

2012 IPA Best of Advertising Contest

Class	DIV	Newspaper	Pla	Name of Entry	Judge Notes
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	Village Voices, Stockton	1	General Excellence	Unique front page. Classified advertising was easy to read. Very clean. Nice use of color.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	Elburn Herald	2	Elburn Herald	Nice layout. Good use of white space. Contemporary look.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	The Astoria South Fulton Argus	3	Argus General Excellence	Good local variety of ads. Eye-catching ads. Good newspaper.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	Republic-Times, Waterloo	4	April 18th Edition	
CLASS 02 - BEST FULL PAGE AD	G	Village Voices, Stockton	1	Calow's Hardware - Valspar Paint	An easy to read and understand ad. Resists the urge to say too much. Even at a quick glance you know what the product and what the deal is.
CLASS 02 - BEST FULL PAGE AD	G	The Pinckneyville Press	2	Pinckneyville Community Hospital Doctor's Day	Accomplishes its intent to thank the doctors of the hospital but also presents them in a friendly way, making them appeal to the reader as well. Clean ad with a simple message.
CLASS 02 - BEST FULL PAGE AD	G	Republic-Times, Waterloo	3	Dr. Cagnas	The juvenile feel with the colors, fonts and art works well in an ad for a pediatrics office. Bright colors are eye-catching, the announcement is clear, and the list of reasons parents would want to bring their children to the open house is featured nicely.
CLASS 02 - BEST FULL PAGE AD	G	Clinton Journal	4	State Bank of Lincoln	Devoting a full page for an image ad is rare these days. This ad presents the values of the bank and their commitment to the community. The designers resisted the urge to fill the white space instead focusing on the message of the client.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	Mason County Democrat, Havana	1	FS Country Plaza 072512	There is no way to miss this ad, and to not grasp its message. Bright, eye-catching artwork, a bold benefit heading and discount with a simple photo. Would work in small space or large space and would stand out on a page full of other ads. Well done.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	Metropolis Planet	2	Sixth & Vintage	Message and artwork that truly reflect the store. Nice touch with the vintage photo and vintage photo border. The geometric shapes draw attention against the black background but also make the message easy to read, and they walk the eye through the eye parts of the ad.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	The Fulton Democrat, Lewistown	3	Graham Hospital 081512	Speaks directly to the target audience with the message and artwork, and is a well designed ad using background color and shapes effectively.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	Mason County Democrat, Havana	4	FS Country Plaza 032812	This ad makes a big announcement but also lists other services provided by this business. Normally you may think there is a lot going on here, but the design draws attention to the new service being offered using related (and matching!) artwork, and manipulates the font for an eye-catching effect. The other services are broken-up by color but do not take away from the main message.
CLASS 04 - BEST AD SERIES	G	The Fulton Democrat, Lewistown	1	Crawford's Furniture	Great series. Resists the urge to say too much. Sticks to a single point in each ad, and does it creatively and with humor. The look and feel of each ad is the same and ties all the ads together. One of the best ad series we've seen in any year.
CLASS 04 - BEST AD SERIES	G	The Fulton Democrat, Lewistown	2	Spoon River Towers	Nice series of testimonial ads. Clean design, good use of spot color and the content was well-chosen to showcase the feeling of home that each resident expresses. Very nice touch having the tag line be a response from Spoon River Towers to the person in the ad. This furthers the sense of community and caring.

CLASS 04 - BEST AD SERIES	G	The Fulton Democrat, Lewistown	3	Red Oak Estates	The "Here's What They Are Doing" and the "Look What They Did" ads could be two different series, but there's enough to like here that the judges awarded 3rd place. Lets readers experience what it would be like to live at Red Oak, and highlights some of the fun activities and special visitors. Nice use of subtly different interior photo borders and good teasers used in the campaign. Although a little uneven, still a nice series and probably effective for the client.
CLASS 04 - BEST AD SERIES	G	The Pinckneyville Press	4	Pinckneyville Community Hospital	Although some of these ads are very copy-heavy, the style of each ties them together as a series. Good information and nice choices of photos make this a good series of ads.
CLASS 05 - BEST HOUSE AD	G	The Pinckneyville Press	1	Pinckneyville Press Christmas Greeting	Nice community feel for this community newspaper. Showing the readers that their community is chronicled by their own friends and neighbors is a good idea. Presented in a way that everyone looks very friendly. Getting the owners in Santa hats, gives the feel of a fun place to work.
CLASS 05 - BEST HOUSE AD	G	The Enterprise, Plainfield	2	Thank You, Plainfield.	Very clean, simple and dignified. Thanking the readers in a visually appealing way and devoting enough space to grab attention.
CLASS 05 - BEST HOUSE AD	G	The Sidell Reporter	3	Extra Extra	Concept is very proactive, and listing the number of expiring subscriptions would certainly make the reader wonder if they were part of that number. Design is well done. Heading matches artwork, etc. Gives multiple ways to pay for your subscription. Good concept, well done ad.
CLASS 05 - BEST HOUSE AD	G	The Free Press Advocate, Wilmington	4	Free Press Advocate breaking news	The judges almost dismissed this ad with its simple design, but upon deeper inspection the ad is very effective. The use of that particular photo captures the attention of the reader, and if you saw that scene you WOULD want to know what was going on? The ad tells you how to find out. Does everything an ad should do, and drove additional traffic to the digital site.
CLASS 06 - BEST SMALL AD	G	The Sidell Reporter	1	Crow's Nest	Background elements catch the eye but don't distract from the message. The artwork, fonts and design all complement the country feel of the ad. Very nice work for this client.
CLASS 06 - BEST SMALL AD	G	The Fulton Democrat, Lewistown	2	LinCor Computer Solutions 012512	Great artwork with a simple and relate-able message. Ad is clean and effective in delivering its message.
CLASS 06 - BEST SMALL AD	G	The Sidell Reporter	3	Famous in a Small Town	Very clean and nicely done ad. The use of the unusual border creates attention and distance from surrounding ads with generous white space. The choice of artwork for the model and the font for the name seems to blend together very well. We hope this was on purpose, because it has a great affect on the reader.
CLASS 06 - BEST SMALL AD	G	Mason County Democrat, Havana	4	Spoon River College CDL 071112	There are a lot of things to like about this ad, but some of the elements compete against each other for the attention of the reader. It disrupts the visual flow from one point to the next. Incorporating the logo into the road markings was a great touch, and the shades of grey and black with the script font is a nice headline presentation.
