

2011 IPA Best of Advertising Contest						
Class	Division	Name of Class	1st Place	Place	1st Place Advertiser	1st Place Comments
1	A	General Advertising Excellence	Village Voices, Lena	1		Sports spotlights pages bring a very strong close to truly outstanding ad-filled issues. Great job!
1	A	General Advertising Excellence	The Astoria South Fulton Argus	2		Good press work, very clean look, ads all seemed to pop on the pages.
1	A	General Advertising Excellence	Elburn Herald	3		Overall excellent ads, weak full page for beer & wine event brought this entry down to 3rd place.
1	A	General Advertising Excellence	Mahomet Citizen	4		Excellent press work, very clean, good ads overall.
1	B	General Advertising Excellence	The Breese Journal	1		Best broadsheet paper - good ad layout & well designed.
1	B	General Advertising Excellence	The Galena Gazette	2		Tough decision - just as good - best tab newspaper - good use of colors.
1	B	General Advertising Excellence	The Journal-News, Hillsboro	3		
1	B	General Advertising Excellence	Macoupin County Enquirer-Democrat, Carlinville	4		
1	C	General Advertising Excellence	Daily Chronicle, DeKalb	1		
1	C	General Advertising Excellence	The Southern Illinoisan, Carbondale	2		Good clean layouts & design. Good use of color and typography. Excellent press work.
1	C	General Advertising Excellence	The Journal-Standard, Freeport	3		
1	C	General Advertising Excellence	Journal Gazette & Times-Courier, Mattoon	4		
1	D	General Advertising Excellence	The Dispatch, Moline	1		
1	D	General Advertising Excellence	The News-Gazette, Champaign	2		
1	D	General Advertising Excellence	Northwest Herald, Crystal Lake	3		
1	D	General Advertising Excellence	The Pantagraph	4		
2	A	Best Full Page Ad	Elburn Herald	1	Starved Rock Lodge & Conference Center	Well-designed ad sells packages to Starved Rock Lodge and Convention Center in an appealing and eye-catching way.
2	A	Best Full Page Ad	Republic-Times, Waterloo	2	University of Illinois	4-H week ad does nice way of combining copy and art to tell story of extension programs and volunteers that make them work.
2	A	Best Full Page Ad	The Sidell Reporter	3	Danville Convention and Visitor's Bureau	Good use of type and graphics to grab the attention and tell tourism story.
2	A	Best Full Page Ad	Pinckneyville Press	4	PCHS Education Foundation	Ad tells story of successful fund-raising effort and thanks donors in appealing layout.
2	B	Best Full Page Ad	Pike Press, Pittsfield	1	Tipsord's Turf and Landscape	Catchy heading - attractive graphics - good use of type/photos - easy to identify advertiser.
2	B	Best Full Page Ad	The Galena Gazette	2	Fried Green Tomatoes	Creative use of graphics.
2	B	Best Full Page Ad	Bureau County Republican, Princeton	3		Easy to read & eye appealing
2	B	Best Full Page Ad	The Leader-Union, Vandalia	4	Land of Lincoln Goodwill	Clean looking ad and to the point.
2	C	Best Full Page Ad	The Southern Illinoisan, Carbondale	1	DuQuoin State Bank	Very clean and attractive. Ad with great creativity provides outstanding eye appeal.
2	C	Best Full Page Ad	The Register-Mail, Galesburg	2	Midwest Uniform Supply	Clean ad with good use of type, easy to read.
2	C	Best Full Page Ad	Daily Chronicle, DeKalb	3	City of Sycamore	
2	C	Best Full Page Ad	Journal Gazette & Times-Courier, Mattoon	4	Mattoon Furniture	
2	D	Best Full Page Ad	Rockford Register Star	1	Anderson Automotive Group	Great series of full page ads. Very eye-appealing and one of the most creative full page ads I have seen.
2	D	Best Full Page Ad	The Dispatch, Moline	2	Quad Cities Airport	
2	D	Best Full Page Ad	The News-Gazette, Champaign	3	Illini Landscaping	
2	D	Best Full Page Ad	The News-Gazette, Champaign	4	Champaign Fire & World ?	
3	A	Best Ad Less Than a Full Page	The Cass County Star-Gazette, Beardstown	1	Elmer Hugh Taylor Clinic	Attractive use of type & photos. Eye-appealing. Clean ad.
3	A	Best Ad Less Than a Full Page	Oquawka Current	2	Bi-County Insurance	Eye appealing use of type and photos.
3	A	Best Ad Less Than a Full Page	Mahomet Citizen	3	Hill Animal Care	
3	A	Best Ad Less Than a Full Page	Woodford County Journal, Eureka	4	IGA	

3	B	Best Ad Less Than a Full Page	The Galena Gazette	1	Los Aztecas	Hands down winner! Color & shapes of glass & hat says it all!
3	B	Best Ad Less Than a Full Page	The Galena Gazette	2	Gustafson & Grey	Wristful Thinking - an appropriate heading with beautiful art, tastefully done. Superb!
3	B	Best Ad Less Than a Full Page	Macoupin County Enquirer-Democrat, Carlinville	3	Market on the Square	Single color attention getter. This leaps off the page & the art says it all instantly.
3	B	Best Ad Less Than a Full Page	The Journal-News, Hillsboro	4	Wright Automotive	So catchy! So unusual!
3	C	Best Ad Less Than a Full Page	The Independent News, Georgetown	1	Village of Tilton	Perfect use of text and art with the picture. Very good strong telling. Easy to be the winner!
3	C	Best Ad Less Than a Full Page	The Daily Journal, Kankakee	2	Kankakee Valley Symphony Orchestra	So well designed & put together. Beautiful ad!
3	C	Best Ad Less Than a Full Page	The Southern Illinoisan, Carbondale	3	The Great Outdoors (Ugg Boots)	Easy to look at, the fireplace brings your heart into the ad!
3	C	Best Ad Less Than a Full Page	The Southern Illinoisan, Carbondale	4	Baltzell Plumbing	Art and unusual size made this a grabber!
3	D	Best Ad Less Than a Full Page	The News-Gazette, Champaign	1	Dillman Brothers	Good July 4 ad - well designed.
3	D	Best Ad Less Than a Full Page	Northwest Herald, Crystal Lake	2	Bjorkman's Ace	Inviting design - makes a person curious about the "Big Green Egg."
3	D	Best Ad Less Than a Full Page	Northwest Herald, Crystal Lake	3	Campbell's TempraCure	Rebates are important. Eye is drawn right to the numbers.
3	D	Best Ad Less Than a Full Page	The News-Gazette, Champaign	4	Illinois Brick Company	Ad makes a person think of a celebration - colorful - good photos.
