

2022 Advertising Contest Packet

Class	Division	Winner	Newspaper	Writer or Photographer	Name of Entry	Judge Notes
GENERAL ADVERTISING EXCELLENCE	G	1st Place	Cass County Star-Gazette, Beardstown	Cass County Star-Gazette Staff	Cass County Star-Gazette September Issues	
GENERAL ADVERTISING EXCELLENCE	H	1st Place	Mason County Democrat, Havana	Staff	General Excellence	Every page is well laid out and each ad pops out.
GENERAL ADVERTISING EXCELLENCE	H	2nd Place	The Fulton Democrat, Lewistown	Staff	General Excellence	
GENERAL ADVERTISING EXCELLENCE	H	3rd Place	The Hinsdalean	Staff	The Hinsdalean	
GENERAL ADVERTISING EXCELLENCE	H	4th Place	Effingham Daily News	Jody Hardiek	Effingham Daily News	
GENERAL ADVERTISING EXCELLENCE	I	1st Place	The News-Gazette, Champaign	Staff	The News Gazette for Advertising Excellence	
REAL ESTATE AD	H	1st Place	The Hinsdalean	Becky Campbell	Dave Ricordati	There's no way a reader could miss this ad. Super eye catching, and nice layout and tells the story of the neighborhood. Well done!
REAL ESTATE AD	H	2nd Place	Effingham Daily News	Jody Hardiek	Effingham Daily News Fieldcrest Homes ad	
REAL ESTATE AD	H	3rd Place	The Hinsdalean	Becky Campbell	Crossman Real Estate	
REAL ESTATE AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Montgomery County Realty	
REAL ESTATE AD	I	1st Place	The Daily Journal, Kankakee	Matt Ressler; Lauren Powell	Speckman Real Estate	Ad has a lot in it but still a clean designed ad.
REAL ESTATE AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	For Sale By Owner	
AUTOMOTIVE AD	H	1st Place	Republic-Times, Waterloo	Tammy Taylor	Ed Morris	Eye catching ad that pulls you in with the big grin of he service man. Makes you think he is the kind of guy you want working on your car.
AUTOMOTIVE AD	H	2nd Place	Mason County Democrat, Havana	Staff	Automotive	Excellent series. Very creative small space ad. Shows that you don't need color if the ad is creative. Tough choice between this series and the winning entry.
AUTOMOTIVE AD	H	3rd Place	The Hinsdalean	Becky Campbell	Fuller's gift cards	Very good use of color in a small space ad. Gets the point across.
AUTOMOTIVE AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Victory Lane Outdoors	This is an attractive ad that uses color effectively but was not sure it was in right classification
AUTOMOTIVE AD	H	4th Place	The Hinsdalean	Becky Campbell	Fuller's Car Wash	Eye catching ad. Good use of limited color
AUTOMOTIVE AD	I	1st Place	The News-Gazette, Champaign	Jackie Martin	Rick Ridings	A very eye-appealing lay-out for a lot of cars and information. Really liked everything about this ad. Sometimes ads like these can look too busy and over crowded but this ad does not do that - it is very tastefully done. Great job!

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AUTOMOTIVE AD	I	2nd Place	The Daily Journal, Kankakee	Matt Ressler; Melissa Underwood	Dralle	Really liked this ad. Great design and lots to catch your eye.
AUTOMOTIVE AD	I	3rd Place	The News-Gazette, Champaign	Jackie Martin	Rick Ridings	Another nice ad using lots of cars without being too overwhelming for the reader.
HEALTH CARE AD	H	1st Place	Effingham Daily News	Staff	Effingham Daily News Siteman Cancer Center ad	Simple and well designed.
HEALTH CARE AD	H	2nd Place	The Hinsdalean	Becky Campbell	PT	
HEALTH CARE AD	H	3rd Place	Republic-Times, Waterloo	Tammy Taylor	McAuliffe	
HEALTH CARE AD	H	4th Place	Mason County Democrat, Havana	Staff	Health Care	
HEALTH CARE AD	I	1st Place	The News-Gazette, Champaign	Angela Brown	Illini Hearing	Nice design with good information. Nice to see an ad with strong headlines. Can you get the Doctor to smile for his photo for his next ad? :)
HEALTH CARE AD	I	2nd Place	The News-Gazette, Champaign	Angela Brown	MedServ Equipment	What a great idea for a Christmas Gift. Photos of the chair in variety of stages makes this ad work.
