



January 19, 2017



KENTUCKY PRESS ASSOCIATION

Weekly Class 1

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>



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

SECOND PLACE: Falmouth Outlook - Jessie Beckett, Sam McClanahan

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

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: The News-Democrat - Deborah Garrett - *Excellent*

SECOND PLACE: The News-Democrat - Deborah Garrett - *Really nice*

THIRD PLACE: The News-Democrat - Darrel Taylor

<u>CATEGORY 3 - HARDWARE/</u> <u>APPLIANCE STORES</u>

FIRST PLACE: Greenup County News-Times - Angela Lewis, Wilma Coffey

SECOND PLACE: Breathitt Advocate - Bobby Thorpe **THIRD PLACE:** Falmouth Outlook - Jessie Beckett, Neil Belcher

CATEGORY 4 - FINANCIAL

FIRST PLACE: Todd County Standard - Staff - The design of the ad really got my attention. And even better if this is a local child in the ad. The name of the bank is at the top and the viewer right off understands who the Bank is and the message is clear and short-to the point.

SECOND PLACE: Cadiz Record Dawn Pearl - "I loved this ad. This goes to show bigger is not alway better. The use of color was excellent. The contract of the black and blue really made this ad stand out. Message was clear."

THIRD PLACE: The News-Democrat - Darrel Taylor, Deborah Garrett - *This was an excellent black and white ad. The message was clear and simple. Great use of white space.*

<u>CATEGORY 5 - PROFESSIONAL SERVICES</u>

FIRST PLACE: The News-Democrat - Deborah Garrett

SECOND PLACE: The News-Democrat - Darrel Taylor

THIRD PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: Falmouth Outlook - Jessie Beckett, Sam McClanahan - I thought this ad was put together very well. It was to the point without it being to crowded.

SECOND PLACE: Cadiz Record - Dawn Pearl - Clean, cute and to the point.

THIRD PLACE: Todd County Standard - Marty Dowell - *I usually don't like to see food ads in black and white, but I like the style and how everything was put together. Good look!*

<u>CATEGORY 7 - FURNITURE</u>

FIRST PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon - Great ad! I loved the usage of the Christmas graphics. Ad was "eye catching."

SECOND PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon - *Loved the ad. Job well done!*

THIRD PLACE: Greenup County News-Times - Angela Lewis, Brenda Cordle - *Great ad. I love the Christmas theme. One critique is to make sure that all of your logos at the bottom are linked correctly at the bottom so some of them aren't pixelated. Good job!*

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Springfield Sun - Kim Hupman - *I like the design of this ad.*

SECOND PLACE: Breathitt Advocate - Bobby Thorpe**THIRD PLACE:** Falmouth Outlook - Jessie Beckett

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

SECOND PLACE: Greenup County News-Times - Angela Lewis

THIRD PLACE: Falmouth Outlook - Jessie Beckett, Sam McClanahan

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

SECOND PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Cadiz Record - Dawn Pearl - *Simplicity* works here. Design and message draws reader in.

SECOND PLACE: Todd County Standard - Marty Dowell, Jenni Craig - *Good message and placement of elements to draw in reader. Pediatrician's photo overlaying main photo seems a bit busy. Good execution overall.*

THIRD PLACE: The News-Democrat - Jeff Moore - Clear message from outset, and the design attracted my eyes throughout the ad. Since hospital staff isn't named, might want to use more "candid" shows (like emergency room one) instead of ones of them standing there. Good job overall.

CATEGORY 12 - ENTERTAINMENT/DINING



FIRST PLACE: Todd County Standard - Marty Dowell - "The simplicity of this ad is what makes it stand out the most! This was my favorite ad of all the ads that I judged in most catergories. Great Job!"

SECOND PLACE: Breathitt Advocate - Kimberly Thorpe **THIRD PLACE:** Springfield Sun - Kim Hupman, Lizzy Haydon

CATEGORY 13 - SPECIAL SECTIONS

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

SECOND PLACE: Todd County Standard - Staff **THIRD PLACE:** Greenup County News-Times - Staff, Tony Adkins

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: Falmouth Outlook - Jessie Beckett, Neil Belcher, Sam McClanahan

SECOND PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

THIRD PLACE: The News-Democrat - Jeff Moore, Deborah Garrett and Darrel Taylor

CATEGORY 15 - POLITICAL ADVERTISING

FIRST PLACE: Todd County Standard - Staff - *I like the information provided in the ad.*

SECOND PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

THIRD PLACE: Falmouth Outlook - Jessie Beckett, Sam McClanahan

<u>CATEGORY 16 - AGRICULTURE/</u> <u>LAWN AND GARDEN</u>

FIRST PLACE: Greenup County News-Times - Brenda Cordle, Angela Lewis - Great ad! Fantastic job.

SECOND PLACE: Todd County Standard - Marty Dowell - Great ad! I thought it laid out very nicely.

THIRD PLACE: Greenup County News-Times - Angela Lewis, Brenda Cordle - Overall a good ad. Nicely done!

<u>CATEGORY 17 - PREPRINTS/</u> <u>SPECIAL PUBLICATIONS</u>

FIRST PLACE: Grayson Journal Enquirer - Staff SECOND PLACE: The News-Democrat - Staff THIRD PLACE: The News-Democrat - Deborah Garrett, Darrel Taylor, Jeff Moore

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Lake News - Gloria Hollifield **SECOND PLACE:** Falmouth Outlook - Jessie Beckett, Sam McClanahan

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: The News-Democrat - Darrel Taylor, Deborah Garrett - Normally car ads are so full of information that the message is lost. This was a good play on March Madness and also invited the readers a reason to go to the dealership. -The design of the ads were very organized and great use of color.

SECOND PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon - *This was an excellent campaign. The message was very very clear and drove the point to home base.*

CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/MISCELLANEOUS

FIRST PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon - *Great color. Grabs the reader's attention.*

SECOND PLACE: The News-Democrat - Jeff Moore, Darrel Taylor

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

<u>CATEGORY 21 -</u> <u>SPORTING GOODS/ATHLETICS</u>

FIRST PLACE: Springfield Sun - Shorty Lassiter - Love the graphic and creative use of space.

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

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

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: Todd County Standard - Marty Dowell - *It's a catchy ad.*

SECOND PLACE: The News-Democrat - Darrel

Taylor, Deborah Garrett **THIRD PLACE:** Lake News - Gloria Hollifield

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CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

FIRST PLACE: Lake News - Gloria Hollifield **SECOND PLACE:** The News-Democrat - Darrel Taylor, Deborah Garrett

THIRD PLACE: Greenup County News-Times - Angela Lewis

CATEGORY 24 - BEST ONLINE/DIGITAL AD



Springfield, KY 40069 Call: 859-336-5116

FIRST PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

SECOND PLACE: Springfield Sun - Kim Hupman, Lizzy Haydon

THIRD PLACE: Todd County Standard - Marty Dowell

Weekly Class 2

<u>CATEGORY 1 -</u> DEPARTMENT/DISCOUNT/JEWELRY

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - *Great layout and information*. **SECOND PLACE:** Adair County Community Voice - Mindy Yarberry, Diana Withers

CATEGORY 2 - AUTOMOTIVE



FIRST PLACE: Cynthiana Democrat - Joyce Wilson, Becky Striplin

SECOND PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

THIRD PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

CATEGORY 3 - HARDWARE/ APPLIANCE STORES

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

SECOND PLACE: Anderson News - Mary Madden Garrison

CATEGORY 4 - FINANCIAL

FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Becky Striplin - Very catchy to the reader. Attractive ad. SECOND PLACE: LaRue County Herald News - Allison Shepherd

THIRD PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - Great mix of photography makes the difference is "showing" me the business. Good color scheme and ad at bottom of advertorial blends well.

