

Illinois Press Association's Best in Advertising Contest 2015

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	1st Place	Forest Park Review	Dawn Ferencak, Mark Moroney, Joe Chomiczewski	Forest Park Review General Advertising Excellence	Large ads are done very nicely - lots of color and white space make them stand out. Layout is appropriate with written content.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	2nd Place	Riverside-Brookfield Landmark	Andrew Mead, Joe Chomiczewski, Dawn Ferencak	Riverside Brookfield Landmark General Advertising Excellence	Ads laid out in vertical format on most pages works well for this size newspaper. Ads are clean and interesting to read and do not blend together due to variety of design.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	3rd Place	Republic-Times, Waterloo	Tammy Taylor	July 29, 2015 newspaper July1, 2015 newspaper	Layout of ads is easy to read, color in classified sections nice touch! Color and variety of fonts keeps the interest.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	G	4th Place	The Fulton Democrat, Lewistown	Staff	FultonDemocratJuly2015	Clear and easy to read advertisements. Laid out nicely. Ads do not run together - easy to differentiate.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	1st Place	Wednesday Journal of Oak Park & River Forest	Dawn Ferencak, Marc Stopeck, Andrew Mead	Wednesday Journal General Advertising Excellence	Full page ads are clean and modern. Vertical layout of ads works well with size of publication. Classified ads easy to follow.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	2nd Place	Bureau County Republican, Princeton	Staff	Advertising Excellence - Issues July 2nd and July 30th, 2015	Large block ads have clean, modern design and are easy to read. Layout of these ads keeps it uncluttered. Nice display of sponsorship ads for holiday. Business Service Directory layout is nice - white space separates the ads.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	3rd Place	Macoupin County Enquirer-Democrat, Carlinville	Staff	7-2-2015	Great layout for the 4th of July sponsor ads/events. Church sponsor ads easy to spot and read. Classified pages have nice flow and headers stand out. Overall layout is clean and easy to read.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	H	4th Place	The Journal-News, Hillsboro	Staff	General Excellence	Layout and distribution of ads proportionate. Great use of house ads. Business and Service Directory has a nice look - design and layout works well. Sponsorship pages are nice touch - looks great.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	1st Place	Illinois Times, Springfield	Beth Irwin, Dave Hine, Joe Copley	Take Me Out to the Ballgame - July 16-22, 2015	Advertising matches the community very well. What a wonderful and robust variety of customers looking for customers. Great use of creative copy and color.

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CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	2nd Place	Effingham & Teutopolis News Report	Staff	ETNewsGeneralJuly23_1 and ETNewsGeneralJuly30_1	Great community businesses supporting a community paper. Great variety of vibrant companies, using print advertising to solicit their offerings. Good use of color and creative copy.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	3rd Place	Effingham Daily News	Staff	General Advertising Excellence	Great ad layouts and mix of customers.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	I	4th Place	Sauk Valley Media, Sterling	Staff	Sauk Valley Media	Good use of variety of ad sizes and layouts to effectively market local businesses.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	1st Place	Rockford Register Star	Staff	RRS July 4, 2015 & July 26, 2015	Really great balance between content and applicable advertising. The ad flow really made sense. Ourtown section advertising was on mark and added value to the section.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	2nd Place	The Dispatch & The Rock Island Argus	Advertising Team	July 19 & July 26 Editions	Very good mix of advertising between local small businesses and larger accounts. Anniversaries and Engagement pages are well done and draw readers in. Employment also was well put together and the mix of content and advertising was great.
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	3rd Place	The News-Gazette, Champaign	Jackie Martin	July 19, 2015 Edition	Great layouts and variety of advertising. Layouts are clean and stacks made paper more readable. Love the Big 10 section and the appropriate advertising that went along with it. Hearing aid ad is a hoot!
CLASS 01 - GENERAL ADVERTISING EXCELLENCE	J	4th Place	The State Journal-Register, Springfield	Staff	THE SJR	Good layouts and the mix of advertising types was good. Celebrations, promo ads really stand out. The ear ads are also well done. The toenail ad needs to be re-worked.
CLASS 02 - BEST FULL PAGE AD	G	1st Place	The County Star, Tolono	Marsha Hillagoss	Tolono Fun Days	Love the use of color and the creative Golf Cart Raffle in the middle is very appealing to the eye!
CLASS 02 - BEST FULL PAGE AD	G	2nd Place	Lebanon Advertiser	David Porter	Cedar Ridge	Great Color and Artwork, Very appealing to the reader!
CLASS 02 - BEST FULL PAGE AD	G	3rd Place	Republic-Times, Waterloo	Tammy Taylor	Oak Hill	Bring on the Fiesta is catchy to the reader, great use of color throughout the full page.
CLASS 02 - BEST FULL PAGE AD	G	4th Place	Morris Herald-News	Rob Szekely	Curly Furniture	Catchy AD, the HUGE CLEARANCE on top catches the readers eye and I like how you used the large blocks on the right hand side.
CLASS 02 - BEST FULL PAGE AD	H	1st Place	The Galena Gazette	Mark Van Osdol	Fried Green Tomatoes	
CLASS 02 - BEST FULL PAGE AD	H	2nd Place	The Romeoville Bugle	Andrew Samaan	Romeoville Dental	
CLASS 02 - BEST FULL PAGE AD	H	3rd Place	Bureau County Republican, Princeton	Staff	Prescott Brothers	
CLASS 02 - BEST FULL PAGE AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Wright Automotive - Customer Service	

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CLASS 02 - BEST FULL PAGE AD	I	1st Place	Kane County Chronicle, St. Charles	Teresa Spence	State Street Jewelers	The concept of the diamonds posing as the moon coming up over the city is great
CLASS 02 - BEST FULL PAGE AD	I	2nd Place	Journal Gazette & Times-Courier, Mattoon	Staff	Schilling's	Very plain compared with the other ads.
CLASS 02 - BEST FULL PAGE AD	I	3rd Place	Kane County Chronicle, St. Charles	Teresa Spence	The Goldmine	incorporation of the leaf artwork with the jewelry is great color management
CLASS 02 - BEST FULL PAGE AD	I	4th Place	Northwest Herald, Crystal lake	Bev Rogman	Heritage Woods	Great use of art, color, easy flow and easy read
CLASS 02 - BEST FULL PAGE AD	J	1st Place	The News-Gazette, Champaign	Marsha Hilligoss	Ramsay Dental	Great use of the color from the uniforms. Simple and effective idea jumps out at the reader.
CLASS 02 - BEST FULL PAGE AD	J	2nd Place	The News-Gazette, Champaign	Marsha Hilligoss	Tolono Fun Days	Fun artwork, good layout to let readers know the schedule. Doesn't say where the festival is.
CLASS 02 - BEST FULL PAGE AD	J	3rd Place	The News-Gazette, Champaign	Angela Brown	Strawberry Fields Natural Fields Market	Clean ad and simple, easy to read.
CLASS 02 - BEST FULL PAGE AD	J	4th Place	The State Journal-Register, Springfield	Staff	Ace Clearance Sale	Nice use of art. Visually appealing. clean, simple
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	1st Place	Mason County Democrat, Havana	Staff	MasonDistrictHospitalHEY MOM050615	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	2nd Place	The Fulton Democrat, Lewistown	Staff	GrahamMedicalGroupSchoolPhysicals032515	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	3rd Place	The Fulton Democrat, Lewistown	Staff	GrahamMedicalGroupSummerToDo050615	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	G	4th Place	The Free Press Advocate, Wilmington	Staff	The Flower Loft	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	1st Place	The Breese Journal	Staff	Creek Bottom Strutters	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	2nd Place	Macoupin County Enquirer-Democrat, Carlinville	Staff	Christmas for a Soldier	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	3rd Place	Breeze-Courier, Taylorville	Joe Dorr	DMCC Spook Big	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	H	4th Place	The Galena Gazette	Mark Van Osdol	Galena Chrysler	
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	1st Place	Downers Grove Suburban Life	Carol Manderfield	Downers Delight	Tough category with lots of competition. This was the ad that stopped me in my tracks as I went through the entries. The Breakfast, Lunch and Dinner graphics were so attention grabbing. Ad could have been cluttered with all the information if not for a great layout.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	2nd Place	The Niles Bugle	Andrew Samaan	Bringer Inn "2014 Playmate of the Year"	Strong image. Strong headline. Clean layout. I like the font choice. Good solid ad.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	3rd Place	Downers Grove Suburban Life	Jay Bogardus	Art Island	The ad gives me a real feel for the store. It makes me want to visit to see the art. I really like the font choices.