HEALTH CARE AD	I	3rd Place	The News-Gazette, Champaign	Angela Brown	Michael Ruffatto D.M.D.	Clean, professional looking dentist ad. Nice to a photo of a dentist not wearing a white jacket
FOOD AD	G	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	El Pueblito Jim Edgar Ad 2022	Very clean design. Easy to read and good use of offset images.
FOOD AD	G	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Riverport Restaurant Shop Local 2022	
FOOD AD	H	1st Place	The Telegraph, Alton	Kristine Ressler, Payton Dugan	Chappy's full page Food Ad	Overall nice layout and nice touch using google reviews in ad.
FOOD AD	H	2nd Place	Mason County Democrat, Havana	Staff	Food	
FOOD AD	H	3rd Place	The Hinsdalean	Becky Campbell	Kramer Foods	
FOOD AD	H	4th Place	The Breese Journal	Angel Detmer	The Breese Journal	
FOOD AD	I	1st Place	The News-Gazette, Champaign	Angela Brown	Koohinoor Indian Restaurant	Makes me want to go and try the food!
FOOD AD	I	2nd Place	The Daily Journal, Kankakee	Matt Ressler	NYC Deli Thank You	
FOOD AD	I	3rd Place	The News-Gazette, Champaign	Angela Brown	Billy's Bob Dec. 15th ad	
FOOD AD	I	4th Place	The News-Gazette, Champaign	Angela Brown	Timpones	
SERVICE/INSTITUTIONAL AD	G	1st Place	Beecher City Journal	PJ Ryan	First State Bank of Beecher City - Hop On In	Fun, clean ad.
SERVICE/INSTITUTIONAL AD	G	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	4 All Seasons Shop Local 2022 ad 1	
SERVICE/INSTITUTIONAL AD	H	1st Place	Republic-Times, Waterloo	Tammy Taylor	Barking Boutiquec	Clean looking ad
SERVICE/INSTITUTIONAL AD	H	2nd Place	The Journal-News, Hillsboro	Mike Plunkett	Tosetti It's All Good News	
SERVICE/INSTITUTIONAL AD	H	3rd Place	The Fulton Democrat, Lewistown	Staff	Service	
SERVICE/INSTITUTIONAL AD	H	4th Place	The Journal-News, Hillsboro	Kyle Herschelman	First National Bank Litchfield	

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SERVICE/INSTITUTIONAL AD	I	1st Place	The News-Gazette, Champaign	Lisa Lotz	Harrington Law Firm	Clean, simple, very elegant. I know nothing about them except this ad and not only do I know what services they offer, I feel like they are a very solid, trustable firm. Good job.
SERVICE/INSTITUTIONAL AD	I	2nd Place	The News-Gazette, Champaign	Lisa Lotz	All About Animals Pet Clinic	Nice. Simple. Cute picture of pets, which is always a winner.
SERVICE/INSTITUTIONAL AD	I	3rd Place	The News-Gazette, Champaign	Jackie Martin	Copper Creek Contractors	Simple, acceptable. For whatever reason, I don't feel like I learned as much about them from this ad as I did from the Harrington Law ad, although the two are similar.
SERVICE/INSTITUTIONAL AD	I	4th Place	The News-Gazette, Champaign	Staff	Freese Funeral Home	Very simple. Functional.
GARDEN, YARD & AGRICULTURE AD	H	1st Place	Effingham Daily News	Staff	Effingham Daily News Bluff Equipment ad	Beautiful ad! Clean, crisp and pleasing to look at.
GARDEN, YARD & AGRICULTURE AD	H	2nd Place	The Fulton Democrat, Lewistown	Staff	Garden Yard	This ad grabs your attention. It is clean, crisp and I love the colors.
GARDEN, YARD & AGRICULTURE AD	H	3rd Place	The Breese Journal	Angel Detmer	The Breese Journal	
GARDEN, YARD & AGRICULTURE AD	H	4th Place	The Hinsdalean	Becky Campbell	Vern Goers	
GARDEN, YARD & AGRICULTURE AD	I	1st Place	The News-Gazette, Champaign	Angela Brown	Brown Woods Landscape Architects	Simple, attractive, and effective. Good background and attractive photos.