CLASS 07 – BEST SPOT COLOR AD	G	The Free Press Advocate, Wilmington	1	Dr. Garrett Smith	We voted for this ad because we've all seen many ads like this, but the use of the spot color really makes this ad stand out. Color is used very effectively to differentiate this from the many other similar holiday ads. A nice message and the feeling of a friendly atmosphere was all accomplished after the use of the spot color captured our attention.

CLASS 07 – BEST SPOT COLOR AD	G	The Fulton Democrat, Lewistown	2	Graham Hospital 120512	Effectively designed ad that speaks to the target audience is made more effective by the use of the spot color. Color is used to highlight important ad elements, and the highlighted areas alone can tell the story for the reader who just skims the page.
CLASS 07 – BEST SPOT COLOR AD	G	The Fulton Democrat, Lewistown	3	Spoon River Hearing 020812	A very nicely done ad that would be effective without the color is made even more effective with use of spot color. The use of the color and the color screens create the appearance of more than one color and blend nicely with the ad elements.
CLASS 07 – BEST SPOT COLOR AD	G	The Pinckneyville Press	4	Pinckneyville Community Hospital Breast Cancer	Using the color pink in a breast cancer awareness ad certainly isn't new, but how it is used here raises the level of effectiveness by several degrees. This message would have needed "something" as a straight black and white ad, but adding spot color and highlighting important copy points certainly shows how spot color can be effective.
CLASS 08 – BEST FULL COLOR AD	G	Elburn Herald	1	Wasco Nursery - Hot Pink Summer	Great use of pink to make headline/theme of ad standout.
CLASS 08 – BEST FULL COLOR AD	G	Coal City Courant	2	Dr. Garrett Smith	Clean ad with good header and unique photo that is made large enough to shine in proportion to ad size.
CLASS 08 – BEST FULL COLOR AD	G	Elburn Herald	3	Emerson Creek	Very classy ad, good use of font color to match up to photo palette.
CLASS 08 – BEST FULL COLOR AD	G	The Reporter, Hickory Hills	4	Noral Diamond Jewelers	Nice usage of white space, allow the jewelry art to shine in this ad.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	Elburn Herald	1	Kaneland Guide	Very nice Back to School guide with practical information and a nice cover.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	The Pinckneyville Press	2	Calendar Cuties	Great concept, good amount of ads.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	The Courier, Carterville	3	2012 Veterans' Salute	Well-executed section of a fairly common section, probably the best veteran's section I've seen.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	Forest Park Review	4	No Gloves - Forest Park Review	Very classy section, nice typography.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	The Pinckneyville Press	4	2012 Mardi Gras	Good event edition with very comprehensive amount of info and detail for the event. I like the headers on each page that immediately tell reader what the page has.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	The Courier, Carterville	1	The Lions Den	Very nice retrospective of the high school sports season.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	Forest Park Review	2	Forest Park Review - Play Ball	Excellent way to commemorate the anniversary, with nice photos.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	Woodford County Journal, Eureka	3	Same Name	Very unique, I've never seen this concept, though I would think it would be a bit tough to sell.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	The Pinckneyville Press	4	Red Power Round Up	Well-done section with thorough information.
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	G	The Enterprise, Plainfield	1	Plainfield Enterprise 125th Anniversary Edition	Very well-thought out anniversary section that shows lots of preparation. Well-done, interesting to read, great for advertisers. Like the front page splash so the special edition didn't get lost.
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	G	Forest Park Review	2	Forest Park Community Guide	Very pleasing to the eye, nice typography and ads. Looks totally professional.
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	G	The Pinckneyville Press	3	2012 My Farmer	Unique concept, albeit a little photo heavy. A few more memory articles or features would help. Great idea for section though!
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	G	Elburn Herald	4	Summer Guide	Nice Summer Guide, cool cover. Ad heavy, with pages that had four quarter page ads stacked together, which isn't as reader or advertiser friendly. Good typography.
CLASS 13 – BEST CLASSIFIED AD	G	The Pinckneyville Press	1	Coldwell Realty	Stands out, makes the property the star.
CLASS 13 – BEST CLASSIFIED AD	G	Village Voices, Stockton	2	ReMax Town & Country	Can't miss the Remax logo in this ad.
CLASS 13 – BEST CLASSIFIED AD	G	Coal City Courant	3	Diamond DQ	A Help wanted ad that stands out is always a good thing.
CLASS 13 – BEST CLASSIFIED AD	G	Village Voices, Stockton	4	Isenhart Realty	Nice use of typography in this ad.

CLASS 14 - BEST CLASSIFIED SECTION	G	Virден Recorder	1	Gold Nugget Want Ads	Easiest classified section to read and quickly scan. Nice section, though I wouldn't call the section a "Wanted" section, since things are also for sale.
CLASS 14 - BEST CLASSIFIED SECTION	G	The Astoria South Fulton Argus	2	Classified Section	Easy to read, just a little light on ads.
CLASS 14 - BEST CLASSIFIED SECTION	G	The Free Press Advocate, Wilmington	3	Classified section	Well classified categories, but lack of bolding makes ads hard to read.
CLASS 14 - BEST CLASSIFIED SECTION	G	The Pinckneyville Press	4	Classified Section	Laid out well, but lack of bolding of any ads causes the section to run together and become harder to read.
CLASS 15 - BEST CLASSIFIED PROMOTION	G	The Pinckneyville Press	1	Thresherman Yard Sale Promotion	Favor overall campaign support of promotion
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	G	Woodford County Journal, Eureka	1	Minonk's Parade of Lights	Variety of color and weights of type throughout small ads. Good central theme. Not too cluttered.
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	G	Times-Republic, Watseka	2	Dental Health	Clean - clear - central theme. Reads the best.
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	G	The Courier, Cartersville	3	Christmas in Cartersville double truck	Unique use of map on a double truck. Colors nice and cohesive.