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CLASS 03 - BEST AD LESS THAN A FULL PAGE	I	4th Place	Sauk Valley Media, Sterling	Staff	Vaessen Brothers	STRONG headline that drew me into the ad. It was different enough from the other ads to catch my attention. I like how they paid tribute to the past with the photo but looked to the future to more horsepower.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	1st Place	The News-Gazette, Champaign	Joan Millis	Air King Heating and Cooling	Great choice for the graphic. The penguins are super cute and make me think of cold and warm at the same time. Strong headline.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	2nd Place	The State Journal-Register, Springfield	Staff	Brahler	Strong color scheme. Attention grabbing layout. Strong ad overall.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	3rd Place	The State Journal-Register, Springfield	Staff	Jim Herron	The graphic choice really works with this ad. Call to action to come see new spring arrivals. Clean - not too cluttered.
CLASS 03 - BEST AD LESS THAN A FULL PAGE	J	4th Place	The News-Gazette, Champaign	Joan Millis	YMCA Christmas ad, The News-Gazette, Champaign, IL	Clean eye-catching layout.
CLASS 04 - BEST AD SERIES	G	1st Place	Mason County Democrat, Havana	Staff	Armitage Collision Center	What stood out for 1st place is that the ad told an ongoing story. I like that the series started and ended with the same graphic image and told the full story from wreck to repair.
CLASS 04 - BEST AD SERIES	G	2nd Place	The Sidell Reporter	Rinda Maddox	Best Ad Series_Sidell	Clever idea for a sponsorship for an ongoing series. Liked the baseball theme continuing through with different advertisers.
CLASS 04 - BEST AD SERIES	G	3rd Place	Paris Beacon-News	Stefanie Walsh, Amy Bennett-Luttrel	Community Finance	Series hits different times when you may need a loan. Effectively targets back to school, fall projects, bills, and getting away. Good use of color and graphics to grab attention.
CLASS 04 - BEST AD SERIES	G	4th Place	Paris Beacon-News	Staff	Paris Health Care	Like the use of same individuals over multiple ads to create familiarity with the ad. Helps reader connect with Paris Health Care and its services.
CLASS 04 - BEST AD SERIES	H	1st Place	Breeze-Courier, Taylorville	Joe Dorr	CTI	This one stood out from the rest. What a great way to connect to the reader. The series grabbed your attention with the comic strip look and kept the reader hooked until the big announcement. Great graphics and use of color to capture attention.
CLASS 04 - BEST AD SERIES	H	2nd Place	The Galena Gazette	Mark Van Osdol	Gustafson and Grey	The simplistic headlines and clean look of the ads create elegant and eye pleasing designs.
CLASS 04 - BEST AD SERIES	H	3rd Place	Macoupin County Enquirer-Democrat, Carlinville	Susie Gracey	Cash Mob	The ads keep the same color scheme and layout to make the next Cash Mob event stand out by creating brand awareness. I know who is meeting, when, where, and how to join. Information easy to find in design layout.

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CLASS 04 - BEST AD SERIES	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Wright Automotive - Car Detail	Good use of changing seasons for car detailing ad. Price stands out in each ad.
CLASS 04 - BEST AD SERIES	I	1st Place	Journal Gazette & Times-Courier, Mattoon	Staff	Heritage Woods- Don't Worry!	I like how the series carries the "Don't Worry He/She is Happy" theme. The graphics are unexpected - activities not first in mind for a "sleepy" retirement life. Answers the concerns adult children have for their aging parents. I can see these ads starting a conversation.
CLASS 04 - BEST AD SERIES	I	2nd Place	NewsTribune, La Salle	Julie Newinski	Hy Vee Healthy Food/Menu series	Bold bright colorful ads promoting health. Clean layouts.
CLASS 04 - BEST AD SERIES	I	3rd Place	Effingham Daily News	DeeAnn Bauguss	Best Ad Series	Strong solid photo choices.
CLASS 04 - BEST AD SERIES	I	4th Place	The Daily Journal, Kankakee	Dave Dressler	Girard Electric	Effective use of small space. Strong headlines
CLASS 04 - BEST AD SERIES	J	1st Place	Rockford Register Star	Staff	Five Forks	Great idea that really fits the prime audience. Great copy that really draws readers in. Dominant image is perfect for this type of ad.
CLASS 04 - BEST AD SERIES	J	2nd Place	The Dispatch & The Rock Island Argus	Jane Miller	Inspiredesign	Great concept! Good mix of copy and image. Ad layout works and is on point for the what customer is trying to achieve.
CLASS 04 - BEST AD SERIES	J	3rd Place	The News-Gazette, Champaign	Lisa Lotz	MJ Reed	Lots of information well laid out in a small space ad. Use of color is appropriate and works.
CLASS 04 - BEST AD SERIES	J	4th Place	The Dispatch & The Rock Island Argus	Carri Ortiz	Courtesy	Good layout with key message front and center of the ad.
CLASS 05 - BEST HOUSE AD	G	1st Place	Mason County Democrat, Havana	Staff	TellFriends	
CLASS 05 - BEST HOUSE AD	G	2nd Place	Republic-Times, Waterloo	Tammy Taylor	PromotingRT2015	
CLASS 05 - BEST HOUSE AD	G	3rd Place	Mason County Democrat, Havana	Staff	Subscribe75ina30	
CLASS 05 - BEST HOUSE AD	G	4th Place	Mason County Democrat, Havana	Staff	50Years?!Honey?	
CLASS 05 - BEST HOUSE AD	H	1st Place	The Journal-News, Hillsboro	Kyle Herschelman	Henry Ford Quote	
CLASS 05 - BEST HOUSE AD	H	2nd Place	Macoupin County Enquirer-Democrat, Carlinville	Staff	Got an Event?	
CLASS 05 - BEST HOUSE AD	H	3rd Place	The Galena Gazette	Jay Dickerson	Max the Dog	
CLASS 05 - BEST HOUSE AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Craig's List Classified	
CLASS 05 - BEST HOUSE AD	I	1st Place	The Daily Journal, Kankakee	Dawn Breeden	TDJRacingInfoPromo	Simple but effective. Photo of kid just kept bringing me back to the ad - he would stop you in your tracks as you were reading the paper. Doesn't try to accomplish too much. Headline grabs you. Well done.

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CLASS 05 - BEST HOUSE AD	I	2nd Place	Northwest Herald, Crystal lake	Michael Kenneally	Big Deal ad	It was the bright colors that really caught me eye on this one. Photo choices make me think the event would be a great time. Strong call to action with a set deadline. Good offer at 1/2 off. Solid ad.
CLASS 05 - BEST HOUSE AD	I	3rd Place	Journal Gazette & Times-Courier, Mattoon	Staff	Thanks Give Away	Clean. \$5,000 Thanks Giveaway really catches the eye. Colors create that Thanksgiving feeling.
CLASS 05 - BEST HOUSE AD	I	4th Place	Sauk Valley Media, Sterling	Staff	Black and White Cow	Simple but effective. Sticks to black and white theme with headline and graphic. Gets right to the point that the Gazette and Telegraph can help with advertising needs. Old school can still work for self-promotion.
CLASS 05 - BEST HOUSE AD	J	1st Place	The State Journal-Register, Springfield	Staff	SJR Trick or Treat	Love the color scheme. The headline "Trick or Treat" pops. Clean layout. I really like this ad.
CLASS 05 - BEST HOUSE AD	J	2nd Place	Voyager Media, Plainfield	Andrew Samaan	Ugly Sweater	Strong headline "Ugly Sweater Contest". Eye catching graphic. This ad would make me stop and read it.
CLASS 05 - BEST HOUSE AD	J	3rd Place	The State Journal-Register, Springfield	Staff	13 for 13	Small ad but eye-catching. Strong headline. Clean. It's information every paper needs to relay to potential subscribers done in an effective and different way.
CLASS 05 - BEST HOUSE AD	J	4th Place	The Dispatch & The Rock Island Argus	Advertising Team	Sports Coverage	I like the focus on the in-person coverage. Photo of Stanford player would appeal to sports readers interested in college basketball. Solid ad.
CLASS 06 - BEST SMALL AD	G	1st Place	Mason County Democrat, Havana	Staff	CentrallllinoisLoan101515	The Picture of the kid dressed as a pirate captures the attention of the reader in this ad. His expression draws you in without the need for color. Most of the ads in this category were in color and this one stood out when put side by side with the rest. Nice play on words.
CLASS 06 - BEST SMALL AD	G	2nd Place	The Courier, Lincoln	Chris Davis	Atlanta Locker	The picture of the trophy buck in the field gets the attention of the target audience quickly.
CLASS 06 - BEST SMALL AD	G	3rd Place	The Sidell Reporter	Vicki Delhaye	Potawatomi Festival	The font, color, and graphics tie together perfectly to create an eye catching ad.
CLASS 06 - BEST SMALL AD	G	4th Place	Republic-Times, Waterloo	Tammy Taylor	Hammerheads Bingo	The designer did a great job of putting a lot of information in a clean layout. The ad also clearly illustrated what group was benefiting from the fundraiser with the baseball graphic.
CLASS 06 - BEST SMALL AD	H	1st Place	Daily Chronicle, DeKalb	Gary Heller	Rosatis	
CLASS 06 - BEST SMALL AD	H	2nd Place	Wednesday Journal of Oak Park & River Forest	Phil Soell, Dawn Ferencak	Day of the Dead at Maya del Sol	
CLASS 06 - BEST SMALL AD	H	3rd Place	Daily Chronicle, DeKalb	Sara Hendrickson	Danas Day Spa	