GARDEN, YARD & AGRICULTURE AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Imperial Pools	Nice colors but a little busy.
RELIGIOUS / NONPROFIT AD	Daily	1st Place	The News-Gazette, Champaign	Lisa Lotz	Bible Baptist Church	Clean, crisp, eye-catching ad. Very easy to read.
RELIGIOUS / NONPROFIT AD	Daily	2nd Place	The News-Gazette, Champaign	Staff	Directory of Area Worship Services	Easy to read. Clean.
RELIGIOUS / NONPROFIT AD	Daily	3rd Place	The Telegraph, Alton	Regina Harbison, Payton Dugan	Rotary chili Chowdown	
RELIGIOUS / NONPROFIT AD	Daily	4th Place	Effingham Daily News	Staff	Effingham Daily News Effingham Animal Rescue ad	
RELIGIOUS / NONPROFIT AD	NonDaily	1st Place	The Hinsdalean	Becky Campbell	Hinsdale Chamber of Commerce	Very clean layout. Eye catching simple layout.
RELIGIOUS / NONPROFIT AD	NonDaily	2nd Place	The Hinsdalean	Becky Campbell	HCHS Pancake Day	Eye catching! Great colors to gain attention.
RELIGIOUS / NONPROFIT AD	NonDaily	3rd Place	The Hinsdalean	Becky Campbell	Hinsdale American Legion Poppy Day	
RELIGIOUS / NONPROFIT AD	NonDaily	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Hillsboro Presbyterian Fundraiser	
MISCELLANEOUS AD	H	1st Place	The Journal-News, Hillsboro	Mike Plunkett	Tosetti and Associates	Powerful ad. Nice to see this ad with the Chamber article.
MISCELLANEOUS AD	H	2nd Place	The Fulton Democrat, Lewistown	Saff	Misc	Excellent graphics with this ad. Definitely would draw the reader to this ad.
MISCELLANEOUS AD	H	3rd Place	Chicago Daily Law Bulletin	Adam Hrejsa	JAMS Mediations - Law Bulletin	Plenty of information completed in an easy to read format. Nice job!

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MISCELLANEOUS AD	H	4th Place	Republic-Times, Waterloo	Tammy Taylor	Clean Car	Liked the tag with the vehicle going through the wash. Easy to read and always like seeing pricing with ad.
MISCELLANEOUS AD	I	1st Place	Jersey County Journal, Jerseyville	Jessica Abbott	Tobacco, Liquor Store Ad.	I really liked this ad. Great background, good looking fonts, easy to read layout. All around a well designed ad.
MISCELLANEOUS AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Good Vibes	Very nice ad which jumped off the page. Easy to read fonts used. I like the way the prices on the ad stand out.
MISCELLANEOUS AD	I	3rd Place	The News-Gazette, Champaign	Staff	Congratulations Trumpet	Darling ad. What a tribute to Trumpet! All ads used for the congratulations page were nicely done and all fit together well. Great photo!
MISCELLANEOUS AD	I	4th Place	The Daily Journal, Kankakee	Matt Ressler; Bev Sams	KVTA Guys & Dolls	
POLITICAL AD	H	1st Place	The Journal-News, Hillsboro	John M. Galer	Hats in the Ring	Nice, clean, crisp ad. I like the framing, font, sizing etc.
POLITICAL AD	H	2nd Place	Chicago Daily Law Bulletin	Adam Hrejsa	Committee for the Retention of Judges in Cook County	It is a pretty ad, but not memorable. I do like the layout and colors but maybe a more bright yellow/gold would've made it pop. It blended in too much with the background.
POLITICAL AD	H	3rd Place	The Journal-News, Hillsboro	Mike Plunkett	ReElect Nikki Lohman	It was a nice, clean ad, but there was nothing to make me remember it, or her.
POLITICAL AD	H	4th Place	Republic-Times, Waterloo	Tammy Taylor	Dawson	I felt there should have been a frame around the photo. I also felt the font/sizing should have been negotiated so there were no broken up words between lines. Otherwise, the ad was colorful and clean.