SECOND PLACE: Cynthiana Democrat - Suzie LaCore, Becky Striplin - Wow. Proof that black and white are indeed powerful, accented with a good color pop. Classy design that will make any reader

THIRD PLACE: LaRue County Herald News - Allison Shepherd - Good color and graphics. Ad may have been stronger without floral at top and butterflies in the middle, which distracted from overall package. Otherwise, good presentation for funeral home

stop an take notice. (Very, very close second.)

CATEGORY 6 - FOOD AND ALCOHOL



FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Patricia Jenkins - *Nice job. The steak in the picture actually made me hungry:*)

SECOND PLACE: The Jackson-Breathitt County Times-Voice - Cheryl Campbell - *Nice job of high-lighting the different sales. Very easy to follow ad.* **THIRD PLACE:** Oldham Era - Talon Hampton -

Nice presentment.

<u>CATEGORY 7 - FURNITURE</u>

FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Becky Striplin - *Clean layout, excellent choices of colors*.

SECOND PLACE: Meade County Messenger - Nancy Frazier

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Oldham Era - Talon Hampton - *I* love clean and to the point ads. This is why *I* pick this ad for first place.

SECOND PLACE: Cynthiana Democrat - Suzie LaCore, Wiley Benson - Ok I will be honest with you I started out liking this ad and then it started to get a little too cluttered for me. I thought that the idea was cute, but then it started to change into 2 different ad to me. I know you split it up for a reason, but i am not sure if i liked how you did it.

THIRD PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - *I like how you had a story about the company above the ad.*

CATEGORY 9 - CLOTHING STORE



FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Patricia Jenkins - The customer stayed with one message and it was conveyed very well. The ad was well designed and the use of color was excellent.

SECOND PLACE: Cynthiana Democrat - Suzie LaCore, Wiley Benson - *Simple, clean and well designed.*

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: Meade County Messenger - Nancy Frazier

SECOND PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Salyersville Independent - Erin Conley - Design draws reader throughout ad, without being to busy. Testimonials drive the point home.

SECOND PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - *Add helps me feel like I know the staff before taking my child to see them.*

THIRD PLACE: Adair County Community Voice - Diana Withers, Mindy Yarberry - *Catchy intro. Could be improved with some disparity in size of competing elements. Overall, good concept.*

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Patricia Jenkins

SECOND PLACE: LaRue County Herald News - Allison Shepherd

THIRD PLACE: Meade County Messenger - Nancy Frazier

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

SECOND PLACE: Cynthiana Democrat - Staff

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

SECOND PLACE: LaRue County Herald News - Allison Shepherd

<u>CATEGORY 15 - POLITICAL ADVERTISING</u>

FIRST PLACE: Anderson News - Mary Madden Garrison - Very nice job. You highlighted the different candidates nicely.

SECOND PLACE: The Jackson-Breathitt County Times-Voice - Cheryl Campbell - *Great job. Would have like to have seen it in color.*

THIRD PLACE: LaRue County Herald News - Allison Shepherd - *Nice ad. Would have liked a back ground but your font selection was nice and easy to read.*

CATEGORY 16 - AGRICULTURE/ LAWN AND GARDEN

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - "I love the design of this ad and the colors used!"

SECOND PLACE: LaRue County Herald News - Allison Shepherd

THIRD PLACE: Cynthiana Democrat - Suzie LaCore, Wiley Benson

<u>CATEGORY 17 - PREPRINTS/</u> <u>SPECIAL PUBLICATIONS</u>

CERTIFICATE: Anderson News - Mary Madden Garrison

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Wiley Benson - *Nicely Done and Great use of space*.

SECOND PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - "Love the colors, photos and Layout! Not too busy."

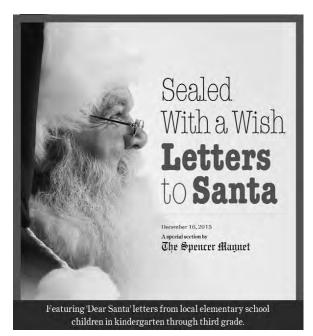
THIRD PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - Great job showcasing your employees and the ways that help people day and day out.

SECOND PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - Great job showcasing your store and giving people a better idea of who you are and what you offer.

<u>CATEGORY 20 - HOLIDAY GREETING ADS</u> <u>AND GENERAL/MISCELLANEOUS</u>



FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason - *Very creative!*

SECOND PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

THIRD PLACE: Cynthiana Democrat - Suzie LaCore, Becky Striplin

<u>CATEGORY 21 - SPORTING</u> <u>GOODS/ATHLETICS</u>

FIRST PLACE: Cynthiana Democrat - Suzie LaCore, Becky Striplin

SECOND PLACE: The Jackson-Breathitt County Times-Voice - James David Fugate

THIRD PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: LaRue County Herald News - Allison Shepherd - Very catchy and great color.

SECOND PLACE: LaRue County Herald News - Allison Shepherd

THIRD PLACE: Cynthiana Democrat - Suzie LaCore, Patricia Jenkins

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

FIRST PLACE: Spencer Magnet - Jeff Sopland, Lynette Mason

SECOND PLACE: The Jackson-Breathitt County Times-Voice - Cheryl Campbell

<u>CATEGORY 24 - BEST ONLINE/DIGITAL AD</u> NO ENTRIES

Weekly Class 3

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>

FIRST PLACE: Central City Leader News - Lucretia Kittinger

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

<u>CATEGORY 3 - HARDWARE/</u> <u>APPLIANCE STORES</u>

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

SECOND PLACE: Central City Leader News - Lucretia Kittinger

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

<u>CATEGORY 4 - FINANCIAL</u>

FIRST PLACE: Central City Leader News - Lucretia Kittinger

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Haga

THIRD PLACE: Lebanon Enterprise - Mary May, Eva Jo Nugent

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan - *Great Ad! I loved the usage of the black and white, and the pink. Very nicely done!*

SECOND PLACE: Central City Leader News - Lucretia Kittinger - *Very good job. Ad was very eye pleasing.*

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan - *Great ad. I liked the way that you highlighted all of your doctors.*

CATEGORY 6 - FOOD AND ALCOHOL



FIRST PLACE: Central City Leader News -Lucretia Kittinger

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 7 - FURNITURE

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 8 - REAL ESTATE

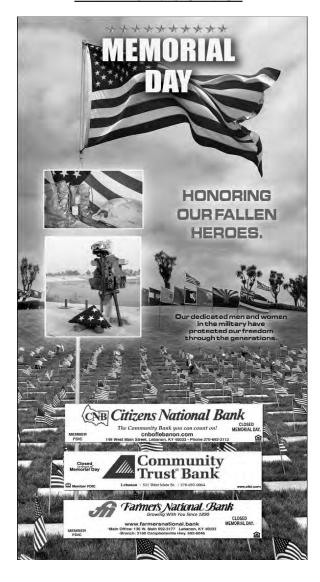
FIRST PLACE: Lebanon Enterprise - Mary May, Dave Hagan

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE



FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

SECOND PLACE: Lebanon Enterprise - Mary May, Eva Jo Nugent, Dave Hagan

<u>CATEGORY 11 - HEALTHCARE/MEDICAL</u>

FIRST PLACE: Lebanon Enterprise Kim Hupman, Dave Hagan - *Good use of white space and visual to grab reader.*

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan - Good message caught my attention. Liked how the headline in the middle breaks up the copy and spaces other elements.

