

## **IPA Best in Advertising Contest 2010**

### **Class 1          General Advertising Excellence**

#### **Division A**

**First Place:** Elburn Herald

Nice, clean designs. They have a modern feel to them, as does the paper as a whole. Good flow, keeps eyes moving. Beautiful.

**Second Place:** Free Press Newspapers

Layout of ads is working well. Nice variation in fonts and border sizes helps ads stand out from one another.

**Third Place:** McDonough County Voice

Good balance between ads and copy. Nice use of fonts.

**Honorable Mention:** Mahomet Citizen

The layout of ads is working well. Abundance of fonts and selection of images are nice too!

#### **Division B**

**First Place:** Bureau County Republican, Oct. 21, 2010

Excellent Advertising! Great graphics & layout; color is awesome & the ads "pop" on every page. Clean & crisp reproduction.

**Second Place:** The Galena Gazette, Oct. 6, 2010

Nice stand-out ads. Color ads are eye-catching and effective. Nice contrast on b & w ads. Nice representation of local businesses.

**Third Place:** Highland News Leader, Oct. 21, 2010

Good overall design of ads. Excellent use of color when available.

**Honorable Mention:** Breese Journal, Oct. 21, 2010

Nice representation of local businesses. Good layouts.

#### **Division C**

**First Place:** Sauk Valley Newspapers, Oct. 9-10, 2010; Oct. 23-24, 2010

Loved the advertiser-sponsored Friday Football pages! Good use/placement of color ads throughout the pages. Nice variety in size, color, graphics.

**Second Place:** The Journal-Standard, Oct. 10 & Oct. 24, 2010

Good variety of ad sizes & color. Love the color in the classified headers.

**Third Place:** Illinois Times, Oct. 7-13, 2010

Consistent ad sizes throughout make for clean layout, ease of reading.

#### **Division D**

**First Place:** Northwest Herald, Oct. 17 & Oct. 26, 2010

Great use & variations with fonts. Nice layout & flow with ads. Excellent use of color.

**Second Place:** The Pantagraph, Oct. 21, 2010

Good use of color & images. Font variations are working well. Variety of design styles.

**Third Place:** The News-Gazette, Oct. 3, 2010

Nice use of space. Layouts look good, keeps eyes moving. Fonts are working well together.

**Honorable Mention:** Peoria Journal Star, Oct. 29, 2010

Good use of color. Ad layout works well.

**Class 2 Best Full Page Ad**

**Division A**

**First Place:** McDonough County Voice, Century 21

Beautiful clean layout. Nice use of color. Sans serif fonts are working so well!!

**Second Place:** Fulton Democrat, Graham Medical Group

Nice contrast between soft and hard lines/edges. Bright, bold and eye-catching.

**Third Place:** McDonough County Voice, Harts Nursery

It's a busy ad but it's broken down pretty evenly and keeps the eye moving. Parts work pretty together. Great use of fonts, to help decipher subjects/topics.

**Honorable Mention:** Daily Review Atlas, OSF Holy Family

Good variation in font type and size, works well with the movement/flow of ad. Nice layout.

**Division B**

**First Place:** The Galena Gazette, Fried Green Tomatoes

Simple but very eye-catching. Great use of fonts, layout and size of image and logo. Nice placement of gift card/logo in Santa's hand!

**Second Place:** Breese Journal, Merchants of Mascoutah

With so many advertisers things could've gotten crazy busy and messy but keeping it grayscale and the spacing between each advertiser helps pull it all together nicely.

Excellent use of fonts, nice work in making each advertiser stand out from each other.

**Third Place:** The Journal-News, Roger Jennings, Inc.

Nice color. Good choice in fonts. Layout and placement of text and images are working well, keeping the eye moving.

**Honorable Mention:** The Enterprise, Bill Jacobs

Clean, bold layout. Good color.

**Division C**

**First Place:** Kane County Chronicle, Confident Aire, Inc.

**Second Place:** Pekin Daily Times, A to Z Rental

Great color, clean layout.

**Third Place:** Pekin Daily Times, Pat Crane

Good use of House Ads.

**Honorable Mention:** The Journal-Standard, DQ Grill & Chill

**Division D**

**First Place:** Peoria Journal Star, Hayloft Shops

Excellent ad! Nice horizontal layout. Nice balanced layout reflects variety of customer's products. Crisp, clear reproduction.

**Second Place:** Northwest Herald, Papa Saverio's Pizza

Nice use of space. Menu is effective and catches readers' eye. It's definitely a "clip and save" ad.

**Third Place:** Northwest Herald, Fetch!

Simple and effective. Sure to catch readers' eye. Pet lovers will call this business.

**Honorable Mention:** The Pantagraph, Wendell Niepagan Greenhouses  
Excellent use of color and space. Uncluttered and effective.

### **Class 3                      Best Ad Less Than a Full Page**

#### **Division A**

**First Place:** Mahomet Citizen, Creature Comforts

Great Ad! Photo evokes feeling. Beautiful layout and balance between different fonts. Coupon stands out yet works with the rest of the ad.

**Second Place:** Plano Record, Cooper Home Furnishings

Bold and eye-catching! Nice flow and movement throughout ad. Variety of fonts is working.

**Third Place:** Mahomet Citizen, Mahomet Landscapes

Nice use of a photo and good choice in photo for Mother's Day Sale, beats a pic of a bouquet. Incorporating the logo as bullets was a great idea!

**Honorable Mention:** Elburn Herald, Ream's Elburn Market

Nice use of fonts. Clean design. Good movement.

#### **Division B**

**First Place:** Pike Press, Inner Harmony, LLC

Great use of space, variation in font choices works well, as do the photos.

