

2024 ADVERTISING PACKET

Traveling Trophies

2024 Sam Zito Award of Excellence - The Hinsdalean, Hinsdale

2024 James S. Copley Memorial Trophy - The News-Gazette, Champaign

2024 Sweepstake Winners

Division G - Cass County Star-Gazette, Beardstown

Division H - The Hinsdalean, Hinsdale

Division I - The News-Gazette, Champaign

Class	Division	Winner	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
GENERAL ADVERTISING EXCELLENCE	NonDaily	1st Place	The Hinsdalean	Becky Campbell	The Hinsdalean	Outstanding ads in these issues. Layout design is great as well!
GENERAL ADVERTISING EXCELLENCE	NonDaily	2nd Place	The Prairie Press, Paris	Jennifer Macke & Cliff Macke	The Prairie Press, Paris	
GENERAL ADVERTISING EXCELLENCE	NonDaily	3rd Place	Forest Park Review	Ben Stumpe & Lourdes Nicholls	Forest Park Review	
GENERAL ADVERTISING EXCELLENCE	NonDaily	4th Place	The Journal-News, Hillsboro	Staff	General Excellence	
GENERAL ADVERTISING EXCELLENCE	Daily	1st Place	Chicago Daily Law Bulletin	Adam Hrejsa	Adam Hrejsa	Very neat and clean layout and overall eye-catching.
GENERAL ADVERTISING EXCELLENCE	Daily	2nd Place	The News-Gazette, Champaign	Staff	Advertising Excellence	
REAL ESTATE AD	All	1st Place	The Hinsdalean	Becky Campbell	Coldwell Banker Nawas	This ad is simple and professional. Great use of fonts and colors. The images look great and the ad is well organized. Great work!
REAL ESTATE AD	All	2nd Place	The Hinsdalean	Becky Campbell	CB Marcus	This ad is very professional. Good organization. Readable. Font and font color was done very well. The images are fantastic.

REAL ESTATE AD	All	3rd Place	Effingham Daily News	Jody Hardiek	Schackmann Realty Open House Ad	The images looked good. The organization was excellent. Everything was simple and readable. Great use of color and fonts.
REAL ESTATE AD	All	4th Place	The Galena Gazette	LeAnne Sharkey	Katie McPeek Sullivan Realty	The ad was simple and pleasing. Font, background, and images looked good and worked well together.
AUTOMOTIVE AD	NonDaily	1st Place	The Hinsdalean	Becky Campbell	Fuller's tire sale	ad is simple but really stands out with the use of only a few colors
AUTOMOTIVE AD	NonDaily	2nd Place	The Breese Journal	Megan Doyle	Faust Automotive	
AUTOMOTIVE AD	NonDaily	3rd Place	The Hinsdalean	Becky Campbell	Fuller's oil	
AUTOMOTIVE AD	NonDaily	4th Place	The Journal-News, Hillsboro	Becky Zuber	Roger Jennings	
AUTOMOTIVE AD	Daily	1st Place	The News-Gazette, Champaign	Jackie Martin	Rick ridings	I appreciate the attention to detail and how customers can see the car and information about each one available. This ad took a lot of time and is neat and clean.
AUTOMOTIVE AD	Daily	2nd Place	Effingham Daily News	Jody Hardiek	Northside Ford	
AUTOMOTIVE AD	Daily	3rd Place	The News-Gazette, Champaign	Jackie Martin	Rick Ridings	
AUTOMOTIVE AD	Daily	4th Place	Effingham Daily News	Julie Harkins	Car Corral	
HEALTH CARE AD	NonDaily	1st Place	The Prairie Press, Paris	Jennifer Macke	Pearman Pharmacy	I like the design of this ad and appreciate that it is eye-catching, neat and informative.
HEALTH CARE AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	Avid Health	
HEALTH CARE AD	NonDaily	3rd Place	The Journal-News, Hillsboro	Mary Herschelman	WIC Program	
HEALTH CARE AD	NonDaily	4th Place	The Hinsdalean	Becky Campbell	Golden Age Assisted	