CATEGORY 12 - ENTERTAINMENT/DINING

FIRST PLACE: Central City Leader News Lucretia Kittinger - I like the design.

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Lebanon Enterprise - Staff **SECOND PLACE:** Mountain Advocate - Charles
Myrick, Maria Swafford

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan, Eva Jo Nugent

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan, Eva Jo Nugen

THIRD PLACE: Central City Leader News - Lucretia Kittinger

CATEGORY 15 - POLITICAL ADVERTISING

CERTIFICATE: Lebanon Enterprise - Kim Hupman, Eva Jo Nugent

CATEGORY 16 - AGRICULTURE/ LAWN AND GARDEN

FIRST PLACE: Central City Leader News - Lucretia Kittinger

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

<u>CATEGORY 17 - PREPRINTS/</u> <u>SPECIAL PUBLICATIONS</u>

NO ENTRIES

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Central City Leader News - Lucretia Kittinger

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 19 - BEST AD SERIES

CERTIFICATE: Lebanon Enterprise - Kim Hupman, Dave Hagan

<u>CATEGORY 20 - HOLIDAY GREETING ADS</u> <u>AND GENERAL/MISCELLANEOUS</u>

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

SECOND PLACE: Central City Leader News - Lucretia Kittinger

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

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan - Great ad. Laid out very nice-

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan - *Great ad.*

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan - *Nice ad. I would have liked to have seen some of the different brands that you offer in the ad.*

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: Central City Leader News - Lucretia Kittinger - "Love the design and color!"

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

CERTIFICATE: Lebanon Enterprise - Kim Hupman, Katie Broyles

CATEGORY 24 - BEST ONLINE/DIGITAL AD



FIRST PLACE: Lebanon Enterprise - Kim

Hupman, Dave Hagan

SECOND PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

THIRD PLACE: Lebanon Enterprise - Kim Hupman, Dave Hagan

Multi-Weekly

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>

FIRST PLACE: Times Leader - Sherry McGregor **SECOND PLACE:** The Morehead News - Nathan Hall

THIRD PLACE: The Sentinel-Echo - James Marcum, Julie Rea

CATEGORY 2 - AUTOMOTIVE

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

SECOND PLACE: Appalachian News-Express - Jamie Beckett, Jeff Vanderbeck, Amanda Reed **THIRD PLACE:** Sentinel-News - Mary Ann Harp

<u>CATEGORY 3 - HARDWARE/</u> <u>APPLIANCE STORES</u>

FIRST PLACE: Sentinel-News - Mary Ann Harp - *Very clean, and effective.*

SECOND PLACE: Appalachian News-Express - Jamie Beckett, Peggy Bailey - *Great photos, great layout, needed a little more style to move up.*

THIRD PLACE: Appalachian News-Express - Jamie Beckett, Danny Coleman - *Good layout*. *Include people not just products to improve the ad.*

CATEGORY 4 - FINANCIAL



FIRST PLACE: Kentucky Standard - Laura Calvert Smith, Madeline Downs - *Good use of pictures and message*.

SECOND PLACE: Appalachian News-Express - Jamie Beckett, Amanda Reed - *Picture says what the ad is about.*

THIRD PLACE: Kentucky Standard - Laura Calvert Smith, Madeline Downs

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: Appalachian News-Express - Jamie Beckett, Gina Ferguson - Strong image. Clean design and good color choice. Simple and bold was the way to go with this ad...that's why it stood out among a VERY crowed entry field.

SECOND PLACE: Appalachian News-Express - Jamie Beckett, Gina Ferguson - *I liked this ad. The Category 25% Off caught my attention, but the background image was a little distracting. I understood that the image went with the New years theme of the ad, but it there me off. Maybe if it was just a solid color.*

THIRD PLACE: Appalachian News-Express - Jamie Beckett, Peggy Bailey - *Simple clean ad. Good color choice. Next time maybe add hair shears or something similar to punch up the lower part of the ad.*

CATEGORY 6 - FOOD AND ALCOHOL



CNow Available in PIKEVILLE FOOD CITY, BANK 253 & ZIP ZONE EXPRESS LOCATIONS THROUGHOUT KENTUCKY



FIRST PLACE: Appalachian News-Express - Jamie Beckett, Danny Coleman - *This is a very clean and classy looking ad.*

SECOND PLACE: Appalachian News-Express - Jamie Beckett, Gina Ferguson - *Great use of photography helps make this a happy ad.*

THIRD PLACE: Kentucky Standard - Laura Calvert Smith, Madeline Downs - *It's a difficult challenge to make a meat ad seem appealing but this one accomplishes that.*

CATEGORY 7 - FURNITURE

FIRST PLACE: Times Leader - Sherry McGregor - *Great placement and sure to catch the eye of every reader. Uniquely done.*

SECOND PLACE: Times Leader - Sherry McGregor - Very colorful and shows exactly what the store has to offer. Makes you want to be sure to shop there.

THIRD PLACE: The Sentinel-Echo - James Marcum, Julie Rea - *Nice clean ad done in a stylish manner.*

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Sentinel-News - Todd Stephenson **SECOND PLACE:** Kentucky Standard - Laura Calvert Smith, Madeline Downs

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

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: Kentucky Standard - Laura Calvert Smith, Madeline Downs - Ad came close to being too busy, but what made it best was that it had a clear message. I understand what was being sold for how much off, where and when. Many of the other ads were too cluttered or didn't clearly deliver those points.

SECOND PLACE: The Sentinel-Echo - James Marcum, Julie Rea - This ad might have had the best design. When I see it, I know instantly exactly what I will find in that store and what I can expect when I go there. THIRD PLACE: Times Leader - Sherry McGregor - Ad features names and faces, which sell newspapers. Why shouldn't they help sell wedding outfits? Good awareness advertising.

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: Times Leader - Sherry McGregor - Love the photos and the creativity of place the ads on bales of hay instead of just boxing the ads. Definitely an eye-catching ad.

SECOND PLACE: Times Leader - Sherry McGregor - Like how they placed a group of advertisers at the top and another group at the bottom instead of placing them altogether. Nice photos and layout.

THIRD PLACE: Sentinel-News - Staff - Lots of creative ads and support from advertisers. Love the colors.

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Times Leader - Sherry McGregor - "Great headline, great look and feel."