**Second Place:** The Enterprise, Merlin

Good balance in photo, copy-coupons. Lots of info but you kept it from being too busy or overwhelming.

**Third Place:** The Enterprise, Salentino Italian Restaurant

Good layout, plus photos help move eyes up towards text. Nice use of fonts-color.

**Honorable Mention:** Breese Journal, aka Concrete, Inc.

Nice color. Fonts are so different but work quite nicely together. Good balance between hard and soft edges.

#### **Division C**

**First Place:** The Southern Illinoisan, Foley Sweitzer

**Second Place:** The Southern Illinoisan, Vic Koenig Chevrolet

**Third Place:** The Times, Streator Onized Credit Union

**Honorable Mention:** The Journal-Standard, JK Salon

#### **Division D**

**First Place:** Northwest Herald, Crystal Lake Rib House

Great ad! Love the way the burger stands out-almost a 3-d effect. Beautiful color. Great ad to promote contest.

**Second Place:** Northwest Herald, Behr

Nice pop-out artwork. Blend of colors is outstanding. Great balance.

**Third Place:** Moline Dispatch Publishing Co., L.L.C., Cabanas

Good use of color. All elements tie in nicely - color, art, border. Crisp and clear reproduction.

**Honorable Mention:** Northwest Herald, Dalzell & Co.  
Simple and elegant, uncluttered. Excellent reproduction.

**Class 4 Best Ad Series**

**Division A**

**First Place:** McDonough County Voice, Gentry Motor Co.  
Excellent ad series! Great concept. Personalizes the idea of buying a car. White spaces jump out at reader.

**Second Place:** Mason County Democrat, Graham Medical Group  
Regardless of size it's a very eye-catching ad. Great use of space and photo placement. Clean to the point.

**Third Place:** Village Voices, Frontpage Summer Strip Series  
Bold, eye-catching designs. Great use of color. Nice variety in font choices.

**Honorable Mention:** Cass County Star-Gazette, Culbertson Hospital-Beardstown  
Clinic I and II

Nice monthly focus on health or holiday. Headshots make it more personable. Bold borders and fonts work well on front page.

**Division B**

**First Place:** The Galena Gazette, Fried Green Tomatoes  
I love this ad series! The common theme of tomato eyewear is clever and effective. You outdid yourself!

**Second Place:** Macoupin County Enquirer-Democrat, Shop Local First  
Excellent ad series! Highly informative ads, excellent color usage, some of the crispest ads I've ever seen.

**Third Place:** The Enterprise, Bill Jacobs  
Good auto dealer ads are hard to pull off, but I like this series. Nice use of color, good themes that carry on throughout the ads and decent reproduction.

**Honorable Mention:** The Galena Gazette, Gustafson & Grey  
Nice series. Very subtle and simple, but effective.

**Division C**

**First Place:** The Daily Journal, Girard Electric  
Bright idea! Bold font, statement and color grab reader's attention. Clean design. Excellent use of space.

**Second Place:** The Southern Illinoisan, Quatro's Deep Pan Pizza  
Simple, to the point, clean design. Fun concept. Great use of white space! Excellent variety in photos, and wording.

**Third Place:** The Register-Mail, Midwest Bank  
Great use of color. Size and spaced out over a number of pages is interesting, draws reader in. Font choices are very appealing.

**Honorable Mention:** Sauk Valley Newspapers, Slim-n-Hanks  
Bold fonts and photos help ads jump out. Nice concept.

**Division D**

**First Place:** Peoria Journal Star, Bradley University

Excellent series! Awesome color, crisp and clean ads. Ads exude excitement and draw readers in.

**Second Place:** Herald & Review, Barbeck Communications

Nice personal touch to these ads, particularly the ads with teens. Nice hook to get people in the door. Clean & crisp.

**Third Place:** The News-Gazette, Framer's Market

These ads work because of the conversational style used. Love the quotes-it gives the ads personality.

**Honorable Mention:** Moline Dispatch Publishing Co., L.L.C., Cabanas

Nice size and color, good use of photos. Reflects "fun" personality of business.

## **Class 5**

### **Best House Ad**

#### **Division A**

**First Place:** Free Press Newspapers, House Ad-Unveil

I like this ad promoting paper's website. It's big and it contains lots of info about what website offers. Informative and effective.

**Second Place:** Free Press Newspapers, House Ad-Baby

Nothing like a baby to draw in readers. Nice, striking image, good minimal use of text.

**Third Place:** Pinckneyville Press, House Ad

Fun idea for a newspaper-sponsored contest. Good promotion idea.

Mason County Democrat

Effective tool for circulation. Nice layout with the cute kid and swirly pattern.

#### **Division B**

**First Place:** County Journal, House Ad

Great use of white space. Copy jumps out at reader. Nice font choice, works well.

**Second Place:** The Journal-News, House Ad

Simple and to the point!

**Third Place:** Macoupin County Enquirer-Democrat, House Ad-Free Cash

Nice use of fonts and color. Layout keeps eye moving, good flow.

**Honorable Mention:** Macoupin County Enquirer-Democrat, House Ad-Piggy Bank

Bold, bright; great use of graphic & fonts.

#### **Division C**

**First Place:** The Register-Mail, Morning Paper

Excellent house ad explaining reasoning behind switch to morning paper. Love the history bar. Attractive layout, classy. So helpful to readers struggling with the switch.

**Second Place:** The Independent News, Show Off Your Pet

Such a nice focal point image. Pets' photos are a great revenue source, and this ad draws people in.

**Third Place:** The Daily Journal, Newspapers in Education

Nice working pulling MANY elements together to make a colorful, informative house ad that is destined to become a scrapbook keepsake.