4	A	Best Ad Series	Paxton Record	1	Heartland of Paxton	Hospital series has consistent theme and design to deliver caring message over series of weeks.
4	A	Best Ad Series	The Free Press Advocate, Wilmington	2	Dr. Garrett Smith	You won't get a dour greeting in this dentist's office if this series of fun photos of dental hijinks is telling the story. I've never seen a dentist advertise quite like this, but it appears to be effective.
4	A	Best Ad Series	The Fulton Democrat,	3	Elam Private Detectives	Series of teasers leading up to detective agency open house surely raised anticipation for whatever was coming.
4	A	Best Ad Series	The Sidell Reporter	4	Polyclinic Medical Equipment and Pharmacy	Good use of photos to tie services together with common look that will make ads recognizable at a glance.
4	B	Best Ad Series	The Galena Gazette	1	Gustafson and Grey	They say a picture is worth 1,000 words and this series would back that up. The ad says "Christmas Is" and then shows just one item or grouping from this jewelry and gift store. Great design and photography.
4	B	Best Ad Series	Macoupin County Enquirer-Democrat, Carlinville	2	Market on the Square	Consistent type, design, and art make this series of ads recognizable at a glance and share the message of the store's special events throughout the year.
4	B	Best Ad Series	The Breese Journal	3	Kokomo Joe's	Restaurant's deer hunting related giveaways are shared with series of waitresses dressed in camouflage outfits with cartoon dialogue circles. Appeal to hunters is carried out consistently across the series.
4	B	Best Ad Series	The Galena Gazette	4	Fried Green Tomatoes	Series of lobster boil ads for variety of times during the year is very well done. Attention to detail down to using fried green tomato dial on various phones for calling to make reservations adds to the fun exuded by message.
4	C	Best Ad Series	The Daily Journal, Kankakee	1	Girard Electric	Simple - great use of color. Attention-getting.
4	C	Best Ad Series	The Southern Illinoisan, Carbondale	2	Quatros	Not cluttered - you have a good idea of what to order when you get to Quatros.

4	C	Best Ad Series	The Daily Journal, Kankakee	3	Wesphal	Tells a story in each ad with a different ring. Picture draws reader into ad.
4	C	Best Ad Series	Kane County Chronicle, St. Charles	4	Wasco Nursery	Good backgrounds - color - design.
4	D	Best Ad Series	The Pantagraph, Bloomington	1	Extreme Football Team	Powerful black & white photos tie the series together & set the tone. Beautifully done!
4	D	Best Ad Series	The News-Gazette, Champaign	2	All About Eyes	Huge striking photos & ads. A magnificent series!
4	D	Best Ad Series	Northwest Herald, Crystal Lake	3	Chicago Bulls Posters	Wow! What a way to celebrate! Impactful images!
4	D	Best Ad Series	The Pantagraph, Bloomington	4	Heller Stores Year End Blowout	Theme ties together ads well.
5	A	Best House Ad	The Sidell Reporter	1	Self-Promotion	Very creative ad. Use of white space in ad was the final choice for 1st place. Makes readers realize how much effort goes into the new newspaper each week. Wonderful ad.
5	A	Best House Ad	Woodford County Journal, Eureka	2	Woodford County Journal	I love this ad. The use of "almost correct" words is a fun way to engage the reader in the ad, and gets the point across that there's so much variety in the newspaper. The unexpected juxtaposition of the sub sandwich creates humor.
5	A	Best House Ad	Mason County Democrat, Havana	3	Wanted Sales	Very attractive ad layout. I loved the idea of adding "having fun" to the ad. Where is the newspaper's name in thread?
5	A	Best House Ad	Braidwood Journal	4	Free Press Newspapers	This ad leaps off the page, and let's the photo tell the story so clearly. But there's no newspaper logo or name, just a website.
5	B	Best House Ad	The Galena Gazette	1	The Galena Gazette - Most Interesting Dog	Very creative. The dog is interesting and interested in the Galenian of course! Super ad. I would light the dog off camera to give the animal more depth. Still the best ad in a competitive group.
5	B	Best House Ad	The Galena Gazette	2	The Galena Gazette - The Bear	This is a really using an unusual news photo to create an effective ad for what the newspaper does well - cover breaking news.
5	B	Best House Ad	The Galena Gazette	3	The Galena Gazette - Integrity Counts	When you can bring the word "integrity" into an ad for your newspaper, you're getting right to the heart of journalism. Well done. Great layout.
5	B	Best House Ad	Pike Press, Pittsfield	4	House - Cutest Pet Contest	Psssst.who's creating these great ads. Very nice layout and I like the headline, just not a original as the top 3 winners.
5	C	Best House Ad	The Register-Mail, Galesburg	1	Remember the Number	This ad used type both to be read and as the primary graphic. Simple, effective and a testament to quality in newspapers. I salute you!
5	C	Best House Ad	Daily Chronicle, DeKalb	2	Key Lime Cove Big Deal	This is a great new idea to cross promote local business, the newspaper AND the newspaper's new media strengths. And wow! What a photo. Great idea well executed!
5	C	Best House Ad	The Journal-Standard, Freeport	3	Front Door Email	This ad is so inviting! What a great idea to invite readers to submit new items with a front door email address! Well done.
5	C	Best House Ad	Kane County Chronicle, St. Charles	4	Win a Bike	Clean, colorful, great use of artwork.
5	D	Best House Ad	The Pantagraph, Bloomington	1	Bill Flick on Facebook	This ad just kept drawing me back - the expression says: this guy is fun and worth looking for. So attractive for a smallish ad size - and in BW at that!
5	D	Best House Ad	The News-Gazette, Champaign	2	Performing Artists	What an original take-off from an "arts events" poster. Very creative, very well done. Congratulations!

5	D	Best House Ad	The News-Gazette, Champaign	3	Best of Champaign-Urbana In-House	A great idea, well-executed. Use of single color works well to pop it off the pages, but it's the photograph & expression and angle that does it. This ad had to work well!
5	D	Best House Ad	The News-Gazette, Champaign	4	Here for You	Wow. Lots to read, but well laid out, and an amazing story of how the media company gives back to its communities.
6	A	Best Small Ad	The Free Press Advocate, Wilmington	1	Mums - Vilts Greenhouse	Good graphics - heading attracts attention.