SECOND PLACE: Kentucky Standard - Laura Calvert Smith, Lizzy Haydon - *Great impact! Good use of color and layout.*

THIRD PLACE: Appalachian News-Express - Jamie Beckett, Danny Coleman - *Very clean ad. Good call to action.*

CATEGORY 12 - ENTERTAINMENT/DINING



FIRST PLACE: Sentinel-News - Mary Ann Harp SECOND PLACE: Times Leader - Sherry McGregor THIRD PLACE: Sentinel-News - Todd Stephenson

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Kentucky Standard - Donna Wilhite, Staff - *Nice clean layout, interesting material, useful information and great looking ads.*

SECOND PLACE: The Sentinel-Echo - James

Marcum, Mike Moore, Shari Sevier

THIRD PLACE: Appalachian News-Express - Tracie Vanderbeck, Staff

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: Kentucky Standard - Laura Calvert Smith, Staff - Great use for the growing "Small Business Saturday" idea. Use of copy breaks up ads and brings more attention.

SECOND PLACE: Kentucky Standard - Staff - Wonderfully done tab on a local event. Great ad support!

THIRD PLACE: Georgetown News-Graphic - Staff - *Nice support for a great promotion.*

<u>CATEGORY 15 - POLITICAL ADVERTISING</u>

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

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

THIRD PLACE: Appalachian News-Express - Jamie Beckett, Amanda Reed

CATEGORY 16 - AGRICULTURE/ LAWN AND GARDEN

FIRST PLACE: Sentinel-Echo - James Marcum, Julie Rea - Clean, beautiful and effective. Great Ad! SECOND PLACE: Kentucky Standard - Donna Wilhite, Madeline Downs - Loved the checkerboard. The ad was a little busy, but overall great look and feel.

THIRD PLACE: Kentucky Standard - Laura Calvert Smith, Randi Mouser - *Great use of color. Very busy.*

<u>CATEGORY 17 - PREPRINTS/</u> <u>SPECIAL PUBLICATIONS</u>

FIRST PLACE: Kentucky Standard - Donna Wilhite, Staff - Great layout! Great use of images and consistent design throughout. Easy to read, never became visual boring. I would love to have the print version. EXCELLENT WORK!

SECOND PLACE: Kentucky Standard - Laura Calvert Smith, Crystal Dones - *Good brochure design. You did a nice job of presenting text-heavy info*

THIRD PLACE: Kentucky Standard - Staff

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Times Leader - Sherry McGregor - The color is gorgeous. I can almost smell the flowers.

SECOND PLACE: Sentinel-News - Todd Stephenson

THIRD PLACE: Appalachian News-Express - Jamie Beckett

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: Appalachian News-Express Bobby Gilliam, Gina Ferguson

SECOND PLACE: Sentinel-News - Staff

THIRD PLACE: Kentucky Standard - Donna Wilhite, Madeline Downs

CATEGORY 20 - HOLIDAY GREETING ADS AND GENERAL/MISCELLANEOUS

FIRST PLACE: Kentucky Standard - Laura Calvert Smith, Madeline Downs - A beautiful design and a great message. It highlights the team at Area One Realty but also all the addresses they sold throughout the year. That's a lot to put into one ad and it is presented beautifully.

SECOND PLACE: Sentinel-News - Mary Ann Harp - *Great use of combining art with the message. I salute the graphic artist.*

THIRD PLACE: The Sentinel-Echo - James Marcum, Julie Rea - *It definitely is an inviting ad to celebrate the season downtown. The customer should buy a full page next year.*

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: Kentucky Standard - Donna Wilhite, Madeline Downs - Great ad with great visuals and clear message. Understood exactly what I needed to do to take advantage of the offer.

SECOND PLACE: Times Leader - Sherry McGregor, Staff - Artwork made the ad. I could visualize being on the water, and the details in the ad made it clear how I could make that vision a reality.

THIRD PLACE: Appalachian News-Express - Jamie Beckett, Danny Coleman - Came close to being

too cluttered, but it had a clear message, easily

understood.

FIRST PLACE: The Sentinel-Echo - James Marcum, Julie Rea - Beautiful layout and artwork. Definitely eye-catching. Nice use of globe.

<u>CATEGORY 22 - SPECIAL EVENTS</u>

SECOND PLACE: Kentucky Standard - Laura Calvert Smith, Randi Mouser - *Nice*, *clean layout and what a great cause. Like the layout of the coupons within the ad.*

THIRD PLACE: Appalachian News-Express - Jamie Beckett - *Really like the artwork for this ad. Very attractive*

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

FIRST PLACE: Sentinel-News - Mary Ann Harp **SECOND PLACE:** Appalachian News-Express - Jamie Beckett, Jeff Vanderbeck

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

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: The Morehead News - Nathan Hall SECOND PLACE: The Morehead News - Nathan Hall

THIRD PLACE: Sentinel-News - Todd Stephenson

Daily Class 1

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>

NO ENTRIES

<u>CATEGORY 2 - AUTOMOTIVE</u>

FIRST PLACE: Times-Tribune - Ruth Rose, James Marcum

SECOND PLACE: Times-Tribune - Lisa Harrison, James Marcum

<u>CATEGORY 3 - HARDWARE/</u> <u>APPLIANCE STORES</u>

FIRST PLACE: Times-Tribune - Lisa Harrison, Rebecca Conn

CATEGORY 4 - FINANCIAL

FIRST PLACE: Times-Tribune - Lisa Harrison, Tony Stephens

CATEGORY 5 - PROFESSIONAL SERVICES



FIRST PLACE: Times-Tribune - Ruth Rose, Tony Adkins

SECOND PLACE: Times-Tribune - Ruth Rose, Tony Stephens

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

CATEGORY 6 - FOOD AND ALCOHOL

FIRST PLACE: Times-Tribune - Lisa Harrison, Tony Stephens

SECOND PLACE: Times-Tribune - Lisa Harrison, Tony Stephens

CATEGORY 7 - FURNITURE

NO ENTRIES

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Times-Tribune - Ruth Rose, Tony Stephens

SECOND PLACE: Times-Tribune - Ruth Rose, Rebecca Conn

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

CATEGORY 9 - CLOTHING STORE

NO ENTRIES

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: Times-Tribune - Rhonda Lawson, Trish Humphrey, James Marcum

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

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Times-Tribune - Lisa Harrison, James Marcum

SECOND PLACE: Times-Tribune - Lisa Harrison, Tony Adkins

THIRD PLACE: Times-Tribune - Ruth Rose, Tony Stephens

CATEGORY 12 - ENTERTAINMENT/DINING



FIRST PLACE: Times-Tribune - Ruth Rose, Rebecca Conn - *Great looking ad that makes me want to eat there! Nice photos and layout.*

SECOND PLACE: Times-Tribune - Ruth Rose, James Marcum - *Great photos and heading*.