**Honorable Mention:** The Southern Illinoisan, Santa Letter

Very cute ad that's sure to draw responses from young families.

## **Division D**

**First Place:** Rockford Register Star, House Ad

Excellent display of web capabilities & all that site offers as well as print editions. Clean, modern design. Informative but no overwhelming.

**Second Place:** Northwest Herald, House Ad-Family

Very appealing to families-good concept. Relates well to pie chart ad nicely. Nice font choice.

**Third Place:** Northwest Herald, House Ad-Tablet

Appeals to tech-savvy, nice concept. Layout flows well. Nice play on words. Clean design.

**Honorable Mention:** Northwest Herald, House Ad-Pie Chart

Excellent use of colors and fonts. Bold graphics. Nice way to portray stats.

## **Class 6**

### **Best Small Ad**

## **Division A**

**First Place:** Free Press Newspapers, Cope Animal Rescue

Love this ad! Nice use of art to reflect holiday & pets. Layout is crisp, clean & well balanced. Nice emotional appeal--makes me want to donate to the cause.

**Second Place:** Times-Republic, Snyder's Jewelry & Gifts

Cute ad--very eye-catching with art that pops from the page. I like how the art becomes part of the border & the irregular shape of the ad.

**Third Place:** Elburn Herald, Sweet Dream Desserts

Nice use of yellow with contrasting black. I like the geometrical design. Very eye-catching.

**Honorable Mention:** Times-Republic, Personal Finance Company

Fun ad. Art ties in nicely with theme of ad.

## **Division B**

**First Place:** Breeze Courier, Animal Kingdom

I love this ad! It's simple, cute & highly effective. The "Sit, Pay Attention" ties in beautifully with the artwork at the bottom. High impact ad.

**Second Place:** The Galena Gazette, Sharks

Nice use of color. Lots of info in small ad but color changes make it work.

**Third Place:** Kendall County Record, Energetic Health

Excellent ad in its simplicity. Very calming overtones reflect business. Nice contrast in b & w tones.

**Honorable Mention:** Bureau County Republican, Ladd Upholstery Service

Small, simple but it says it all with help of sofa graphic.

## **Division C**

**First Place:** Bolingbrook Bugle, Tauqueria Muniz

Excellent banner ad. Nice use of color and space. This ad screams good Mexican food. Very effective.

**Second Place:** Daily Chronicle, Flappy's Pancake House

This excellent ad jumps off the page. Nice color, balance and use of graphics.

**Third Place:** The Independent News, Coffing Brothers Orchard

I really like this ad. Great font selection & the artwork is cute and effective.

**Honorable Mention:** The Southern Illinoisan, Fish Tales Pet Shop

Nice use of feeder as ad frame. Very effective; makes a standout ad.

#### **Division D**

**First Place:** The State Journal-Register, Luttrell Jewelers

Clever copy & simple design really speak in this ad. Not cluttered, easy to find phone number & website.

**Second Place:** Peoria Journal Star, Coyote Creek Golf Club

Good use of color without being too overdone. Creative use of golf ball art inside the flower. Clean, sharp and to the point = all essentials in a small-sized ad.

**Third Place:** Northwest Herald, Fox Frame Shop

I like how they used a wooden "frame" as art for the ad's border. And the shadow behind the fox art is a nice touch.

**Honorable Mention:** The State Journal-Register, Charlie Parker's

This ad makes me want pancakes! Which is the idea...and the call-out to being on the Food TV Show is something to brag about.

#### **Class 7**

#### **Best Spot Color Ad**

#### **Division A**

**First Place:** Fulton Democrat, The Bistro-Graham Medical Group

Nice use of color; very well-balanced ad.

**Second Place:** Free Press Newspapers, Jasmine's

Spot color borders nicely to help ad stand out and dominate page.

**Third Place:** Free Press Newspapers, Fisher-Swale-Nicholson Eye Center

Nice tie-in with green color and "Irish" theme. Effective artwork.

**Honorable Mention:** Mason County Democrat, Petefish, Skiles & Co.

Simple yet to-the-point. Nice focal point in center.

#### **Division B**

**First Place:** Bureau County Republican, Spider Hill

Excellent use of spot color-great font to make it pop off page.

**Second Place:** Macoupin County Enquirer-Democrat, Shop Local First

Nice concept for invitation ad-clever headline and good use of color to highlight event details.

**Third Place:** Breeze Courier, One East Market

Great way to use spot color as background. Subtle yet effective way to give ad "splash."

**Honorable Mention:** The Galena Gazette, History Museum

Nice job of using only one area of spot color. Underwhelming but effective.

#### **Division C**

**First Place:** Pekin Daily Times, YWCA

The ad looks like a full color ad using the slight gradient. Great way to maximize effect.

**Second Place:** Quincy Herald-Whig, The Salvation Army

The old axiom rings true - less is more. The disciplined use of color makes this ad pop. Good judgment.

**Third Place:** Pekin Daily Times, Pekin High School

Another great entry from Pekin. Some great use of shades/tints to create feel of a multi-color ad. Advertisers are getting a great deal with Pekin.

**Honorable Mention:** The Register-Mail, Galesburg Flower Co.

Great choices in color placement make ad multi-dimensional - jump off the page.

#### **Division D**

**First Place:** Northwest Herald, Dalzell Jewelers

The clear use of color makes an otherwise typical ad really pop.

**Second Place:** Northwest Herald, Village Squire

Clear use of tinting to make a single-color ad seem to be multi-colored.

**Third Place:** The State Journal-Register, Lincoln Junior Women's Club

Multiple tints & clever placement give this ad texture and zing.

**Honorable Mention:** Belleville News-Democrat, Reiniger Jewelers

Smart color placement choices earn this ad a mention.