POLITICAL AD	I	1st Place	The News-Gazette, Champaign	Jackie Martin	Jim McGuire, Brad Passalacqua for County Board	Liked the way the ad was run across all columns at bottom of page - great visibility. Information is simple and to the point. Nice design.
POLITICAL AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Gregg Worrell Candidate for Sheriff	Good looking ad with a lot of good information about the candidate in a very clean display making it easy to read.
POLITICAL AD	I	3rd Place	The News-Gazette, Champaign	jackie Martin	Elect Brown for Sheriff	Good information on domestic violence.
BEST SMALL AD	H	1st Place	The Fulton Democrat, Lewistown	Staff	Small Ad	Great graphic to make the ear piercing stand out!
BEST SMALL AD	H	2nd Place	The Breese Journal	Abby Ermer	The Breese Journal	
BEST SMALL AD	H	3rd Place	The Hinsdalean	Becky Campbell	Vern Goers	
BEST SMALL AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	TASC Month	
BEST SMALL AD	I	1st Place	The Daily Journal, Kankakee	Matt Ressler	Aroma Park Boat Club	Tons of information in a small ad, but well done! Definitely caught my eye.

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BEST SMALL AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Donnell's Dog House	Liked the two color concept here with the nice logo and fence (on bottom). Well done!
BEST SMALL AD	I	3rd Place	The News-Gazette, Champaign	Staff	Don's 24 Hour Towing	Neat ad that was right to the point!
BEST SMALL AD	I	4th Place	The News-Gazette, Champaign	Staff	Mervis Industries	Nice, clean ad.
BEST COLOR AD	G	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Gary's Collision Center Fall Sports Ad	
BEST COLOR AD	H	1st Place	The Journal-News, Hillsboro	Mike Plunkett	National Autism Month	Great use of the logo colors to tie the ad together.
BEST COLOR AD	H	2nd Place	The Hinsdalean	Becky Campbell	King Keyser	
BEST COLOR AD	H	3rd Place	Effingham Daily News	Staff	Effingham Daily News Visit Tuscola ad	
BEST COLOR AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Sky View Carnival	
BEST COLOR AD	I	1st Place	The Daily Journal, Kankakee	Matt Ressler; Lauren Powell; Sams	Bev Belson Steel	Very nice ad with good use of color. Caught my eye right away. Liked the green lettering outlined in white - really pops. I'm sure readers did not miss this ad!
BEST COLOR AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Good Vibes	Very nice color used throughout the ad. Very clean ad and pops off the page.
BEST COLOR AD	I	3rd Place	The News-Gazette, Champaign	Angela Brown	Curtis Orchard	Great use of color especially in the fonts. Loved the graphics used in the ad.
BEST COLOR AD	I	4th Place	The News-Gazette, Champaign	Lisa Lotz	Skateland	
BEST NEWSPAPER PROMOTION	G	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Cass County Steeple Contest	
BEST NEWSPAPER PROMOTION	H	1st Place	Wednesday Journal of Oak Park & River Forest	Staff	More than words on a page	All three of the Wednesday Journal entries were unique, and good ideas. The 'buy a vowel' was the most eye catching and I think the similarity to Wheel of Fortune, seems like it would likely draw the best response from readers.
BEST NEWSPAPER PROMOTION	H	2nd Place	The Hinsdalean	Jim Slonoff	The Hinsdalean - birthday	
BEST NEWSPAPER PROMOTION	H	3rd Place	The Hinsdalean	Becky Campbell	The Kidsdalean	
BEST NEWSPAPER PROMOTION	H	4th Place	Republic-Times, Waterloo	Tammy Taylor	Grad Photos	
BEST NEWSPAPER PROMOTION	I	1st Place	The Daily Journal, Kankakee	Matt Ressler; Bev Sams	Gift Card Give-Away	Very attractive ad, but it doesn't tell the value of the gift cards or where to look for name of songs. Are they in ads or just in the paper. It would really be a good promotion if people had to look for the songs in ads.

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BEST NEWSPAPER PROMOTION	I	2nd Place	The News-Gazette, Champaign	Staff	Salute to Veterans	Good promotion. My newspaper has been doing this for a number of years with a 12 page section and over 400 veterans Didn't really think of it as a newspaper promotion.