THIRD PLACE: Times-Tribune - Lisa Harrison, Tony Stephens - *Nice artwork and colors sure to catch the eye.*

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Times-Tribune - Staff

SECOND PLACE: Times-Tribune - Rhonda

awson

THIRD PLACE: Times-Tribune - Trish Humphrey

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: Times-Tribune - Ruth Rose, James Marcum - *Nice artwork and very colorful. Gives you all the information you need.*

SECOND PLACE: Times-Tribune - Ruth Rose, James Marcum - *Cute heading a nice layout to tie all the ads together.*

CATEGORY 15 - POLITICAL ADVERTISING

NO ENTRIES

<u>CATEGORY 16 - AGRICULTURE/</u> <u>LAWN AND GARDEN</u>

CERTIFICATE: Times-Tribune - Ruth Rose, Tony Stephens

CATEGORY 17 - PREPRINTS/ SPECIAL PUBLICATIONS

FIRST PLACE: Times-Tribune - Staff SECOND PLACE: Times-Tribune - Staff

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Times-Tribune - Lisa Harrison, Tony Adkins

SECOND PLACE: Times-Tribune - Ruth Rose, James Marcum

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

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: Times-Tribune - Lisa Harrison, James Marcum - *Large graphics, clever copy makes this ad series a winner.*

SECOND PLACE: Times-Tribune - Rhonda Lawson, Trish Humphrey, Rebecca Conn - *Excellent example of innovation in keeping real estate ads in print. Effective use of color.*

<u>CATEGORY 20 - HOLIDAY GREETING ADS</u> <u>AND GENERAL/MISCELLANEOUS</u>

FIRST PLACE: Times-Tribune - Ruth Rose, Rebecca Conn

SECOND PLACE: Times-Tribune - Ruth Rose, James Marcum

THIRD PLACE: Times-Tribune - Lisa Harrison, Tony Stephens

<u>CATEGORY 21 - SPORTING</u> <u>GOODS/ATHLETICS</u>

NO ENTRIES

<u>CATEGORY 22 - SPECIAL EVENTS</u> NO ENTRIES

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

NO ENTRIES

CATEGORY 24 - BEST ONLINE/DIGITAL AD

CERTIFICATE: Harlan Daily Enterprise - Melissa Johnson

Daily Class 2

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>

FIRST PLACE: News-Enterprise - Sonya Foster, Andrea Wheeler

SECOND PLACE: News-Enterprise - Sonya Foster, Andrea Wheeler

THIRD PLACE: News-Enterprise - Sonya Foster, Andrea Wheeler

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: News-Enterprise - Bill Mathers - Very creative layout. Someone took a lot of time to do this ad and it shows!

SECOND PLACE: News-Enterprise - Jamie Barnes, Nancy Farmer - *Love the colors and the layout. Easy to read and gets your attention.*

THIRD PLACE: News-Enterprise - Bill Mathers, Nancy Farmer - *Nice layout and bright yellow really attracts the readers eye.*

<u>CATEGORY 3 - HARDWARE/</u> <u>APPLIANCE STORES</u>

FIRST PLACE: News-Enterprise - Bill Mathers - *Nice use of graphics and a clean layout.*

SECOND PLACE: News-Enterprise - Kaela Ward, Portia Oldham

THIRD PLACE: News-Enterprise - Bill Mathers, Portia Oldham

<u>CATEGORY 4 - FINANCIAL</u>

CERTIFICATE: News-Enterprise - Kaela Ward, Portia Oldham

<u>CATEGORY 5 - PROFESSIONAL SERVICES</u>

FIRST PLACE: News-Enterprise - Jamie Barnes - This ad stood out above the others, the color was different and the design was excellent.

SECOND PLACE: News-Enterprise - Bill Mathers, Jennifer Simpson

THIRD PLACE: News-Enterprise - Bill Mathers, Sara Phelps

CATEGORY 6 - FOOD AND ALCOHOL

NO ENTRIES

CATEGORY 7 - FURNITURE



FIRST PLACE: News-Enterprise - Sonya Foster - *Organized and good use of color.*

SECOND PLACE: News-Enterprise - Bill Mathers - "Good use of color and whitespace."

THIRD PLACE: News-Enterprise - Sonya Foster, Jennifer Simpson

CATEGORY 8 - REAL ESTATE

FIRST PLACE: News-Enterprise - Jamie Barnes, Bill Anderson

SECOND PLACE: The State Journal - Janna Gibson **THIRD PLACE:** The State Journal - Brandon Brashears, Sheri Bunker

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: The State Journal - Meri Latek - Top choice in a crowded field. Simplicity is what makes this a first place entry. It's an event ladies will HAVE to attend!

SECOND PLACE: The State Journal - Meri Latek - *Another winner with great design.*

THIRD PLACE: News-Enterprise Kaela Ward - Prices in the ad separates this from the other entries. Readers want to see items and prices before they go. This ad is well-designed.

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

FIRST PLACE: News-Enterprise - Staff - Good ad. I liked that it showed the card. The program details were easy to understand. Good branding from the newspaper.

SECOND PLACE: News-Enterprise - Staff

SECOND PLACE: News-Enterprise - Staff **THIRD PLACE:** News-Enterprise - Staff

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: News-Enterprise - Bill Mathers, Jennifer Simpson - Best of a great set of ads for this local pharmacy. They all get attention - this one is the best.

SECOND PLACE: News-Enterprise - Bill Mathers, Jennifer Simpson - What parent with young children wouldn't notice this ad? Large graphic grabs your attention.... minimal but informative copy gets the message across.

THIRD PLACE: News-Enterprise - Sonya Foster, Jennifer Simpson - *Very well done. Facts tell the story.*

CATEGORY 12 - ENTERTAINMENT/DINING



FIRST PLACE: News-Enterprise - Staff - The ad marries good, uncluttered design and a sharp image with all the information a reader needs: ticket prices, show times, special event info. Love it.

SECOND PLACE: News-Enterprise - Jamie Barnes, Portia Oldham - This ad has much of the same information as other ads in the category. But the clean design, without all the bursts, mixed/all capital letters, exclamation points and clashing fonts easily lifted it above the others. Please heed this advice ad designers and businesses: too much clutter equals eyes skipping over your ad.

THIRD PLACE: News-Enterprise - Sonya Foster, Portia Oldham - Nothing fancy here, just a good solid ad driving home the message of where to find prep sports on TV in the area. Design provides clear listings without clutter, and audience knows who provides the service.

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: News-Enterprise - Staff - Good information in an eye pleasing format with lots of advertising.

SECOND PLACE: News-Enterprise - Staff **THIRD PLACE:** News-Enterprise - Staff

CATEGORY 14 - GROUP PROMOTION

NO ENTRIES

CATEGORY 15 - POLITICAL ADVERTISING

CERTIFICATE: The State Journal - Brandon Brashears, Michael Veno

<u>CATEGORY 16 - AGRICULTURE/</u> <u>LAWN AND GARDEN</u>

CERTIFICATE: The State Journal - Brandon Brashears, Sheri Bunker

CATEGORY 17 - PREPRINTS/SPECIAL PUBLICATIONS

CERTIFICATE: News-Enterprise - Staff

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: News-Enterprise - Bill Mathers, Jennifer Simpson - Great way to tie the color in the ad to the color of the uniforms and team. Great work!

SECOND PLACE: News-Enterprise - Kaela Ward, Portia Oldham - Great colors and layout. Overall, very attractive ad.

THIRD PLACE: News-Enterprise - Sonya Foster, Andrea Wheeler - Clean ad with subtle but effective use of color.