#### **Class 8**

#### **Best Full Color Ad**

#### **Division A**

**First Place:** McDonough County Voice, All About Mowers

Bold graphics and bright colors are excellent. Nice variety & effects to fonts. Layout is nice too.

**Second Place:** Elburn Herald, Shady Hill Gardens

Great use of photos, variety in colors & fonts. Modern, clean design.

**Third Place:** Elburn Herald, Emerson Creek Pottery

Background color is subtle but works so well with the photos. Nice balance between photos and copy.

**Honorable Mention:** Aledo Times Record, The National Bank

Colorful, festive. Appeals to readers. Eyes move throughout ad.

#### **Division B**

**First Place:** Macoupin County Enquirer-Democrat, Shop Local First Initiative—  
Firefighter

Graphic catches eye, moves up to font. Very nice! Nice use of space. Informative & easy to read.

**Second Place:** Macoupin County Enquirer-Democrat, Shop Local First Initiative—  
Road Work Ahead

Great use of color. Informative variety of fonts working well together. Nice movement within ad.

**Third Place:** Daily Ledger, Under Construction, Inc.

Great display of advertisers work. Easy to read. Eye easily flows around ad. Colors and fonts work well together.

**Honorable Mention:** County Journal, Shear-Locke-Combz



Nice use of color & great font choices. Photos make ad more relatable/personable.

### **Division C**

**First Place:** The Southern Illinoisan, Pepsi Mid America

Excellent ad-fun & colorful. Nice layout & organization.

**Second Place:** Kane County Chronicle, Ona's on the Avenue

Very nice ad. I've never been to this restaurant, but the ad makes me believe it will be a great experience. Very tastefully done.

**Third Place:** Kane County Chronicle, Wasco Nursery

Rich, vibrant colors make this ad a beauty. Crystal clear reproduction. Nice!

**Honorable Mention:** The Journal-Standard, Fieldstone Inn

Simple & Elegant. This ad works to make readers want a cocktail. Effective!

### **Division D**

**First Place:** The News-Gazette, World Harvest

Nice layout. Variety of colors is great, as are the choice of fonts. Use of photos and logos are working well together.

**Second Place:** Northwest Herald, Warsaw Inn

Colorful photos work so well in this ad. Quite appealing. Design flow is nice, as well as the use of a few different fonts.

**Third Place:** The State Journal-Register, Don Smith Paint Company

Great variety of colors & fonts. Layout keeps eye moving around.

**Honorable Mention:** Belleville News-Democrat, Horseshoe Animal Hospital

Good use of color, yet not over-powering. Angles are working well, nice flow between copy & photos.

## **Class 9**

### **Best Annual Special Section**

#### **Division A**

**First Place:** Elburn Herald, Elburn Days 2010

Tremendous advertiser support. Nice layout-easy to find information, informative stories. Good use of color throughout section.

**Second Place:** Plano Record, Wedding Stories

Terrific reader-involvement idea/section. Good advertiser support.

**Third Place:** Woodford County Journal, Photo Contest

Great idea for reader involvement. Would like to have seen color used on more than cover.

**Honorable Mention:** Pinckneyville Press, Calendar Cuties

Nice advertiser support. Handy section for readers to use all year.

#### **Division B**

**First Place:** Highland News Leader, Art in the Park-Highland Arts Council  
Beautiful cover design; full of colorful ads; like the small "sample" photos of exhibitor's wares.

**Second Place:** Macoupin County Enquirer-Democrat, Christmas on the Square

Nice section centered around a 3-day shop local event; features on local businesses as well as "favorite Christmas" stories from readers; well-supported by a wide variety of advertisers.

**Third Place:** The Galena Gazette, Special Olympics

Wonderful advertiser support of this section; nice feature stories on athletes and families, coaches.

### **Division C**

**First Place:** The Register-Mail, Knox County Scenic Drive

Great concept that could work in most/many communities/areas. Good mix of advertising and editorial. Especially like the photo contest idea.

**Second Place:** Jersey County Journal, Jersey County Journal-Holiday

Nice balance between copy and ads. Good variety of fonts and images.

**Third Place:** Bolingbrook Bugle, Holiday Gift Guide 2010 & Holiday Photos

Nice concept to feature holiday photos. Great use of fonts and colors throughout.

**Honorable Mention:** Breese Journal, Breese Journal Hunting Guide

Good mix of stories; many hunting related stories; readers photos a great way to up readership.

### **Division D**

**First Place:** Moline Dispatch Publishing Co., L.L.C., I Do Bridal Guide

Handy size, nice paper. Lots of useful info, pages for lists, etc. Like the wedding details featured on some pages. Lots of advertiser support.

**Second Place:** The News-Gazette, Illinois Marathon Guide

Nice pre-run piece with lots of info for runners and spectators.

**Third Place:** Peoria Journal Star, Fine Arts

Especially liked the center spread small ads for art fair participants.

**Honorable Mention:** The State Journal-Register, That's My Baby and Is Your Pet a Star?

Nice way to get reader involvement and raise funds for N.I.E.

## **Class 10 Best On-Going Special Section**

### **Division B**

**First Place:** Highland News Leader, Highland Chamber Focus Section

Nice quarterly section highlighting chamber events/news. A good way to keep readers current on local businesses and things the chamber does to promote town's businesses.

**Second Place:** The Galena Gazette, Encore!

Color sections often focused on a holiday or event. Nicely advertiser-supported with stories and photos about events, happenings, businesses.

**Third Place:** The Enterprise, Dining Guide

Nicely done small-scale guide with numerous advertisers. Feature story about one advertiser keeps readers interested.