6	A	Best Small Ad	Pana News-Palladium	2	Farm Girl Eggs	Good graphics, easy to lead.
6	A	Best Small Ad	Paxton Record	3	Paxton Pest Solutions	
6	A	Best Small Ad	Coal City Courant	4	Happy New Year La Piazza	
6	B	Best Small Ad	Pekin Daily Times	1	Ginger	Eye-catching. Good use of color.
6	B	Best Small Ad	The Galena Gazette	2	Steaming Hot Cup of Awesome	
6	B	Best Small Ad	Bureau County Republican, Princeton	3	Kettman Heating & Plumbing, Inc.	
6	B	Best Small Ad	Pike Press, Pittsfield	4	Rose Wilson Golf Tournament	
6	C	Best Small Ad	Kane County Chronicle, St. Charles	1	Good Cents Children	Eye-catching - good photo.
6	C	Best Small Ad	The Register-Mail, Galesburg	2	Capitol Music	
6	C	Best Small Ad	The Independent News, Georgetown	3	Blooms & Bows	
6	C	Best Small Ad	Daily Chronicle, DeKalb	4	Happy 1st Birthday Wren!	
6	D	Best Small Ad	Northwest Herald, Crystal Lake	1	Invisible Fence	Very attractive use of color and ad shape catches the eye.
6	D	Best Small Ad	Northwest Herald, Crystal Lake	2	Village Squire	
6	D	Best Small Ad	The Dispatch, Moline	3	Thomas Paint	
6	D	Best Small Ad	The Dispatch, Moline	4	Corn Crib Nursery	
7	A	Best Spot Color Ad	Mason County Democrat, Havana	1	Graham Medical Group	Excellent overall design and use of color. The ad is very efficient and conveys a message from top down. Lots of faces and really introduces the business to the community.
7	A	Best Spot Color Ad	The Fulton Democrat, Lewistown	2		Effective use of color and message. The ad is clean and straightforward. Makes the home look very friendly.
7	A	Best Spot Color Ad	Pinckneyville Press	3	Coin Stop	In your face messaging. There's no mistaking what this ad is about, it's big, bold and over the top, but definitely gets reader attention.
7	A	Best Spot Color Ad		4		
7	B	Best Spot Color Ad	Macoupin County Enquirer-Democrat, Carlinville	1	Market on the Square	Elegant and simple, this ad feels very sophisticated which is doubtless the point of an event called "Art and Wine."
7	B	Best Spot Color Ad	Bureau County Republican, Princeton	2	Schimmer Hyundai	This ad gets points for being clever. Straightforward design it gets the message across simply.
7	B	Best Spot Color Ad	The Journal-News, Hillsboro	3	Roger Jennings	Bright and exciting, this ad highlights its cars effectively.
7	B	Best Spot Color Ad		4		
7	C	Best Spot Color Ad	The Daily Journal, Kankakee	1	Ride Bicycle Outfitters	Clean and simple ad gets the information across simply and easily. Nice design and use of color.
7	C	Best Spot Color Ad	Jersey County Journal, Jerseyville	2	Sweet Indulgences	Elegant ad that is fun and joyful. It's light, pink and fluffy, just like a cake.
7	C	Best Spot Color Ad	Daily Chronicle, DeKalb	3	Inbodens	This ad stands out because of its shape and position on the page. Readers are not going to miss this one.
7	C	Best Spot Color Ad	Kane County Chronicle, St. Charles	4	Confident Aire	Simple ad design, nice clean message.
7	D	Best Spot Color Ad	Northwest Herald, Crystal Lake	1	Johnsburg Expo	Clean design and fun use of colors.

7	D	Best Spot Color Ad	The Dispatch, Moline	2	Maid for you Cleaning	A fun little ad in a weak division. Red bold lettering highlights what's really important and makes it stand out on page.
7	D	Best Spot Color Ad	Northwest Herald, Crystal Lake	3	Buffalo Wild Wings	Big, bold on yellow, this ad is fun and really eye-catching.
7	D	Best Spot Color Ad		4		
8	A	Best Full Color Ad	The Free Press Advocate, Wilmington	1	Fisher-Swale-Nicholson Eye Center	Great "eye-catching" headline & graphic. The ad jumps off the page and the reader is drawn to it.
8	A	Best Full Color Ad	The Fulton Democrat, Lewistown	2	Graham Hospital	Good use of color for Breast Cancer Awareness. Good graphic.
8	A	Best Full Color Ad	Mason County Democrat, Havana	3	Graham Hospital	Catchy graphic - would be stronger if reader could tell what the ad was about. However the graphic and color draws you into the ad to read more.
8	A	Best Full Color Ad	Elburn Herald	4	Starved Rock	
8	B	Best Full Color Ad	The Galena Gazette	1	Fried Green Tomatoes	Good offer and graphics pulls the reader into the ad. Good use of white space & good color quality pulls it all together.
8	B	Best Full Color Ad	Macoupin County Enquirer-Democrat, Carlinville	2	Shop Local First	Good design and use of color & white space to attract the reader's attention.
8	B	Best Full Color Ad	Breeze-Courier, Taylorville	3	Landmark of Taylorville	Good use of color & graphics.
8	B	Best Full Color Ad	Pekin Daily Times	4	Mary Ann Ladendorff	Good clean look & color quality.
8	C	Best Full Color Ad	The Southern Illinoisan, Carbondale	1	Great Outdoors (Crocs)	Great graphic & headline grabs the readers attention & the color makes it jump off the page. Very creative ad! Clearly the designer understands what makes an ad good.
8	C	Best Full Color Ad	Quincy Herald-Whig	2	Sunset Home	Good use of color & photos to grab the readers attention.
8	C	Best Full Color Ad	The Journal-Standard, Freeport	3	Fieldstone Inn (Best of the Region)	Great graphic lets the reader know immediately what the ad is about.
8	C	Best Full Color Ad	Kane County Chronicle, St. Charles	4	Rookies	Good graphic & use of color.
8	D	Best Full Color Ad	The News-Gazette, Champaign	1	Champaign Fire Department	Creative use of color and graphics to grab the reader's attention. The layout & designs demand to be read.
8	D	Best Full Color Ad	The Dispatch, Moline	2	Traditional Floors	Good use of graphics, white-space and color to grab the reader's attention. Good design.
8	D	Best Full Color Ad	The News-Gazette, Champaign	3	World Harvest	A good looking ad with a good headline and graphics.
8	D	Best Full Color Ad	Northwest Herald, Crystal Lake	4	Kiera Confections	Good graphics & clean design & layout.
9	A	Best Annual Special Section	Pinckneyville Press	1	Mardi Gras	Great layout & design and packed with useful information regarding the event.
9	A	Best Annual Special Section	Paxton Record	2	Paxton Record Holiday Greetings Section	Good clean design. Black & white ads have a lot of white space which makes the design work.
9	A	Best Annual Special Section	Republic-Times, Waterloo	3	2011 Monroe County Fair Results	Great section loaded with reader information. Also terrific job reporting all the 4H winners at the fair.
