

MAY 2006

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2005+
AEKN

NIAM'BO

Make Any Collar Fit Smoother

PAWS FOR HORSES

The American Tack & Tackle Company, Greenfield, IL

Old Georgetown

Premium Quality Beer

Special 5000-KEEP® pasteurization process retains - for better enjoyment - that Old-Time On-Tap Taste

5000-KEEP® prevents staling of beer, keeps maximum of flavor in the beer 2 months. Refreshment never the same, made in Old Georgetown's brewery, "old time ready" taste. Every 4 weeks. That's no light this century beer.

SOME OF OUR MOST EXPENSIVELY GOWNED WOMEN HAVE B.T.C. SUCH A NEEDLESS SHAME!

ON GUARD!

THE RUGGED ONE FROM DINKY

THE GREATEST HOOPER-GROWER

ED STRAKER'S CAR

DINKY ACTION KITS

WIDEBAKER

ED STRAKER'S CAR

DINKY ACTION KITS

Does it live up to the name?

the greatest in the world?

A New England Tradition...

SATURDAY NIGHT

**ADVERTISING
EXCELLENCE
IN KENTUCKY
NEWSPAPERS CONTEST
2005**

Weekly Class 1

Category 1

Department/Discount/Jewelry Stores
No Entries

Category 2 - Automotive

First Place - McLean County News, Holly Hayden, Cheryl Horlander
Would have been great in orange and black.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander
Type stands out against artsy background.

Category 3 - Hardware/Appliance Stores

First Place - McLean County News, Holly Hayden, Cheryl Horlander

Category 4 - Financial

Certificate of Merit - McLean County News, Holly Hayden, Cheryl Horlander

Category 5 - Professional Services

First Place - Lyon County Herald Ledger, Selena Ward, Emily McGill
Nice use of fonts with effective background.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander
Great artwork; if ad was bigger would have been first place.

Third Place - McLean County News, Holly Hayden, Cheryl Horlander
Artwork and logo made this a winner.

Category 6 - Food, Drug, Liquor

First Place - Lyon County Herald Ledger, Selena Ward, Emily McGill
Color and full page give this one the advantage over lots of 2X4 entries.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander
Artwork stands out.

Third Place - McLean County News, Holly Hayden, Cheryl Horlander
A little busy with so much in the ad but pizza slice stands out.

Category 7 - Furniture

Certificate of Merit - McLean County News, Holly Hayden, Cheryl Horlander

Category 8 - Real Estate

First Place - McLean County News, Holly Hayden, Cheryl Horlander
A little fuzzy but content gets the message across.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander
White block at bottom takes away from

color. Also no phone number in ad.

Category 9 - Clothing Stores

First Place - McLean County News, Holly Hayden, Cheryl Horlander
Small, lots of content but type face is an eye-getter.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander
Just because of the "feet" border at top.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Lyon County Herald Ledger, Selena Ward, Emily McGill
Varying sig blocks at bottom and coloring activity made this a winner.

Second Place - Trimble Banner, Hilda Parrish, Karen Claiborne, Carla Kidwell

Third Place - Boone County Recorder, Edna Brooks, Bret Whitacre
Pink Ribbon tie-in made this worth a third place.

Category 11

Creative Use of the Newspaper

First Place - McLean County News, Stephanie Flowers
Great slogan - Miss a week, miss a lot.

Second Place - McLean County News, Stephanie Flowers
Lets the customer know you'll do the work.

Category 12 - Entertainment/Dining

First Place - McLean County News, Holly Hayden, Cheryl Horlander
"Bus" idea for tours is creative. Would have been even greater one more column wide.

Second Place - McLean County News, Holly Hayden
Gotta love the name - Hillbilly Berries. And like the strawberry border, too.

Category 13 - Special Sections

First Place - Lyon County Herald Ledger, Selena Ward, Staff

Top quality publication, something I'm sure people hold on to.

Second Place - McLean County News, Staff
Good message of "We Mean Business."

Third Place - Lyon County Herald Ledger, Selena Ward, Kris Johnson

Category 14 - Group Promotions

No Entries

Category 15 - Holiday Greeting Ads

First Place - Lyon County Herald Ledger, Selena Ward, Emily McGill

Nice artwork with appropriate placement

on the page. With the lights, would have been outstanding in process color.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander

Appropriate type face but the season with nice reindeer artwork, makes it "classy."