### **Division C**

**First Place:** The Journal-Standard, Etc...Magazine (Mar/Apr)

Wide variety of articles surely makes getting advertiser support easier. Nice choice of paper, good use of color.

**Second Place:** The Daily Journal, Parenting

Eye-catching front pages, interesting & varied articles, lots of advertising support.

**Third Place:** Pekin Daily Times, Healthy Living

Articles on a wide range of health-related topics opens the door to many advertising opportunities.

**Honorable Mention:** The Telegraph, Quarterly Home Style Magazine

Nice paper stock, use of color. Interesting articles.

### **Division D**

**First Place:** The News-Gazette, Families

Very impressive section with an exceptional blend of great photos, interesting articles and ads. Informative and entertaining.

**Second Place:** Peoria Journal Star, Brides & Bouquets

Excellent section full of useful information, colorful photos and attractive ads. Nice heavier paper. Great layout.

**Third Place:** The State Journal-Register, Sports Preview

Very nice section--love the player profiles. Ads along bottom are nice touch!

**Honorable Mention:** The State Journal-Register, A & E Weekend and More

Nice blend of ads & editorials

## **Class 11 Best One-Time Special Section**

### **Division A**

**First Place:** McDonough County Voice, Sports Posters

Fresh concept, great colors. Appeals to the masses. Great variety in advertisers as well as ad layouts.

**Second Place:** Times-Republic, Power of Pink

Excellent concept & topic. The use of pink paper is fabulous. Nice variety of fonts.

**Third Place:** The Chronicle, A Salute to Our Hometown Heroes

Very nice thing to do for the community. Nice layout, easy to read. Simple, yet clean layout.

**Honorable Mention:** Quad County Publishing, Relax & Unwind

Nice concept and readability. Great use of photos and maps as well as the variety of fonts.

### **Division B**

**First Place:** Macoupin County Enquirer-Democrat, Carlinville Area Hospital

Large section dedicated to opening of new hospital--nice "commemorative edition."

Good choice to include grand opening event photos as well as a look back at the previous hospital.

**Second Place:** The Galena Gazette, A Season to Remember

A fantastically advertiser-supported section showcasing the h.s. girls' volleyball teams' season. Great stories, photos compliment the ads.

**Third Place:** The Galena Gazette, Top Notch Grand Re-Opening

Nice, smaller scale piece. Photo of new building & employees add interest.

### **Division C**

**First Place:** Daily Chronicle, Kishwaukee Hospital

Nice section centered around the grand opening of the hospital's Cancer Center.

**Second Place:** NewsTribune, Peru 175th Anniversary

Excellent blend of history and present in story and photo form. Lots of advertiser support.

**Third Place:** The Register-Mail, Radar Frog

4 page wrap introducing Radar Frog is surely an attention-getter and a great way to drive readers to the website.

**Honorable Mention:** Sauk Valley Newspapers, What A Team

Nice look back on a 14-0 season of the local football team. Like how it went "backward" from the state championship to game #1. Surely a keepsake section for many.

### **Division D**

**First Place:** Northwest Herald, Stanley Cup Champions

Awesome look back at a championship season. Provided advertisers a good section to be a part of--high readership.

**Second Place:** Moline Dispatch Publishing Co., L.L.C., Quad Cities Balloon Festival  
Section highlights this popular event with interesting information with emphasis on fundraising for Food Bank.

**Third Place:** Peoria Journal Star, University of Illinois College of Medicine at Peoria  
Good layout--nice job with modular selling.

**Honorable Mention:** The News-Gazette, Unit 4 Schools

## **Class 12 Best Community Focus Special Section**

### **Division A**

**First Place:** Mahomet Citizen, Guide to Mahomet

Informative. Great balance between copy & ads. Choice of fonts works well. Organized quite nicely.

**Second Place:** Woodford County Journal, Eureka Community Guide 2010

Great amount over city information, nice laid out/organized well. Good use of fonts, and balance between copy & ads.

**Third Place:** Daily Review Atlas, 2010 Progress Section

Clean layout. Nice balance between ads & copy. Good use of photos

**Honorable Mention:** Elburn Herald, Kaneland Guide 2010

Great school coverage, statistics, photos & information. Overall look is pretty pleasing to the eye. Great use of color.

### **Division B**

**First Place:** The Galena Gazette, Women in Business

**Second Place:** Macoupin County Enquirer-Democrat, Carlinville Area Hospital

**Third Place:** Bureau County Republican, Progress Edition--Read All About our Progress

**Honorable Mention:** Bureau County Republican, Progress

### **Division C**

**First Place:** Sauk Valley Newspapers, Ovation

Strong advertising support in a well done section that highlighted those that make a difference--section could run several times a year.

**Second Place:** Daily Chronicle, Spotlight

Another special section that could run a few times a year with the same advertising support-good to recognize local people that deserve it.

**Third Place:** The Telegraph, Riverbend Growth Association

**Honorable Mention:** Geneva Republican, Multiple Community Focus

### **Division D**

**First Place:** The State Journal-Register, First Citizen Award Tabloid

Excellent design. Clean, fresh. Great use of white space. Nice concept & coverage.

**Second Place:** Moline Dispatch Publishing Co., L.L.C., Charitable Events Guide

Great concept! Beautiful layout. Font choices are working well together. Nice balance between copy and ads, grayscale & color. Very clean design.

**Third Place:** The News-Gazette, Champaign 150th Anniversary

Great layout, easy to read - eyes move around pages well. Abundant amount of photos. Great amount of color. Great coverage of city's history.

**Honorable Mention:** Northwest Herald, Building for the Future

Nice balance between ads & copy. Features pertaining to subject are good.