9	A	Best Annual Special Section	Pinckneyville Press	4	2012 Calendar Cuties	Great idea - and a good way to get reader involvement.
9	B	Best Annual Special Section	The Galena Gazette	1	Special Olympics Illinois Winter Games	Wonderful & different subject for section. Eye-catching ads - good information for all.
9	B	Best Annual Special Section	The Galena Gazette	2	Tour of Homes	Ad design very good. Ads & information makes reader want to attend.
9	B	Best Annual Special Section	The Breeze Journal	3	Hunting Guide	Ads well designed and important to hunters. Good information, pictures.
9	B	Best Annual Special Section	The Galena Gazette	4	Wine Lovers Weekend	Designs of section outstanding.
9	C	Best Annual Special Section	The Times, Ottawa	1	Restaurant Guide	Well-designed in convenient size.
9	C	Best Annual Special Section	Kane County Chronicle, St. Charles	2	Dining Guide 2011	Handy size, good graphics.

9	C	Best Annual Special Section	The Southern Illinoisan, Carbondale	3	SIU Back to School	Inviting layout, good typography.
9	C	Best Annual Special Section	Illinois Times, Springfield	4	Summer & Fall Guide	Packed full of events and activities. Great layout.
9	D	Best Annual Special Section	The News-Gazette, Champaign	1	Black History Month	Good design, interesting content, good ad support.
9	D	Best Annual Special Section	The News-Gazette, Champaign	2	Agribusiness 2011	Attractive cover & good content
9	D	Best Annual Special Section	Elburn Herald	3	Back to School	
9	D	Best Annual Special Section	The Pantagraph, Bloomington	4	Worship Guide 2011	
10	A	Best On-Going Special Section	Woodford County Journal, Eureka	1	Business Update	Nice format for advertisers to run an ad and tell their story. Good advetoria!
10	A	Best On-Going Special Section		2		
10	A	Best On-Going Special Section		3		
10	A	Best On-Going Special Section		4		
10	B	Best On-Going Special Section	The Galena Gazette	1	Encore	Lots of local and interesting content and good use of color.
10	B	Best On-Going Special Section	Bureau County Republican, Princeton	2	Pro Pigskin Challenge	Creative idea, good advertising support. Tied to online.
10	B	Best On-Going Special Section	Pekin Daily Times	3	Bride	Good use of color and design. No local content keeps section from being first place.
10	B	Best On-Going Special Section	Pekin Daily Times	4	Boomers	Good design - lacking local news content.
10	C	Best On-Going Special Section	Quincy Herald-Whig	1	20 under 40	Good use of local content. Good layout & use of color and black & white - good design and printing.
10	C	Best On-Going Special Section	The Journal-Standard, Freeport	2	Etc. Nov/Dec	Good bi-monthly magazine - concept of the section is good - more local content would make the concept exceptional.
10	C	Best On-Going Special Section	The Daily Journal, Kankakee	3	Medical Guide	Good idea and concept, helpful guide and directory.
10	C	Best On-Going Special Section		4		
10	D	Best On-Going Special Section	Belleville News-Democrat	1	It's Just Delish	Great concept for a dinner/dining guide. Good layout and use of color.
10	D	Best On-Going Special Section		2		
10	D	Best On-Going Special Section		3		
10	D	Best On-Going Special Section		4		
11	A	Best One-Time Special Section	Pinckneyville Press	1	Paving the Way	Great concept to support local military prior to deployment and involving the publisher. Interest in read & service to the community.
11	A	Best One-Time Special Section	Pinckneyville Press	2	My Farmer	Great concept to involve readers and their memories of farm experiences. Very creative and different.
11	A	Best One-Time Special Section	The Cass County Star-Gazette, Beardstown	3	Cass County in the Civil War	Good use of an anniversary to create a section.
11	A	Best One-Time Special Section	Woodford County Journal, Eureka	4	Census Nonsense	Interesting and creative use of internet page to get the survey.
11	B	Best One-Time Special Section	The Galena Gazette	1	Lady Wildcats: State Runner-up	Great concept, use of color and local content to hold the reader's interest.
11	B	Best One-Time Special Section	Pike Press, Pittsfield	2	We Believe	Good layout with lots of local content & photographs.
11	B	Best One-Time Special Section	Pekin Daily Times	3	911 Anniversary	Good use of color and layout to commemorate 9/11. Some good local ties in 2 stories.
11	B	Best One-Time Special Section	The Galena Gazette	4	Holiday Book of Savings.	
11	C	Best One-Time Special Section	Quincy Herald-Whig	1	Heroes Among Us Section	Very well done salute to public safety professionals with 22 stories of individuals or couples featured. Great photos and interesting stories and very good advertiser support in this well-printed full color section.
11	C	Best One-Time Special Section	The Times, Ottawa	2	Starved Rock - Celebrating 100 Years	Well-produced magazine style special section tells story of 100 years of natural wonder in paper's area. Interesting stories are combined with vintage and present day photos to make section pleasing to mind as well as the eye.

11	C	Best One-Time Special Section	The Daily Journal, Kankakee	3	Think Pink	Breast cancer section stands out with pink paper stock used to make it unmistakable. Interesting stories, eye-catching layout and generous advertiser support make this an award-winning section.
11	C	Best One-Time Special Section	The Southern Illinoisan	4	Research - It Matters	Intriguing 16-pag section of stories about research projects at Southern Illinois University - Carbondale. One question that wasn't readily answered by the section was if it was sponsored by the university or was solely an editorial section.
11	D	Best One-Time Special Section	Northwest Herald, Crystal Lake	1	McHenry 175	This section obviously had a lot of work put into it. Excellent mix of consistent design with local advertising & editorial content. Cover is simple, classy and for those with interest in McHenry, doubtless a must have.
11	D	Best One-Time Special Section	The State Journal-Register, Springfield	2	The 2011 Top Teen	Special section with single sponsor. This is a great community service piece in addition to an advertising piece. Strong design which allows the section to be read easily.
11	D	Best One-Time Special Section	Northwest Herald, Crystal Lake	3	Buddha Day	Interesting hyper-local piece. Though this appeals to a specific demographic, a lot of the information is general enough that it would have wider appeal.
11	D	Best One-Time Special Section	The Dispatch, Moline	4	Rock Island Rocks State Champs	This section takes the season-in-review format to the next level. Very well constructed and filled with enough variety to keep me reading.
12	A	Best Community Focus Special Section	Pinckneyville Press	1	Heartbreaking	In depth look at an issue with a horrible impact on a town. As a one time special section this works well and includes a serious look at a topic as well as the history and aftermath.