HEALTH CARE AD	Daily	1st Place	Herald-Whig, Quincy	Jim Hart	Breast Cancer Awareness	These ads are impressive, as well as the entire section. Clear and informative.
HEALTH CARE AD	Daily	2nd Place	Effingham Daily News	DeeAnn Bauguss	St John's Children's Hospital	
HEALTH CARE AD	Daily	3rd Place	The News-Gazette, Champaign	Lisa Lotz	Beltone Hearing	
HEALTH CARE AD	Daily	4th Place	The News-Gazette, Champaign	Lisa Lotz	BodyWork Associates	
FOOD AD	NonDaily	1st Place	The Hinsdalean	Becky Campbell	Kramer Foods #2	I love that this shows items to encourage someone to shop there instead of just a "here I am " ad! It is eye popping and draws attention to detail!
FOOD AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	Zaza's	Thank you for including the hours of operation! This is a great looking ad!
FOOD AD	NonDaily	3rd Place	The Galena Gazette	LeAnne Sharkey	Sabor Azteca	Great looking ad!
FOOD AD	NonDaily	4th Place	The Galena Gazette	LeAnne Sharkey	Happy Joes	
FOOD AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	Michael's Catering	This ad brings fun flair without being cheesy. It makes me want to have them cater my next family gathering.
FOOD AD	Daily	2nd Place	Effingham Daily News	DeeAnn Bauguss	Joe's Pizza	The photography does a good job selling the product. The accessibility of having multiple contact options is nice.
FOOD AD	Daily	3rd Place	The News-Gazette, Champaign	Lisa Lotz	Michaels Catering	
SERVICE/INSTITUTIONAL AD	NonDaily	1st Place	The Galena Gazette	LeAnne Sharkey	Galena Square vet #1	ad really stood out with the graphic of the dog in shades

SERVICE/INSTITUTIONAL AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	Fade	
SERVICE/INSTITUTIONAL AD	NonDaily	3rd Place	The Hinsdalean	Becky Campbell	Powell Funerals	
SERVICE/INSTITUTIONAL AD	NonDaily	4th Place	The Galena Gazette	LeAnne Sharkey	Galena Square vet #2	
SERVICE/INSTITUTIONAL AD	Daily	1st Place	The News-Gazette, Champaign	Angela Brown	Ruffatto Family Dental	People just LOVE brain teasers and puzzles. The designer of this ad takes an unrelated element to bring the reader to the ad. Holiday tie-in is an added bonus. Hopefully, they'll come for the puzzle and stay for the dentist! Clear winner.
SERVICE/INSTITUTIONAL AD	Daily	2nd Place	Effingham Daily News	DeeAnn Bauguss	First Neighbor Bank	Nice use of 90s icons to grab the reader.
SERVICE/INSTITUTIONAL AD	Daily	3rd Place	Effingham Daily News	Jody Hardiek	Whitney Roofing	Good attention-getter with the sunglasses-clad pup. Who among us isn't going to look twice at a cute pet?? Also like the QR code with arrow.
SERVICE/INSTITUTIONAL AD	Daily	4th Place	Herald-Whig, Quincy	Jackie Trujillo	Atrium	Well organized ad - good use of photos for a small space.
GARDEN, YARD & AGRICULTURE AD	NonDaily	1st Place	The Galena Gazette	LeAnne Sharkey	GG Farmers Market Guide	Clean design; nice use of artwork and images along with featuring businesses as listings. The color helps draw your attention to the page and none of the artwork competes with each other, it's very complimentary to the ad.
GARDEN, YARD & AGRICULTURE AD	NonDaily	2nd Place	The Prairie Press, Paris	Jennifer Macke	Ditzler Orchard	
GARDEN, YARD & AGRICULTURE AD	NonDaily	3rd Place	Community News Brief, Macomb	Tabitha Palm	Hart's Nursery - Spring Fling	