Category 16

Agriculture/Lawn and Garden

First Place - Lyon County Herald Ledger, Selena Ward, Emily McGill

Actually looks like a series of ads because of all the borders width wise. Trim those short so it looks like one ad!

Second Place - McLean County News, Holly Hayden, Cheryl Horlander

With the balloons, would have been first place if in color. Gray balloons just don't stand out.

Category 17 - Classified Page/Section

Certificate of Merit - McLean County News, Staff

Category 18 - Special Publications

No Entries

Category 19 - Best Use of Color

First Place - Trimble Banner, Carla Kidwell
Second Place - Lyon County Herald Ledger, Selena Ward, Emily McGill

Category 20 - Best Ad Series

First Place - McLean County News, Holly Hayden, Cheryl Horlander
Wins with the "It's Comin, It's Near, It's Here" continuity in theme.

Category 21 - General Miscellaneous

First Place - McLean County News, Holly Hayden, Cheryl Horlander
The message is clear.
Second Place - Lyon County Herald Ledger, Selena Ward, Emily McGill

Category 22 - Sporting Goods/Athletics

First Place - McLean County News, Holly Hayden, Cheryl Horlander

Sell some color!! You've done some nice ads in the contest but the artwork and background in gray makes them all look alike.

Second Place - McLean County News, Holly Hayden, Cheryl Horlander
See comment above.

Category 23 - Special Events

First Place - Boone County Recorder, Staff
Second Place - McLean County News, Holly Hayden, Cheryl Horlander

Category 24 - Best Newspaper Promotion

No Entries

MANSFIELD
Buick-Pontiac-Cadillac-GMC
600 N. Main St.
Greenville, KY 42345
270-338-3832 1-800-338-3832

GHOSTLY GOOD DEALS!

Every new 2005 Drastically Reduced!

Over 100 Pre-Owned Vehicles in Stock!

2005 Buick Lesabre \$14,980

2005 Buick Century \$12,980

2005 Chevy Impala

YOUR CHOICE

YOU'LL FIND NO TRICKS HERE JUST TREATS!

Hurry in Don't Wait

Safety First On HALLOWEEN

Never go inside a stranger's home for any reason.

Think on treat only of brights in houses or backyards.

Adults should supervise children and avoid long car journeys before it is over.

Children should be well supervised by an adult when trick or treating.

Always avoid street crossings and watch out for trick or treaters.

For Halloween Safety Tips, visit our check out our newsletter at www.mcdonaldspsc.com

Don't drink and drive. It's the only way to stay safe.

Have a safe Halloween!

Trick or treat only of brights in houses or backyards.

Adults should supervise children and avoid long car journeys before it is over.

Children should be well supervised by an adult when trick or treating.

Always avoid street crossings and watch out for trick or treaters.

For Halloween Safety Tips, visit our check out our newsletter at www.mcdonaldspsc.com

Don't drink and drive. It's the only way to stay safe.

Have a safe Halloween!

"We have been very blessed by the support we've received in the past 15 years."

Miller's BUILDING SUPPLY Hwy. 81 South Sacramento 736-2678

Do it Best

Miller BUILDING SUPPLY

Jeep Clothing • Dewalt Boots

We've Got The Rental Equipment You Need To Do Your Job!

2216 HWY. 62 WEST, PRINCETON, KY
270-365-3077

Prices Effective: Wednesday, October 12 Thru Tuesday, October 18, 2005

WED	THUR	FRI	SAT	SUN	MON	TUE
12	13	14	15	16	17	18

STORE HOURS:
• Mon. - Thurs. 8 a.m. - 7 p.m.
• Fri. & Sat. 8 a.m. • Sun. 9 a.m. - 6 p.m.

HANCOCK'S Neighborhood Market

WYNDE D'S PHOTOGRAPHY
WILL BE ON SITE TAKING FALL PORTRAITS OCTOBER 15 8 A.M. - 5 P.M.
Come dressed in Fall attire or as you are. Individual or groups welcome. Sign up sheet will be in the store - reserve your time before they are filled.

The Caldwell County High School Cheerleaders will be selling Polish Dogs in our parking lot **SATURDAY OCTOBER 15 10 A.M. - 2 P.M.**, along with fresh Apple Cider from Campbell's Orchard and Pepsi Products. The cheerleaders will be face painting at the Pepsi Wagon.

COLORING CONTEST
WE WILL ANNOUNCE THE WINNERS OF OUR HALLOWEEN COLORING CONTEST OCTOBER 15 AT 2 P.M. Kids come in and get your prize to color and win a \$50 Savings Bond. Ages 5 & under & 6-10.