### **Class 13 Best Classified Ad**

#### **Division A**

**First Place:** Free Press Newspapers, Jim Ludes-Century 21

"I like this ad" Even though it's small it stands out on the page because of the art. Great top-of-mind ad.

**Second Place:** Village Voices, Remax

Good job displaying homes - listings and sales staff

**Third Place:** Village Voices, Fawnridge Realty

**Honorable Mention:** Village Voices, Isenhart Realty

#### **Division B**

**First Place:** Bureau County Republican, Century 21 - Covered Bridge Realty

Ad only used to wish Happy Thanksgiving. Didn't try to sell anything. Nice Touch.

**Second Place:** The Enterprise, Happy Ad - Lauren Rose

Adorable - Readers will look at this for a while.

**Third Place:** The Galena Gazette, Fried Green Tomatoes

Will attract the reader's attention.

**Honorable Mention:** Daily Ledger, Gorsuch-Hensley Real Estate

#### **Division C**

**First Place:** Quincy Herald-Whig, Dene Lambkin Hyundai

This ad jumps off the page!

**Second Place:** The Southern Illinoisan, Vogler Ford  
Creative use of graphic.

**Third Place:** The Journal-Standard, Bocker Auto Group

**Honorable Mention:** Sauk Valley Newspapers, Purdy Brothers Trucking

#### **Division D**

**First Place:** Herald & Review, Bob Brady Hyundai

Clean layout-dominating artwork with just enough information for consumers. Lays well on the page.

**Second Place:** The State Journal-Register, Landmark Ford

Good layout color.

**Third Place:** Northwest Herald, Anderson Mazda

Strong headline--good layout.

**Honorable Mention:** The State Journal-Register, Royal Oaks Nissan

### **Class 14 Best Classified Section**

#### **Division A**

**First Place:** Free Press Newspapers, April 21, 2010 Classifieds

**Second Place:** Elburn Herald, April 22, 2010 Classifieds

**Third Place:** The Tuscola Journal, April 21, 2010 Classifieds

#### **Division B**

**First Place:** Breeze Journal, April 22, 2010 Classifieds

Easy to navigate through--good use of bold type.

**Second Place:** The Galena Gazette, April 21, 2010 Classifieds

**Third Place:** Breeze Courier, April 18, 2010 Classifieds

**Honorable Mention:** The Enterprise

#### **Division C**

**First Place:** The Journal-Standard, April 24, 2010 Classifieds

**Second Place:** Sauk Valley Newspapers, April 17, 2010 Classifieds

**Third Place:** Journal Gazette & Times-Courier, April 24, 2010 Classifieds

**Honorable Mention:** Bolingbrook Bugle, April 22, 2010 Classifieds

#### **Division B**

**First Place:** Northwest Herald, April 23, 2010 Classifieds

**Second Place:** Moline Dispatch Publishing Co., L.L.C., April 18, 2010 Classifieds

**Third Place:** The State Journal-Register, April 23, 2010 Classifieds

**Honorable Mention:** Peoria Journal Star, April 18, 2010 Classifieds

### **Class 15 Best Classified Promotion**

#### **Division A**

**First Place:** McDonough County Voice

Wow! Excellent ad - colorful, well-organized, informative.

### **Division C**

**First Place:** The Daily Journal, Garage Sale Mapping

Love this concept. What a great way to get people to your website. A handy, useful tool with nice looking print ad to promote it. Nice!

**Second Place:** The Register-Mail

"I'm not used to this much attention." I really like this series of house ads. The quotes on the ads bring the products to life.

**Third Place:** The Daily Journal, 6ClicksToSell.com

Nicely designed ad that helps readers use online tools. Good idea-nice ad.

**Honorable Mention:** The Journal-Standard, Big Money

Eye-catching ad! Something about that giant head on those little shoulders.

### **Division D**

**First Place:** Moline Dispatch Publishing Co., L.L.C., Halloween Safety Game

Excellent, creative & fun! What a great idea. Gives kids a chance to play and learn. Nice layout, great color. Exceptional way to get small ads.

**Second Place:** Rockford Register Star, Better way to get attention

Great concept ads. Eye-catching & sure to result in increased sales.

**Third Place:** Rockford Register Star, Signs of Spring

Great series of ads to promote garage sales in the spring. Colorful and creative.

Peoria Journal Star, PJStar.com

Good graphic to accompany sales tool for online classifieds.

## **Class 16 Best Shared/Signature Page**

### **Division A**

**First Place:** Village Voices, Warren Christmas Walk

**Second Place:** Village Voices, Shullsburg Cheesefest

**Third Place:** Woodford County Journal, Best Bites Dining Guide

**Honorable Mention:** Cass County Star-Gazette, Memorial Day Salute

### **Division B**

**First Place:** Bureau County Republican, Holiday Coloring Page - Kids color & return,  
we take to area nursing homes

Good advertising support. Excellent idea to get area children to participate and nice gesture to give to area nursing homes.

**Second Place:** County Journal, Chester Yellow Jacket Football

Good layout--team photo, roster, and game preview info--signature ads laid out clean and easy to read.