GARDEN, YARD & AGRICULTURE AD	NonDaily	4th Place	The Hinsdalean	Becky Campbell	Vern Goers	
GARDEN, YARD & AGRICULTURE AD	Daily	1st Place	The News-Gazette, Champaign	Angela Brown	Main Street Fencing/Mahomet Page	Clean ad with simple messaging. Perfect photo to draw attention and well-designed logo. No need to cram this small space with needless copy. Readers can see at a glance what Main Street Fencing is and what they do.
GARDEN, YARD & AGRICULTURE AD	Daily	2nd Place	Herald-Whig, Quincy	Jackie Trujillo	Lawn Care	A great use of limited space without clutter. Not crazy about the heavy reverse but the layout makes it work. Cool logo provides entry into the ad. Well done!
GARDEN, YARD & AGRICULTURE AD	Daily	3rd Place	Effingham Daily News	Julie Harkins	Leisure Times	Smiling children are always a winning element of good print ads and this one works!
GARDEN, YARD & AGRICULTURE AD	Daily	4th Place	The News-Gazette, Champaign	Angela Brown	Brown Woods	Building a good "Go Team" ad that is unique is difficult but this one works because it gets the primary message across while also driving traffic to the business. Nice use of photos and the woodgrain background sets it off.

RELIGIOUS / NONPROFIT AD	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Holy Week Services Ad	The background, colors, font, and font colors are vibrant and bold. This is a great ad that really grabs your attention.
RELIGIOUS / NONPROFIT AD	NonDaily	2nd Place	The Journal-News, Hillsboro	Mary Herschelman	Faith Bible Christian Academy	A very creative ad. Great use of space, despite being a small, black and white ad, it uses a fun background, a heart- warming image and an array of fonts to promote the event. Awesome job!
RELIGIOUS / NONPROFIT AD	NonDaily	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Worship Camp ad	This ad was fun and simple with a great balance of color and different fonts being use to convey the message. Great work!
RELIGIOUS / NONPROFIT AD	NonDaily	4th Place	The Hinsdalean	Becky Campbell	Union Church	Professional looking ad, creative and balanced. Great use of varying fonts.
RELIGIOUS / NONPROFIT AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	Champaign Urbana Schools Foundation	Effective and eye-catching layout while still recognizing donors of different levels. Good choice of colors. Extra points for including a QR code for readers' convenience.

RELIGIOUS / NONPROFIT AD	Daily	2nd Place	The News-Gazette, Champaign	Lisa Lotz	Salt and Light Ministry	This is an attractive ad that would effectively remind readers of the advertiser and the ability to shop and donate there. It is a good way to keep the advertiser top of mind and reinforce messages from prior ads.
RELIGIOUS / NONPROFIT AD	Daily	3rd Place	The News-Gazette, Champaign	Staff	Directory of Area Worship Services	Simple, informative and straightforward, this ad serves readers and advertisers.
MISCELLANEOUS AD	NonDaily	1st Place	The Hinsdalean	Becky Campbell	Spark Fitness	Layout clean, separated pic & text well. Easy to follow with visual.
MISCELLANEOUS AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	Fuller's handyman	
MISCELLANEOUS AD	NonDaily	3rd Place	The Galena Gazette	LeAnne Sharkey	Galena Kids	
MISCELLANEOUS AD	NonDaily	4th Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Birthday Ad Myles Oct	
MISCELLANEOUS AD	Daily	1st Place	The News-Gazette, Champaign	Angela Brown	Joe's Smoke Shop	Attractive layout and use of logo and product photos.
MISCELLANEOUS AD	Daily	2nd Place	The News-Gazette, Champaign	Jackie Martin	Good Vibes	Good layout, good contrast with the white headline which really pops. The photo tells the story well. I wish the headline had been shorter and included a call to action.