Your Store For Everyday Low Prices & Weekly Specials!

Fresh Family Pack

PEPSI & PRODUCTS \$4.99 EA.

CHUCK \$1.35 LB.

NEW YORK STRIPS \$3.99 LB.

6 PK. 16.9 Oz. Bottles PEPSI & PRODUCTS 4 for \$10

SWEET POTATOES 49¢ EA.

10 Lb. Bag Potatoes \$1.79 EA.

3-9 Oz. Sealed Vegetable Beef Knishes HAMBURGER \$1.99 EA.

3-9 Oz. Sealed Vegetable KRAFT MAYONNAISE OR MIRACLE WHIP \$1.99 EA.

3-9 Oz. Sealed Vegetable COUNTRY HAM & BISCOTT from Our Deli Sandwich, October 15 from 8 a.m. to 10 p.m.

FREE DELIVERY AVAILABLE ON ORDERS \$50.00

BEANS, PEAS & SOUP \$5.99

Some of the first-place winners for Weekly Class 1 include Holly Hayden and Cheryl Horlander of the McLean County News in category 2 (automotive) and category 3 (hardware/appliance stores); Selena Ward and Emily McGill of the Lyon County Herald Ledger for category 5 (professional services) and category 6 (food, drug and liquor); and Carla Kidwell of the Trimble Banner for category 19 (best use of color)

Need help with your taxes?

Call Valerie McDonald Newcom, Certified Public Accountant at **270-388-2699**

• Business & Individual Income Tax Preparation and Planning • Monthly Accounting Services • Payroll Processing & Payroll Tax Report Preparation • Computerized Accounts Receivable & Accounts Payable Services

Valerie McDonald Newcom, PSC
PO Box 249 • 208 Outlet Avenue
Eddyville, KY 42038
Phone: 270-388-2699
Fax: 270-388-2997
Email: vmcdonald@mcdonaldpssc.com

WEEKLY CLASS 1

Weekly Class 2

Category 1

Department/Discount/Jewelry Stores

First Place - McCreary County Voice, Suzanna Martinez

Eye catching graphics lead the reader through the most important part. Good use of typeface.

Second Place - McCreary County Voice, Suzanna Martinez

We liked the graphics in this ad, but not the blocks of copy.

Third Place - Clay City Times, Pam Hedge
Good beginning, not sure if the graphics go with this and that.

Category 2 - Automotive

First Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Second Place - McCreary County Voice, Suzanna Martinez

Third Place - Springfield Sun, Kim Hupman

Category 3 - Hardware/Appliance Stores

First Place - Springfield Sun, Shorty Lassiter, Kim Hupman

We liked the big mouth guy, he is screaming at the reader. The black is eye catching and sharp.

Second Place - McCreary County Voice, Suzanna Martinez

Nice ad. Nice headline, but the phones look really bad.

Third Place - Tompkinsville News, Teresa Gerughty, Sonja Carrow

Well balanced with lot of information in a small space.

Category 4 - Financial

First Place - LaRue County Herald News, Melissa Nalley, Staff

Colorful and well put together. Good choice for a March 16th run.

Second Place - Cumberland County News, Billy Guffey

This one gets right to the point with bold graphics and a great use of white space.

Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman

A classic look for a financial institution. Good reproduction and layout.

Category 5 - Professional Services

First Place - Grayson Journal Enquirer, Mara Harlow, Bonnie Pence

Dominant illustration and color sells the message.

Second Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Nice use of "reverse" type. Clean, to the point photo.

Third Place - Cumberland County News, Billy Guffey

Simple clean ad. Good use of stocking.

Category 6 - Food, Drug, Liquor

First Place - McCreary County Voice, Suzanna Martinez

Clean. Good use of small space. Like one border.

Second Place - Cumberland County News, Billy Guffey

Like one use of "fish" in the bullets.

Third Place - Grayson Journal Enquirer, Mara Harlow

Cute artwork, registration off, could have been more creative with bottom half of ad.

Category 7 - Furniture

First Place - McCreary County Voice, Suzanna Martinez

Like the colors and layout of pictures. Nice, clean and balanced.

Second Place - McCreary County Voice, Suzanna Martinez

Nice layout, liked the big-bold headline.

Third Place - McCreary County Voice, Suzanna Martinez

Nice concept, but could have been more creative with the headline and fonts.