12	A	Best Community Focus Special Section	Daily Review Atlas, Monomouth	2	Progress 2011	Well constructed and easy to read. Very comprehensive Progress section.
12	A	Best Community Focus Special Section	Pinckneyville Press	3	American Thresherman Association Show	Big section! This event is obviously an important occurrence each year for this area and this section goes deep into the event. Excellent and extensive local advertising support.
12	A	Best Community Focus Special Section	Pinckneyville Press	4	Perry County Fair	This stands out from the pack of county fair sections. Size of product makes it easy to slip into your back pocket as you're walking around the fair. Helpful information and good layout make this one a winner.
12	B	Best Community Focus Special Section	Pekin Daily Times	1	Marigold Festival	Everything a reader ever wanted to know and more about the Marigold Festival is included in this section. Useful information, consistent design and great advertising support makes this section great.
12	B	Best Community Focus Special Section	Bureau County Republican, Princeton	2	Defining Progress	Not the largest Progress issue from this category, but certainly the best this year. The three sections are logical and easy to follow, plus it looks great.
12	B	Best Community Focus Special Section	Pekin Daily Times	3	Horizons	I'm not sure what this is, but it's interesting. There are a lot of fun and touching stories in this section and seemly unconnected issues. Well put together and easy to read.
12	B	Best Community Focus Special Section	The Journal-News, Hillsboro	4	This is Montgomery County	A great, easy to read resident guide. It has interesting people and places. It represents the county well.
12	C	Best Community Focus Special Section	Daily Chronicle, DeKalb	1	DeKalb City: Today and Tomorrow	Good focus on community, economic issues, ag, education and entertainment. Great layout & design and usefulness to the reader.

12	C	Best Community Focus Special Section	NewsTribune, LaSalle	2	Mendota Community Hospital	Great vendor section celebrating the community, new hospital. Good layout & design packed with useful information for the reader.
12	C	Best Community Focus Special Section	Journal Gazette & Times-Courier, Mattoon	3	Bagel Gazette	Good coverage and focus on a community event; packed with all anyone would need to know to plan around the event. Full of fun pictures of past event. I want to attend!
12	C	Best Community Focus Special Section	The Daily Journal, Kankakee	4	Progress I & II	Thorough progress piece covering all aspects of life in Kankakee.
12	D	Best Community Focus Special Section	Northwest Herald	1	My McHenry County	Great multi-section focused on all aspects of living in McHenry County. Comprehensive, useful and well designed with the reader in mind. Must-have piece for all living in or moving to McHenry County.
12	D	Best Community Focus Special Section	The News-Gazette, Champaign	2	Answer Book	Chocked-full of useful facts and tidbits about Champaign and surrounding area. Well organized.
12	D	Best Community Focus Special Section	Belleville News-Democrat	3	Metro East Living	Good job covering many cities within the Belleville area.
12	D	Best Community Focus Special Section	The State Journal-Register, Springfield	4	Celebration of Life	The section is of interest to all readers with focus on Breast Cancer Awareness Month.
13	A	Best Classified Ad	Pinckneyville Press	1	Rolando's	Very creative to run a missing pizza guy in the classified. Good headline and offer.
13	A	Best Classified Ad	Republic-Times, Waterloo	2	Waterloo Chamber of Commerce	Creative and good use of color in a small space ad.
13	A	Best Classified Ad	Village Voices, Lena	3	Automotive Bargain Buys	Interesting pricing concept, and section for dealers & individuals to sell cars & such.
13	A	Best Classified Ad	Braidwood Journal	4	Open House Weekend	
13	B	Best Classified Ad	The Breese Journal	1	Equity 55	Very appealing ad that catches reader's eye.
13	B	Best Classified Ad	The Galena Gazette	2	Shark's Roadhouse	Great graphic and standout from the other ads on the page.
13	B	Best Classified Ad	Pekin Daily Times	3	Jennifer Bradshaw	Creative design & layout.
13	B	Best Classified Ad	Pekin Daily Times	4	Mary Ann Ladendorff	
13	C	Best Classified Ad	The Journal-Standard, Freeport	1	Services for your Bulletin Board	Creative way to present and design a service directory. Certainly catches your attention.
13	C	Best Classified Ad	Journal Gazette & Times-Courier, Mattoon	2	Diepholz Auto	Creative auto ad, detail is sharp, content uncluttered and easy on the eye.
13	C	Best Classified Ad	Daily Chronicle, DeKalb	3	Give Thanks	Creative way to present the church services directory. Good appealing layout.
13	C	Best Classified Ad	Jersey County Journal, Jerseyville	4	Property Professionals	Appealing R.E. ad and good color selection for Halloween/Fall.
13	D	Best Classified Ad	The Pantagraph, Bloomington	1	Illinois Central School Bus	Terrific use of white space & type to grab the readers attention. Reminds me of the great ads in the Wall Street Journal when they were strictly black and white.
13	D	Best Classified Ad	Northwest Herald, Crystal Lake	2	Anderson Mazda	Great graphics and use of color as well as design.
13	D	Best Classified Ad	Northwest Herald, Crystal Lake	3	Reichert Auto	Good design and layout - not too busy and easy on the eye.
13	D	Best Classified Ad	The News-Gazette, Champaign	4	Shelby Motors	Great multi promotion/sponsorship ad.
14	A	Best Classified Section (Week of April 28)	Braidwood Journal	1	Classified Section	
14	A	Best Classified Section (Week of April 28)	The Astoria South Fulton Argus	2	Classified Section	
14	A	Best Classified Section (Week of April 28)		3		

14	B	Best Classified Section (Week of April 28)	The Breese Journal	1	Classifieds	Colorful, organized, and easy to use.
14	B	Best Classified Section (Week of April 28)	The Galena Gazette	2	North Western Illinois Bizzzy Bee	Easy to read - organized - and ease of use.
14	B	Best Classified Section (Week of April 28)	Bureau County Republican, Princeton	3	Classifieds	Organized & easy to use.
14	B	Best Classified Section (Week of April 28)	Gold Nugget Publications, Inc., Virden	4	Classifieds	
14	C	Best Classified Section (Week of April 28)	The Daily Journal, Kankakee	1	Classifieds	Good use of color - classified directory is easy to use, organized and clean design and ads are large enough for all to read - even Mr. McGoo can read these ads.
14	C	Best Classified Section (Week of April 28)	The Southern Illinoisan, Carbondale	2	Classifieds	Organized and easy to use - good presentation.
14	C	Best Classified Section (Week of April 28)	Daily Chronicle, DeKalb	3	Classifieds	Good presentation, organization good - type size and column width makes it a bit hard to read.