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: News-Enterprise - Jamie Barnes, Sara Phelps - *Great layout, great photos, great series!*

<u>CATEGORY 20 - HOLIDAY GREETING ADS</u> <u>AND GENERAL/MISCELLANEOUS</u>

FIRST PLACE: News-Enterprise - Bill Mathers, Sara Phelps - Well-done ad. One clear image, one clear message with all the relevant information a reader needs in an easy-to-read font and style. Eyegrabbing ad without being cluttered or overdone.

SECOND PLACE: News-Enterprise - Kaela Ward, Sara Phelps - *The ad made clear offers with good artwork and messaging. What else can you ask for?*

THIRD PLACE: News-Enterprise - Sonya Foster, Nancy Turner - *I liked the concept of this ad, a business thanking its employees for their service over the year. Well done.*

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: News-Enterprise - Bill Mathers, Jennifer Simpson - *Great ad!*

SECOND PLACE: News-Enterprise - Bill Mathers, Bill Anderson

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: News-Enterprise - Bill Mathers, Nancy Farmer

SECOND PLACE: News-Enterprise - Bill Mathers, Bill Anderson

THIRD PLACE: News-Enterprise - Jamie Barnes, Nancy Farmer

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

FIRST PLACE: News-Enterprise - Jamie Barnes, Nancy Turner - *Great layout, great photo, great concept. Great job!*

SECOND PLACE: The State Journal - Brandon Brashears, Michael Veno - *Great idea, great layout.* A little busy, but overall a great ad.

THIRD PLACE: News-Enterprise - Jamie Barnes - *Great use of space. Clean and effective.*

<u>CATEGORY 24 - BEST ONLINE/DIGITAL AD</u>

NO ENTRIES

Daily Class 3

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>

FIRST PLACE: Bowling Green Daily News - Sara Jones - *Clean and easy to understand.*

SECOND PLACE: The Daily Independent - Tony Adkins

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: The Daily Independent - Tony Adkins

SECOND PLACE: Bowling Green Daily News - Andrea Dennis

THIRD PLACE: Bowling Green Daily News - Linda Painter

CATEGORY 3 - HARDWARE/ APPLIANCE STORES

FIRST PLACE: The Daily Independent - Tony Adkins

SECOND PLACE: The Daily Independent - Tony Adkins

THIRD PLACE: Bowling Green Daily News - Linda Painter

CATEGORY 4 - FINANCIAL



FIRST PLACE: The Daily Independent - Tony Adkins

SECOND PLACE: The Daily Independent - Tony Adkins

CATEGORY 5 - PROFESSIONAL SERVICES

FIRST PLACE: The Daily Independent - Tony Adkins

SECOND PLACE: Bowling Green Daily News - Andrea Dennis

THIRD PLACE: The Daily Independent - Tony Adkins

<u>CATEGORY 6 - FOOD AND ALCOHOL</u>



FIRST PLACE: The Daily Independent - Tony Adkins **SECOND PLACE:** The Daily Independent - Tony Adkins

THIRD PLACE: Bowling Green Daily News - Terri Johnson

CATEGORY 7 - FURNITURE

FIRST PLACE: The Daily Independent - Tony Adkins **SECOND PLACE:** The Daily Independent - Tony Adkins

THIRD PLACE: Bowling Green Daily News - Andrea Dennis

<u>CATEGORY 8 - REAL ESTATE</u>

FIRST PLACE: Bowling Green Daily News - Andrea Dennis

SECOND PLACE: The Daily Independent - Mary Goldy

THIRD PLACE: Bowling Green Daily News - Sara Jones

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: The Daily Independent - Tony Adkins **SECOND PLACE:** The Daily Independent - Tony Adkins

THIRD PLACE: Bowling Green Daily News - Andrea Dennis

<u>CATEGORY 10 - MULTIPLE</u> <u>ADVERTISER/"SIG" PAGE</u>

FIRST PLACE: The Daily Independent - Tony Adkins - *Great use of art and color*.

SECOND PLACE: Bowling Green Daily News - Staff **THIRD PLACE:** The Daily Independent - Tony Adkins

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: The Daily Independent - Tony Adkins - *The use of color and white space makes this ad easy to read.*

SECOND PLACE: Bowling Green Daily News - Kellye Ford

THIRD PLACE: The Daily Independent - Tony Adkins

CATEGORY 12 - ENTERTAINMENT/DINING



FIRST PLACE: The Daily Independent - Tony Adkins - *Informative and great photo and color.*SECOND PLACE: Bowling Green Daily News - Mark Mahagan - *Great use of color and black and white.*

THIRD PLACE: Bowling Green Daily News - Linda Painter

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Bowling Green Daily News - Staff - Great use of full color and beautiful photography. Really nice special section.

SECOND PLACE: The Daily Independent - *Staff* **THIRD PLACE:** Bowling Green Daily News - Staff

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: The Daily Independent - Tony Adkins - Like the use of full color ads and clean layout

SECOND PLACE: The Daily Independent - Tony Adkins

CATEGORY 15 - POLITICAL ADVERTISING

NO ENTRIES

<u>CATEGORY 16 - AGRICULTURE/</u> <u>LAWN AND GARDEN</u>

FIRST PLACE: Bowling Green Daily News - Barry Vincent - *Nice layout while working with limited space and art.*

SECOND PLACE: The Daily Independent - Tony Adkins - *Ad pops and is very informative. Nice work with coop and customizing ad to make it local. Great logo.*

<u>CATEGORY 17 - PREPRINTS/</u> <u>SPECIAL PUBLICATIONS</u>

FIRST PLACE: The Daily Independent - Tony Adkins - *Nice layout and eye-catching colors.*

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Bowling Green Daily News - Andrea Dennis

SECOND PLACE: The Daily Independent - Tony Adkins

THIRD PLACE: The Daily Independent - Tony Adkins

<u>CATEGORY 19 - BEST AD SERIES</u>

NO ENTRIES

<u>CATEGORY 20 - HOLIDAY GREETING ADS</u> <u>AND GENERAL/MISCELLANEOUS</u>

FIRST PLACE: The Daily Independent - Tony Adkins - The children draw you into the ad. Really tough to beat.

SECOND PLACE: The Daily Independent - Mary Goldy

THIRD PLACE: Bowling Green Daily News - Jamie Dobbs

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: Bowling Green Daily News - Barry Vincent - Good use of photography. Eye catching ad. SECOND PLACE: The Daily Independent - Tony Adkins

THIRD PLACE: The Daily Independent - Tony Adkins

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: The Daily Independent - Staff - "Clean, good colors. Overall great ad."

SECOND PLACE: The Daily Independent - Tony Adkins - *Great layout and use of space*.

THIRD PLACE: The Daily Independent - Tony Adkins

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

FIRST PLACE: Lexington Herald-Leader - Jane Ashley Pace, Richard Morgan, Jason Gregory - Well thought-out and produced promotion. Excellent design.

SECOND PLACE: Lexington Herald-Leader - Staff - Good way to get your staff in front of the public. Puts a face with a name for advertisers and readers who may only interact via phone or email. Better quality photos would improve placement.