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CLASS 06 - BEST SMALL AD	H	4th Place	Wednesday Journal of Oak Park & River Forest	Phil Soell, Dawn Ferencak	Maya del Sol gift certificates	
CLASS 06 - BEST SMALL AD	I	1st Place	Journal Gazette & Times-Courier, Mattoon	Staff	Marry On	
CLASS 06 - BEST SMALL AD	I	2nd Place	Sauk Valley Media, Sterling	Staff	Farleys	
CLASS 06 - BEST SMALL AD	I	3rd Place	Northwest Herald, Crystal lake	Kelly Hansen	Yours and Meyn	
CLASS 06 - BEST SMALL AD	I	4th Place	Kane County Chronicle, St. Charles	Gary Heller	Rascals	
CLASS 06 - BEST SMALL AD	J	1st Place	The Dispatch & The Rock Island Argus	Melissa Underwood	McDonalds	Loved the play on words with the picture (Hamburgler).
CLASS 06 - BEST SMALL AD	J	2nd Place	The Dispatch & The Rock Island Argus	Jane Miller	Lagomarcino's	The caramel apple is the focus and boy was it. Great Job! Looks delicious.
CLASS 06 - BEST SMALL AD	J	3rd Place	The News-Gazette, Champaign	Joan Millis	Air King, The News-Gazette, Champaign, IL	Nice job using penguins & the color blue to reflect the cold.
CLASS 06 - BEST SMALL AD	J	4th Place	Rockford Register Star	Staff	Tavern on Clark	Great job! Inset picture was nice to see. Using a map, great use for first time patrons finding their way.
CLASS 07 - BEST SPOT COLOR AD	G	1st Place	The Fulton Democrat, Lewistown	Staff	BDesigned102115	Very NICE! Love the Pink message.
CLASS 07 - BEST SPOT COLOR AD	G	2nd Place	Mason County Democrat, Havana	Staff	MasonDistrictHospitalHEY MOM050615	
CLASS 07 - BEST SPOT COLOR AD	G	3rd Place	The Free Press Advocate, Wilmington	Staff	The Flower Loft	
CLASS 07 - BEST SPOT COLOR AD	H	1st Place	The Journal-News, Hillsboro	Brent Chumley	HAH Emergency Care	Love that the Emergency is the main color of the spot color. I would have used a bit more spot color in the type. Very good job!
CLASS 07 - BEST SPOT COLOR AD	H	2nd Place	The Galena Gazette	Mark Van Osdol	Leibold's of Galena	This is a perfect ad for spot color the tires are normally black. and you use the red for the hats and type.
CLASS 07 - BEST SPOT COLOR AD	H	3rd Place	Bureau County Republican, Princeton	Staff	Granville National Bank	Nice background. I personally would have used spot color in the logo. example have the logo at 100% blue and make the background 75% blue. the layout and font choices are very nice.
CLASS 07 - BEST SPOT COLOR AD	I	1st Place	The Joliet Bugle	Andrew Samaan	Pete Rose, Joliet Slammers	I loved the typeface that you picked. I also enjoyed that you use it as the main focus of the ad. And easy to read for the young and old. You didn't use a cheesy clip art. I loved that <3. Very nice job! just proves that spot color and type heavy ads can work.

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CLASS 07 - BEST SPOT COLOR AD	I	2nd Place	Sauk Valley Media, Sterling	Staff	Prescotts BBQ	What made this ad place was the spot color and the weber and the header. It made it pop out so much more! Some of the type would have been nice to see in spot color like the website.
CLASS 07 - BEST SPOT COLOR AD	I	3rd Place	Sauk Valley Media, Sterling	Staff	Builders Supply	This would have placed higher if the house images wasn't so low rez and fuzzy. I like the font that you used in the header and that you used the spot color on the logo. I would have also used the red in the word good to the that in a bit better.
CLASS 07 - BEST SPOT COLOR AD	I	4th Place	Sauk Valley Media, Sterling	Staff	Sterling Federal	
CLASS 07 - BEST SPOT COLOR AD	J	1st Place	The Dispatch & The Rock Island Argus	Jami Stoddard	Sonic Boom	Fun, vibrant and eye-catching. Using the spot color in the large circle at the center of the ad immediately draws your eye to the deal being advertised. I also love that spot color was slightly different than the traditional July 4th red.
CLASS 07 - BEST SPOT COLOR AD	J	2nd Place	The Dispatch & The Rock Island Argus	Jane Miller	Inspiredesign	What a great play on words to match the spot color! Great way to draw attention to the gem stone in the pendant.
CLASS 07 - BEST SPOT COLOR AD	J	3rd Place	Belleville News-Democrat	Lucy Burton	Spring Clean Up / Tune Up	Great color choice for a Spring Clean Up and Tune Up section!
CLASS 08 - BEST FULL COLOR AD	G	1st Place	The Fulton Democrat, Lewistown	Staff	Graham50NeverLookedSo Good010715	I love this ad because it connects real women with the reason of the ad. Very clean - very professional.
CLASS 08 - BEST FULL COLOR AD	G	2nd Place	Republic-Times, Waterloo	Tammy Taylor	Bad Sister	Kind of a sassy looking ad, very eye catching. Love the graphics and the logo. NICE!
CLASS 08 - BEST FULL COLOR AD	G	3rd Place	Republic-Times, Waterloo	Tammy Taylor	Waterloo Optimist	For all of the information on it, the ad is put together very well. Love the color scheme. Nice job.
CLASS 08 - BEST FULL COLOR AD	G	4th Place	The Sidell Reporter	Rinda Maddox	Flowers on Main	Simple ad but makes me want to get my garden started. Very nice.
CLASS 08 - BEST FULL COLOR AD	H	1st Place	The Galena Gazette	Jay Dickerson	Tammy's Piggly Wiggly	Great Job!!!! Makes me want to bite right into the apples.
CLASS 08 - BEST FULL COLOR AD	H	2nd Place	Bureau County Republican, Princeton	Staff	Colonial HealthCare and Rehabilitation Centre	Bright colors...very catchy!!!
CLASS 08 - BEST FULL COLOR AD	H	3rd Place	Bureau County Republican, Princeton	Staff	Flowers by Julia - Fall Bridal	Very nice. Elegant.
CLASS 08 - BEST FULL COLOR AD	H	4th Place	The Galena Gazette	Mark Van Osdol	Galena Chrysler	Incorporating the holiday with red, white & blue...smart!!
CLASS 08 - BEST FULL COLOR AD	I	1st Place	Northwest Herald, Crystal lake	Patty Smoll	Wonder Lake Vet Clinic	Beautiful Color, Reproduction excellent, Layout and design top notch.

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CLASS 08 - BEST FULL COLOR AD	I	2nd Place	The Downers Grove Bugle	Andrew Samaan	Shell Food Mart	Clean, easy to read, Message stands out, beautiful colors and reproduction excellent
CLASS 08 - BEST FULL COLOR AD	I	3rd Place	Journal Gazette & Times-Courier, Mattoon	Staff	Villa Pizza- Father's Day	Colorful, Clean, easy to read, Picture great for getting ones attention. Nice layout and design.
CLASS 08 - BEST FULL COLOR AD	I	4th Place	Downers Grove Suburban Life	Carol Manderfield	Ogden Art Studio	Excellent color reproduction, interesting, attention getting content. East to read.
CLASS 08 - BEST FULL COLOR AD	J	1st Place	Rockford Register Star	Andrea Barthel	Garretts	Well coordinating colors, paired with the contrasting fonts make this a welcoming ad.
CLASS 08 - BEST FULL COLOR AD	J	2nd Place	Belleville News-Democrat	Paige Baumgartner	Prom and Wedding Season	The colorful dresses on the models really grabs your attention. Like the different palettes used for prom vs. wedding styles.
CLASS 08 - BEST FULL COLOR AD	J	3rd Place	Belleville News-Democrat	Jamie Phelps	One Stop Shop Landscaping Needs	Like how the colors from the plants and flowers tie together with other elements in the ad
CLASS 08 - BEST FULL COLOR AD	J	4th Place	The Dispatch & The Rock Island Argus	Jami Stoddard	Massage by Joetta	The use of a large photo and Christmas colors draws your eye into the ad.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	1st Place	Forest Park Review	Joe Chomiczewski, Andrew Mead	Play Ball	I thought this section was very creative and good use of color. I like how you did the player of the week.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	2nd Place	The Braidwood Journal	staff	Salute to veterans section	One can tell a lot of work went into this section. Good use of color and picking stories that anyone could relate to.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	3rd Place	Cass County Star-Gazette, Beardstown	James Phillips	The Ultimate Guide to Christmas 2015	Very Creative piece that would get anyone in the Christmas spirit. I liked how you represented many different ideas from music, to recipes, to events going on locally.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	G	4th Place	Paris Beacon-News	Staff	Round Ball Country	Love all the color and that all Ads related to the section.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	1st Place	Daily Chronicle, DeKalb	Allison LaPorta	dc Magazine	This section is outstanding. It looks very high-end and expensive. The large ad format keeps it easy to read and the stories about local businesses are great. Visitors can find out where to stop, shop, eat and play all in one read.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	2nd Place	The Galena Gazette	Gazette staff	Special Olympics	Great section featuring a great event. The full color format is attractive to read and the use of photos in ads is a nice touch.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	3rd Place	Bureau County Republican, Princeton	Staff	HealthCare Directory	Great section covering important topic. Business card ads for the medical professionals included are great, easy to read. Stories about different health issues fill space nicely.