MISCELLANEOUS AD	Daily	3rd Place	The News-Gazette, Champaign	Angela Brown	Jack A Slab Construction, Inc.	Nice artwork. The headline has a twist on "the land of the free and home of the brave." I am not sure that readers gave the advertiser the credit for the message because the company was only mentioned in its logo which was fairly far removed from the text.
POLITICAL AD	All	1st Place	The Galena Gazette	LeAnne Sharkey	Jo Daviess Democratic Party	Nice layout, particularly with use of local photo & flag design.
POLITICAL AD	All	2nd Place	The News-Gazette, Champaign	Lisa Lotz	Elect Steven Thuney	Good use of color and easy to read ad. Candidates tend to want to put too much wording in ads and this is at the limit. However, use of a serif font helps make it readable. Wish photo had been on left side looking into the ad. Overall nice work though.
POLITICAL AD	All	3rd Place	The Journal-News, Hillsboro	Mary Herschelman	Hitchings for Judge	Patriotic design works for this political ad.
POLITICAL AD	All	4th Place	The Journal-News, Hillsboro	Staff	Folkerts For County Board	Good, straightforward plea for Kenneth's candidacy. Nothing fancy, just the basics and easy to read layout.
BEST SMALL AD	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Small ad log cabin days	Appealing to the eye with balanced content.
BEST SMALL AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	The Fruit Store	
BEST SMALL AD	NonDaily	3rd Place	The Hinsdalean	Becky Campbell	Vern Goers	

BEST SMALL AD	NonDaily	4th Place	The Hinsdalean	Becky Campbell	Sculpt	
						The color choices make the ad stand out. The simple copy effectively reminds readers of the services offered while serving as a powerful call to action. It packs a lot in a small box.
BEST SMALL AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	Salt and Light Ministry	
BEST SMALL AD	Daily	2nd Place	The News-Gazette, Champaign	Angela Brown	Leonard's Pawn Shop	
BEST SMALL AD	Daily	3rd Place	The News-Gazette, Champaign	Michael Heldebrandt	Massage by George	
						Strong colors, easy to read, memorable. Gives just enough information - which is all you need.
BEST COLOR AD	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - True Value Color ad	
BEST COLOR AD	NonDaily	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Color Ad - Bank closed for holiday	
BEST COLOR AD	NonDaily	3rd Place	The Journal-News, Hillsboro	Mary Herschelman	Tosetti Good News Page	Good execution of classic setup.
BEST COLOR AD	NonDaily	4th Place	The Hinsdalean	Becky Campbell	Hinsdale Wine Shop	
						It's an ad you'd immediately notice. Has a fantastic use of color and even better use of graphics. Having the runners and the ribbons coming out of the photo really draw attention to the ad. Has a nice use of fonts that aren't too hard for customers or readers to read.
BEST COLOR AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	City of Champaign	

BEST COLOR AD	Daily	2nd Place	Chicago Daily Law Bulletin	John Sadowski, Julie Lueck, & Adam Hrejsa	Berger Schatz Law Firm Congrats announcement - 40 Under 40	
BEST COLOR AD	Daily	3rd Place	Herald-Whig, Quincy	Jackie Trujillo	QND Volleyball Team	
BEST COLOR AD	Daily	4th Place	The News-Gazette, Champaign	Angela Brown	Curtis Orchard & Pumpkin Patch	
BEST NEWSPAPER PROMOTION	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Baby to Grad form ad	Layout nice and clean. Examples given a plus.
BEST NEWSPAPER PROMOTION	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	Happy New Year baby contest	
BEST NEWSPAPER PROMOTION	NonDaily	3rd Place	The Hinsdalean	Becky Campbell	Market Madness	
BEST NEWSPAPER PROMOTION	NonDaily	4th Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - News Paper Bundles Stoke the fire	
BEST NEWSPAPER PROMOTION	Daily	1st Place	The News-Gazette, Champaign	Staff	News Gazette Mobile App	Has excellent use of graphics and color in the ad that helps it to look dynamic and really catches your attention. All information is easy to read/understand, great use of promotional artwork.
BEST NEWSPAPER PROMOTION	Daily	2nd Place	The News-Gazette, Champaign	Staff	Forty under 40 Nomination ad	
BEST NEWSPAPER PROMOTION	Daily	3rd Place	Chicago Daily Law Bulletin	Adam Pantone & Sue Englund	Classified - Excess Office Space Promo	
BEST NEWSPAPER PROMOTION	Daily	4th Place	The News-Gazette, Champaign	Staff	The People's Choice 2024	

