *This ad conveys quite a celebration for this car dealer. The discounts and interest rates are clearly displayed and the showcase of 50 years of cars at the bottom of the ad is really creative.*

SECOND PLACE: Commonwealth Journal, Craig Wesley, Tammy Martin - *While the ad has a lot going on, the designer did a great job of making the ad easy to read and follow down the page. The \$99 was used cohesively in ad pulling all of the elements together.*

THIRD PLACE: The Times-Tribune, Ruth Rose, James Marcum - *Great ad concept that can be used for multiple months during football season.*

HONORABLE MENTION: Commonwealth Journal, Mary Ann Flynn, Pam Popplewell - *The color scheme on this ad was great for a luxury auto dealer. The ad is clean and with all of the details shown so clearly in the ad the consumer knows in advance what to expect in their new car.*

CATEGORY 3 - HARDWARE/APPLIANCE STORES

No entries

CATEGORY 4 - FINANCIAL

FIRST PLACE: The Gleaner, Cheryl Trice, Ruth Ann Risley - *Excellent community tie in. Typically don't like that many faces in an advertisement, but it worked her. Nice job.*

SECOND PLACE: Commonwealth Journal, Mary Ann Flynn, Pam Popplewell

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Commonwealth Journal, Mike McCollom, Tony Adkins

SECOND PLACE: Commonwealth Journal, Craig Wesley, Tammy Martin - *Effective, simple.*

THIRD PLACE: Commonwealth Journal, Amanda McIntosh, Tammy Martin - *Too much text.*

HONORABLE MENTION: Commonwealth Journal, Mike McCollom, Tammy Martin - *With this much real estate I would expect a cleaner, more dynamic design.*

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: The State Journal, Meri Latek - *The grinning woman in the photo won this ad its first-place spot. In my opinion, a good photo such as this one always creates positive personality for the advertiser, and makes readers feel as if they will enjoy going there.*

SECOND PLACE: The State Journal, Meri Latek - *Size matters! Clean layout, bold graphics, "Big Blue" color scheme-all of these work best in a full-page ad.*

THIRD PLACE: The Times-Tribune, Lisa Harrison, Suzanna Stephens - *I'm sure the drinkers among The Times-Tribune's readers studied this ad as closely as I did. (As an aside, Kentucky's liquor prices are much lower than in Montana. We pay \$35 for Crown Royal and Jack Daniels, and \$45 for Grey Goose.)*

CATEGORY 7 - FURNITURE

FIRST PLACE: The Times-Tribune, Ruth Rose, Suzanna Stephens

SECOND PLACE: Commonwealth Journal, Kraig Price, Pam Popplewell

THIRD PLACE: Commonwealth Journal, Mary Ann Flynn, Tony Adkins

HONORABLE MENTION: Commonwealth Journal, Mike McCollom, Tammy Martin

CATEGORY 8 - REAL ESTATE

CERTIFICATE OF MERIT: Commonwealth Journal, Mike McCollom, Tammy Martin

CATEGORY 9 - CLOTHING STORE

CERTIFICATE OF MERIT: Commonwealth Journal, Mary Ann Flynn, Tony Adkins

You are invited to attend our
CHRISTMAS SALE
4 HOURS ONLY Friday, December 12
3:00 pm - 7:00 pm
GIBSON'S MUSIC

Fender Guitars and amps
50% off
Deering Banjos **50% off**
Select Digital Pianos
40% off
Select Guitars and
Mandolins **30% off**

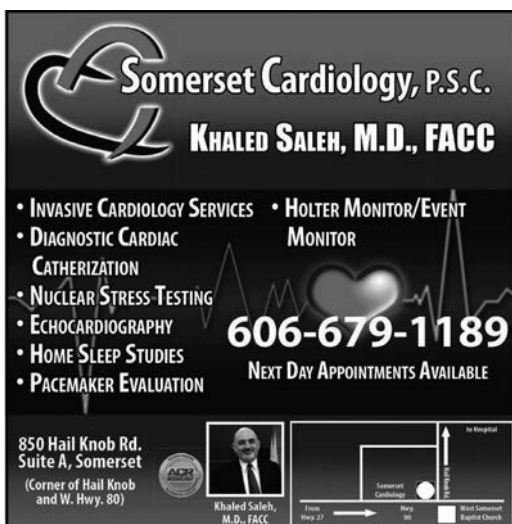
Terms of Sale: We accept cash and major credit cards. No trade in or layaway on sale merchandise. No special orders; in stock merchandise only, and all sales are final.