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CLASS 09 - BEST ANNUAL SPECIAL SECTION	H	4th Place	Macoupin County Enquirer-Democrat, Carlinville	Staff	Valentines Day 2015	The cover of this section is really eye-catching, looks like a Valentine's Day card. Local love stories give it a personal touch. Readers can easily find a place to spend their special day from local businesses.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	1st Place	Kane County Chronicle, St. Charles	Michael Kenneally	Festival of the Vine	A lot of local info, great layout and use of color to entice the reader to check things out.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	2nd Place	Wednesday Journal Group, Oak Park	Dawn Ferencak, Claire Innes, Andrew Mead	Spring Homes 2015	Good use of standard colors throughout. Great layout.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	3rd Place	Wednesday Journal Group, Oak Park	Dawn Ferencak, Claire Innes, Andrew Mead	Summer Fun	Good flow of information and use of color throughout without overdoing it.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	I	4th Place	The Daily Journal, Kankakee	Dave Dressler	Halloween	Great local info on the event
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	1st Place	The Dispatch & The Rock Island Argus	Advertising Team	Your Farm Connection	Engaging local articles. Varied subjects, well organized and typeset.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	2nd Place	The Dispatch & The Rock Island Argus	Advertising Team	John Deere Classic	Packed with information, good typesetting, nice ads.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	3rd Place	The Dispatch & The Rock Island Argus	Advertising Team	Welcome to the Season	Nice cover, page layout and typography.
CLASS 09 - BEST ANNUAL SPECIAL SECTION	J	4th Place	Belleville News-Democrat	Paige Baumgartner	Reader's Choice	Ambitious project! Nicely done.
CLASS 10 - BEST ONGOING SPECIAL SECTION	G	1st Place	Morris Herald-News	Rob Szekely	January GO Mag	Both sections were very nice. The January section was the best use of color, but the August section had the best use of typefaces. Nice concept for each - January for fitness with so many people making the resolution to be more fit and August for back to school. The only thing I would have liked to see was a more faded background on page 6 of the August issue - it was a bit tough to read.
CLASS 10 - BEST ONGOING SPECIAL SECTION	G	2nd Place	The Fulton Democrat, Lewistown	Staff	FarmPages082615	I like this concept and the ads looked great. Most were different from each other, but there were a few that had the same typeface and in reverse. The change in leading in one of the ads was quite noticeable.
CLASS 10 - BEST ONGOING SPECIAL SECTION	G	3rd Place	Riverside-Brookfield Landmark	Andrew Mead, Joe Chomiczewski	Riverside Brookfield Landmark Education Guide	I found the typeface in 1 ad a bit difficult to read, the photo was fuzzy in 1 ad, and the type ran into the picture in another ad.
CLASS 10 - BEST ONGOING SPECIAL SECTION	G	4th Place	The Courier, Lincoln	Julie Danosky, Chris Davis, Ted Wolf	Lincoln College 150th	Innovative idea to publish throughout the year instead of in one section for an anniversary. Although some ads were great in their appearances, others didn't show much thought behind them other than dropping in the logo (which sometimes turned out to be fuzzy) with a congratulations saying.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	1st Place	The Galena Gazette	Staff	Gazette Home Pages	There were some awesome ads in this section. Great use of different frames. The typefaces really stood out and demanded you look at them.
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	2nd Place	Bureau County Republican, Princeton	Staff	Ag Matters Fall Edition	Some really great looking ads in this section. Very clean and crisp. Great use of typefaces that were different but still easy to read. The ads were very stylish, had great spacing, and were eye-catching.
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	3rd Place	Wednesday Journal of Oak Park & River Forest	Mark Stopeck, Andrew Mead, Staff	Homes	It's tough trying to make people want to read about each property in real estate ads when there is so much info. That was accomplished pretty well. Ads that weren't real estate looked nice.
CLASS 10 - BEST ONGOING SPECIAL SECTION	H	4th Place	The Journal-News, Hillsboro	Staff	Fall Young at Heart	I would have liked more variety of frames for creativity. Some ads were a little crowded. It is difficult when a customer wants so much info in the ad, but I think some info could have been made a bit smaller so the ads didn't seem so crowded.
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	1st Place	The Herald-News, Joliet	Jay Bogardus	Homelife	Great design and concept.
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	2nd Place	Illinois Times, Springfield	Staff	Capital City Parent	Well done publications with relevant articles and good design.
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	3rd Place	NewsTribune, La Salle	Jeanette Smith, Staff	Illinois Valley Boomers	Specifically targeted, great layouts and articles.
CLASS 10 - BEST ONGOING SPECIAL SECTION	I	4th Place	NewsTribune, La Salle	Jeanette Smith, Staff	Illinois Valley Woman	Engaging content.
CLASS 10 - BEST ONGOING SPECIAL SECTION	J	1st Place	Rockford Register Star	Staff	RRV Insider 50 Places	Beautiful layouts, well written and organized. Great idea, makes me want to visit the area.
CLASS 10 - BEST ONGOING SPECIAL SECTION	J	2nd Place	The State Journal-Register, Springfield	Staff	So Magazine-Medical Issue	Nice layouts, photography and variety of editorial.
CLASS 10 - BEST ONGOING SPECIAL SECTION	J	3rd Place	Belleville News-Democrat	Denise Rollberg	The Westender	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	1st Place	The Courier, Lincoln	staff	Pigs and Swigs	These ads had vibrancy and each was different than the others. There was nice use of spacing and typefaces. Normally I like to see at least a few different frames, but these ads were different enough with what was inside to not need different borders to make each unique. Great job.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	2nd Place	Arcola Record-Herald	Staff	Arcola Football	I'm all about giving each ad an individual look. You did that by not only different typefaces but also with different frames. And you used footballs, keeping with the theme of what the section was about. Great job.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	3rd Place	Lebanon Advertiser	David Porter	Lebanon Elementary School	There were some really nice looking ads in this section, but two were extremely plain. Unfortunately, they were side by side so they really stood out. If they had been placed on different pages, they would not have been so eye-catching. My favorite ad was your company ad.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	G	4th Place	The Vienna Times	Lonnie Hinton, Hilary Wright	Vienna SMT section	The ads had a nice balance of white space. But to me, creativity also means not using the same frame for every ad. Yes, it makes it look uniform; but it's not very creative.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	1st Place	The Galena Gazette	Staff	Peace in Union	Great theme, Excellent content, Creative design, beautiful reproduction, Nice advertising support
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	2nd Place	Macoupin County Enquirer-Democrat, Carlinville	Staff	Valentines Day 2015	Nice use of color. Great layout. Eye catching content for a popular theme.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	3rd Place	The Galena Gazette	Staff	To Your Health	Good target Audience, nice design, good use of color, informative content, excellent reproduction
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	H	4th Place	The News Leader, Highland	Gay Bentlage, Aaron Head,	Highland High School Baseball State Section	Well done. Good content. Good photos. Good community support. Nice reproduction.
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	1st Place	Sauk Valley Media, Sterling	Staff	Back To School	Beautiful layout, color reproduction, informative editorial content, great advertising support
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	2nd Place	The Daily Journal, Kankakee	Dawn Breeden, Meredith Huot	DQSpecialSection	Excellent cover, color throughout, Creative time line graphics, good advertising support, interesting historical editorial content
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	3rd Place	The Daily Journal, Kankakee	Dawn Breeden, Advertising Staff	ColoringBook	Large variety. I liked the choice to do historical pictures for coloring from past years
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	I	4th Place	NewsTribune, La Salle	Jeanette Smith, Staff	St Bede Baseball tab	I like the cover , clean layout, Individual player descriptions, and overall excellent reproduction