BEST ANNUAL SPECIAL SECTION	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley, Michelle Carty & Sally Lael	CCSG - Hometown Heroes 2024 - Class 14 Entry	Excellent coverage of the community and the people that protect that community. This section was interesting and well balanced. Great use of fonts. Pictures look good. Awesome work!
BEST ANNUAL SPECIAL SECTION	NonDaily	2nd Place	The Hinsdalean	Staff	Year in review	The concept was creative and covered wide range of people in the community and their accomplishments as well as an array of events. The section was well organized, easy to read and interesting. Background and colors were great. It flowed well.
BEST ANNUAL SPECIAL SECTION	NonDaily	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley & Michelle Carty	CCSG - Veterans Day Salute 2024 - Class 14 Entry	The section flowed well. The balance of people, information and ads was great.
BEST ANNUAL SPECIAL SECTION	NonDaily	4th Place	The Journal-News, Hillsboro	Staff	Breast Cancer Month	Great balance of color and theme. This is a heart-warming cause and I love the coverage on it. Good use of fonts and information. The pictures were good quality.

BEST ANNUAL SPECIAL SECTION	Daily	1st Place	Chicago Daily Law Bulletin	Adam Hrejsa, John Sadowski & Julie Leuck	40 Under Forty	Overall a beautifully executed magazine; had consistent theme throughout with fonts and colors. Unique design for quotes on each attorney featured. Loved how the ads were designed as well. It's very sleek, I enjoyed looking through.
BEST ANNUAL SPECIAL SECTION	Daily	2nd Place	Herald-Whig, Quincy	Jackie Trujillo	Best of - Readers' Choice 2024	
BEST ANNUAL SPECIAL SECTION	Daily	3rd Place	The News-Gazette, Champaign	Staff	Student Design an Ad 2024	
BEST ANNUAL SPECIAL SECTION	Daily	4th Place	The News-Gazette, Champaign	Staff	Agribusiness Farm Leader 2024	
BEST ONE-TIME SPECIAL SECTION	NonDaily	1st Place	The Breese Journal	Angel Detmer, Cyndi Riley & Bryan Hunt	CC Fair 2024	What an incredible and informative special section. The entire section is neat and very detailed. Reading this section would make me want to attend the event.
BEST ONE-TIME SPECIAL SECTION	NonDaily	2nd Place	Wednesday Journal of Oak Park & River Forest	Ben Stumpe & Lourdes Nicholls	Performing Arts Guide	
BEST ONE-TIME SPECIAL SECTION	NonDaily	3rd Place	The Galena Gazette	LeAnne Sharkey	Galena Pirates Football	
BEST ONE-TIME SPECIAL SECTION	NonDaily	4th Place	The Hinsdalean	Staff	Hinsdale Little League	

BEST ONE-TIME SPECIAL SECTION	Daily	1st Place	The News-Gazette, Champaign	Staff	Citrus Bowl 2024	The sheer weight of the locally-generated copy and advertising makes this section the clear winner in this category. Sports sections, especially keepsakes like this, are one facet of newspaper print advertising that have stood the test of time over decades.
BEST ONE-TIME SPECIAL SECTION	Daily	2nd Place	The News-Gazette, Champaign	Staff	Women Owned Business 2024	A lot of local staff work went into this section and the time shows. This is a unique niche section with wide marketability.
BEST ONE-TIME SPECIAL SECTION	Daily	3rd Place	The News-Gazette, Champaign	Staff	Social Security 2024	The obvious aim at seniors makes this section fly for readers and advertisers.
BEST ONE-TIME SPECIAL SECTION	Daily	4th Place	The News-Gazette, Champaign	Staff	Holiday Puzzle Book 2024	Nicely done quick section with wide appeal. Kids and adults all like puzzles.
BEST COMMUNITY FOCUS SPECIAL SECTION	NonDaily	1st Place	Wednesday Journal of Oak Park & River Forest	Ben Stumpe & Lourdes Nicholls	Season of Giving	Great layout and content
BEST COMMUNITY FOCUS SPECIAL SECTION	NonDaily	2nd Place	Kane County Chronicle, Geneva	Julie Barichello	Batavia Community Guide	
BEST COMMUNITY FOCUS SPECIAL SECTION	NonDaily	3rd Place	The Galena Gazette	LeAnne Sharkey	GG Home & Garden Special Section	
BEST COMMUNITY FOCUS SPECIAL SECTION	NonDaily	4th Place	The Hinsdalean	Staff	Hinsdale Community Guide	
BEST COMMUNITY FOCUS SPECIAL SECTION	Daily	1st Place	NewsTribune, La Salle	Julie Barichello	Illinois Valley Community Guide	Good color/layout. Included multiple community activities
BEST COMMUNITY FOCUS SPECIAL SECTION	Daily	2nd Place	The Herald-News, Joliet	Julie Barichello	Joliet Community Guide	