Category 8 - Real Estate

First Place - Tompkinsville News, Sonja Carrow

Auction ads can be so dry, but photos make this ad.

Second Place - McCreary County Voice, Suzanna Martinez

Timely art with gas prices, simple design.

Third Place - McCreary County Voice, Suzanna Martinez

Seasonal theme with nice photo illustrations.

Category 9 - Clothing Stores

Certificate of Merit - Clay City Times, Pam Hedge

Category 10

Multiple Advertiser/"Sig" Page

First Place - McCreary County Voice, Suzanna Martinez

We liked how all the ads were (somewhat) uniform. Clean, nice idea. Good picture to use for coloring contest.

Second Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Nice use of yellow and red, cut turkeys. Good overall idea (drawing)!

Third Place - News Democrat, Staff
Lots of ads! Cha-ching!

Category 11 - Creative Use of the Newspaper

First Place - News Democrat, Jeff Moore

Great idea to drive people to your Website plus get valuable reader information! Good graphics, too!

Second Place - Cumberland County News, Billy Guffey

Hope this works to gain teen readership. It's clean and to the point as well as visually interesting.

Third Place - LaRue County Herald News, Melissa Nalley

Good promotion. But this ad would be much better in color.

Category 12

Entertainment/Dining

First Place - Cumberland County News, Billy Guffey

Bold and eye-catching. Good balance with clean lines made this a clear first-place winner.

Second Place - McCreary County Voice, Suzanna Martinez

Cute happy-hour graphics and creative fonts propel this one into second.

Third Place - Cumberland County News, Billy Guffey

Graphically pleasing and a great way to promote a worthwhile project.

Category 13 - Special Sections

First Place - News Democrat, Sara Gividen, Carla Kidwell, Jeff Moore

Outstanding vendor tab. Great content and ad count.

Second Place - McCreary County Voice, Gabriel Manninen, Suzanna Martinez

Good reader intersection, nice layouts with ad count.

Third Place - McCreary County Voice, Suzanna Martinez

Nice stock, clear, clean layout.

Category 14 - Group Promotions

First Place - LaRue County Herald News, Melissa Nalley, Shawna Broyles

Second Place - Tompkinsville News, Sonja Carrow, Teresa Gerughty

Third Place - Grayson Journal Enquirer, Brad Toy, Mara Harlow

Category 15 - Holiday Greeting Ads

First Place - LaRue County Herald News, Melissa Nalley, Shawna Broyles

Good use of type and color.

Second Place - Cumberland County News, Billy Guffey

Good work, design and technique!

Third Place - McCreary County Voice, Suzanna Martinez

Nice ad and design is good. Typeface was all the same, who is advertiser?

Category 16 - Agriculture/Lawn and Garden

First Place - LaRue County Herald News,

Sara Gividen, Carla Kidwell and Jeff Moore of The News Democrat received first-place honors in Category 13 - Special Sections in weekly class 2. Other winners in this division include Mara Harlow of the Grayson Journal Enquirer in Category 23 - Special Events and the staff of the News Democrat for Category 24 - Best Newspaper Promotion

CARROLL COUNTY HOSPITAL

50 YEARS 1955-2005

Celebrating a half-century of service to Carroll County

A publication of The News-Democrat • August 24, 2005

CELEBRATING CARTER COUNTY FAIR DAYS
Join us August 7-13

SUNDAY, AUGUST 7
10:00 am - 12:00 pm - **Country Music** featuring The Rolling Papers
12:00 pm - 2:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - 4:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - 6:00 pm - **Country Music** featuring The Rolling Papers

MONDAY, AUGUST 8
ADMISSION TO GROUND - FREE!
10:00 am - **Country Music** featuring The Rolling Papers
12:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - **Country Music** featuring The Rolling Papers

TUESDAY, AUGUST 9
ADMISSION TO GROUND - \$2
10:00 am - **Country Music** featuring The Rolling Papers
12:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - **Country Music** featuring The Rolling Papers

WEDNESDAY, AUGUST 10
FAMILY NIGHT IN THE PARK
ADMISSION TO GROUND - \$2 for Adults, \$2 Kids 10 & under
10:00 am - **Country Music** featuring The Rolling Papers
12:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - **Country Music** featuring The Rolling Papers

THURSDAY, AUGUST 11
ADMISSION TO GROUND - \$2
10:00 am - **Country Music** featuring The Rolling Papers
12:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - **Country Music** featuring The Rolling Papers