<u>CATEGORY 24 - BEST ONLINE/</u> <u>DIGITAL AD SERIES</u>

FIRST PLACE: Courier-Journal - Demetrius Booker - Both ad were good, but this one drew me in. I liked the typography in the ad.

SECOND PLACE: Courier-Journal - Demetrius Booker

Associate Member Newspapers

<u>CATEGORY 1 -</u> <u>DEPARTMENT/DISCOUNT/JEWELRY</u>

FIRST PLACE: Medical Leader - Ellen Blackburn, April Clevenger

SECOND PLACE: - Medical Leader - Amy Hall, Stacey Walters

THIRD PLACE: Floyd County Chronicle - Jamie Beckett

CATEGORY 2 - AUTOMOTIVE

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Amanda Reed, Jeff Vanderbeck - *Nice job. Loved the drop shadows on the cars.*

THIRD PLACE: Medical Leader - Ellen Blackburn, April Clevenger - *Nicely done. A lot of info in a confined space. Good job.*

SECOND PLACE: Medical Leader - Katherine Maynard, April Clevenger - *Great job. Loved the layout.*

<u>CATEGORY 3 - HARDWARE/</u> <u>APPLIANCE STORES</u>



FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Gina Ferguson

SECOND PLACE: - Medical Leader - Amy Hall, Jordan Compton

THIRD PLACE: Floyd County Chronicle - Jamie Beckett, Peggy Bailey

<u>CATEGORY 4 - FINANCIAL</u>

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Gina Ferguson

SECOND PLACE: Floyd County Chronicle - Jamie Beckett, Amanda Reed

THIRD PLACE: - Medical Leader - Ellen Blackburn, Jordan Compton

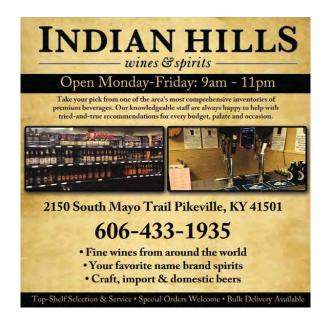
<u>CATEGORY 5 - PROFESSIONAL SERVICES</u>

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Gina Ferguson - *Good use of vertical layout. Design kept me browsing to the bottom.*

SECOND PLACE: Medical Leader - Ellen Blackburn, Jordan Compton - *Cute play on words.* Simplicity works in this ad's favor.

THIRD PLACE: Medical Leader - Amy Hall - *This* ad stood out from the others on this page. Caught my attention and got to the point, exactly what should happen in a smaller ad.

CATEGORY 6 - FOOD AND ALCOHOL



FIRST PLACE: Medical Leader - Amy Hall, Stacey Walters - The entire scheme of the ad oozed class and invited me to visit. Package stores are not always pleasing to the eye, but this ad conveyed a level of class that made me want to shop.

SECOND PLACE: Medical Leader - Katherine Maynard, Jordan Compton - What goes better with celebrating America than a cold beer. It is a timeless analogy and this ad hit on all cylinders to drive that point home with art.

THIRD PLACE: Medical Leader - Katherine Maynard, Jordan Compton

<u>CATEGORY 7 - FURNITURE</u>

FIRST PLACE: Medical Leader - Ellen Blackburn, Stacey Walters

SECOND PLACE: Medical Leader - Katherine Maynard, Jordan Compton

CATEGORY 8 - REAL ESTATE

FIRST PLACE: Medical Leader - Staff

SECOND PLACE: Floyd County Chronicle - Jamie Beckett, Amanda Reed

THIRD PLACE: Medical Leader - Ellen Blackburn, April Clevenger

CATEGORY 9 - CLOTHING STORE

FIRST PLACE: Floyd County Chronicle - Jamie Beckett - *This was a simple clean ad. Also it is always great to use local models.*

SECOND PLACE: Medical Leader - Amy Hall, Stacey Walters - *The colors in the ad fit the message.* The message was clear and the ad design was good. THIRD PLACE: Floyd County Chronicle - Jamie Beckett, Gina Ferguson

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE



FIRST PLACE: Floyd County Chronicle - Jamie Beckett - Very eye catching, nice and clean.

SECOND PLACE: Floyd County Chronicle - Staff, Jamie Beckett - Great use of the white space and love the layout. Great job.

THIRD PLACE: Medical Leader - Staff

CATEGORY 11 - HEALTHCARE/MEDICAL

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Amanda Reed - Clean design, good color scheme pushes this ad to the top.

SECOND PLACE: Floyd County Chronicle - Jamie Beckett, Jeff Vanderbeck - Very close second. Simple design works well here. May have taken the blue tint off the stock image at left.

THIRD PLACE: Medical Leader - Staff - Good execution, starting at the top. Easy flow throughout.

CATEGORY 12 - ENTERTAINMENT/DINING



FIRST PLACE: Floyd County Chronicle - Jamie

Beckett, Amanda Reed

SECOND PLACE: Medical Leader - Amy Hall THIRD PLACE: Medical Leader - Staff

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: Medical Leader - Staff - Loved Loved Loved this special section! The theme was carried thru in the advertising. This was great! SECOND PLACE: Medical Leader - Staff

THIRD PLACE: Floyd County Chronicle - Tracie Vanderbeck, Staff

CATEGORY 14 - GROUP PROMOTION

FIRST PLACE: Medical Leader - Staff SECOND PLACE: Medical Leader - Staff THIRD PLACE: Medical Leader - Staff

<u>CATEGORY 15 - POLITICAL ADVERTISING</u>

FIRST PLACE: Medical Leader - Ellen Blackburn, Jordan Compton

SECOND PLACE: Medical Leader - Ellen Blackburn, April Clevenger

CATEGORY 16 - AGRICULTURE/ LAWN AND GARDEN

FIRST PLACE: Medical Leader -Jordan Compton

SECOND PLACE: Medical Leader - Amy Hall, Stacey Walters

ATEGORY 17 - PREPRINTS/ **SPECIAL PUBLICATIONS**

FIRST PLACE: Floyd County Chronicle - Tracie Vanderbeck, Staff

SECOND PLACE: Floyd County Chronicle - Staff

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Medical Leader - Amy Hall, Jordan

SECOND PLACE: Medical Leader - Amy Hall

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Gina Ferguson - The use of vibrant colors as well as the use of movie theater type curtain art really lends itself to a showcase with the animal as the star player. SECOND PLACE: Floyd County Chronicle - Bobby Gilliam, Gina Ferguson - Vibrant use of colors and graphics.

THIRD PLACE: Medical Leader - Staff

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

FIRST PLACE: Medical Leader - Ellen Blackburn **SECOND PLACE:** Floyd County Chronicle - Jamie

THIRD PLACE: Medical Leader - Amy Hall

CATEGORY 21 - SPORTING GOODS/ATHLETICS

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Gina Ferguson

SECOND PLACE: Medical Leader - Ellen Blackburn, Jordan Compton

THIRD PLACE: Floyd County Chronicle - Jamie Beckett, Jeff Vanderbeck

CATEGORY 22 - SPECIAL EVENTS

FIRST PLACE: Medical Leader - Staff - This was a well designed ad. Spot color did the trick.