BEST COMMUNITY FOCUS SPECIAL SECTION	Daily	3rd Place	Daily Chronicle, DeKalb	Julie Barichello, Kelley White & Lisa Angel	DeKalb County Resource Guide	
BEST COMMUNITY FOCUS SPECIAL SECTION	Daily	4th Place	The News-Gazette, Champaign	Staff	United Way 100th Anniversary Section	
BEST CLASSIFIED AD	NonDaily	1st Place	The Hinsdalean	Tina Wisniosicz	Squeege Squad	This ad demands attention and clearly states the advertiser's services. And it has a simple call to action.
BEST CLASSIFIED AD	NonDaily	2nd Place	The Hinsdalean	Tina Wisniowicz	Krystal Key	The striking color and sketch art draw reader attention and succinctly deliver the message in a small ad, proving that affordable, consistent advertising can be effective.
BEST CLASSIFIED AD	NonDaily	3rd Place	The Journal-News, Hillsboro	Staff	Nokomis Pool Lifeguards	Straightforward and eye-catching, even in black and white.
BEST CLASSIFIED AD	Daily	1st Place	The News-Gazette, Champaign	Jackie Martin	Pratt Home Improvement	Layout includes services, experience, licensed. Trust
BEST CLASSIFIED AD	Daily	2nd Place	The News-Gazette, Champaign	Angela Brown	Meyer Drapery	
BEST CLASSIFIED AD	Daily	3rd Place	The News-Gazette, Champaign	Jackie Martin	Slider Tree Service	
BEST CLASSIFIED AD	Daily	4th Place	The News-Gazette, Champaign	Jackie Martin	Slider Roofing	
BEST SHARED PAGE/SIGNATURE PAGE	NonDaily	1st Place	The Galena Gazette	LeAnne Sharkey	GG Dairy Month Sig	This is really good! I love the content as much as the ad placements and color!
BEST SHARED PAGE/SIGNATURE PAGE	NonDaily	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - Flag Wrap 2024	
BEST SHARED PAGE/SIGNATURE PAGE	NonDaily	3rd Place	The Hinsdalean	Staff	Christmas pages	
BEST SHARED PAGE/SIGNATURE PAGE	NonDaily	4th Place	The Journal-News, Hillsboro	Staff	School Safety	