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	1st Place	Rockford Register Star	Staff	What Rocks 2015	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	2nd Place	The Dispatch & The Rock Island Argus	Advertising Team	Intouch	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	3rd Place	The State Journal-Register, Springfield	Staff	Remembering Lincoln	
CLASS 11 - BEST ONE-TIME SPECIAL SECTION	J	4th Place	The State Journal-Register, Springfield	Staff	Real Estate Update	
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	G	1st Place	Forest Park Review	Dawn Ferencak, Joe Chomiczewski, Andy Mead	Forest Park Answer Book	Put together really nice, a lot of work was put into this.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	G	2nd Place	The Courier, Lincoln	staff	Citizen of the Year	A nice way to honor great citizens in your area, good job.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	G	3rd Place	Cass County Star-Gazette, Beardstown	James Phillips	Civil War Ends 150th Anniversary	A lot of hard work was put into this, nice job.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	G	4th Place	Republic-Times, Waterloo	Tammy Taylor	Cornerstones 2015	layout seems a little tight with businesses, some separation would have made it flow nicer. Nice section though a great idea.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	H	1st Place	The Journal-News, Hillsboro	Staff	2015 County Guide	Love how you got the community involved in this section.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	H	2nd Place	Bureau County Republican, Princeton	Staff	Hometown Heroes	Great section to show of community heroes. Very nicely put together.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	H	3rd Place	The News Leader, Highland	Gay Bentlage, Aaron Head, Karen Schauwecker	Highland Community Profile	Put together well, great piece for visitors to look at.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	H	4th Place	The Breese Journal	Staff	Breese Hometown Holiday Magic	Nice way to show case you local businesses for the holiday, I would recommend on your color pages to have all photos in color, would help it pop more.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	I	1st Place	Sauk Valley Media, Sterling	Staff	Progress	True progress edition gives a great snapshot of the current economy and future challenges in the community. Nicely organized with interesting and useful articles.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	I	2nd Place	The Daily Journal, Kankakee	Dave Dressler and Rachael Reynolds Soucie	Thrive 2015	Well done, magazine feel, varied and interesting subjects. Should have a long shelf life. Nice product for advertisers to be in.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	I	3rd Place	Sauk Valley Media, Sterling	Staff	Honoring Heroes	Well produced, engaging stories, great advertising support.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	I	4th Place	Effingham Daily News	Staff	Progress Magazine 2015	Very ambitious, nice local focus plus a lot of advertising support.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	J	1st Place	The Dispatch & The Rock Island Argus	Advertising Team	Progress	Great concept, engaging stories.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	J	2nd Place	Rockford Register Star	Staff	Transform 2015	Nicely thought-out. Great concept.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	J	3rd Place	The Dispatch & The Rock Island Argus	Advertising Team	QC Living	Lots of info on the area.
CLASS 12 - BEST COMMUNITY FOCUS SPECIAL SECTION	J	4th Place	The News-Gazette, Champaign	Jackie Martin	The News-Gazette Answer Book	
CLASS 13 - BEST CLASSIFIED AD	G	4th Place	Mason County Democrat, Havana	Staff	WeveGotMore	Very Simple
CLASS 13 - BEST CLASSIFIED AD	H	1st Place	The Galena Gazette	Jay Dickerson	McDonalds milkshakes	Very creative and attracts people to want to read it.
CLASS 13 - BEST CLASSIFIED AD	H	2nd Place	The Galena Gazette	Jay Dickerson	Tammy's Piggly Wiggly	Humorous and creative
CLASS 13 - BEST CLASSIFIED AD	H	3rd Place	The Galena Gazette	Jay Dickerson	Blaum Brothers	Witty but a person had to have seen the movie to understand it.
CLASS 13 - BEST CLASSIFIED AD	I	1st Place	The Daily Journal, Kankakee	Dawn Breeden	GibsonAreaHosp	Great clean ad. Great use of the photo and colors. Effective ad.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 13 - BEST CLASSIFIED AD	I	2nd Place	The Daily Journal, Kankakee	Dave Dressler	Presence St. Mary's	Simple and effective but doesn't list any specific positions.
CLASS 13 - BEST CLASSIFIED AD	I	3rd Place	The Daily Journal, Kankakee	Dawn Breeden	KankCoRecordsClerkEighth Pg	Good use of art and color.
CLASS 13 - BEST CLASSIFIED AD	I	4th Place	Downers Grove Suburban Life	Jay Bogardus	Family Home Health	Lots of creativity, use of artwork and toning. Could have used a little black type in it.
CLASS 13 - BEST CLASSIFIED AD	J	1st Place	The Dispatch & The Rock Island Argus	Shane Brown	Air-land	I like the movement in the ad.
CLASS 13 - BEST CLASSIFIED AD	J	2nd Place	The State Journal-Register, Springfield	Staff	Real Estate Group	Very easy to read even though there's lots of info.
CLASS 13 - BEST CLASSIFIED AD	J	3rd Place	Belleville News-Democrat	Beth Wiesemann	Tool Maker Needed	
CLASS 13 - BEST CLASSIFIED AD	J	4th Place	The Dispatch & The Rock Island Argus	Chris Cashion	City of Silvis	
CLASS 14 - BEST CLASSIFIED SECTION	G	1st Place	Morris Herald-News	Jocelyn Cruz	Morris Herald News Classified Sections	Nice layout & main header. Clean & reader friendly.
CLASS 14 - BEST CLASSIFIED SECTION	G	2nd Place	The Free Press Advocate, Wilmington	Staff	Free Press classified section, 3 pages	Nice clean layout, good balance. Easy to read.
CLASS 14 - BEST CLASSIFIED SECTION	G	3rd Place	Republic-Times, Waterloo	Tammy Taylor	Classified Section 1/14/15	
CLASS 14 - BEST CLASSIFIED SECTION	G	4th Place	Viriden Recorder	Luaine Jones and Judy Hendricks	Gold Nugget - Gold Nugget Publications	
CLASS 14 - BEST CLASSIFIED SECTION	H	1st Place	Macoupin County Enquirer-Democrat, Carlinville	Susie Gracey	Classified Section 1-15-15	Love the classifieds header & the category headers. Very clean. Like the location of the page numbers too, something different, but I think it works very well. Nicely balanced pages.
CLASS 14 - BEST CLASSIFIED SECTION	H	2nd Place	Breeze-Courier, Taylorville	Staff	Classified Section	Like the overall design of the pages. Very well balanced.
CLASS 14 - BEST CLASSIFIED SECTION	H	3rd Place	The Galena Gazette	Staff	Gazette classifieds	Liked the overall balance of the pages. Did not like how the bottoms of some of the classifieds were cut off.
CLASS 14 - BEST CLASSIFIED SECTION	H	4th Place	The Journal-News, Hillsboro	Staff	Best Classified Section	Very reader friendly.
CLASS 14 - BEST CLASSIFIED SECTION	I	1st Place	Austin Weekly News, Chicago	Mary Ellen Nelligan, Debbie Becker	Best Classified Section	Nice balance of white space. Very reader friendly. Nice headers. Clean layout. Nice job all around.
CLASS 14 - BEST CLASSIFIED SECTION	I	2nd Place	The Daily Journal, Kankakee	Staff	Best Classified	Really like the 1st page with all the info in one spot at the very beginning. Also really like the category headers with the info in there also. Very reader friendly. Nicely done.
CLASS 14 - BEST CLASSIFIED SECTION	I	3rd Place	Northwest Herald, Crystal lake	Kirk Elgar	Northwest Herald Classified Section	Nice layout for the amount of information. Easy to read and reader friendly.
CLASS 14 - BEST CLASSIFIED SECTION	I	4th Place	The Herald-News, Joliet	Jocelyn Cruz	Joliet Herald News Classified	Easy to read and reader friendly. Clean layout.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 14 - BEST CLASSIFIED SECTION	J	1st Place	The Dispatch & The Rock Island Argus	Classified Team	January 11	Great separation of categories along with the use of standardized sizing makes the layout neat and clean.
CLASS 14 - BEST CLASSIFIED SECTION	J	2nd Place	The News-Gazette, Champaign	Denny Santarelli	The News-Gazette, Champaign IL - Best Classified Section	Easy to read and use of standard color on liner headers help them to stand out for the reader looking for something specific.
CLASS 14 - BEST CLASSIFIED SECTION	J	3rd Place	Rockford Register Star	Staff	Classifieds Jan 11, 2015	Too much color which makes the extra cost for the advertiser null and void.
CLASS 15 - BEST CLASSIFIED PROMOTION	H	1st Place	The Journal-News, Hillsboro	Mike Plunkett	Craig's List Classified	Very creative! I really like this ad, it shows that your local paper can be just as effective as the national websites.
CLASS 15 - BEST CLASSIFIED PROMOTION	H	2nd Place	The Galena Gazette	Jay Dickerson	Max the Dog	Nice way to tie all your promotions to your paper! They see the dog & they know it's you.
CLASS 15 - BEST CLASSIFIED PROMOTION	H	3rd Place	The Galena Gazette	Jay Dickerson	US Grant	Like the idea. Wish the clipping was cleaner though.
CLASS 15 - BEST CLASSIFIED PROMOTION	I	1st Place	Wednesday Journal Group, Oak Park	Debbie Becker, Maureen O'Boyle	Hire Local	I like that all the ads have the same "feel". Nice clean look, gets the point across very well.