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	G	The Independent, Herrin	4	Trail of Treats	
CLASS 17 - BEST NICHÉ PUBLICATION	G	The Pinckneyville Press	1	2012 My Farmer	
CLASS 17 - BEST NICHÉ PUBLICATION	G	The Pinckneyville Press	2	2012 Mardi Gras Pageant Book	
CLASS 17 - BEST NICHÉ PUBLICATION	G	The Pinckneyville Press	3	Red Power Round Up	
CLASS 17 - BEST NICHÉ PUBLICATION	G	Highland News Leader	4	Hard Road Theatre	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	G	The Pinckneyville Press	2	Best Brand Appliances	
CLASS 19 - BEST MARKETING CAMPAIGN	G	The Pinckneyville Press	1	2013 Calendar Cuties Campaign	
CLASS 19 - BEST MARKETING CAMPAIGN	G	Village Voices, Stockton	2	Pigskin Picks	
CLASS 20 - BEST AD DESIGNER	G	Forest Park Review	1	Maggie Acker	Clean, crisp, modern design. Easy to read, stands out, clarity of message
CLASS 20 - BEST AD DESIGNER	G	Elburn Herald	2	Leslie Flint	Like her color blocking style - stand out colors and use of images
CLASS 20 - BEST AD DESIGNER	G	The Sidell Reporter	3	Amanda Rull	
CLASS 20 - BEST AD DESIGNER	G	The Courier, Cartersville	4	Linda Jorgensen Buhman	
CLASS 21 - BEST STATIC ONLINE AD	G	The Fulton Democrat, Lewistown	1	Graham Hospital Cornerstone Cafe	
CLASS 21 - BEST STATIC ONLINE AD	G	The Fulton Democrat, Lewistown	2	Graham Hospital Bistro	
CLASS 22 - BEST RICH MEDIA ONLINE AD	G	The Pinckneyville Press	3	Coal Mine	
CLASS 23 - BEST HOLIDAY AD	G	The Sidell Reporter	1	Sunrise Coal	
CLASS 23 - BEST HOLIDAY AD	G	Republic-Times, Waterloo	2	Columbia's Christmas Cruise	
CLASS 23 - BEST HOLIDAY AD	G	The Pinckneyville Press	3	Grecian Steak House - Thanksgiving	
CLASS 23 - BEST HOLIDAY AD	G	The Regional News, Palos Heights	4	Zante Lounge	

CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	Wednesday Journal of Oak Park & River Forest	1	Wednesday Journal General Excellence	Strong layout. Advertising is balanced and full of variety.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	Riverside-Brookfield Landmark	2	Riverside - Brookfield Landmark General Excellence	Good local ads. Nice balance of ads on each page.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	The Galena Gazette	3	Galena Gazette	Simple but clean layout of ads. Variety of ads.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	Macoupin County Enquirer-Democrat, Carlinville	4	April 5 & 26, 2012 Newspapers	Well organized newspaper. Too many inconsistent widths on ads, too many buried ads (hard to avoid with lots of small ads).
CLASS 02 - BEST FULL PAGE AD	H	The Galena Gazette	1	Woodbine Bend	What a great FULL PAGE ad. Good graphic. Draws the reader in. It is creative and has strong reader appeal.
CLASS 02 - BEST FULL PAGE AD	H	Pekin Daily Times	2	Enviro Safe	Perfect message combination. The ad marries the environment and the sales well. Good use of color and creativity.
CLASS 02 - BEST FULL PAGE AD	H	Bureau County Republican, Princeton	3	Princeton Farmers Market	Best use of clip art I have seen in a long time. Placement of sponsors is done well. Overall good layout and creative.
CLASS 02 - BEST FULL PAGE AD	H	Pekin Daily Times	4	Hallmark House	Graphic placement on the ad is good. The use of color is good. The ad is creative and they selected appropriate fonts.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	The Galena Gazette	1	Los Aztecas	GREAT AD DESIGN AND PLACEMENT! Anytime you can work with your team to create such an ad, size is no longer a factor. WELL DONE on multiple levels. Creativity at its best!
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	Macoupin County Enquirer-Democrat, Carlinville	2	Macoupin County Courthouse	The use of color on black and white is a great design feature of this ad. It brings emotion to the topic and sets the stage perfectly for the message. A great ad all around.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	Ledger-Sentinel, Oswego	3	Oswego Cyclery	This ad layout is good since it is smaller. The coupon is clear and the graphic is great! Good solid design effort.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	The Leader-Union	4	Fayette County Hospital	The graphic is known worldwide but is used in a unique way. The font and style work well with the message and the graphic.
CLASS 04 - BEST AD SERIES	H	Macoupin County Enquirer-Democrat, Carlinville	1	Market on the Square Series	These speak to the audience they were intended to reach. With an artistic touch, the ads speak volumes with few words. Great Style! Great Series!
CLASS 04 - BEST AD SERIES	H	Sandwich Record	2	Sandwich Chiropractic	The copy for the ads is good and the graphics reach people. They are great newspaper ads and would also make strong magazine ads. The series is good.
CLASS 04 - BEST AD SERIES	H	The Galena Gazette	3	Gustafson and Grey	This series takes a somewhat difficult subject and makes the ads fun and lively. Not your typical ad for this type of client. The ads are creative and interesting to the reader. Great combination for business.
CLASS 04 - BEST AD SERIES	H	Macoupin County Enquirer-Democrat, Carlinville	4	Shop Local First Series	This series is good. The ads are consistent in layout and design. The ads are also clean and crisp. Good creative.
CLASS 05 - BEST HOUSE AD	H	Wednesday Journal of Oak Park & River Forest	1	Wednesday Journal - Best House Ad	Great Ad. Would be great as a series. Good use of social media and good graphic. Great ad!
CLASS 05 - BEST HOUSE AD	H	The Galena Gazette	2	US Grant texting	UNIQUE! CLEVER! Creativity is king in this ad. Great Job!
CLASS 05 - BEST HOUSE AD	H	The Galena Gazette	3	Fuzzy Green Chair	This concept is common but the creativity is great. Unique and eye-catching!
CLASS 05 - BEST HOUSE AD	H	Wednesday Journal of Oak Park & River Forest	4	Wednesday Journal - Best House Ad	This ad was done well. It was clean with plenty of white space and minimal color to give it impact.
CLASS 06 - BEST SMALL AD	H	Macoupin County Enquirer-Democrat, Carlinville	1	Market on the Square Mothers Day	With limited space, this ad covers everything. Good layout, graphics and copy. Overall, proof that small ads can pack a punch. Ka-Powie-Wowie!
CLASS 06 - BEST SMALL AD	H	Wednesday Journal of Oak Park & River Forest	2	Wednesday Journal - Best Small Ad	Another great use of limited space. Good layout and design.
CLASS 06 - BEST SMALL AD	H	Morris Daily Herald	3	Stonehead	Simple graphic. Copy that covers the high points. Well done.

CLASS 06 - BEST SMALL AD	H	Breeze-Courier, Taylorville	4	Pana Family Dental	Good graphics and nice position of the photos (flush right). Good use of small space.