14	C	Best Classified Section (Week of April 28)	Journal Gazette & Times-Courier, Mattoon	4	Classifieds	
14	D	Best Classified Section (Week of April 28)	The Dispatch, Moline	1	Classifieds	Organized - easy to use with directory, excellent layout & design - very readable.
14	D	Best Classified Section (Week of April 28)	The Pantagraph, Bloomington	2	Classifieds	Good layout & design & appealing to the eye.
14	D	Best Classified Section (Week of April 28)	The News-Gazette, Champaign	3	Classifieds	Good layout & design - directory is easy to use.
14	D	Best Classified Section (Week of April 28)	Northwest Herald, Crystal Lake	4	Classifieds	
15	A	Best Classified Promotion	Pinckneyville Press	1	Thresherman Yard-Sale Special	Good special section.
15	A	Best Classified Promotion	Village Voices, Lena	2	Classified-Promotion	
15	B	Best Classified Promotion	The Galena Gazette	1	US GRANT	Clever idea.
15	B	Best Classified Promotion		2		
15	C	Best Classified Promotion	The Daily Journal, Kankakee	1	Classified Section	Good variety of classified promotion - explains how to place a price classified along with variety of ideas.
15	C	Best Classified Promotion	The Journal-Standard, Freeport	2	Garage Sales	Great design for promoting garage sales.
15	D	Best Classified Promotion	The News-Gazette, Champaign	1	Easter Egg Hunt	
15	D	Best Classified Promotion	Northwest Herald, Crystal Lake	2	Baby's First Christmas	
16	A	Best Shared/Signature Page	Village Voices, Lena	1	Warren Pumpkin Fest	This is a great way to represent the advertisers. Contains useful information for readers and its fun to look at.
16	A	Best Shared/Signature Page	Pinckneyville Press	2	Fire Prevention Week	Great local support and local photos. Well put together and enjoyable to look at.
16	A	Best Shared/Signature Page	Village Voices, Lena	3	Why Eat Pizza?	Taking a bold stand for local pizza. This section highlights the impact of corporate stores on local businesses and its trying to do something about it.
16	A	Best Shared/Signature Page	Paxton Record	4	Buy Local Page	Filled with useful information and local advertisers, very accessible.
16	B	Best Shared/Signature Page	The Breese Journal	1	Breese Chamber	This page makes the best of an annual event. All the information is there, along with all the advertising to support it. Great mix of helpful content, info graphics and playful layout.
16	B	Best Shared/Signature Page	Bureau County Republican, Princeton	2	Design a t-shirt contest	What a fun idea! Great marketing concept and good subject, with lots of local support.
16	B	Best Shared/Signature Page	Pekin Daily Times	3	ABC's of Halloween	This is a great way to represent a boring topic. The combination of advertising, images and information work together seamlessly.

16	B	Best Shared/Signature Page	The Galena Gazette	4	Galena Pirate Volleyball	So much local support. Very basic design and layout, but lots of advertisers and photos.
16	C	Best Shared/Signature Page	The Daily Journal, Kankakee	1	It's My Logo Contest	This is a great marketing idea because it's fun, interactive and forces readers to think about the advertisers. Great local participation and easy to follow layout.
16	C	Best Shared/Signature Page	The Southern Illinoisan, Carbondale	2	Carbondale Main Street - Shop Downtown	A basic "shop local" ad, but it's well made and links customers off the page and onto the web. Great local support and it's easy to read.
16	C	Best Shared/Signature Page	The Daily Journal, Kankakee	3	Remember Mom	Lots of great ads, good deals and excellent design work. This is a very nice package.
16	C	Best Shared/Signature Page	The Independent News, Georgetown	4	Ghoulish Deals	Good use of consistent theme and style.
16	D	Best Shared/Signature Page	The News-Gazette, Champaign	1	Last Minute Shopping	Good collection of ads on a common subject. Strong, eye catching position in the paper forces the reader to pay attention.
16	D	Best Shared/Signature Page	Northwest Herald, Crystal Lake	2	Don't Drink and Drive	A solid entry in a weak category. This collection of ads serves a purpose and has a strong community service bent to it.
16	D	Best Shared/Signature Page	The News-Gazette, Champaign	3	Veterans Day	Very busy page, but it includes a lot of people and a lot of personal messages.
16	D	Best Shared/Signature Page		4		
17	A	Best Niche Publication	The Cass County Star-Gazette, Beardstown	1	Jim Edgar Panther Creek State Fish and Wildlife Magazine	Good example of cooperative effort for niche publication. Layout is attractive and good ad support.
17	A	Best Niche Publication	Pinckneyville Press	2	Mardi Gras 2011 Queen Pageant	Good program for special event.
17	A	Best Niche Publication	Elburn Herald	3	Insight	Staff did a great job - product is very informative.
17	A	Best Niche Publication	Village Voices, Lena	4	Lake Carroll News	
17	B	Best Niche Publication	The Galena Gazette	1	Galenian - Spring/Summer; Fall/Winter	Both publications are well-designed, informative and supported by advertising.
17	B	Best Niche Publication	Bureau County Republican, Princeton	2	Ag Resource Guide, North Central Illinois Healthcare Professionals	
17	B	Best Niche Publication	Bureau County Republican, Princeton	3	2011 Bridal Directory	
17	B	Best Niche Publication		4		
17	C	Best Niche Publication	Kane County Chronicle, St. Charles	1	Kane County Magazine	I loved the hometown heroes feature. Lots to see and read in this beautifully designed magazine.
17	C	Best Niche Publication	The Southern Illinoisan, Carbondale	2	Life & Style Magazine	Wow, this is plumb full of so much. I like it.
17	C	Best Niche Publication	The Register-Mail, Galesburg	3	Western Illinois Family Magazine	This piece lives up to its name with emphasis on family. Very well done.
17	C	Best Niche Publication	The Journal-Standard, Freeport	4	The Trail - Fall Issue	Beautiful & complete - loved the feature on Sinsinawa Mounds!
17	D	Best Niche Publication	The State Journal-Register, Springfield	1	SO Magazine	Very attractive. Good color. Great content and excellent layout.
17	D	Best Niche Publication	Northwest Herald, Crystal Lake	2	McHenry County Magazine	
17	D	Best Niche Publication	The News-Gazette, Champaign	3	I Do Wedding Magazine	
17	D	Best Niche Publication	The Dispatch, Moline	4	Quad City Convention and Visitors Bureau Guide	
18	B	Best Newspaper-Designed Insert	Pinckneyville Press	1	Joe Holder Election	Even moved up from Division A to Division B this was the clear winner. Nice design. Good job.