GIBSON'S MUSIC
112 S Main Street
Corbin, KY 40701
606-528-1354

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: Commonwealth Journal, Staff - *A nice balance of informative ads with relevant content.*

SECOND PLACE: Commonwealth Journal, Staff



CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Commonwealth Journal, Amanda McIntosh, Pam Popplewell

SECOND PLACE: The Times-Tribune, Lisa Harrison, Suzanna Stephens

THIRD PLACE: Commonwealth Journal, Mike Hornback, Pam Popplewell

HONORABLE MENTION: Commonwealth Journal, Craig Wesley, Tammy Martin

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: The Gleaner, Nancy Hamilton, Ruth Ann Risley - *Sharp photos and a tasteful ad design make this place look inviting for an overnight stay or the place to have a banquet. Nice job!*

SECOND PLACE: Commonwealth Journal, Mike Hornback, Pam Popplewell - *The distinctive border and the fork and spoon in the center of the ad leave no doubt as to the fact this is a restaurant ad. Good heading as well.*

THIRD PLACE: Commonwealth Journal, Mary Ann Flynn, Tammy Martin - *Tasteful ad layout. The heading doesn't say "dining." You might have made the heading, "Dinner with a view."*

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: The Times-Tribune, Lisa Harrison, Ruth Rose, Rebecca Conn

SECOND PLACE: The Times-Tribune, Rhonda Lawson, Trish Humphrey, Rebecca Conn

THIRD PLACE: Harlan Daily Enterprise, Curtis Wylene Miniard

HONORABLE MENTION: The Times-Tribune, Rhonda Lawson, Trish Humphrey, Rebecca Conn, Brad Hall

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: The Times-Tribune, Ruth Rose, Suzanna Stephens

SECOND PLACE: The Gleaner, Staff

THIRD PLACE: Commonwealth Journal, Staff

CATEGORY 15 - POLITICAL ADVERTISING

FIRST PLACE: Commonwealth Journal, Kathy Lee, Tammy Martin - *A very organized message. The layout really guides the reader through the priorities. Nice work.*

SECOND PLACE: Commonwealth Journal, Kathy Lee, Tammy Martin

THIRD PLACE: Commonwealth Journal, Kathy Lee, Tammy Martin

CATEGORY 16 - AGRICULTURE/LAWN AND GARDEN

FIRST PLACE: Commonwealth Journal, Janie Gumm-Wright, Tammy Martin - *The photos used and list of what I can find at Todd's Greenhouse makes me want to shop there.*

SECOND PLACE: Commonwealth Journal, Amanda McIntosh, Pam Popplewell - *Great use of color and content placement. Logo really catches the eye.*

THIRD PLACE: Commonwealth Journal, Amanda McIntosh, Tammy Martin

CATEGORY 17- PREPRINTS/SPECIAL PUBLICATIONS

FIRST PLACE: The Times-Tribune, Staff

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Commonwealth Journal, Mary Ann Flynn, Pam Popplewell- *Nice job on keeping the red, white and blue the dominant colors in this ad. Ad is well laid out and not overly busy.*

SECOND PLACE: The Gleaner, Nancy Hamilton, Ruth Ann Risley - *Graphics do convey the message, but I believe a strong headline might have improved the overall effectiveness of the ad. Though recognition of the store is achieved, there is no call for action.*

THIRD PLACE: Commonwealth Journal, Mary Ann Flynn, Pam Popplewell - *Background color promotes awareness of Breast Cancer Awareness month. Logo should always be placed at the bottom of an ad.*