CLASS 07 – BEST SPOT COLOR AD	H	The Galena Gazette	1	The Galenian	Original! Great use of a social media icon. Creative!
CLASS 07 – BEST SPOT COLOR AD	H	Breeze-Courier, Taylorville	2	Taylorville Moose	Great use of spot color. creative and impactful. The red Solo cup is original.
CLASS 07 – BEST SPOT COLOR AD	H	Macoupin County Enquirer-Democrat, Carlinville	3	Market on the Square Mothers Day	Good use of color to draw in the reader.
CLASS 07 – BEST SPOT COLOR AD	H	Sandwich Record	4	Trinity Women's Health Care	Good graphic and nice use of spot color.
CLASS 08 – BEST FULL COLOR AD	H	The Galena Gazette	1	Goldmoor Inn	Hands down, one of the best ads I've ever seen. Fantastic work!
CLASS 08 – BEST FULL COLOR AD	H	Breeze-Courier, Taylorville	2	One East Market	You know you've got a winner when the ad makes you want to jump in & take a bite!
CLASS 08 – BEST FULL COLOR AD	H	Breeze-Courier, Taylorville	3	McMillan Landscaping	I want to hire this firm to do MY back yard
CLASS 08 – BEST FULL COLOR AD	H	The Bolingbrook Bugle	4	Jubilee Baptist Church	The design was wonderful. Great use of color.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	Wednesday Journal of Oak Park & River Forest	1	Wednesday Journal - Fall Fashion	
CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	Wednesday Journal of Oak Park & River Forest	2	Wednesday Journal - My Holiday Home	
CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	Morris Daily Herald	3	Home & Design	
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	Morris Daily Herald	1	Go Magazine	
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	Morris Daily Herald	2	Grundy Business Quarterly	
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	Wednesday Journal of Oak Park & River Forest	3	Wednesday Journal - Best Ongoing Special	
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	The Journal-News, Hillsboro	4	Young At Heart	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	Wednesday Journal of Oak Park & River Forest	1	Wednesday Journal-Park District 100th Anniversary	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	The Galena Gazette	2	EMS	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	Wednesday Journal of Oak Park & River Forest	3	Wednesday Journal - Oak Park Arms 90th Anniversary	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	Macoupin County Enquirer-Democrat, Carlinville	4	Christmas Market Booklet	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	H	Wednesday Journal of Oak Park & River Forest	1	Wednesday Journal - Answer Book	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	H	Riverside-Brookfield Landmark	2	Riverside Brookfield Landmark RB Community Guide	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	H	Bureau County Republican, Princeton	3	Progress 2012	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	H	The Galena Gazette	4	EMS	
CLASS 13 – BEST CLASSIFIED AD	H	The Galena Gazette	1	Things that are awesome	Knows the target audience and hits them right on the head with humor. Exactly what a private party classified ad can do to attract attention and be effective (assuming the client had permission to use those logos). We are sure this ad received a lot of attention and a great consumer response.
CLASS 13 – BEST CLASSIFIED AD	H	Pekin Daily Times	2	Jennifer Bradshaw	Very nice ad, well organized. The appearance of being ripped from the classified section isn't new but it is done well here. Ad draws attention and presents a lot of information but isn't overwhelming.
CLASS 13 – BEST CLASSIFIED AD	H	The Journal-News, Hillsboro	3	House For Sale - Yaeger Lake Trail	Clean, eye-catching ad. Looks good on the page, and the design clearly outshines a similar ad on the same page.
CLASS 13 – BEST CLASSIFIED AD	H	Pekin Daily Times	4	Mary Ann Ladendorf	There's a lot going on in this ad, which hurts it a little. At least the advertiser invested in enough space to present all this information. Some nice design elements really help out this ad. Definitely attracts attention.
CLASS 14 - BEST CLASSIFIED SECTION	H	Wednesday Journal of Oak Park & River Forest	1	Wednesday Journal - Best Classified Section	Nice, clean design with several contact methods in first page header. Clear column heads to find what reader is looking for.
CLASS 14 - BEST CLASSIFIED SECTION	H	The Breese Journal	2	Best classified section	Clean layout with bold item heads. Vacation pictures and elementary news helps bring readers into the section.

CLASS 14 - BEST CLASSIFIED SECTION	H	Bureau County Republican, Princeton	3	BCR_ClassifiedSection_0823	Informative section header, clear column heads, good business directory
CLASS 14 - BEST CLASSIFIED SECTION	H	The Galena Gazette	4	Galena Gazette Bizzzy Bee	Line ads overwhelmed by display ad stacks
CLASS 15 - BEST CLASSIFIED PROMOTION	H	Wednesday Journal of Oak Park & River Forest	2	Wednesday Journal - Best Classified Promotion	Kudos to sales for creative selling approach in parking lot to target potential ad buyers. Good call to action for advertisers, implicit to readers.
CLASS 15 - BEST CLASSIFIED PROMOTION	H	The Galena Gazette	3	US Grant texting	Quirky gets attention, like reference with classified product
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	H	Pekin Daily Times	1	Home Improvement	Great use of color and highlighting advertisers
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	H	Pekin Daily Times	2	Heart Page Signature	Excellent positioning to grab attention and tie in content with advertisers
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	H	Morris Daily Herald	3	Downtown Morris	Great idea to gang advertisers around a target audience.
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	H	The Journal-News, Hillsboro	4	Trick or Treat Trail	Super response from community advertisers and use of seasonal color.