CLASS 15 - BEST CLASSIFIED PROMOTION	I	2nd Place	Austin Weekly News, Chicago	Debbie Becker, Maureen O'Boyle	Hire Local	Like the way you reshaped the ads without losing the clean design. Nice look, gets the point across very well.
CLASS 15 - BEST CLASSIFIED PROMOTION	I	3rd Place	Sauk Valley Media, Sterling	Staff	Veterans Section	Very nice design. Informative, but attractive. Has all the information at first glance. Not sure how this fits into Classified Promotion, but I like it.
CLASS 15 - BEST CLASSIFIED PROMOTION	I	4th Place	Sauk Valley Media, Sterling	Staff	Garage Sales	Simple, to the point.
CLASS 15 - BEST CLASSIFIED PROMOTION	J	1st Place	Rockford Register Star	Staff	Job Fair Oct 2015	Great promotion for Career Fair - all pieces tie together well to get message across effectively. Uniformity of participating business ads done nicely. Layouts clear and easy to read.
CLASS 15 - BEST CLASSIFIED PROMOTION	J	2nd Place	The Dispatch & The Rock Island Argus	Classified Team	We're your recruitment partner	Simple and to the point. Nice amount of white space makes it stand out and draws attention.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	G	1st Place	Paris Beacon-News	Carol Marolowe, Stefanie Walsh	Going Greed	Very clean ad, love the tips to be green. Professional looking ad.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	G	2nd Place	Republic-Times, Waterloo	Tammy Taylor	Columbia Merchants sig page	Nice PR ad - great way to get people into stores they may or may not frequent.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	G	3rd Place	Mason County Democrat, Havana	Staff	Havana Lady Ducks	Love the use of all the photos - there are many but its not cluttered looking.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	G	4th Place	The Sidell Reporter	Rinda Maddox, Suzanne Woodard	Veteran's Salute	Great job!
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	H	1st Place	The Galena Gazette	Kevin Engler and Teresa Hannaman	July 4th	Enjoyed the layout. Very good photos that will create attention to the ad. Clear message. Good use of color. Stand out very nicely in the paper.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	H	2nd Place	Macoupin County Enquirer-Democrat, Carlinville	Jonathon Parish	Firefighter Appreciation	Nice layout. Great theme. Good advertising participation. Good use of color. Easy To read. Clear message.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	H	3rd Place	Bureau County Republican, Princeton	Staff	Summer Solstice	Nice Clean layout. Easy to read. Message clear. Business support good.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	H	4th Place	Bureau County Republican, Princeton	Staff	Breast Cancer Awareness	Nice Clean layout. Could cause and great support from the newspaper staff
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	I	1st Place	Sauk Valley Media, Sterling	Staff	Whiteside Co. Fair	Grat color reproduction and eye catching layout. Good theme.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	I	2nd Place	The Daily Journal, Kankakee	Dawn Breeden, Advertising Staff	StPattysDayGroupPg	Eye popping color. Nice design. Good use of a common theme. Attention grabbing display. Nice reproduction.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	I	3rd Place	The Daily Journal, Kankakee	Dave Dressler	Girls Basketball Keepsake	Good use of color. Great photos.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	I	4th Place	Wednesday Journal Group, Oak Park	Mark Stopeck, Andrew Mead, Staff	Season of Giving Guide	Great theme. Nice layout. Good color reproduction. Good for newspaper to support this effort.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	J	1st Place	The News-Gazette, Champaign	John Grygiel	Catch of The Month	Catch of the month gets readers involved all summer long! I think it's a very creative contest and love the layout and use of color.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	J	2nd Place	The News-Gazette, Champaign	John Grygiel	Fall Home Improvement	I like that you didn't just put advertisement on the page, but you pointed out where the project is on your house and who could help you out with it. This idea is outside the box, love it!
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	J	3rd Place	The News-Gazette, Champaign	John Grygiel	May Your Christmas Wish Come True	This page is a way to get young readers interested in the paper. I think the idea is great and the artwork is appealing.
CLASS 16 - BEST SHARED PAGE/SIGNATURE PAGE	J	4th Place	The News-Gazette, Champaign	John Grygiel	Happy Mother's Day	This is a very creative layout not to mention thoughtful for all the moms in the community.
CLASS 17 - BEST NICHÉ PUBLICATION	G	1st Place	Cass County Star-Gazette, Beardstown	James Phillips	Jim Edgar Panther Creek State Fish & Wildlife Guide 2015	Good partnership with the DNR. Nice piece for visitors to understand the area and take advantage; good vehicle for advertisers to capture their attention.
CLASS 17 - BEST NICHÉ PUBLICATION	G	2nd Place	Republic-Times, Waterloo	Tammy Taylor	Optimist Dog Park	Great job putting your heart and soul into a project that is outside of the realm of the usual newspaper world. And it worked.
CLASS 17 - BEST NICHÉ PUBLICATION	G	3rd Place	Forest Park Review	Joe Chomiczeweski, Andrew Mead	Hit n Run	Nice partnership with Little League. Great PR for the paper and a nice keepsake.
CLASS 17 - BEST NICHÉ PUBLICATION	G	4th Place	Paris Beacon-News	Staff	Spring Agriculture Guide	Nice piece directed at the ag market. Good variety of copy. Clean, sharp layout.
CLASS 17 - BEST NICHÉ PUBLICATION	H	1st Place	Daily Chronicle, DeKalb	Allison LaPorta	DeKalb County Ag Magazine	Nice magazine nice flow, great color. Very well done...
CLASS 17 - BEST NICHÉ PUBLICATION	H	2nd Place	Daily Chronicle, DeKalb	Allison LaPorta	DeKalb County Visitors book	Love the color really pops, great ad designs, and great information.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 17 - BEST NICHÉ PUBLICATION	H	3rd Place	The Enterprise, Plainfield	Andrew Samaan	Plainfield Tornado 25th Anniversary "Where We Stand"	Nice publication put together nice, a great keepsake.
CLASS 17 - BEST NICHÉ PUBLICATION	H	4th Place	Macoupin County Enquirer-Democrat, Carlinville	Jonathon Parish	Scary Stories	I like this section only thing I wish is if it could all be color would catch the reader a lot more.
CLASS 17 - BEST NICHÉ PUBLICATION	I	1st Place	Downers Grove Suburban Life	Carol Manderfield	Suburban Life Magazine	Great variety of content. Beautiful presentation. A magazine for readers to look forward to and for advertisers to get a real bang for their buck. And in your August issue, love the idea of traveling beyond the boundaries of your readership and bringing back great stories. Yes, we can print stories about places other than our own cities, counties and states. Nice outside-the-box job.
CLASS 17 - BEST NICHÉ PUBLICATION	I	2nd Place	Kane County Chronicle, St. Charles	Carol Manderfield	Suburban Food & Drink	Dining guides are always a hit with readers, and the presentation of copy in this piece is beautiful. Nice job of making advertising seem like it's not advertising.
CLASS 17 - BEST NICHÉ PUBLICATION	I	3rd Place	The Downers Grove Bugle	Andrew Samaan	Holiday Gift Guide	Layout and design on this piece is wonderful. Eye catching all the way through. Great way to capture holiday ad dollars. It's a great publication.
CLASS 17 - BEST NICHÉ PUBLICATION	I	4th Place	The Downers Grove Bugle	Andrew Samaan	Hinsdale Rotary Run Charity Classic	Nice revenue source outside of the usual, and the partnership with Rotary on such a project is a definite plus for the paper. Distribution also well thought out.
CLASS 17 - BEST NICHÉ PUBLICATION	J	1st Place	The News-Gazette, Champaign	Jackie MArtin	I Do Magazine	
CLASS 17 - BEST NICHÉ PUBLICATION	J	2nd Place	The Dispatch & The Rock Island Argus	Advertising Team	Bridal I DO	
CLASS 17 - BEST NICHÉ PUBLICATION	J	3rd Place	Rockford Register Star	Staff	Rockford Parent Summer 2015	
CLASS 17 - BEST NICHÉ PUBLICATION	J	4th Place	The News-Gazette, Champaign	Jackie MArtin	At Home Magazine	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	G	1st Place	The Fulton Democrat, Lewistown	Staff	CantonSpecialInsert	Gets the reader's attention. Nice use of color.
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	G	2nd Place	Mason County Democrat, Havana	Staff	AutismWalk041515	Great ad. Puzzle pieces would have had more of an impact if done in color.
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	1st Place	Bureau County Republican, Princeton	Staff	Bureau County Metro Center	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	2nd Place	Daily Chronicle, DeKalb	Allison LaPorta	Downtown DeKalb	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	3rd Place	The Galena Gazette	P. Carter Newton	DeSoto House	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	H	4th Place	The Galena Gazette	Jay Dickerson	Museum for the Ages	