CATEGORY 19 - BEST AD SERIES

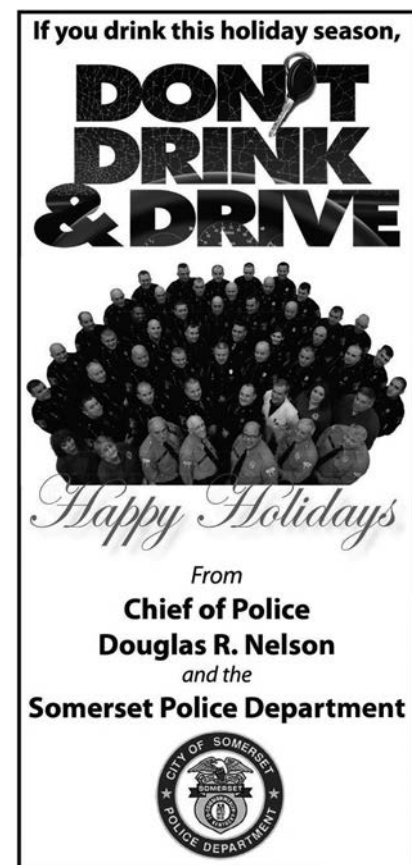
CERTIFICATE OF MERIT: The Times-Tribune, Julie Rea, James Marcum

CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/ MISCELLANEOUS

FIRST PLACE: Commonwealth Journal, Mike Hornback, Pam Popplewell- *This one works! Nice use of the background in the type, love the picture, police department posed very nice, kudos to the officers, the photographer, and the ad designers!*

SECOND PLACE: Commonwealth Journal, Mike McCollom, Tammy Martin - *Real Estate ads, every designers "ughh" ... this one has been assembled nice though! I like how it has been put into sections.*

THIRD PLACE: Commonwealth Journal, Mike Hornback, Pam Popplewell - *If I could suggest a thinner typestyle for the lower text, this ad is lovely, but extremely difficult to read. Congratulations are in order to the Pulaski High School, what they have achieved is fabulous, the ad is hard to follow though and you lose the reader. A simple font change would benefit greatly!*





CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: Commonwealth Journal, Mike Hornback, Pam Popplewell - *Best use of artwork and messaging.*

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: The Times-Tribune, Lisa Harrison, Suzanna Stephens - *This ad proves that simplicity is sometimes best.*

SECOND PLACE: The Times-Tribune, Lisa Harrison, Suzanna Stephens - *The designer did a really great job showing what readers could expect from the laser show in this ad. The ad was laid out really well showcasing the activities.*

THIRD PLACE: Commonwealth Journal, Mary Ann Flynn, Tony Adkins - *Fun Graphic for the headline clearly indicates what the event is and who was invited. Nice ad all around.*

HONORABLE MENTION: The Times-Tribune, Ruth Rose, James Marcum - *Really fun ad using the right amount of fall graphics to promote this event. The fonts used were really great in this ad.*

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES

No entries



CATEGORY 1 - DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: The News-Enterprise, Sonya Foster - *Excellent use of size, color, and graphics. This ad stands out on the page.*

SECOND PLACE: The News-Enterprise, Sonya Foster - *Good use of color, as well as being somewhat appetizing.*

THIRD PLACE: The News-Enterprise, Jamie Barnes - *Nicely worded, clean layout. I would have put quotes around "I DO," but ad works well regardless.*

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: The News-Enterprise, Bill Mathers

SECOND PLACE: The News-Enterprise, Bill Mathers, Nancy Farmer

THIRD PLACE: The News-Enterprise, Bill Mathers

HONORABLE MENTION: The News-Enterprise, Jamie Barnes

CATEGORY 3 - HARDWARE/APPLIANCE STORES

FIRST PLACE: The News-Enterprise, Bill Mathers - *Nice images used on this clean and welcoming ad.*