CLASS 17 - BEST NICHÉ PUBLICATION	H	The Galena Gazette	1	Fall/winter Galenian	
CLASS 17 - BEST NICHÉ PUBLICATION	H	Bureau County Republican, Princeton	2	Illinois Valley Living December	
CLASS 17 - BEST NICHÉ PUBLICATION	H	Bureau County Republican, Princeton	3	Illinois Valley Living June	
CLASS 17 - BEST NICHÉ PUBLICATION	H	Macoupin County Enquirer-Democrat, Carlinville	4	Christmas Market Booklet	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	The Breese Journal	1	Becker Jewelers Thanksgiving	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	Pekin Daily Times	3	Hacienda Fuentes Insert	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	Pekin Daily Times	4	Andys Diner Insert	
CLASS 19 - BEST MARKETING CAMPAIGN	H	The Galena Gazette	1	The Galenian	
CLASS 19 - BEST MARKETING CAMPAIGN	H	Wednesday Journal of Oak Park & River Forest	2	Best Marketing Campaign - Wednesday Journal	
CLASS 19 - BEST MARKETING CAMPAIGN	H	The Breese Journal	3	Sportsmans Show 2012	
CLASS 19 - BEST MARKETING CAMPAIGN	H	The Galena Gazette	4	Holiday Subscription Promotion	
CLASS 20 - BEST AD DESIGNER	H	Wednesday Journal of Oak Park & River Forest	1	Andrew Mead	
CLASS 20 - BEST AD DESIGNER	H	Bureau County Republican, Princeton	2	Todd Olin	
CLASS 20 - BEST AD DESIGNER	H	Macoupin County Enquirer-Democrat, Carlinville	3	Danielle Seago	
CLASS 20 - BEST AD DESIGNER	H	Riverside-Brookfield Landmark	4	Elisha-Rio Apilado	
CLASS 21 - BEST STATIC ONLINE AD	H	Morris Daily Herald	1	Oktoberfest	
CLASS 21 - BEST STATIC ONLINE AD	H	The Galena Gazette	2	Eagle Ridge-Columbus Day	
CLASS 21 - BEST STATIC ONLINE AD	H	Morris Daily Herald	3	Morris Hospital	
CLASS 21 - BEST STATIC ONLINE AD	H	The Journal-News, Hillsboro	4	Roger Jennings Automotive Ad	
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	The Journal-News, Hillsboro	1	Victory Lane Advertising	Excellent matching of sliding billboard and peel-back (curl ad).
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	Morris Daily Herald	2	Morris Hospital - Dr. Wakefield Dec	Image is very professional
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	Bureau County Republican, Princeton	4	Shadows of the blue & Gray	
CLASS 23 - BEST HOLIDAY AD	H	The Galena Gazette	1	Fried Green Tomatoes	
CLASS 23 - BEST HOLIDAY AD	H	Macoupin County Enquirer-Democrat, Carlinville	2	Carlinville Area Hospital Christmas Ad	
CLASS 23 - BEST HOLIDAY AD	H	The Galena Gazette	3	Gustafson and Grey	
CLASS 23 - BEST HOLIDAY AD	H	The Journal-News, Hillsboro	4	Victory Lane Holiday Ad	

CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	Illinois Times, Springfield	1	Illinois Times, Springfield April 26, 2012 Issue	This product has well-designed ads. The product had an excellent layout. The use of color is strong. Overall, an excellent edition.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	The Southern Illinoisan, Carbondale	2	The Southern Illinoisan, Carbondale	Good balance between advertising and editorial content. Strong layout.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	Daily Chronicle, DeKalb	3	Daily Chronicle, DeKalb	Good layout. Nice advertising design.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	Northwest Herald, Crystal Lake	4	Northwest Herald, Crystal Lake	
CLASS 02 - BEST FULL PAGE AD	I	The Daily Journal, Kankakee	1	Court Street Ford	
CLASS 02 - BEST FULL PAGE AD	I	Kane County Chronicle, St. Charles	2	St. Charles Jazz Festival	
CLASS 02 - BEST FULL PAGE AD	I	Northwest Herald, Crystal Lake	3	Joseph's Marketplace - Thanks	
CLASS 02 - BEST FULL PAGE AD	I	Northwest Herald, Crystal Lake	4	Gipper Formal Wear - Meet Merchant	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	The Daily Journal, Kankakee	1	Westphal Bridal	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	Sauk Valley Media, Sterling	2	Main Street Wine	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	The Southern Illinoisan, Carbondale	3	GreenDoorSpa 7.25x9.25	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	The Bugle Newspapers, Plainfield	4	Direct HVAC	
CLASS 04 - BEST AD SERIES	I	The Daily Journal, Kankakee	1	Bradley Animal Hospital	Love how the animals reflect the advertisement.
CLASS 04 - BEST AD SERIES	I	Northwest Herald, Crystal Lake	2	The Clothes Gallery - Pretty Woman	Beautiful ads that make me want to go there!
CLASS 04 - BEST AD SERIES	I	The Southern Illinoisan, Carbondale	3	Pinckneyville Community Hospital	Well put together ads that show a variety of different services.
CLASS 04 - BEST AD SERIES	I	The Southern Illinoisan, Carbondale	4	Quatros Pizza	Motivates you to fill up on delicious looking deep dish pizza!
CLASS 05 - BEST HOUSE AD	I	Kane County Chronicle, St. Charles	1	Prep Sports Coverage	The ad motivates you to get in on the play by play.
CLASS 05 - BEST HOUSE AD	I	Northwest Herald, Crystal Lake	2	My Photos	Very clever and eye catching. Clear to understand.
CLASS 05 - BEST HOUSE AD	I	Northwest Herald, Crystal Lake	3	NWH Business	Very clever! All the way down to the necklace with the initials of the newspaper. People will look for more local news.
CLASS 05 - BEST HOUSE AD	I	Northwest Herald, Crystal Lake	4	Football UPickem	As we all know, the Internet is not just for young people. This ad reflects that.
CLASS 06 - BEST SMALL AD	I	The Daily Journal, Kankakee	1	Home Appliance Sticky Note	I love this ad. The picture tells the story. It is elegant, clever and classy. It motivates you to service your A.C. before it blows sky-high.
CLASS 06 - BEST SMALL AD	I	Northwest Herald, Crystal Lake	2	New Balance Crystal Lake	This ad is very eye catching. It attracts active individuals based on design.
CLASS 06 - BEST SMALL AD	I	The Southern Illinoisan, Carbondale	3	Shawnee Trails	I like that this ad is simple. It tells a story and gets you to act.
CLASS 06 - BEST SMALL AD	I	Sauk Valley Media, Sterling	4	Orom	This ad is elegant and inviting. I would want to have my holiday party there.
CLASS 07 - BEST SPOT COLOR AD	I	The Daily Journal, Kankakee	1	Ride Bicycle Outfitters	Tells you what the business is with the graphic. Good use of co-op dollars
CLASS 07 - BEST SPOT COLOR AD	I	Northwest Herald, Crystal Lake	2	Keehn's Jewelry	You can feel the love in this ad. Very nice.
CLASS 07 - BEST SPOT COLOR AD	I	The Daily Journal, Kankakee	3	Mary Carol's Unique Weddings	The design of this ad fits the theme.
CLASS 07 - BEST SPOT COLOR AD	I	The Daily Journal, Kankakee	4	Will County Atrium	The colors and flowers have an elegant feel to them.