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CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	1st Place	Northwest Herald, Crystal lake	Bev Rogman	Light House Church	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	2nd Place	Wednesday Journal Group, Oak Park	Philip Soell, Joe Chomiczewski	Altenheim	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	3rd Place	Sauk Valley Media, Sterling	Staff	Health & Wellness Flyer	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	I	4th Place	Effingham Daily News	Jody Hardiek	Martins IGA insert	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	1st Place	Belleville News-Democrat	Paige Baumgartner	New Look, New Menu	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	2nd Place	Rockford Register Star	Staff	Hauser Ross	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	3rd Place	The News-Gazette, Champaign	Wes Hanner	Champaign Jewelers	
CLASS 18 - BEST NEWSPAPER-DESIGNED INSERT	J	4th Place	The State Journal-Register, Springfield	Staff	Wild Birds	
CLASS 19 - BEST MARKETING CAMPAIGN	G	1st Place	Paris Beacon-News	Stefanie Walsh	Mothers Day "Look-alike-Contest" Marketing Package	Great design love the colors catches the readers eye well done.
CLASS 19 - BEST MARKETING CAMPAIGN	G	2nd Place	Paris Beacon-News	Stefanie Walsh	Readers Recipe Box	Nice clean design put together nice.
CLASS 19 - BEST MARKETING CAMPAIGN	G	3rd Place	Paris Beacon-News	Stefanie Walsh	Edgar County Fall Harvest	I like the clean layout eye catching.
CLASS 19 - BEST MARKETING CAMPAIGN	G	4th Place	Forest Park Review	Andrew Mead, Jill Wagner	Forest Park Review Circulation Drive	Nice circulation promotion, I feel some of it it a little too wordy.
CLASS 19 - BEST MARKETING CAMPAIGN	H	1st Place	Wednesday Journal of Oak Park & River Forest	Marc Stopeck, Andrew Mead	Best Marketing Campaign	Nicely done.
CLASS 19 - BEST MARKETING CAMPAIGN	H	2nd Place	Wednesday Journal of Oak Park & River Forest	Andrew Mead, Jill Wagner	Wednesday Journal Circulation Drive	good circulation drive
CLASS 19 - BEST MARKETING CAMPAIGN	H	3rd Place	The Galena Gazette	Jay Dickerson	The Galenian	
CLASS 19 - BEST MARKETING CAMPAIGN	H	4th Place	Wednesday Journal of Oak Park & River Forest	Mark Stopeck, Andrew Mead, Staff	Best Marketing Campaign: Foodie Fest	
CLASS 19 - BEST MARKETING CAMPAIGN	I	1st Place	Effingham Daily News	Jared Selch, Michelle Niebrugge	Best Marketing Campaign	
CLASS 19 - BEST MARKETING CAMPAIGN	I	2nd Place	Austin Weekly News, Chicago	Dawn Ferencak	West Side Business Network	
CLASS 19 - BEST MARKETING CAMPAIGN	I	3rd Place	Sauk Valley Media, Sterling	Staff	Weather Alerts	
CLASS 19 - BEST MARKETING CAMPAIGN	I	4th Place	Wednesday Journal Group, Oak Park	Jacquinette Baldwin, Joe Chomiczewski, Marty Farmer and staff	Best of the Best Sports Awards	
CLASS 20 - BEST AD DESIGNER	G	1st Place	Mason County Democrat, Havana	Richard Schmidt	Best Ad Designer	Great selection of ads - very professional looking, nice big graphics. GREAT JOB
CLASS 20 - BEST AD DESIGNER	G	2nd Place	Republic-Times, Waterloo	Tammy Taylor	10 different ads I have created.	Nice ads Tammy. They are balanced and a few are fun - very eye catching.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 20 - BEST AD DESIGNER	G	3rd Place	Chicago Daily Law Bulletin	Jennifer Jenkins	Jennifer Jenkins	Clean and professional.
CLASS 20 - BEST AD DESIGNER	G	4th Place	Paris Beacon-News	Stefanie Walsh	Stefanie Walsh	I loved the flu shot ad. Nice graphics.
CLASS 20 - BEST AD DESIGNER	H	1st Place	Daily Chronicle, DeKalb	Allison LaPorta	Allison LaPorta	WOW - nice ads. Clean, professional, great graphics.
CLASS 20 - BEST AD DESIGNER	H	2nd Place	The Galena Gazette	Jay Dickerson	Jay Dickerson	Very nice, creative and fun ads. Great use of art.
CLASS 20 - BEST AD DESIGNER	H	3rd Place	The Galena Gazette	Mark Van Osdol	Mark Van Osdol	Cool creative ads. Very nice job. Love the concrete "stamping" and the baby oil change ads.
CLASS 20 - BEST AD DESIGNER	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Best Ad Designer	
CLASS 20 - BEST AD DESIGNER	I	1st Place	Downers Grove Suburban Life	Carol Manderfield	Carol Manderfield	Stunning overall design across the board for all the publication and stand-alone ad examples provided! What a beautiful balance of white space, editorial and gorgeous photographs. The well-spaced and well-designed layout of each publication allows the readers' eye to flow seamlessly from page to page. Beautiful!
CLASS 20 - BEST AD DESIGNER	I	2nd Place	Wednesday Journal Group, Oak Park	Andrew Mead	Best Ad Designer: Andrew Mead	The "5 Differences" publication offers a spectacular creative and visually impactful page design that presents such important information in a consumable and sensitive manner. The "Women in Business" ad offers great balance of advertisements and editorial content and clean, consistent page design. Beautiful designs throughout!
CLASS 20 - BEST AD DESIGNER	I	3rd Place	The Downers Grove Bugle	Andrew Samaan	Steve Hodge for Best Ad Designer!	All of the texture and layers in the designs added depth to each ad. All samples we really well done, interesting and engaging. Great job!
CLASS 20 - BEST AD DESIGNER	I	4th Place	Wednesday Journal Group, Oak Park	Mark Moroney	Best Ad Designer: Mark Moroney	Great use of photography and eye-catching colors. Clean, beautiful layouts.
CLASS 20 - BEST AD DESIGNER	J	1st Place	The News-Gazette, Champaign	Joan Millis	Joan Millis Best Ad Designer	Beautiful use of artwork and photography! Clean and engaging layout. Vibrant and beautiful colors and color pairings. Beautiful, clean balance of white space, copy, advertisements and photographs in the At Home publication.
CLASS 20 - BEST AD DESIGNER	J	2nd Place	Belleville News-Democrat	Paige Baumgartner	Best Designer	Great use of photographs and artwork. Creative and clean layouts with graphic shapes.
CLASS 20 - BEST AD DESIGNER	J	3rd Place	The State Journal-Register, Springfield	Lindsay Kovski	The Lindsay	Bold colors and graphics draw attention and focus to each ad. There is a perfect balance between the copy and graphics in each design.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 20 - BEST AD DESIGNER	J	4th Place	Rockford Register Star	Andrea Barthel	Andrea Barthel Best Designer	Great use of typography and texture in each design. Every ad was clean, readable and engaging.
CLASS 21 - BEST STATIC ONLINE AD	G	1st Place	Morris Herald-News	Rob Szekely	Dames Funeral Home	I like the tag line and the images. It's a cute and funny ad for a service that isn't. I would have used some color in the text. Overall nice work!
CLASS 21 - BEST STATIC ONLINE AD	G	2nd Place	Chicago Daily Law Bulletin	Jennifer Jenkins	Chicago Attorney Motorcyclists	I like that the logo is the main focus. the tagline is very cute. Very nice! I like that it doesn't have a border. Not all web ads need to have borders. This ads proves that.
CLASS 21 - BEST STATIC ONLINE AD	G	3rd Place	Mason County Democrat, Havana	Staff	We Do Banners	Very colorful and bright. Some times web ads become dark. This ad is not the case. Nice job!
CLASS 21 - BEST STATIC ONLINE AD	G	4th Place	Morris Herald-News	Rob Szekely	Feeney Liquor	The Feeney Liquor logo is hard to read. I understand that can't be helped a lot; you have to work with what the client gave you. But the other ads you were up against had cleaner logos. The contact info really isn't needed on the ad if it links to the client's website. It's too small in the ad anyway.
CLASS 21 - BEST STATIC ONLINE AD	H	1st Place	The Galena Gazette	Jay Dickerson	Galenian.com	Love this idea! Nice that you used clean and crisp images. I love that it's a parody of Netflix a website that many people know and use.
CLASS 21 - BEST STATIC ONLINE AD	H	2nd Place	The Enterprise, Plainfield	Andrew Samaan	Willow Falls	Nice and very clean looking. I like that you used a high rez image. Very clean a classy.
CLASS 21 - BEST STATIC ONLINE AD	H	3rd Place	The Galena Gazette	Kevin Engler	Vignettes	This would have placed a bit higher if the image rez was better I like the layout a lot and the colors. The logos are a bit small. There is a lot of information in this ad.
CLASS 21 - BEST STATIC ONLINE AD	H	4th Place	The Breese Journal	Staff	All the Buzz	love the colors for the strokes. Very clean. I would have picked some more fun fonts!
CLASS 21 - BEST STATIC ONLINE AD	I	1st Place	The Daily Journal, Kankakee	Dawn Breeden	ONUBanner	I love the seamless blending of images throughout the ad. The use of the logo colors and tones throughout the ad adds to that seamless transition and blending. The "Click Here to Apply" call to action is inviting, direct and makes the process of applying seem manageable and easy to do. Beautiful ad.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 21 - BEST STATIC ONLINE AD	I	2nd Place	The Daily Journal, Kankakee	Dawn Breeden	ManpowerBanner	It would be challenging for this ad to not grab viewers' attention with the use of the close-up, black and white photographs. I love that the logo colors are mimicked in the solid, muted tones of the photograph backgrounds. Also, the copy makes it clear that Manpower serves both job seekers and employers.
CLASS 21 - BEST STATIC ONLINE AD	I	3rd Place	Shorewood Sentinel	Staff	Mariano's	This ad is warm and inviting. I think the use of diagonal lines to separate photographs, copy and sections of the ad break up the vertical space really nicely.
CLASS 21 - BEST STATIC ONLINE AD	I	4th Place	The Joliet Bugle	Andrew Samaan	Joliet YMCA	The message in this ad is very clear, and the clean layout is festive and helps the YMCA logo stand out. The tagline is clever and purposeful.
CLASS 21 - BEST STATIC ONLINE AD	J	1st Place	The Dispatch & The Rock Island Argus	Jerri Bird	B100 Townsquare	Dynamic, eye-catching and fun. Love the use of the logo's neon colors throughout the remaining copy.
CLASS 21 - BEST STATIC ONLINE AD	J	2nd Place	Belleville News-Democrat	Beth Wiesemann	Cars for a cause	The photograph of the dog really draws you in to learn more about its connection to the Jack Schmitt dealership and Cars for a Cause. Love the neutral background that plays well with the color of the dog's coat and the pops of red to keep the viewer engaged.
CLASS 21 - BEST STATIC ONLINE AD	J	3rd Place	The Dispatch & The Rock Island Argus	Advertising Team	Animal Playground	The logo with the yellow outer glow at the center of the ad draws your attention right away. I like how the dark box anchors the ad and brings attention to the most important copy.
CLASS 21 - BEST STATIC ONLINE AD	J	4th Place	Rockford Register Star	Staff	Luther Center	Clean design and layout. Presents the copy in a readable and consumable way.
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	1st Place	Breeze-Courier, Taylorville	Jacob Griffin	Breeze Courier App	This is a great ad it a wonderful tool to promote a website being responsive (built for computer, tablet, phone, etc.) Very nice job!
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	2nd Place	The Enterprise, Plainfield	Andrew Samaan	Plainfield Spooktacular	Very good work, I would have it on a loop, and not have it stop. very cute idea. the timing could have been a bit slower. people might have to read it a few times. If the reader has to work to hard for it they will not read it or click on it. You really only have 3 second to grab a reader.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	3rd Place	The Galena Gazette	Kevin Engler	Woodbine Bend-Great Golf	Nice idea! Would have had the golfer hit the golf ball off the ad then have the ad information. It;s a bit choppy. I t would have placed higher if it was smoother.
CLASS 22 - BEST RICH MEDIA ONLINE AD	H	4th Place	Daily Chronicle, DeKalb	Sara Hendrickson	Dahlquist Heating	love the photo that you used. the type is a bit plain. clean and clear logo.
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	1st Place	Northwest Herald, Crystal lake	Jay Bogardus	Mattress Outlet Overstock	
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	2nd Place	Northwest Herald, Crystal lake	Michael Behrens	Epic Deli	
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	3rd Place	Northwest Herald, Crystal lake	Kelly Hansen	Dowe and Wagner	
CLASS 22 - BEST RICH MEDIA ONLINE AD	I	4th Place	The Niles Bugle	Andrew Samaan	Culvers	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	1st Place	The Dispatch & The Rock Island Argus	Advertising Team	Crust Pizzeria	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	2nd Place	Belleville News-Democrat	Beth Wiesemann	Halloween Headquarters	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	3rd Place	The Dispatch & The Rock Island Argus	Advertising Team	Butterworth Center	
CLASS 22 - BEST RICH MEDIA ONLINE AD	J	4th Place	The Dispatch & The Rock Island Argus	Advertising Team	J&J Camper	
CLASS 23 - BEST HOLIDAY AD	G	1st Place	Republic-Times, Waterloo	Tammy Taylor	Historic Main Street Holiday Ad	The fun, colorful artwork immediately draws you into the ad — and you know it's time to get shopping!
CLASS 23 - BEST HOLIDAY AD	G	2nd Place	Metropolis Planet	Angie Humphries	Gower Insurance Agency	Your eye is drawn to the white space around the Christmas ornament shape -- a nice way to grab the reader's attention.
CLASS 23 - BEST HOLIDAY AD	G	3rd Place	Mason County Democrat, Havana	Staff	CentrallllinoisLoan101415	The use of the large, close-up photo is a fun way to get the ad noticed.
CLASS 23 - BEST HOLIDAY AD	G	4th Place	The Sidell Reporter	Amanda Rull	Simple Serendipity	The richness of the background image makes this ad very inviting.
CLASS 23 - BEST HOLIDAY AD	H	1st Place	The Galena Gazette	Mark Van Osdol	Galena Chrysler	The color and position of the top vehicles plays wonderfully into the Memorial Day theme.
CLASS 23 - BEST HOLIDAY AD	H	2nd Place	The Galena Gazette	Kevin Engler	Safe Haven	The Christmas artwork paired with the animal photos makes for an eye-catching ad.
CLASS 23 - BEST HOLIDAY AD	H	3rd Place	Kendall County Record, Yorkville	Rob Szekely	Lakeview Grille	I like the way the colors were used to separate information in the ad.
CLASS 23 - BEST HOLIDAY AD	H	4th Place	Bureau County Republican, Princeton	Staff	Community Lenders	The classic Christmas colors and large photo draw attention to this ad.
CLASS 23 - BEST HOLIDAY AD	I	1st Place	Kane County Chronicle, St. Charles	Teresa Spence	Spotted Fox	The vibrant orange in the black jack-o-lanterns grabs your attention immediately.