SECOND PLACE: Floyd County Chronicle - Jamie Beckett, Danny Coleman

THIRD PLACE: Medical Leader - Staff

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

FIRST PLACE: Floyd County Chronicle - Jamie Beckett, Jeff Vanderbeck

SECOND PLACE: Medical Leader - Ellen Blackburn

THIRD PLACE: Floyd County Chronicle - Jamie Beckett

CATEGORY 24 - BEST ONLINE/DIGITAL AD

FIRST PLACE: Medical Leader - Amy Hall - Loved the theme in the ad. The pink made the ad stand out on the page, but the theme put it over the top SECOND PLACE: Medical Leader - Staff THIRD PLACE: Medical Leader - Staff

Student Publications

CATEGORY 1 -DEPARTMENT/DISCOUNT/JEWELRY

NO ENTRIES

CATEGORY 2 - AUTOMOTIVE

NO ENTRIES

CATEGORY 3 - HARDWARE/ APPLIANCE STORES

CERTIFICATE: College Heights Herald - Emily Lindeau

CATEGORY 4 - FINANCIAL

NO ENTRIES

CATEGORY 5 - PROFESSIONAL SERVICES



FIRST PLACE: College Heights Herald - Emily Lindeau - Slick presentation. Good use of space. Ad keeps it simple, but says all it needs to.

SECOND PLACE: College Heights Herald -Caitlin Murray - Classic feel works well for barbershop ad.

<u>CATEGORY 6 - FOOD AND ALCOHOL</u>

FIRST PLACE: Murray State News - Spencer Price SECOND PLACE: College Heights Herald - Emily Lindeau

CATEGORY 7 - FURNITURE

CERTIFICATE: Murray State News - Austin Gordon

CATEGORY 8 - REAL ESTATE

CERTIFICATE: College Heights Herald - Emily Lindeau

CATEGORY 9 - CLOTHING STORE

CERTIFICATE: College Heights Herald - Caitlin Murray

CATEGORY 10 - MULTIPLE ADVERTISER/"SIG" PAGE

NO ENTRIES

CATEGORY 11 - HEALTHCARE/MEDICAL

NO ENTRIES

CATEGORY 12 - ENTERTAINMENT/DINING

DAY HVE WKU SPORTS You can get a lot of things for free with your WKU student ID. Admission into all university sporting events is just one exampl Take advantage of the park by going to watch one of WKU's 14 athlebs teams compete.

DINNER PLANS Bowling Green offers a long

DAY SIX COMMUNITY FARMERS MARKE



FLEA LAND OF BOWLING GREEN At first glance, this may seem like a strange recommendation, but don't pass up your chance to visit Kentucky's largest flea market, located on Three Springs Road. With a total of 460 booths, you never know what treasures you might fired.

you might find. Plus, Flea Land's website advertises a delicacy called "chicken-on-a-stick." If that's not reaso enough to check it out, what is?

DAY SEVEN

back into reality. Use today as a catch-up day to complete any homework you've been religiously avoiding for the past seven days.

Or binge-watch your favorite show on Netflix





NAL | FAST | FRESH | DELICION

FIRST PLACE: College Heights Herald - Caitlin

SECOND PLACE: College Heights Herald - Caitlin Murray

THIRD PLACE: College Heights Herald - Emily Lindeau

CATEGORY 13 - SPECIAL SECTIONS

FIRST PLACE: College Heights Herald - Caitlin Murray - This was a very difficult category. What won me over on this section was the advertising on the cover and the college student focus with the advertising inside the section.

SECOND PLACE: College Heights Herald - Staff THIRD PLACE: College Heights Herald - Emily Lindeau

CATEGORY 14 - GROUP PROMOTION

CERTIFICATE: Murray State News - Alex Hilkey

CATEGORY 15 - POLITICAL ADVERTISING

NO ENTRIES

CATEGORY 16 - AGRICULTURE/ LAWN AND GARDEN

NO ENTRIES

CATEGORY 17 - PREPRINTS/ SPECIAL PUBLICATIONS

NO ENTRIES

CATEGORY 18 - BEST USE OF COLOR

FIRST PLACE: Murray State News - Spencer Price SECOND PLACE: College Heights Herald - Emily Lindeau

CATEGORY 19 - BEST AD SERIES

FIRST PLACE: Murray State News - Advertising Production Staff - The series drove home a sense of urgency with the holidays. The Color ad of Category 11-Category 20 especially made me feel as if the holidays were upon us.

SECOND PLACE: College Heights Herald - Emily Lindeau - This ad made me want to enroll and study abroad. The picture told a story that was inviting and

THIRD PLACE: College Heights Herald - Emily Lindeau

<u>CATEGORY 20 - HOLIDAY GREETING ADS</u> **AND GENERAL/MISCELLANEOUS**

CERTIFICATE: Murray State News - Austin Gordon

CATEGORY 21 - SPORTING GOODS/ATHLETICS

CERTIFICATE: College Heights Herald - Emily Lindeau

CATEGORY 22 - SPECIAL EVENTS

NO ENTRIES

CATEGORY 23 - CREATIVE USE OF THE NEWSPAPER/ NEWSPAPER PROMOTION

FIRST PLACE: College Heights Herald - Emily Lindeau

SECOND PLACE: Murray State News - Austin Gordon

CATEGORY 24 - BEST ONLINE/DIGITAL AD

NO ENTRIES

GENERAL EXCELLENCE WINNERS



DAILY 1

FIRST PLACE
CORBIN TIMES TRIBUNE

SECOND PLACE
HARLAN DAILY ENTERPRISE

DAILY 2

FIRST PLACE
ELIZABETHOWN
NEWS ENTERPRISE

SECOND PLACE
FRANKFORT STATE JOURNAL

DAILY 3

FIRST PLACE
THE INDEPENDENT, ASHLAND
SECOND PLACE
BOWLING GREEN DAILY NEWS
THIRD PLACE
HERALD-LEADER MEDIA &
LOUISVILLE COURIER-JOURNAL

WEEKLY 1

FIRST PLACE
SPRINGFIELD SUN

SECOND PLACE
CARROLTON NEWS-DEMOCRAT

THIRD PLACE
GREENUP COUNTY NEWS-TIMES

WEEKLY 2

FIRST PLACE
SPENCER MAGNET

SECOND PLACE

CYNTHIANA DEMOCRAT

THIRD PLACE

LARUE COUNTY HERALD NEWS

WEEKLY 3

FIRST PLACE
LEBANON ENTERPRISE

SECOND PLACE
CENTRAL CITY LEADER NEWS

THIRD PLACE
THE MOUNTAIN ADVOCATE

MULTI-WEEKLY

FIRST PLACE
THE KENTUCKY STANDARD

SECOND PLACE

APPALACHIAN NEWS-EXPRESS

THIRD PLACE
PRINCETON TIMES LEADER

ASSOCIATE MEMBER NEWSPAPERS

FIRST PLACE
THE MEDICAL LEADER

SECOND PLACE
FLOYD COUNTY CHRONICLE

STUDENT PUBLICATIONS

FIRST PLACE
COLLEGE HEIGHTS HERALD

SECOND PLACE
MURRAY STATE NEWS