CLASS 08 - BEST FULL COLOR AD	I	Quincy Herald-Whig	1	Shottenkirk Chevy, Silverado Unique Ad Shape	This ad is unique. I like how it goes into the text and the red stands out.
CLASS 08 - BEST FULL COLOR AD	I	Quincy Herald-Whig	2	Timberline Terrace Apartments	I like the feel of this ad. It is inviting and gives you a glimpse of what is being offered.
CLASS 08 - BEST FULL COLOR AD	I	The Southern Illinoisan, Carbondale	3	University Mall MallOWeen	This ad is eye catching and fun!
CLASS 08 - BEST FULL COLOR AD	I	Northwest Herald, Crystal Lake	4	Whispering Hills - Memorial Day	Well put together and very pretty. I really enjoy that the flowers in the top left photo incorporate the colors of the theme.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	Daily Chronicle, DeKalb	1	Breast Cancer Awareness	Well put together and offers a lot of information.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	Kane County Chronicle, St. Charles	2	Dining Guide	Very very nice. Well put together.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	The Daily Journal, Kankakee	3	All Wrapped Up In One	This is great, it gives a warm feeling.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	The Daily Journal, Kankakee	4	Pet Section	Offers a good variety and is set up to appeal to many.
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	The Southern Illinoisan, Carbondale	1	Southern Business Journal	
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	Austin Weekly News, Chicago	2	Austin Weekly News, Chicago Education Guide	

CLASS 10 - BEST ONGOING SPECIAL SECTION	I	The Daily Journal, Kankakee	3	i do - Bridal Sections	
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	The Southern Illinoisan, Carbondale	4	Flipside	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	Quincy Herald-Whig	1	Healthy Living	Ad placement in coordination with editorial was phenomenal
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	Daily Chronicle, DeKalb	2	DeKalb Community School District	Creative was extraordinary in page design
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	Daily Chronicle, DeKalb	3	Kishwaukee College	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	The Times, Ottawa	4	Ottawa Times 1Town2Teams Tab	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	I	Austin Weekly News, Chicago	1	West Side Community Guide	The cohesiveness and comprehensive coverage of this neighborhood blew me away!
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	I	Northwest Herald, Crystal Lake	2	Everyday Heroes 2012	Comprehensive coverage and subject matter makes this a definite award winner
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	I	The Southern Illinoisan, Carbondale	3	Progress I & II	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	I	Quincy Herald-Whig	4	Locally Owned Business special section	
CLASS 13 – BEST CLASSIFIED AD	I	Quincy Herald-Whig	1	Shottenkirk - Keeping Shelves Stocked	More than obvious that creative went the extra mile for this ad
CLASS 13 – BEST CLASSIFIED AD	I	The Southern Illinoisan, Carbondale	2	Southern Illinois Healthcare Dear Santa	Fantastic Idea
CLASS 13 – BEST CLASSIFIED AD	I	The Southern Illinoisan, Carbondale	2	Southern Illinois Healthcare Pumpkin	Fantastic Idea
CLASS 13 – BEST CLASSIFIED AD	I	Northwest Herald, Crystal Lake	3	Anderson Mazda Holiday	Classy, uncomplicated. Great use of space
CLASS 13 – BEST CLASSIFIED AD	I	The Daily Journal, Kankakee	4	Transportation Station	
CLASS 14 - BEST CLASSIFIED SECTION	I	Effingham Daily News	1	Classified section	Great Layout
CLASS 14 - BEST CLASSIFIED SECTION	I	The Daily Journal, Kankakee	2	August 25, 2012 Classified Section	
CLASS 14 - BEST CLASSIFIED SECTION	I	Kane County Chronicle, St. Charles	3	Kane County Chronicle, St. Charles Classified	
CLASS 14 - BEST CLASSIFIED SECTION	I	Northwest Herald, Crystal Lake	4	Northwest Herald, Crystal Lake Classified	
CLASS 15 - BEST CLASSIFIED PROMOTION	I	Northwest Herald, Crystal Lake	1	Northwest Herald, Crystal Lake Garage Sales	
CLASS 15 - BEST CLASSIFIED PROMOTION	I	The Southern Illinoisan, Carbondale	3	The Southern Illinoisan, Carbondale Classified Ads	
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	I	The Southern Illinoisan, Carbondale	1	Cape Diamond District	Very classy ad. Well laid out. Perfect use of space.
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	I	The Daily Journal, Kankakee	2	It's My Logo	Great idea. Very original.
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	I	Daily Chronicle, DeKalb	3	Farmer's Market	The creative was awesome
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	I	Daily Chronicle, DeKalb	3	Church Worship Directory	The ad gave you a great feeling of warmth & Christmas. Great creative
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	I	Journal-Courier, Jacksonville	4	11-09-12_jjc_p15; 11-09-12_jjc_p16-17	
CLASS 17 - BEST NICHÉ PUBLICATION	I	Daily Chronicle, DeKalb	1	The Ag Mag	
CLASS 17 - BEST NICHÉ PUBLICATION	I	Daily Chronicle, DeKalb	2	DeKalb County Visitors & Convention Bureau	
CLASS 17 - BEST NICHÉ PUBLICATION	I	The Southern Illinoisan, Carbondale	3	Wine Trail Guide	
CLASS 17 - BEST NICHÉ PUBLICATION	I	The Southern Illinoisan, Carbondale	4	Life & Style of Southern Illinois (Spring)	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	Daily Chronicle, DeKalb	1	DeKalb Airport	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	The Southern Illinoisan, Carbondale	2	End of the World	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	The Southern Illinoisan, Carbondale	3	5 Brothers	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	The Southern Illinoisan, Carbondale	4	Coleman Rhoads	
CLASS 19 - BEST MARKETING CAMPAIGN	I	The Southern Illinoisan, Carbondale	1	Paws 4 News	
CLASS 19 - BEST MARKETING CAMPAIGN	I	The Southern Illinoisan, Carbondale	2	Benton Sports Fans	
CLASS 19 - BEST MARKETING CAMPAIGN	I	Austin Weekly News, Chicago	3	Austin Weekly News, Chicago - Best Marketing Campaign	
CLASS 19 - BEST MARKETING CAMPAIGN	I	Quincy Herald-Whig	4	Kohl Wholesale Food March Munchness bracket	

CLASS 20 - BEST AD DESIGNER	I	The Daily Journal, Kankakee	1	David Dressler
CLASS 20 - BEST AD DESIGNER	I	The Southern Illinoisan, Carbondale	2	Sharon Reynolds
CLASS 20 - BEST AD DESIGNER	I	Daily Chronicle, DeKalb	3	Allison LaPorta
CLASS 20 - BEST AD DESIGNER	I	Daily Chronicle, DeKalb	4	Michael Behrens
CLASS 21 - BEST STATIC ONLINE AD	I	Daily Chronicle, DeKalb	1	DeKalb Farmers Market
CLASS 21 - BEST STATIC ONLINE AD	I	The Southern Illinoisan, Carbondale	2	Louies P and R
CLASS 21 - BEST STATIC ONLINE AD	I	Journal-Courier, Jacksonville	3	UptownSkate11_19
CLASS 21 - BEST STATIC ONLINE AD	I	The Southern Illinoisan, Carbondale	4	Vogler Ford
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	The Bugle Newspapers, Plainfield	1	PS Communications - Shoulder Pain
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	Northwest Herald, Crystal Lake	2	Go 24-7 Fitness
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	The Southern Illinoisan, Carbondale	3	Von Jakob Winery
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	The Bugle Newspapers, Plainfield	4	Online Gift Guide promo
CLASS 23 - BEST HOLIDAY AD	I	The Southern Illinoisan, Carbondale	1	Cape Girardeau Diamond District
CLASS 23 - BEST HOLIDAY AD	I	The Times, Ottawa	2	Eyemart - Halloween Ad
CLASS 23 - BEST HOLIDAY AD	I	The Joliet Bugle	3	Monsters wanted!