18	B	Best Newspaper-Designed Insert	Bureau County Republican, Princeton	2	Bureau County Metro Center	Lots of information presented with lots of color. Good page designs.
18	B	Best Newspaper-Designed Insert	Macoupin County Enquirer-Democrat, Carlinville	3	Christmas on the Square	Good to see the newspaper providing this service.
18	B	Best Newspaper-Designed Insert		4		

18	C	Best Newspaper-Designed Insert	Daily Chronicle, DeKalb	1	Community Foundation	Very well presented, with lots of information. A great "Thank You" and report to the community.
18	C	Best Newspaper-Designed Insert	Kane County Chronicle, St. Charles	2	Sushi City	Just one extra color - but oh so well used. The art & design is beautiful. It's a striking piece!
18	C	Best Newspaper-Designed Insert	The Journal-Standard, Freeport	3	Brenda's Blumenladen	Attractive piece on both sides. Colorful, glittery, perfect for the holidays. Use of one line off kilter shows excellent design eye. Very good!
18	C	Best Newspaper-Designed Insert	NewsTribune, LaSalle	4	Illinois Retina Institute	Well put together piece.
18	D	Best Newspaper-Designed Insert	The News-Gazette, Champaign	1	All About Eyes	Striking piece!
18	D	Best Newspaper-Designed Insert	Northwest Herald, Crystal Lake	2	Dolphin Swim Club	This is so cute!
18	D	Best Newspaper-Designed Insert	The Pantagraph, Bloomington	3	Discover Livingston County	Beautiful piece. Lots of well-presented information!
18	D	Best Newspaper-Designed Insert	Rockford Register Star	4	Rockford Park District	This is very well designed throughout!
19	A	Best Marketing Campaign	Pinckneyville Press	1	2011 Calendar Cuties Campaign	Extremely well planned promotion that no doubt got a lot of pr for the paper and a lot of participation from readers - calendar was done well with good support.
19	A	Best Marketing Campaign	Village Voices, Lena	2	Pigskin Picks	Good twist on football contest. Having weekly rankings of winners was great judging from value of prizes. This must have been good ad revenue.
19	A	Best Marketing Campaign		3		
19	B	Best Marketing Campaign	Bureau County Republican, Princeton	1	Weddings and Celebrations Expo	Well developed marketing plan that used various media. Package for advertising including booth was good idea. Final product was well laid out.
19	B	Best Marketing Campaign	The Galena Gazette	2	Galenian	This had some excellent tools for ad salesmen to use in promoting ads with Galenian.
19	B	Best Marketing Campaign	The Galena Gazette	3	Full Page February	
19	C	Best Marketing Campaign	Journal Gazette & Times-Courier, Mattoon	1	JG-TC Brand Expand Marketing Program	This is a very complete approach to helping advertiser expand their brand while also expanding the newspaper brand.
19	C	Best Marketing Campaign	The Register-Mail, Galesburg	2	We Hear You America Contest	Good job of promoting comments in a national contest.
19	C	Best Marketing Campaign	The Register-Mail, Galesburg	3	Heartland Daily Deals	Good job of promoting a good deal.
19	D	Best Marketing Campaign	Northwest Herald, Crystal Lake	1	The Best of the Fox Readers' Choice Awards	Excellent consistent promotion well designed and promoted idea.
19	D	Best Marketing Campaign	The News-Gazette, Champaign	2	Marketing Campaigns, Family Service, Illini HQ	Hard copy of these campaigns would have been beneficial.
19	D	Best Marketing Campaign	Northwest Herald, Crystal Lake	3	PlanItNorthwest Key Lime Cove	Good job of promoting with what looks like well received results.
20	A	Best Ad Designer	Elburn Herald	1	Leslie Flint	Head and shoulders above the other entries. Excellent typography selection; good use of space; great individuality. Very nice job!
20	A	Best Ad Designer	The Sidell Reporter	2	Amanda Rull	A strong second. Loved the Lincoln ad. Would like to see how this designer works with color. Gray can be limiting and you showed you know what you are doing.
20	A	Best Ad Designer	Pinckneyville Press	3	Shea Campanella	Some strong. Some not so strong, but still good ads. Really full ads. Use your white space more. Perfectly satisfactory.
20	A	Best Ad Designer	Daily Review Atlas, Monomouth	4	Martha Livingston	The bulk of entries was a little confusing - it was hard to judge such a collection against the other individual entries. Nice job, but overwhelming.
20	B	Best Ad Designer	The Galena Gazette	1	Mark Van Osdol	Strongest in a strong field. Inventive, consistent. Good selection of fonts, nice versatile designer. All very large ads, so you have a lot of space to work with. Show me something smaller, or in BW and you'll really get my vote.

20	B	Best Ad Designer	The Galena Gazette	2	Amy Bell Kwallek	Not as consistently strong, but some excellent individual ads. You fill the frame on some, but show your ability with white space. Edged into second on the strength of two ads.
20	B	Best Ad Designer	Bureau County Republican, Princeton	3	Todd Olin	Almost second. Just a tad less creative. Big and small ads, nice variety of color. One very, very strong ad (Niemann) lifts the group.
20	B	Best Ad Designer	Bureau County Republican, Princeton	4	Jodie Seibert	Good balance. Nice eye for contrasting grays. One great ad away.
20	C	Best Ad Designer	The Register-Mail, Galesburg	1	Christina Landon	Although all of your entries could not be considered as ads, the ones left were so strong and so well-carried out that they pushed you to the top. Beautiful eye for design. Excellent. Illustrations are not advertising.
20	C	Best Ad Designer	The Southern Illinoisan, Carbondale	2	Sharon Haege	Polished. Poised. Classy. Smart. Crisp. But don't show me a whole series. Show me something else. Could easily have been first place. Hard decision to make. Talk to your press people about your registration and newsprint.
20	C	Best Ad Designer	Kane County Chronicle, St. Charles	3	Janine Jordan	Nice diverse selection. A couple of really outstanding ads.
20	C	Best Ad Designer		4		
20	D	Best Ad Designer	The Pantagraph, Bloomington	1	Jaron Huber	Very confident designer. Almost every ad made me want to read it all. Versatility in web design really put you over the top. Congrats on mastering the medium. Best in a tight field.
20	D	Best Ad Designer	The News-Gazette, Champaign	2	Lyncoln Delporte	Smallest black ad won me over. Balanced, eye-catching, consistent work. I would like a little more "oomph!" You've shown you can fill the space, now thrill me.
20	D	Best Ad Designer	The Dispatch, Moline	3	Douglas Teggatz	Large and small ads that work well. The winners in this class were stand-outs. Clearly an accomplished designer.