BEST ANNUAL SPECIAL SECTION	G	1st Place	Cass County Star-Gazette, Beardstown	Cass County Star-Gazette Staff	Fall Harvest Farming Section 2022	The Fall Harvest section was excellent. Content was good with quality photos. Liked the FFA features from area schools. Ads were also well done, and stand out throughout the section.
BEST ANNUAL SPECIAL SECTION	G	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Veterans Day Salute Special Section 2022	
BEST ANNUAL SPECIAL SECTION	G	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Holiday Greetings Section 2022	
BEST ANNUAL SPECIAL SECTION	G	4th Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Fiestas Patrias Special Section 2022	
BEST ANNUAL SPECIAL SECTION	H	1st Place	Wednesday Journal of Oak Park & River Forest	Staff	Eats Dining Guide	Great photos, sponsored content and topic! (Who doesn't like food!?!?!). Plus a very "healthy" 55 pages long!
BEST ANNUAL SPECIAL SECTION	H	2nd Place	Chicago Daily Law Bulletin	Adam Hrejsa	Forty Under 40	Very classy piece with awesome page design. Well-executed!
BEST ANNUAL SPECIAL SECTION	H	3rd Place	Kane County Chronicle, Geneva	Julie Barichello	Fox River Trail Guide	Stellar design and superb ads. Great topics and very attractive piece.
BEST ANNUAL SPECIAL SECTION	H	4th Place	Mason County Democrat, Havana	Staff	Democrat Farm Tab	Well-supported section about an essential part of our economy and the only business that is also a lifestyle!
BEST ANNUAL SPECIAL SECTION	I	1st Place	The News-Gazette, Champaign	Staff	Agri Business	Strong photos helped put this section at the top. Nice touch with going with broadsheet instead of tabloid. That gave your designer the space to create great looking pages
BEST ANNUAL SPECIAL SECTION	I	2nd Place	The Daily Journal, Kankakee	Matt Ressler; Mason Schweizer	Area Basketball	Great resource for your local basketball fan/parent. The layout photo was excellent. Only suggestion, feature a female student athlete on cover next year.
BEST ANNUAL SPECIAL SECTION	I	3rd Place	The News-Gazette, Champaign	Staff	The People's Choice	A peoples choice section takes dedication from all departments. This one is well done. Liked the voting statistics and the Q & A with the winners, especially the "claim to fame" question
BEST ONE-TIME SPECIAL SECTION	G	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	School Bus Safety Page	All Cass County community service pages were well done and have good messages and nice ad pack. School bus is number one because it had a message that was the most important to a community.

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BEST ONE-TIME SPECIAL SECTION	G	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	National Family Fun day Page	
BEST ONE-TIME SPECIAL SECTION	G	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Diabetes Awareness page	
BEST ONE-TIME SPECIAL SECTION	G	4th Place	Cass County Star-Gazette, Beardstown	Casey Noble	National Camping Week Page	
BEST ONE-TIME SPECIAL SECTION	H	1st Place	Wednesday Journal of Oak Park & River Forest	Staff	Betty White Celebration	WOW. This section hit on all cylinders. Great photos, stories and ads that tie in with Betty White. All supported by ad outstanding design. Well done!
BEST ONE-TIME SPECIAL SECTION	H	2nd Place	Chicago Daily Law Bulletin	Adam Hrejsa	Law Day Special Edition	Well designed with strong content. The Leadership letters were well done.
BEST ONE-TIME SPECIAL SECTION	H	3rd Place	The Journal-News, Hillsboro	Staff	Fall Farm Section	Impressed with the number of ads. Good niche publication. Would have liked to see less canned articles and more first run stories
BEST ONE-TIME SPECIAL SECTION	I	1st Place	The News-Gazette, Champaign	Staff	Careers	Excellent section with good editorial content and solid advertising throughout. Definitely would peak my interest to advertise in this.
BEST ONE-TIME SPECIAL SECTION	I	2nd Place	The News-Gazette, Champaign	Staff	Easter Faith and Worship	When it comes to Easter, you always want the many churches in your area to promote the sacred day and this is a great way to do that. Liked that it was printed a few weeks earlier.