Class	Division	Place	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
CLASS 23 - BEST HOLIDAY AD	I	2nd Place	Effingham Daily News	Jody Hardiek	Best Holiday Ad	The holiday gift art works to separate the two businesses while also highlighting seasonal services.
CLASS 23 - BEST HOLIDAY AD	I	3rd Place	The Downers Grove Bugle	Andrew Samaan	Customwood Kitchen & Bath	The warm wood tones and holiday reds coordinate well -- very welcoming.
CLASS 23 - BEST HOLIDAY AD	I	4th Place	Sauk Valley Media, Sterling	Staff	Brendas Chicken Coop	The large golden ornament and colorful background make this an attention-grabbing ad.
CLASS 23 - BEST HOLIDAY AD	J	1st Place	The Dispatch & The Rock Island Argus	Advertising Team	There's a feeling of Christmas	A beautiful color palette that fits the season, without being green and red! Large, mixed fonts at the top really draw you in.
CLASS 23 - BEST HOLIDAY AD	J	2nd Place	Rockford Register Star	Staff	Pepper Creek	The large red flowers grab your attention immediately -- bring you to see the photos of merchandise.
CLASS 23 - BEST HOLIDAY AD	J	3rd Place	The Dispatch & The Rock Island Argus	Advertising Team	Happy Holiday Troops	The red, white & blue incorporated with the Christmas elements is a unique, creative twist. Very nicely done.
CLASS 23 - BEST HOLIDAY AD	J	4th Place	The Dispatch & The Rock Island Argus	Jane Miller	Lagomarcino's	The rich red background pairs nicely with the warm chocolate tones.

DIVISION WINNERS

DIVISION G: MASON COUNTY DEMOCRAT, HAVANA
 DIVISION H: THE GALENA GAZETTE
 DIVISION I: THE DAILY JOURNAL, KANKAKEE
 DIVISION J: THE DISPATCH & THE ROCK ISLAND ARGUS

SWEEPSTAKES WINNERS

SAM ZITO AWARD OF EXCELLENCE: THE GALENA GAZETTE
 JAMES S. COPLEY MEMORIAL TROPHY: THE DISPATCH & THE ROCK ISLAND ARGUS