**Third Place:** The Leader-Union, God Bless America!

**Honorable Mention:** Breese Journal, Breese Merchants, Chamber & City

### **Division C**

**First Place:** Daily Chronicle, Downtown Sycamore

Good message--The importance of shopping local

**Second Place:** The Daily Journal, Let's Eat Out  
**Third Place:** The Journal-Standard, Orangeville Fireman's Festival  
**Honorable Mention:** Pekin Daily Times, Dee Mack

#### **Division D**

**First Place:** Northwest Herald, Breast Cancer Month  
Great effect on pink newsprint  
**Second Place:** The News-Gazette, National Volunteer Week  
**Third Place:** Moline Dispatch Publishing Co., L.L.C., Alleman High School State  
Football Extra  
**Honorable Mention:** Northwest Herald, Your Vote Counts

#### **Class 17 Best Niche Publication**

##### **Division A**

**First Place:** Cass County Star-Gazette, 2010-2011 Jim Edgar Panther Creek State  
Fish and Wildlife Area  
Absolutely great publication, and free! High quality, informative and entertaining.  
Excellent layout and nice advertiser response.  
**Second Place:** Elburn Herald, Tri-City Insight  
Nice, informative, localized publication. Layout is exceptional.

##### **Division B**

**First Place:** The Galena Gazette, Galenian Spring/Summer  
Awesome publication that has TONS of info, great photos, lots of ads, too much to  
mention. Destined to become a keepsake for all who pick it up.  
**Second Place:** The Galena Gazette, Galenian Fall/Winter  
Once again, high quality--glossy pages chock full of everything & anything related to  
Galena tourism. Love it, love it.  
**Third Place:** Breese Journal, Dining Out 2010  
Excellent guide to local restaurants. Love the color throughout. Nice editorial content  
throughout. Menu ads are a reader favorite.  
**Honorable Mention:** Macoupin County Enquirer-Democrat, Community Advertisers  
Great layouts, photos & ad content balanced with a nice selection of ads.

##### **Division C**

**First Place:** The Journal-Standard, The Trail  
Very wide-reaching publication with a ton of advertising balanced nicely with great  
information.  
**Second Place:** Illinois Times, Illinois Times 2010 Capital City Visitor Guide  
Lots of useful information & advertisements. Bar/Club, Restaurant & Calendar pages  
extremely useful for out-of-towners.  
**Third Place:** Sauk Valley Newspapers, Ronald Reagan  
Huge undertaking with nice results. Ads are almost unnoticeable, but not in a bad way.  
**Honorable Mention:** NewsTribune, Boomerz Today  
Certainly a niche, but to a great targeted audience.



**Division D**

**First Place:** The News-Gazette, Illini HQ Magazine

**Second Place:** Belleville News-Democrat, Lipstik

**Third Place:** Belleville News-Democrat, Dipstik

**Honorable Mention:** The State Journal-Register, SO Magazine

**Class 18      Best Newspaper-Designed Insert****Division A**

**First Place:** Village Voices, Stagecoach Trail Coupons  
Handy-sized booklet, nice variety of advertisers.

**Division B**

**First Place:** Macoupin County Enquirer-Democrat, Map of advertisers helpful!

**Division C**

**First Place:** Daily Chronicle, DeKalb County Community Foundation

Very impressive insert--full of local photos. Excellent promo for the foundation. Kudos to the designer(s).

**Second Place:** The Southern Illinoisan, Carbondale Main Street

Nice publication. Just the right size and full of ads, gift ideas AND info for a community program/parade. Tastefully done.

**Third Place:** The Register-Mail, Business Card Directory

Not much else but ads, but impressive for the revenue stream it most likely produces.

**Honorable Mention:** Quincy Herald-Whig, Dene Lambkin Honda

Very nice photography - excellent horizontal layout.

**Division D**

**First Place:** The State Journal-Register, Springfield Park District

Exceptional publication! Full color throughout - and designer(s) knew how to use it. Fun, kid-oriented, yet useful & informative. A keeper, this one.

**Second Place:** Northwest Herald, Campbell's TempraCure

Wolves Poster Nice! Community will love this great photo. Kudos to the ad sponsor & the talented photographer.

**Third Place:** The News-Gazette, Das Holz Haus

Very nice, extravagant piece. Excellent photos & content.

**Honorable Mention:** Belleville News-Democrat, Wild Birds Unlimited

Great layout for what can be an annoying spadia. Lots of product & gift ideas, plus staff photos. Nice!

**Class 19      Best Marketing Campaign****Class A**

**First Place:** Pinckneyville Press, Calendar Cuties

**Second Place:** Mascoutah Herald, 2010 Business Directory

**Third Place:** Village Voices Pigskin Picks

#### **Division B**

**First Place:** Bureau County Republican, Weddings and Celebration Expo

**Second Place:** The Galena Gazette, Visitors' Guide Material

**Third Place:** The Galena Gazette, Elizabeth Fair

**Honorable Mention:** The Galena Gazette, Full Page February

#### **Division C**

**First Place:** Journal Gazette & Times-Courier, Biddit & Buy It Online Auction

**Second Place:** The Daily Journal, The Daily Journal School Donation  
Subscriber Promotion

**Third Place:** Quincy Herald-Whig, thelocalq.com

**Honorable Mention:** The Daily Journal, JobFinder

#### **Division D**

**First Place:** Belleville News-Democrat, Redesign

Great job in utilizing every means to promote and alert the market of their upcoming re-design. Asked for reader input-impressed by the employee involvement the day of the launch.

**Second Place:** Northwest Herald, Vacation Giveaway

Creative way to acquire market research from their readers. Made our lucky reader very happy and developed a good partnership with an advertiser.

**Third Place:** The State Journal-Register, Weekends-Plus Home Delivery  
Good offer

**Honorable Mention:** The State Journal-Register, Local News My Way

### **Class 20 Best Ad Designer**

#### **Division A**

**First Place:** Daily Review Atlas, Martha Livingston

This designer really defines a "jack-of-all-trades" role common at many smaller newspapers. She maximizes use of what she has to work with, and uses color and copy well. Lots of fun to page through her samples!

**Second Place:** Elburn Herald, Leslie Flint

No matter the size or look of her ads, Leslie designs what works best within those parameters. Clean copy and simple designs pack a punch.