SECOND PLACE: The News-Enterprise, Jamie Barnes, Sara Phelps

THIRD PLACE: The News-Enterprise, Jamie Barnes, Sara Phelps

CATEGORY 4 - FINANCIAL

FIRST PLACE: The News-Enterprise, Bill Mathers, Jennifer Simpson

SECOND PLACE: The News-Enterprise, Jamie Barnes

THIRD PLACE: The News-Enterprise, Bill Mathers, Cris Thomas

HONORABLE MENTION: The News-Enterprise, Bill Mathers, Cris Thomas

CATEGORY 23 - CREATIVE USE

OF THE NEWSPAPER/NEWSPAPER PROMOTION

FIRST PLACE: Commonwealth Journal, Kathy Lee, Pam Popplewell

SECOND PLACE: Commonwealth Journal, Kathy Lee, Pam Popplewell

THIRD PLACE: Commonwealth Journal, Staff

HONORABLE MENTION: Commonwealth Journal, Kathy Lee, Tammy Martin

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: The Gleaner, Cheryl Trice, Ruth Ann Risley - *Dynamic, fast moving images, are over rated. Contrary to popular belief, you do not need a new image every .5 seconds (although sometimes effective, not necessarily mandatory in digital). It is obvious you understand this and nailed it with a static image that gives viewers enough time to digest. This ad is well designed and has all the info one needs to click through. Well done.*

SECOND PLACE: Commonwealth Journal, Craig Wesley, Pam Popplewell - *Great mix of static vs. dynamic graphics. Keeps the eye on the cars.*

THIRD PLACE: Commonwealth Journal, Kraig Price, Pam Popplewell - *This ad would have won 1st in my eye if the images stayed static for just a little longer. Great first image with the arrow pointing down, but a viewer does not have enough time to digest the following slides. Also too much info.*

HONORABLE MENTION: The Gleaner, Shannon Royster, Ruth Ann Risley - *This looks like a print ad. Digital should drive clicks in order to find out more. You gave away too much info, viewer is already over it.*

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Courier-Journal, Demetrius Booker, Michelle Bair - *Best use of a dominant element in this category - a reverse. The silhouette of the worker ties in very well with reverse copy above.*

SECOND PLACE: The News-Enterprise, Bill Mathers, Cris Thomas - *Great dominant element. The reader has to read the ad to find out what's going on with the woman holding the two apples.*

THIRD PLACE: The News-Enterprise, Bill Mathers, Cris Thomas - *The reader is compelled to read what the models are saying. Great idea.*

CATEGORY 6 - FOOD AND ALCOHOL



FIRST PLACE: Lexington Herald-Leader, Cindy Reynolds

SECOND PLACE: Daily News, Terri Johnson

THIRD PLACE: The News-Enterprise, Jamie Barnes

CATEGORY 7 - FURNITURE

FIRST PLACE: The News-Enterprise, Jamie Barnes

SECOND PLACE: The News-Enterprise, Sonya Foster

THIRD PLACE: The News-Enterprise, Sonya Foster

CATEGORY 8 - REAL ESTATE

FIRST PLACE: The News-Enterprise, Jamie Barnes, Bill Anderson - *The open space on the ad was great.*

SECOND PLACE: The News-Enterprise, Jamie Barnes, Cris Thomas

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: Lexington Herald-Leader, Kevin Cassady - *Very clever look to the ad. Easy to read and clean.*

SECOND PLACE: The News-Enterprise, Jamie Barnes, Cris Thomas - *Ad explained the sale very well and was clean, easy to read.*

THIRD PLACE: Daily News, Barry Vincent - *Ad layout was clean. The endorsement from Dr. Weil in the center helped sell the product well.*

HONORABLE MENTION: The News-Enterprise, Jamie Barnes, Cris Thomas - *Nice layout out with great use of color.*

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: The News-Enterprise, Staff

SECOND PLACE: The News-Enterprise, Staff

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: The News-Enterprise, Bill Mathers, Jennifer Simpson - *Graphics tell the story really well. Ad is nicely designed and gets the point across.*

SECOND PLACE: The News-Enterprise, Sonya Foster - *Nicely designed ad.*

Message is very clear and communicated quickly and graphically.

THIRD PLACE: The News-Enterprise, Jamie Barnes, Portia Oldham - *Testimonial in ad is very effective. Nicely incorporates reason to choose this facility with the invitation to the event.*

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: Daily News, Andrea Dennis - *Love this ad, it sends out fun enter to win, professionalism. It has a lot to tell the reader but enough space to keep you in the ad, the design has been done to not loose the reader, which is perfect! Nicely assembled, great balance and colors that work!*

SECOND PLACE: The News-Enterprise, Jamie Barnes, Bill Anderson - *I like this ad, very nicely assembled, it's clean, enough room to get the information to the reader.*