BEST ONE-TIME SPECIAL SECTION	I	3rd Place	The News-Gazette, Champaign	staff	Year in Review	Simple section to produce by using photos throughout past year. Had solid advertising . . . well done!
BEST ONE-TIME SPECIAL SECTION	I	4th Place	The News-Gazette, Champaign	Staff	Faith and Worship	Good way to produce additional income around Christmas time.
BEST COMMUNITY FOCUS SPECIAL SECTION	G	1st Place	Downers Grove Suburban Life	Julie Barichello	Bloomington Chamber Community Guide	The Community Guide was very impressive. Great content, good ad pack. Including community maps is a great feature. Very well done, and an absolute quality publication. Good to see the joint venture between the chamber and newspaper.
BEST COMMUNITY FOCUS SPECIAL SECTION	G	2nd Place	Cass County Star-Gazette, Beardstown	The Cass County Star-Gazette Staff	The Lady Tiger Classic Tournament Section	
BEST COMMUNITY FOCUS SPECIAL SECTION	G	3rd Place	Cass County Star-Gazette, Beardstown	The Cass County Star-Gazette Staff	Hometown Heroes 2022	
BEST COMMUNITY FOCUS SPECIAL SECTION	G	4th Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	The Chandlerville Burgoo Event page	
BEST COMMUNITY FOCUS SPECIAL SECTION	H	1st Place	Daily Chronicle, DeKalb	Julie Barichello	DeKalb County Resource Guide	This is one of the best resource guides that I've ever seen. To include all the information in a format that is easy to read, a job well done.

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BEST COMMUNITY FOCUS SPECIAL SECTION	H	2nd Place	Wednesday Journal of Oak Park & River Forest	Staff	Season of Giving	Non-profits are so important to any community. Glad to see them focused so well in this section.
BEST COMMUNITY FOCUS SPECIAL SECTION	H	3rd Place	The Journal-News, Hillsboro	Staff	Montgomery County Guide Salute to Hospitals	Great job gathering all the photos. I counted over 150 medical personnel featured. Must be a labor of love but so important to newspapers.
BEST COMMUNITY FOCUS SPECIAL SECTION	I	1st Place	Northwest Herald, Crystal Lake	Julie Barichello	McHenry Area Chamber Community Guide	Like the casual nature of the groupings like things to do and getting from here to there. Attractive design. I particularly like how the color themes run throughout the various sections. This section is a definite keeper.
BEST COMMUNITY FOCUS SPECIAL SECTION	I	2nd Place	The News-Gazette, Champaign	Staff	Summer Fun Guide	Now this is useful. Guessing people keep it around and just tear out pages when the date passes, which brings me to my only real criticism — I know it would be harder, but it also would be more helpful if the pages indicated what dates are incorporated on that page somehow.
BEST COMMUNITY FOCUS SPECIAL SECTION	I	3rd Place	The News-Gazette, Champaign	Staff	The Peoples Choice Results magazine	As someone who has done a similar section, I found a lot to like in this, including the structure of the blurbs about the winners, grouping them by larger categories and the ad designs are nice. While part of the premise of the section is that customers are voting for businesses they like to shop at, I didn't feel like I learned much about the various businesses included.
BEST COMMUNITY FOCUS SPECIAL SECTION	I	4th Place	The News-Gazette, Champaign	Staff	Champaign Balloon Festival	Seems very practical and useable. I like how you display the photo of the balloon and pilot with their bios. Not a fan of the design of the section.
BEST CLASSIFIED AD	H	1st Place	The Hinsdalean	Tina Wisniowicz	McBearty	This ad stood out from the rest in the class. I like the dark background and green lettering - really makes an ad stand out. Very clean ad with an easy to read font.
BEST CLASSIFIED AD	H	2nd Place	The Journal-News, Hillsboro	Mike Plunkett	Tobias Public House	Loved the horizontal header really draws your attention to the ad. I loved the top saying "Work where people come to have fun!"
BEST CLASSIFIED AD	H	3rd Place	The Hinsdalean	Tina Wisniowicz	Hobson Painters	A nice simple ad with a nice border.

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BEST CLASSIFIED AD	I	1st Place	The News-Gazette, Champaign	Karen Clayborn	Need Your House Cleaned? Call Ginger	Very nice ad - good graphic and fonts. This ad jumped at me when first looking at the page. Good job.