CLASS 23 - BEST HOLIDAY AD	I	Kane County Chronicle, St. Charles	4	Good Cents Children

CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	The State Journal-Register, Springfield	1	SJR: April Issues	Full of ads. The classified marketplace is well designed. Good use of color. Advertising layout is good.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	The News-Gazette, Champaign	2	General Excellence	Nice section headings. Good layout.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	The Dispatch, Moline	3	The Dispatch/Rock Island Argus	Balanced layout. Good use of color. Ads were designed with thought.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	The Pantagraph, Bloomington	4	Pantagraph, General Advertising Excellence Entry	
CLASS 02 - BEST FULL PAGE AD	J	The Dispatch, Moline	1	Diamonds on the Avenue	
CLASS 02 - BEST FULL PAGE AD	J	Belleville News-Democrat	2	BND - McGinley	
CLASS 02 - BEST FULL PAGE AD	J	The News-Gazette, Champaign	3	Bender Mattress	
CLASS 02 - BEST FULL PAGE AD	J	The News-Gazette, Champaign	4	French Lick	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	The Pantagraph, Bloomington	1	Driscoll Motors Ketchup Sale	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	The News-Gazette, Champaign	2	Smoke Restaurant	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	The News-Gazette, Champaign	3	Woody Alan	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	Belleville News-Democrat	4	BND - Royal Gate	
CLASS 04 - BEST AD SERIES	J	The News-Gazette, Champaign	1	Family Service Meals On Wheels Print Ads	
CLASS 04 - BEST AD SERIES	J	Rockford Register Star	2	Franchescos series	
CLASS 04 - BEST AD SERIES	J	The Dispatch, Moline	3	Park Vista	
CLASS 04 - BEST AD SERIES	J	Belleville News-Democrat	4	BND - Bob Brockland	
CLASS 05 - BEST HOUSE AD	J	The News-Gazette, Champaign	1	Annual Report	
CLASS 05 - BEST HOUSE AD	J	The News-Gazette, Champaign	2	Attention Candidates	
CLASS 05 - BEST HOUSE AD	J	The Pantagraph, Bloomington	3	Circulation Ad- Comic Umbrella	
CLASS 05 - BEST HOUSE AD	J	The News-Gazette, Champaign	4	News-Gazette Election Team	
CLASS 06 - BEST SMALL AD	J	The News-Gazette, Champaign	1	Lou Taylor Photography	
CLASS 06 - BEST SMALL AD	J	The Pantagraph, Bloomington	2	A.B. Hatchery	
CLASS 06 - BEST SMALL AD	J	The Dispatch, Moline	3	Barrel House	
CLASS 06 - BEST SMALL AD	J	Belleville News-Democrat	4	BND - Peace Lutheran Church	
CLASS 07 - BEST SPOT COLOR AD	J	The News-Gazette, Champaign	1	Eye Center	
CLASS 07 - BEST SPOT COLOR AD	J	The News-Gazette, Champaign	2	Champaign County Garden Walk	
CLASS 07 - BEST SPOT COLOR AD	J	The Dispatch, Moline	3	Piehl Motors	
CLASS 07 - BEST SPOT COLOR AD	J	The News-Gazette, Champaign	4	Robin's Nest	
CLASS 08 - BEST FULL COLOR AD	J	The Dispatch, Moline	1	The Grape Life	Very classy, didn't overdo the color.
CLASS 08 - BEST FULL COLOR AD	J	Rockford Register Star	2	Pepper Creek	Very colorful header with good use of the brightly colored plants and flowers.
CLASS 08 - BEST FULL COLOR AD	J	The Dispatch, Moline	3	Captains Table	This ad's color really emphasizes the Sunday special and the burger
CLASS 08 - BEST FULL COLOR AD	J	The News-Gazette, Champaign	4	Dillman Brothers	Use of flag in large format makes the ad immediately eye-catching.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	The News-Gazette, Champaign	1	Design an Ad	Great way to incorporate the community. Well-presented, and the content is interesting for the reader with benefits to the businesses involved. The students were well-trained to create interesting ads.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	The Dispatch, Moline	2	Quad Cities Visitors Guide	Packed with information, and uses nice design elements to create a pleasant reader interaction.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	The News-Gazette, Champaign	3	Black history	Relevant content and relevant advertising makes for a good user experience. Good concept to reach non-traditional advertisers, and it appears as if this section has done that.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	The Dispatch, Moline	4	In Loving Memory	Unique concept with relevant information for readers, and relevant advertising as well. Very nice non-traditional revenue idea.