THIRD PLACE: The News-Enterprise, Bill Mathers - *Refreshing ad, with nice colors to compliment, enjoyed the graphic at the top, eye is immediately drawn to that, the circle and curves fit!*

HONORABLE MENTION: The News-Enterprise, Jamie Barnes, Portia Oldham - *Fun use of the Christmas balls!*

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Daily News, Staff - *Best Comprehensive Content Best Overall use of images and layout.*

SECOND PLACE: The News-Enterprise, Staff - *Good use of layout space/images/copy/content*

THIRD PLACE: The News-Enterprise, Staff - *Nice use of artwork/organization of a lot information in a reader friendly layout for quick overall take away.*

HONORABLE MENTION: The News-Enterprise, Staff - *Great overall concept using advertorial space with ad space.*



CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: The News-Enterprise, Staff - *What a great look for a promotional page! Great use of color in the ads. This really stands out on a page and isn't cluttered at all with the grouping of ads.*

SECOND PLACE: The News-Enterprise, Staff - *Fun and colorful -- the ads look like they generated great results for the advertisers.*

CATEGORY 15 -

POLITICAL ADVERTISING

FIRST PLACE: The News-Enterprise, Bill Mathers, Bill Anderson
SECOND PLACE: The News-Enterprise, Sonya Foster
THIRD PLACE: The News-Enterprise, Jamie Barnes, Cris Thomas
HONORABLE MENTION: The News-Enterprise, Bill Mathers, Bill Anderson

CATEGORY 16 -
AGRICULTURE/LAWN
AND GARDEN

FIRST PLACE: Daily News, Sara Jones - *Clean. Catches eye juxtaposed with text.*
SECOND PLACE: The News-Enterprise, Bill Mathers, Nancy Farmer
THIRD PLACE: The News-Enterprise, Sonya Foster - *Too much small text.*

CATEGORY 17- PREPRINTS/SPECIAL PUBLICATIONS

FIRST PLACE: The News-Enterprise, Staff - *Heartland Chamber Magazine is one of the most comprehensive and detailed local magazines I have ever seen. I read every page, even the directories. My compliments to the staff for a huge job very well done.*
SECOND PLACE: The News-Enterprise, Staff - *This is a magazine I would enjoy reading every Sunday in my recliner, drinking coffee. Very nice work by all.*
THIRD PLACE: Lexington Herald-Leader, Savannah Wheat, Kim Woods, Jane Ashley Pace, Jackie Wilson - *My wife can't get enough of this kind of magazine. We both especially like the six pages of rescue pets up for adoption. This magazine looks like it is done by many more than just four people. They must work day and night.*
HONORABLE MENTION: The News-Enterprise, Staff - *This is a very nicely done, concise guide that must be useful to many thousands of your readers.*

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Lexington Herald-Leader, Jason Gregory
SECOND PLACE: The News-Enterprise, Jamie Barnes, Bill Anderson
THIRD PLACE: Lexington Herald-Leader, Cindy Reynolds
HONORABLE MENTION: The News-Enterprise, Sonya Foster

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: The News-Enterprise, Jamie Barnes - *Great branding and image building ads. The ad designs speaks to the quality of the store.*
SECOND PLACE: Courier-Journal, Demetrius Booker, Michelle Bair, Ashlie Stevens
THIRD PLACE: The News-Enterprise, Bill Mathers

CATEGORY 20 - HOLIDAY GREETING ADS
AND GENERAL/MISCELLANEOUS

FIRST PLACE: Daily News, Jamie Dobbs
SECOND PLACE: The News-Enterprise, Bill Mathers
THIRD PLACE: The News-Enterprise, Jamie Barnes, Sara Phelps
HONORABLE MENTION: The News-Enterprise, Bill Mathers

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: Daily News, Mark Mahagan - *Powerful heading with yellow type on the black background. The photo also lets the reader know at a glance what the ad message is. Can't think of a way this ad could be improved.*
SECOND PLACE: The News-Enterprise, Bill Mathers, Bill Anderson - *Great use of color to make this ad one the reader can't help but notice. A product should be at the top of the ad, not the logo.*
THIRD PLACE: Daily News, Sara Jones - *Nice use of color. The ad is too blocky, though. The many borders chop the ad up into many segments. More subtle borders would have tied the elements together.*
HONORABLE MENTION: Daily News, Sara Jones - *Very good dominant element. Spot color should have been used more, such as a blue background.*