BEST CLASSIFIED AD	I	2nd Place	The News-Gazette, Champaign	Angela Brown	Meyer Drapery/Business Directory ad	Nice clean ad, easy to look at.
BEST SHARED PAGE/SIGNATURE PAGE	H	1st Place	The Journal-News, Hillsboro	Staff	Happy Grandparents' Day	Grandparents are loyal readers of newspapers, so why not create a sig page for them. The letters from the 5th graders were fun to read
BEST SHARED PAGE/SIGNATURE PAGE	H	2nd Place	The Telegraph, Alton	Staff	Veteran's Day pages	Good idea to publish photos of local veterans. Great design of pages and ads
BEST SHARED PAGE/SIGNATURE PAGE	H	3rd Place	The Journal-News, Hillsboro	Staff	School Safety ABCs	Strong layout. Every parent should be reading this page to their kids.
BEST SHARED PAGE/SIGNATURE PAGE	I	1st Place	The News-Gazette, Champaign	Staff	Congratulations Trumpet	Not often you get to see a page like this one . . . congrats to "Trumpet" was well done.
BEST SHARED PAGE/SIGNATURE PAGE	I	2nd Place	The News-Gazette, Champaign	Staff	Domestic Violence	Definitely caught your eye. As an advertiser, I'm sure it was money well spent and likely received many comments that week.
BEST SHARED PAGE/SIGNATURE PAGE	I	3rd Place	The News-Gazette, Champaign	Staff	St. Joseph Odgen Buy Local Support Local Page	Liked the graphics in the ads and how clean the shop/local section looked. With that many ads, would have liked to see more "reasons" to shop local involved in layout.
BEST SHARED PAGE/SIGNATURE PAGE	I	4th Place	The News-Gazette, Champaign	Staff	Classified Business Directory	Well displayed and organized for advertisers, plus for readers to use.
BEST NICHE PUBLICATION	G	1st Place	Forest Park Review	Staff	Garage Galleries Forest Park	Really liked the editorial content complimenting the advertising with this section. Well designed and something "fun" for the community to look at, while still promoting the event.
BEST NICHE PUBLICATION	G	2nd Place	Clinton Journal	Katy O'Grady-Pyne, Gordon Woods	Today's Farm	Nice section with loads of advertising, plus nice content to keep the reader interested throughout the entire publication.
BEST NICHE PUBLICATION	G	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	The Jim Edgar Panther Creek Guide of 2022	Nice design and layout. Liked the maps and how well it flowed.
BEST NICHE PUBLICATION	G	4th Place	Cass County Star-Gazette, Beardstown	Casey Noble	The Cass County Local Guide of 2022	Had a ton of information with plenty of advertising. Took 4th Place, but was a nicely designed section.
BEST NICHE PUBLICATION	H	1st Place	Chicago Daily Law Bulletin	Adam Hrejsa, Julie Leuck	40 Under Forty	Always a please to read about young professionals in your community. Well designed section. Keep up the good work

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BEST NICHE PUBLICATION	H	2nd Place	Effingham Daily News	Staff	Effingham Daily News Effingham Magazine	Enjoyed the interesting feature stories.
BEST NICHE PUBLICATION	H	3rd Place	Chicago Daily Law Bulletin	Adam Hrejsa	Women In Law	Great presentation.
BEST NICHE PUBLICATION	I	1st Place	The News-Gazette, Champaign	Staff	at Home Magazine	This is a well designed magazine with great content and upscale advertising for an upscale market. Great Job.
BEST NICHE PUBLICATION	I	2nd Place	The Daily Journal, Kankakee	Staff	Discover Kankakee	Well planned layout with good content and supportive ads. Looks like a great place to visit.
BEST NICHE PUBLICATION	I	3rd Place	The Daily Journal, Kankakee	Staff	Medical Directory	Great job collecting and updating this information. It should be a valuable guide for the communities served.
BEST NICHE PUBLICATION	I	4th Place	The News-Gazette, Champaign	Staff	Central Illinois Business magazine	
BEST GROUP PROMOTION	Daily	1st Place	The News-Gazette, Champaign	Staff	The People's Choice	Nice clean design! I enjoyed the magazine layout of all the categories, and the publication kept my interest.