20	D	Best Ad Designer	The News-Gazette, Champaign	4	Laura Cynkar	Very close. A couple of really strong ads away.
21	A	Best Static Online Ad	The Fulton Democrat, Lewistown	1	Graham Medical Group - The Bistro	Very nice. Professional. Good design.
21	A	Best Static Online Ad	Mason County Democrat, Havana	2	Graham Medical Group	Both entries well done. Flip a coin. Good color, good execution.
21	A	Best Static Online Ad		3		
21	B	Best Static Online Ad	The Bugle Newspapers, Plainfield	1	Remembering 9-11 (Rail Ad)	I was a little queasy looking at the use of red, but I suppose that's the point. Dramatic in a small space.
21	B	Best Static Online Ad	The Bugle Newspapers, Plainfield	2	Plato's Closet (Rail Ad)	Good color. Eye-catching design.
21	B	Best Static Online Ad	The Bugle Newspapers, Plainfield	3	High School Football/Basketball (Banner)	Interchangeable ads, but very effective. I'm sure it stands out on the screen competing for attention.
21	C	Best Static Online Ad	Daily Chronicle, DeKalb	1	Johnson's Pumpkin	Although only a single frame and a traditional subject, this ad was everything it needed to be. Perfect.
21	C	Best Static Online Ad	The Southern Illinoisan, Carbondale	2	Yamaha of Southern Illinois	Good juxtaposition of images in series. Nice blocking. Clean and clear.
21	C	Best Static Online Ad	The Register-Mail, Galesburg	3	Galesburg CVB	Tasteful, nice coloring. Well done.
21	D	Best Static Online Ad	Northwest Herald, Crystal Lake	1	McHenry County Business Showcase	Professional presentation. Well thought out.
21	D	Best Static Online Ad	Northwest Herald, Crystal Lake	2	Surprise Parties	
21	D	Best Static Online Ad	The News-Gazette, Champaign	3	Gotta Getta Greta	
22	A	Best Rich Media Online Ad	Pinckneyville Press	1	Perry County Humane Society	Imaginative treatment. Good job!
22	A	Best Rich Media Online Ad	Pinckneyville Press	2	Pinckneyville Press	

22	A	Best Rich Media Online Ad		3		
22	B	Best Rich Media Online Ad	The Galena Gazette	1	Woodbine Bend Golf Course	Swing really helps add another dimension to the ad. Nice design.
22	B	Best Rich Media Online Ad	The Bugle Newspapers, Plainfield	2	12 Pets of Christmas	Simple ad, but well designed and attention-getting.
22	B	Best Rich Media Online Ad	The Galena Gazette	3	Galena Chrysler	Nice outside-the-box animation. Clever, and that's what we expect for the web.
22	C	Best Rich Media Online Ad	The Southern Illinoisan, Carbondale	1	Avenue Q	I'm not sure how original the artwork is, but someone is very creative and the idea of nude puppets just trumps everything else.
22	C	Best Rich Media Online Ad	The Southern Illinoisan, Carbondale	2	Houlihan's	
22	C	Best Rich Media Online Ad	The Southern Illinoisan, Carbondale	3	K & K Storage	
22	D	Best Rich Media Online Ad	Belleville News-Democrat	1	Sandy's Back Porch	Lots of elements, coming together in this animation. Colorful, happy, well designed ad.
22	D	Best Rich Media Online Ad	The News-Gazette, Champaign	2	Bella	Picks up thematically for related print ads and does a nice job of capturing individuality of the business.
22	D	Best Rich Media Online Ad	Belleville News-Democrat	3	Rampart Range	A little violent, but it SELLS.
23	A	Best Holiday Ad	The Cass County Star-Gazette, Beardstown	1	CASSCOMM	I would have picked something other than Arial for your text, but the use of space is the best. Great use of artwork. Jumps clear off the page. Nice job.
23	A	Best Holiday Ad	Daily Review Atlas, Monomouth	2	Columbia	Wonderful ad. This designer gets it. Nice variety of fonts and styles. Good job on the photo frame. Only knock is that the logo placement is a little awkward and the stamped type doesn't quite fit the rest of the ad.
23	A	Best Holiday Ad	Pinckneyville Press	3	Grecian Steak House	Nice selection of themed artwork; good use of space. Again, would like to see a font variety, not just Arial and standard serif. I'm not a huge fan of underlining words. Try shading or a different color.
23	A	Best Holiday Ad	Village Voices, Lena	4	Hixster's Bar & Grill	Very good ad. A little font-heavy, but combines a lot of elements pretty seamlessly.
23	B	Best Holiday Ad	The Galena Gazette	1	Fried Green Tomatoes	Very close race, but this one came out on top. Designer had a big canvas and made a bright simple ad with some added degree of difficulty. Great balance - good job.
23	B	Best Holiday Ad	Pekin Daily Times	2	Flowers by Florence	Coin flip between this one and the other - sorry. Ad draws the eye right in and through all the content. Nice variation on fonts, nice job on cutouts. Logo at bottom fits perfectly. Good blend of disparate parts.
23	B	Best Holiday Ad	Pekin Daily Times	3	Kouri's	The use of color is great, although those berries are pretty BIG. Gradients blend in seamlessly; flows great. I would have preferred the business name at the bottom. Very good in a strong class.
23	C	Best Holiday Ad	The Southern Illinoisan, Carbondale	1	Pepsi	This ad works great. Good selection of art; not a lot in the way of font selection, but good design and product identification.
23	C	Best Holiday Ad	The Daily Journal, Kankakee	2	Westphal Jewelers	Great font selection. Nice work with the dark background. Deep, rich color with nice use of the imagery.
23	C	Best Holiday Ad	Journal Gazette & Times-Courier, Mattoon	3	Dirty's Bar and Grill	Really crisp. Nice artwork selection. Might have used a different font or slightly smaller. Good job.
23	D	Best Holiday Ad	The Dispatch, Moline	1	The Grape Life	Really well executed ad - nice color, nice fonts, good balance. Effective and appealing.
23	D	Best Holiday Ad	The News-Gazette, Champaign	2	Dillman Brothers	Placing verse in an ad can be difficult. Nicely done. Good imagery. Well balanced.
23	D	Best Holiday Ad	The Pantagraph, Bloomington	3	Heller Stores	

Kim Alexander Trophy for Excellence in Division A: Pinckneyville Press						
Division B Trophy: The Galena Gazette						
Division C Trophy: The Southern Illinoisan						
Division D Trophy: The News-Gazette						
Sam Zito Award of Excellence: The Galena Gazette						
James S. Copley Memorial Trophy: The News-Gazette, Champaign						