CATEGORY 22 - SPECIAL EVENTS



FIRST PLACE: The News-Enterprise, Jamie Barnes
SECOND PLACE: The News-Enterprise, Sonya Foster
THIRD PLACE: The News-Enterprise, Bill Mathers, Sara Phelps
HONORABLE MENTION: The News-Enterprise, Bill Mathers

CATEGORY 23 - CREATIVE USE
OF THE NEWSPAPER/NEWSPAPER PROMOTION

FIRST PLACE: The News-Enterprise, Jamie Barnes, Nancy Turner
SECOND PLACE: The News-Enterprise, Bill Mathers, Sara Phelps
THIRD PLACE: The News-Enterprise, Jamie Barnes, Nancy Turner

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: The News-Enterprise, Bill Mathers, Sara Phelps - *A clean non-intrusive digital ad.*

SECOND PLACE: Courier-Journal, Demetrius Booker, Thomas (TJ) White, Sam Smock, Erik Helton
THIRD PLACE: Courier-Journal, Demetrius Booker, Erik Helton
HONORABLE MENTION: Lexington Herald-Leader, Alaina Mathews

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES

FIRST PLACE: Courier-Journal, Demetrius Booker, Thomas (TJ) White, Sam Smock, Erik Helton - *Very clean design and eye catching.*
SECOND PLACE: Courier-Journal, Demetrius Booker, Thomas (TJ) White, Sam Smock, Erik Helton



CATEGORY 1 - DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: College Heights Herald, Zach Tatoian - *Nice bold ad with a fun graphic.*
SECOND PLACE: College Heights Herald, Zach Tatoian

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: Floyd County Chronicle, Jamie Beckett, Waylon Nelson
SECOND PLACE: Floyd County Chronicle, Jamie Beckett, Gina Ferguson
THIRD PLACE: Floyd County Chronicle, Jamie Beckett, Waylon Nelson

CATEGORY 3 - HARDWARE/APPLIANCE STORES

FIRST PLACE: College Heights Herald, Zach Tatoian - *Very eye catching ad. It offers nice balance to the page. Not much detail on how I would find the store.*
SECOND PLACE: Floyd County Chronicle, Jamie Beckett, Waylon Nelson
THIRD PLACE: Floyd County Chronicle, Jamie Beckett, Peggy Bailey

CATEGORY 4 - FINANCIAL

CERTIFICATE OF MERIT: College Heights Herald, Zach Tatoian

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Floyd County Chronicle, Jamie Beckett, Gina Ferguson - *Nice use of color and clean layout. You knew exactly what to expect if you went to the grand opening.*
SECOND PLACE: The Gold Standard, Bill Mathers, Portia Oldham - *The ad was able to target a specific audience with an opportunity. It had a lot to explain, but told a great story with the placement of the content.*
THIRD PLACE: Floyd County Chronicle, Jamie Beckett, Gina Ferguson - *Nice clean layout with a great logo. Had all the basic information needed to brand this business.*
HONORABLE MENTION: College Heights Herald, Zach Tatoian

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: College Heights Herald, Zach Tatoian

CATEGORY 7 - FURNITURE

CERTIFICATE OF MERIT: College Heights Herald, Emily Lindeau

CATEGORY 8 - REAL ESTATE

FIRST PLACE: College Heights Herald, Zach Tatoian - *Excellent arrangement of graphics. Ad is inviting, giving the consumer a good sense of what the apartment complex is like. Nicely done.*

CATEGORY 9 - CLOTHING STORE



FIRST PLACE: College Heights Herald, Emily Lindeau - *What a fun ad, enjoyed the clean appearance. Nice use of the drop shadow and color.*
SECOND PLACE: Floyd County Chronicle, Jamie Beckett, Gina Ferguson - *Nice color ad, good use of the pink and tan. Enjoyed the fun typestyle. Understand why the layout was done this way, however, the ultimate goal would be to keep the little girl facing into the ad not leaving the ad.*
THIRD PLACE: College Heights Herald, Zach Tatoian - *Enjoyed the two typestyles, they compliment each other and the ad. Nice choices of color, although would have enjoyed seeing some black. The thing that throws the ad off for my is the placement of the name and address, it looks out of place.*
HONORABLE MENTION: Floyd County Chronicle, Jamie Beckett, Amanda Reed, Bobby Gilliam - *Love the zebra, immediate focus on him. The stripes as a background is a nice touch too!*