BEST GROUP PROMOTION	Daily	2nd Place	The News-Gazette, Champaign	Staff	Shop Local	I loved the community partnership of this campaign. The article was interesting to read and tied all the advertisers together. Nice clean design for all the businesses too.
BEST GROUP PROMOTION	Daily	3rd Place	Effingham Daily News	Staff	Effingham Daily News Jasper County Christmas Events	I liked how these pages coordinated with each other. The text and font styles were easy on the eyes, and the advertisements were elegant. A nice looking promotion.
BEST GROUP PROMOTION	Daily	4th Place	The Telegraph, Alton	Kristine Ressler, Tammy Dunsford, Payton Dugan	Buy True Local	The colors were a bit much for my eyes. While they definitely stand out, it looks muddy. I wanted to see a bit more on why local matters, rather than a statement.
BEST GROUP PROMOTION	NonDaily	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Shop Local Edition 1	I would lump ads pages 1-4 together and a great way to promote pre-Christmas shopping. Good participation.
BEST GROUP PROMOTION	NonDaily	2nd Place	The Journal-News, Hillsboro	Staff	Imagine Hillsboro Rock the Block	Good looking ad but seems a little cluttered
BEST GROUP PROMOTION	NonDaily	3rd Place	Mason County Democrat, Havana	Staff	Mason City Fall Festival	Great use of Smaller ads to promote an event. Great group participation.
BEST GROUP PROMOTION	NonDaily	4th Place	The Fulton Democrat, Lewistown	staff	Friendship Festival	Good community participation in what looks like an annual event. Color could have made page of ads more interesting.
BEST HOLIDAY AD	G	1st Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	4th of July ad for WCB Bank	Good use of image and text is nice and easy to read.
BEST HOLIDAY AD	G	2nd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	JBS Holiday Greetings ad	

**2022 Advertising Contest Packet**

BEST HOLIDAY AD	G	3rd Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	Ashland Christmas Ad	
BEST HOLIDAY AD	G	4th Place	Cass County Star-Gazette, Beardstown	Kaitlyn Copley	4 all Seasons Holiday ad	
BEST HOLIDAY AD	H	1st Place	The Fulton Democrat, Lewistown	Staff	5th Avenue Fashions	Really liked this ad. Eye appealing lay-out with some interesting angles. Nice fonts used.
BEST HOLIDAY AD	H	2nd Place	The Hinsdalean	Becky Campbell	Giuliano's	Nice clean ad. Nice photos which made my mouth water and want to go there!
BEST HOLIDAY AD	H	3rd Place	Republic-Times, Waterloo	Tammy Taylor	Clean Car	Nice strong header with bold font - really drew me into the ad.
BEST HOLIDAY AD	H	4th Place	The Journal-News, Hillsboro	Mary (Galer) Herschelman	Alpha Candles	
BEST HOLIDAY AD	I	1st Place	The News-Gazette, Champaign	Steve Ennen	Joseph Kuhn Men's Store	Very clean nice looking ad with a lot of eye appeal and easy to read layout. I just really liked this ad.
BEST HOLIDAY AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Goodvibes Sound	Nice colorful ad. Loved the different TV screens and Santa graphic. Information was easy to read.
BEST ONLINE AD	H	1st Place	Chicago Daily Law Bulletin	Adam Hrejsa	Signature Bank online	Clean bold ad. Perfect for online.
BEST ONLINE AD	H	2nd Place	Chicago Daily Law Bulletin	Adam Hrejsa	JAMS	
BEST ONLINE AD	H	3rd Place	The Hinsdalean	Becky Campbell	Odyssey	
BEST ONLINE AD	H	4th Place	The Journal-News, Hillsboro	Mike Plunkett	Neuhaus Heating and Cooling	
BEST ONLINE AD	I	1st Place	The News-Gazette, Champaign	Jackie Martin	Re-Elect Sheriff Dustin Heuerman	Attract clean ad that gets the message across.
BEST ONLINE AD	I	2nd Place	The News-Gazette, Champaign	Jackie Martin	Elect John Brown Sheriff	Good clean ad with effective use of color.
BEST ONLINE AD	I	3rd Place	The News-Gazette, Champaign	Jackie Martin	Rick Ridings	