**Third Place:** Pinckneyville Press, Shea Campanella

Good use of photos in ads to communicate messages.

#### **Division B**

**First Place:** The Galena Gazette, Mark Van Osdol

This guy is good! His design work for the Fried Green Tomatoes account is awesome. Other entries just as good.

**Second Place:** Macoupin County Enquirer-Democrat, Ryan Petrolina

Super work with the Shop Local Campaign.

**Third Place:** Bureau County Republican, Phyllis J. Fargher

**Division C**

**First Place:** Daily Chronicle, Allison LaPorta

Good variety, clean and classy. Nice job!

**Second Place:** Sauk Valley Newspapers, Amanda Ellmaker

Her ad design is clean and well-thought out. Whether color or black and white, design elements are used well and communicate the ads message clearly.

**Third Place:** The Register-Mail, Christina Landon

Strong design without being too "showy". Nice punch to the house ad and the magazines were clean and had good use of white space.

**Honorable Mention:** Journal Gazette & Times-Courier, Michelle Rappuhn

Nice portfolio.

**Division D**

**First Place:** The News-Gazette, Lincoln Delporte

You can tell careful thought and consideration has gone into every ad, regardless of size. I especially liked "The Estate Sale" color ad.

**Second Place:** Peoria Journal Star, Nancy Marcussen

Love the ACE Hardware layout-it could easily have become cluttered, but instead is easy to navigate and has good use of color.

**Third Place:** Moline Dispatch Publishing Co., L.L.C., Doug Teggatz

Whether a small-sized ad or an entire advertising supplement, care and consideration went in to each project.

**Honorable Mention:** Belleville News-Democrat, Jamie Phelps

Good use of space and color and clean designs.

**Class 21 Best Static Online Ad**

**Division A**

**First Place:** Village Voices, Community Bank

**Second Place:** Village Voices, Voices House Ad

**Third Place:** Fulton Democrat, LinCor Computers

**Honorable Mention:** Fulton Democrat, Stereo Village

**Division C**

**First Place:** The Daily Journal, Run With Staley

**Second Place:** The Daily Journal, Grocery Grab

**Third Place:** Sauk Valley Newspapers, Ken Nelson, Autumn on Parade

**Honorable Mention:** The Daily Journal, One Day Sale

**Division D**

**First Place:** Moline Dispatch Publishing Co., L.L.C., Milan Medical Group  
Relatable to all parents!!!

**Second Place:** Moline Dispatch Publishing Co., L.L.C., The Grape Life

**Third Place:** The Pantagraph, The Heller Store--Customer Appreciation Sale

## **Class 22      Best Rich Media Online Ad**

### **Division B**

**First Place:** Highland News Leader, Langham Auction

**Second Place:** Highland News Leader, Highland Chamber of Commerce

**Third Place:** The Galena Gazette, Sharks

**Honorable Mention:** The Galena Gazette, Kiwanis

### **Division C**

**First Place:** Sauk Valley Newspapers, Doggies Country Club

**Second Place:** Sauk Valley Newspapers, Martin's Furniture

**Third Place:** Sauk Valley Newspapers, Airgas

**Honorable Mention:** Sauk Valley Newspapers, Monogram Shoppe

### **Division D**

**First Place:** Moline Dispatch Publishing Co., L.L.C., Rock Island Park and Rec

Great interactive ad, had to play 4 times to sink the putt. Loved it!

**Second Place:** Belleville News-Democrat, Shriner's Circus

**Third Place:** Decatur Herald & Review, Rainstorm

**Honorable Mention:** Belleville News-Democrat, Piano Distributors

## **Class 23      Best Holiday Ad**

### **Division A**

**First Place:** Village Voices, Citizen's Bank

Nice Rockwell-like use of art, plus it also showed photos of the bank's branch locations in a nice way. The headline font reminds me of a Christmas card.

**Second Place:** Kendall County Record, Katydidit Flowers

Even though it is tough to connotate "holiday" with black and white, this ad does a good job of it. The clip art didn't need color to pop.

**Third Place:** Village Voices,            The Agency

Classic holiday thank-you ad.

**Honorable Mention:** Mason County Democrat, Havana National Bank

Sometimes too much space can be intimidating and while this ad is not showy, the large fonts are a bit distracting.

### **Division B**

**First Place:** The Galena Gazette, Log Cabin/Gobbie's

A lot of space that lets the art do the talking.

**Second Place:** The Enterprise, Bill Jacobs

It can be tough to do an automotive ad that isn't cluttered, but this one is fun and easy to navigate. And the ghost and goblin art isn't overdone.

**Third Place:** Sandwich Record, Hoadley's Hallmark

Standard clipart that isn't too much and gets the point across about upcoming offers.

### **Division C**

**First Place:** Pekin Daily Times, Artistic Flowers

Poinsettia art is nice without being too overdone. I like the slight curve of the green background against the black.

**Second Place:** The Journal-Standard, Fieldstone Inn

Clean font use and simple art and using blue instead of the traditional red & green is noted.

**Third Place:** Bolingbrook Bugle, Gourmet Popcorn

Even small ads can convey holiday fun! Nice use of clipart.

**Honorable Mention:** The Daily Journal, Digital Communications/Sprint

The bows on the phone cut-outs are nicely done.

### **Division D**

**First Place:** The News-Gazette, Hardy's Reindeer Ranch

The wood-grain background supports the overall feel of the ad in a nice way. Ad is not cluttered with too many fonts, which can happen especially with holiday-themed ads.

**Second Place:** Peoria Journal Star, Schaers Country Market

The "snow" on the tree is a nice landing spot for the ad's copy. Good use of color.