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: College Heights Herald, Staff - *Only two choices and the other selection would not load so it could not be viewed to be judged.*

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: The Gold Standard, Bill Mathers, Jennifer Simpson - *The message in this ad clearly solves a problem for readers filling a prescription. The "pill" character is great and the additional information at the bottom of the ad with locations, etc. is laid out well.*

SECOND PLACE: The Gold Standard, Bill Mathers, Jennifer Simpson - Again, great job from this graphic team for designing an ad that solves a problem for the reader. Great use of graphics and colors to immediately draw the reader to the ad.

THIRD PLACE: West KY News, Gregory S. Vaught - This ad is just plain fun! What a great use of a family picture to use in a local ad in your local newspaper. I am sure this advertiser had plenty of people mention his ad to him.

HONORABLE MENTION: The Gold Standard, Bill Mathers, Jennifer Simpson - This ad is laid out well, and of course the photo with the little girl helps showcase the new products in a fun manner.

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: College Heights Herald, Zach Tatoian

SECOND PLACE: College Heights Herald, Zach Tatoian

THIRD PLACE: College Heights Herald, Zach Tatoian

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: College Heights Herald, Zach Tatoian - This looks to be the most successful in terms of revenue generated.

SECOND PLACE: College Heights Herald, Staff - Nice to see local venues/bars participating

THIRD PLACE: College Heights Herald, Staff

HONORABLE MENTION: College Heights Herald, Emily Lindeau - No ads from hospitals, medical, etc?

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: College Heights Herald, Staff

SECOND PLACE: College Heights Herald, Zach Tatoian

CATEGORY 15 - POLITICAL ADVERTISING

FIRST PLACE: College Heights Herald, Zach Tatoian

SECOND PLACE: College Heights Herald, Zach Tatoian

CATEGORY 16 - AGRICULTURE/LAWN AND GARDEN

FIRST PLACE: College Heights Herald, Emily Lindeau

SECOND PLACE: College Heights Herald, Zach Tatoian

CATEGORY 17- PREPRINTS/SPECIAL PUBLICATIONS

FIRST PLACE: College Heights Herald, Zach Tatoian

SECOND PLACE: College Heights Herald, Staff

THIRD PLACE: College Heights Herald, Zach Tatoian

CATEGORY 18 - BEST USE OF COLOR

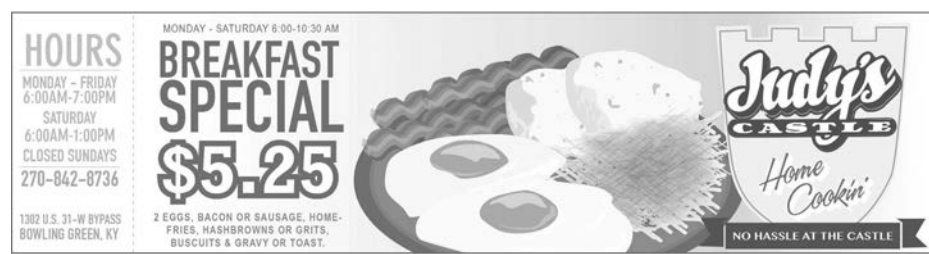
FIRST PLACE: The Gold Standard, Bill Mathers - Photos of children are always an eye catcher. These happy kids make the event look appealing. The tree with falling leaves gives it a "fall feel." Lots of bright color but not too much.

SECOND PLACE: College Heights Herald, Zach Tatoian - Colors on the left hand side of the ad tie in nicely with the colors of the football. It's a very tastefully done ad.

THIRD PLACE: College Heights Herald, Emily Lindeau - The colors in the logo tie in nicely with the artwork on the left hand side of the ad. The artwork that announces the store as being voted best is a "foreign" color which might have looked better in black and white.