CLASS 10 - BEST ONGOING SPECIAL SECTION	J	The Dispatch, Moline	1	Momentum	

CLASS 10 - BEST ONGOING SPECIAL SECTION	J	The News-Gazette, Champaign	2	Faith & Worship	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	The Dispatch, Moline	1	Four Seasons 50 years	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	The Dispatch, Moline	2	Quad Cities Area Realtor s Association	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	The State Journal-Register, Springfield	3	Made in Illinois	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	Belleville News-Democrat	4	BND - Empire Vendor Tab	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	J	The News-Gazette, Champaign	1	Answer Book	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	J	The Dispatch, Moline	2	Moline Centre Main Street Summer Events	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	J	The Dispatch, Moline	3	Browning Field Anniversary	
CLASS 12 – BEST COMMUNITY FOCUS SPECIAL SECTION	J	The Dispatch, Moline	4	Mercer County Football Championship	
CLASS 13 – BEST CLASSIFIED AD	J	Rockford Register Star	1	Bachrodt Auto	
CLASS 13 – BEST CLASSIFIED AD	J	The Pantagraph, Bloomington	2	Heller Stores End of Year Sale	
CLASS 13 – BEST CLASSIFIED AD	J	The News-Gazette, Champaign	3	Shelby Dodge	
CLASS 14 - BEST CLASSIFIED SECTION	J	The News-Gazette, Champaign	1	Classified Section	
CLASS 14 - BEST CLASSIFIED SECTION	J	The State Journal-Register, Springfield	2	The State Journal-Register, Springfield Classified Section	
CLASS 14 - BEST CLASSIFIED SECTION	J	The Pantagraph, Bloomington	3	Pantagraph Classified Section	
CLASS 15 - BEST CLASSIFIED PROMOTION	J	The News-Gazette, Champaign	2	Basketball Quest	
CLASS 15 - BEST CLASSIFIED PROMOTION	J	The News-Gazette, Champaign	4	Garage Sale Give Away	
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	J	The News-Gazette, Champaign	1	Don't Drink and Drive	
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	J	The Pantagraph, Bloomington	2	Christmas Church Services Pages	
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	J	Rockford Register Star	3	Worship Directory	
CLASS 16 – BEST SHARED PAGE/SIGNATURE PAGE	J	The News-Gazette, Champaign	4	Volunteer Week	
CLASS 17 - BEST NICHÉ PUBLICATION	J	The News-Gazette, Champaign	1	Illini HQ Magazine	Page after page of very nice design touches, but never feels like it is trying too hard to be clever. Overall look is fun to read and the information is served well by the design, as is the reader. Great product.
CLASS 17 - BEST NICHÉ PUBLICATION	J	Belleville News-Democrat	2	BND - Lipstik	Very nicely produced publication, with many examples of great design efforts. Clearly the people behind this product are invested and know the audience well.
CLASS 17 - BEST NICHÉ PUBLICATION	J	The News-Gazette, Champaign	3	Central Illinois Business Magazine	This publication had a design challenge of presenting a lot of information and handles it very well. Offers a lot of information for each candidate, and does it in a way that wouldn't repel readership. Great example of how design can elevate content.
CLASS 17 - BEST NICHÉ PUBLICATION	J	The News-Gazette, Champaign	4	At Home Magazine	Professional design with a clean look. Some nice touches with background elements, but not over-done. Good looking publication with good looking art and advertisements.
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	The News-Gazette, Champaign	1	All About Eyes 2	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	The News-Gazette, Champaign	2	All About Eyes	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	Rockford Register Star	3	Fortune Hibachi Grill	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	Belleville News-Democrat	4	BND - Dairy Queen Insert	
CLASS 19 - BEST MARKETING CAMPAIGN	J	The News-Gazette, Champaign	1	Meals on Wheels Marketing Campaign	This was a DREAM campaign and is what newspapers should be all about, community involvement!
CLASS 19 - BEST MARKETING CAMPAIGN	J	The News-Gazette, Champaign	2	Mountain	Short and to the point, getting the message across easily.
CLASS 19 - BEST MARKETING CAMPAIGN	J	Journal Star, Peoria	3	Black Friday	Very original
CLASS 19 - BEST MARKETING CAMPAIGN	J	The State Journal-Register, Springfield	4	Coverall Bingo	

CLASS 20 - BEST AD DESIGNER	J	The News-Gazette, Champaign	1	Lyncoln Delporte	Wow! Outstanding work by a designer that puts a lot of thought into his craft. Favorites from his entries were All about Eyes, Pekara, Smoke Que, and Annual Report. Outstanding!
CLASS 20 - BEST AD DESIGNER	J	The Dispatch, Moline	2	Doug Tegatz	A nice variety of typography and design is shown by this designer. My favorites from his entries include Grape Life, City of Davenport and Geneseo Chamber. Well done!
CLASS 20 - BEST AD DESIGNER	J	Rockford Register Star	3	Gretchen Cedarleaf	Very clean designs. Especially enjoyed the Pepper Creek and Crimson Ridge ads. Great job!
CLASS 20 - BEST AD DESIGNER	J	Belleville News-Democrat	4	Beth Wiesemann	Excellent digital ads using Flash, especially enjoyed Picadilly Circus online ad. Nicely done!
CLASS 20 - BEST AD DESIGNER	J	Belleville News-Democrat	4	Denise Rollberg	Some nicely designed ads, especially the Wine and Dine and Bridal Show ad. Well done!
CLASS 21 - BEST STATIC ONLINE AD	J	The News-Gazette, Champaign	1	5 times as many	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	The News-Gazette, Champaign	1	Anthem Chevrolet	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	Belleville News-Democrat	2	BND - Weir Online Ad Halloween	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	Belleville News-Democrat	3	BND - Piccadilly Circus Online Ad	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	Belleville News-Democrat	4	BND - Weir Online Ad	
CLASS 23 - BEST HOLIDAY AD	J	Rockford Register Star	1	Napleton's Labor Day Ad	Very eye-catching usage of white space, not your typical garish patriotic holiday ad.
CLASS 23 - BEST HOLIDAY AD	J	The News-Gazette, Champaign	2	Shelby Dodge	Funny, unique, and not too busy.
CLASS 23 - BEST HOLIDAY AD	J	Belleville News-Democrat	3	BND - Apartment Community our Lady of the Snows	Good use of typography, space.
CLASS 23 - BEST HOLIDAY AD	J	The Dispatch, Moline	3	Clear Channel	Very eye-catching Santa art, retro looking ad.
CLASS 23 - BEST HOLIDAY AD	J	The Dispatch, Moline	4	Zeglin's Appliance	Funny art and copy make this ad standout.
Kim Alexander Trophy for Excellence in Division G: Pinckneyville Press					
Division H Trophy: The Galena Gazette					
Division I Trophy: The Southern Illinoisan, Carbondale					
Division J Trophy: The News-Gazette, Champaign					
Sam Zito Award of Excellence - The Galena Gazette					
James S. Copley Memorial Trophy - The News-Gazette, Champaign					