BEST SHARED PAGE/SIGNATURE PAGE	Daily	1st Place	The News-Gazette, Champaign	Staff	Give Bsbck by Shopping Local	Great layout for shop local campaign. Great graphics. Diff size ads.
BEST SHARED PAGE/SIGNATURE PAGE	Daily	2nd Place	Herald-Whig, Quincy	Jackie Trujillo	Christmas Greetings	
BEST SHARED PAGE/SIGNATURE PAGE	Daily	3rd Place	The News-Gazette, Champaign	Staff	News-Gazette Business Directory	
BEST SHARED PAGE/SIGNATURE PAGE	Daily	4th Place	The News-Gazette, Champaign	Michael Heldebrandt	Visit Arthur and Arcola	
BEST NICHE PUBLICATION	NonDaily	1st Place	Kane County Chronicle, Geneva	Julie Barichello & Kelley White	KC Magazine	The cover draws you in to learn more about the food and drink lifestyle. The layout was also good.
BEST NICHE PUBLICATION	NonDaily	2nd Place	Kane County Chronicle, Geneva	Julie Barichello & Kelley White	Neighborhood Tourist	
BEST NICHE PUBLICATION	NonDaily	3rd Place	Wednesday Journal of Oak Park & River Forest	Ben Stumpe & Lourdes Nicholls	Eats Dining Guide	
BEST NICHE PUBLICATION	NonDaily	4th Place	Community News Brief, Macomb	Morgan Payne & Tabitha Palm	Spring Guide to the Drive	
BEST NICHE PUBLICATION	Daily	1st Place	The News-Gazette, Champaign	Staff	I Do Magazine 2024	layout was clean and this is a publication that can be done in any area
BEST NICHE PUBLICATION	Daily	2nd Place	The Times, Ottawa	Julie Barichello	Starved Rock Country	
BEST NICHE PUBLICATION	Daily	3rd Place	Sauk Valley Media	Staff	Ogle County Living	
BEST NICHE PUBLICATION	Daily	4th Place	Sauk Valley Media	Rusty Shrader, Cody Cutter & Jill Reyna	Ag Mag	
BEST GROUP PROMOTION	All	1st Place	The Breese Journal	Angel Detmer	SBS Christmas Kick-Off	The color look great. Excellent use and knowledge of software. Great use of varying fonts, colors, and graphics. This ad ties all ad building components together well! Awesome work!

BEST GROUP PROMOTION	All	2nd Place	The Prairie Press, Paris	Jennifer Macke & Cliff Macke	Christmas in Paris	The ads are excellent and all relate to the event. Great work! The top is plain but good use of color and graphics.
BEST GROUP PROMOTION	All	3rd Place	The Journal-News, Hillsboro	Staff	Shop Hillsboro	Colors look good. Great use of font variation. Ads are simple but look nice. Good quality.
BEST GROUP PROMOTION	All	4th Place	The News-Gazette, Champaign	Michael Heldebrandt	Welcome to Mahomet	The ads look great, the image on the top is blurry.
BEST HOLIDAY AD	NonDaily	1st Place	The Hinsdalean	Becky Campbell	Vern Goers	Love the colors on this ad. Very clean and simple.
BEST HOLIDAY AD	NonDaily	2nd Place	The Hinsdalean	Becky Campgell	Lemon Lime Travel	
BEST HOLIDAY AD	NonDaily	3rd Place	The Prairie Press, Paris	Jennifer Macke	Larsson, Woodyard and Henson, LLP	
BEST HOLIDAY AD	NonDaily	4th Place	The Journal-News, Hillsboro	Mary Herschelman	Tosetti and Associates Christmas	
BEST HOLIDAY AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	BodyWork Associates	Layout, Clarity of messaging
BEST HOLIDAY AD	Daily	2nd Place	The News-Gazette, Champaign	Lisa Lotz	City of Urbana	
BEST HOLIDAY AD	Daily	3rd Place	The News-Gazette, Champaign	Lisa Lotz	St Joe Chamber of Commerce	
BEST ONLINE AD	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - West of Wise Winery Web ad	Nice, clean design. Great use of photography, it helps catch the eye. You immediately know what the business is and how to get in touch. I think it's really suits the advertiser.
BEST ONLINE AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	Kramer Foods	

BEST ONLINE AD	NonDaily	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - CASSCOMM Web Ad	
BEST ONLINE AD	NonDaily	4th Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	CCSG - True Value Web Ad	
BEST ONLINE AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	Steve Thuney for Coroner	ad did not have too much information, it included a photo of the person and a call to action
BEST ONLINE AD	Daily	2nd Place	The News-Gazette, Champaign	Lisa Lotz	Shields Auto Group	
BEST ONLINE AD	Daily	3rd Place	Chicago Daily Law Bulletin	Adam Hrejsa	Jams Next	
BEST ONLINE AD	Daily	4th Place	The News-Gazette, Champaign	Lisa Lotz	Air King	