HONORABLE MENTION: College Heights Herald, Zach Tatoian - The ad stands up well even though it's under the four color photo of the volleyball players. Use of more four color would have bumped it up to third place:

CATEGORY 19 - BEST AD SERIES



FIRST PLACE: College Heights Herald, Emily Lindeau

SECOND PLACE: College Heights Herald, Staff

THIRD PLACE: College Heights Herald, Bradley Greenwell

CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/MISCELLANEOUS

FIRST PLACE: West KY News, Gregory S. Vaught

SECOND PLACE: West KY News, Gregory S. Vaught

THIRD PLACE: College Heights Herald, Zach Tatoian

HONORABLE MENTION: The Gold Standard, Bill Mathers

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: College Heights Herald, Emily Lindeau - Interesting image that draws you to the ad and keeps you there.

SECOND PLACE: Floyd County Chronicle, Jamie Beckett, Gina Ferguson

THIRD PLACE: Floyd County Chronicle, Jamie Beckett, Amanda Reed

HONORABLE MENTION: West KY News, Gregory S. Vaught

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: College Heights Herald, Emily Lindeau - Amazing use of color and fonts to promote this event.

SECOND PLACE: College Heights Herald, Zach Tatoian - Very clean design and clever copy.

THIRD PLACE: Floyd County Chronicle, Jamie Beckett, Gina Ferguson - Nice design and use of a small space to tell the story of this event.

HONORABLE MENTION: College Heights Herald, Emily Lindeau - A lot of content, but got the message desired.

**CATEGORY 23 - CREATIVE USE
OF THE NEWSPAPER/NEWSPAPER PROMOTION**

FIRST PLACE: College Heights Herald, Emily Lindeau

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: College Heights Herald, Emily Lindeau - *Including price of breakfast in ad was good. Nice graphic as well.*

SECOND PLACE: College Heights Herald, Emily Lindeau - *Attractive and attention compelling.*

THIRD PLACE: College Heights Herald, Bradley Greenwell - *Message well displayed.*

CATEGORY 25 - BEST ONLINE/DIGITAL AD SERIES



FIRST PLACE: College Heights Herald, Bradley Greenwell - *Nice rotating ads for The Lost River Pizza Company, however, if I might suggest to try and eliminate the "all capital letters" ... they are extremely difficult to read.*

SECOND PLACE: College Heights Herald, Staff - *The push notification one makes me want to hurry and click the launch button! The one on the web-*

site is nicely designed. Not much room to do much with the first one on the mobile.

COMING LATE SUMMER

**Information on the
2016 KPA Advertising Contest
Covers all issues between October 1, 2015,
and September 30, 2016.
*Entry deadline will be Mid-October, 2016***



**KENTUCKY PRESS
ASSOCIATION**

GENERAL EXCELLENCE WINNERS

WEEKLY CLASS 1

First PlaceTHE SPRINGFIELD SUN
Second PlaceGREENUP COUNTY NEWS-TIMES
TODD COUNTY STANDARD
Third PlaceTHE LAKE NEWS

WEEKLY CLASS 2

First PlaceTHE SPENDER MAGNET
Second PlaceCYNTHIANA DEMOCRAT
Third PlaceFALMOUTH OUTLOOK

WEEKLY CLASS 3

First PlaceTHE LEBANON ENTERPRISE
Second PlaceTHE McCREARY COUNTY VOICE
Third PlaceBARREN COUNTY PROGRESS

MULTI-WEEKLY

First PlaceTHE KENTUCKY STANDARD
Second PlaceTHE TIMES LEADER
Third PlaceTHE SENTINEL-NEWS

DAILY 1

First PlaceCOMMONWEALTH JOURNAL
Second PlaceTHE TIMES-TRIBUNE
Third PlaceTHE GLEANER

DAILY 2

First PlaceTHE NEWS-ENTERPRISE
Second PlaceDAILY NEWS
Third PlaceCOURIER-JOURNAL

ASSOCIATE NEWSPAPERS

First PlaceCOLLEGE HEIGHTS HERALD
Second PlaceFLOYD COUNTY CHRONICLE
Third PlaceTHE GOLD STANDARD