FRIDAY, AUGUST 12
ADMISSION TO GROUND - \$2
10:00 am - **Country Music** featuring The Rolling Papers
12:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - **Country Music** featuring The Rolling Papers

SATURDAY, AUGUST 13
ADMISSION TO GROUND - \$2
10:00 am - **Country Music** featuring The Rolling Papers
12:00 pm - **Country Music** featuring The Rolling Papers
2:00 pm - **Country Music** featuring The Rolling Papers
4:00 pm - **Country Music** featuring The Rolling Papers

OUTDOOR EVENTS
For information on these events, contact: 4011
1000 Carter County Fairgrounds, 4011
Carter County, KY 40301
Carter County Fairgrounds
Middlesboro, KY 40360
Carter County
858-6871 or 858-6711

We're on the MOVE

The News-Democrat is moving to a new home at 122 6th Street in downtown Carrollton.

New location.

Same friendly faces.

Closed Friday
We will be closed Friday, March 11 to relocate our equipment and files to our new location.

Reopening Monday
We will begin operating from our new office at 122 6th Street when we reopen on Monday, March 14 at 8 a.m.

The News-Democrat
502-732-4261

WEEKLY CLASS 2

- Ramona Coffey, Shawna Broyles
Great "made you look" ad. Follows all design elements.
Second Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Good header, good flow.
Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Good use of graphics, concept little heavy on logos.
- Category 17 - Classified Page/Section**
First Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Utilized index. Designed with reader in mind.
Second Place - LaRue County Herald News, Staff
Third Place - Tompkinsville News, Staff
- Category 18 - Special Publications**
First Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Second Place - Grayson Journal Enquirer, Brad Toy
Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman
- Category 19 - Best Use of Color**

- First Place - LaRue County Herald News, Melissa Nalley, Staff
Good use of color to fit theme of ad.
Second Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Third Place - News Democrat, Jeff Moore
- Category 20 - Best Ad Series**
First Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Second Place - Tompkinsville News, Sonja Carrow
Third Place - LaRue County Herald News, Melissa Nalley
- Category 21 - General Miscellaneous**
First Place - Springfield Sun, Shorty Lassiter, Kim Hupman
Stands out on page. Simple and to the point.
Second Place - Springfield Sun, Shorty Lassiter, Kim Hupman
"Wanted" grabs your attention. Stands out, unique message.
Third Place - Cumberland County News, Billy Guffey
Border illustrates type of business.
- Category 22 - Sporting Goods/Athletics**
First Place - McCreary County Voice,

- Suzanna Martinez, Greg Bird
Nice ad. Good flow, but next time check resolution on photos and be more accurate in cutting photos out.
Second Place - McCreary County Voice, Suzanna Martinez
Again, check resolution on photos.
Third Place - McCreary County Voice, Suzanna Martinez
Good ad, but why would you make logos so big if they are poor resolution?
- Category 23 - Special Events**
First Place - Grayson Journal Enquirer, Mara Harlow
Colorful, well organized information.
Second Place - McCreary County Voice, Suzanna Martinez
Appropriate art, nice color, good typeface.
Third Place - Cumberland County News, Billy Guffey
Simplicity at its best. Adds impact.
- Category 24 - Best Newspaper Promotion**
First Place - News Democrat, Staff
Second Place - LaRue County Herald News, Ramona Coffey, Melissa Nalley, Staff
Third Place - McCreary County Voice, Suzanna Martinez Weekly Class

Weekly Class 3

Category 1

Department/Discount/Jewelry Stores

First Place - Tribune Courier, Jim Ward, Kris Johnson

Simple and elegant. A real eye-catcher. This was an easy unanimous first choice.

Second Place - Cynthiana Democrat, Trish Jenkins, Suzie Fryman

This one also has all the hallmarks of a good ad, including the cute baby. Just a little busier than first place, but also a winner.

Third Place - Union County Advocate, Lisa Turner

Simple is also better for this ad. For real class, I'd ditch the price and play up the pearls. A close third in three well-matched entries.

Category 2 - Automotive

First Place - Tribune Courier, Glenda Ward, Jim Ward

Clearly the winner. Grabs your attention as the words work with the graphic.

Second Place - Jessamine Journal, Peggy Adkins, Dave Eldridge

Visually attractive and good mix of fonts. Editorial would tell you not to use "annual" until after the second year, though.

Third Place - Tribune Courier, Glenda Ward, Kris Johnson

Nice mix of elements and good graphic placement.

Category 3 - Hardware/Appliance Stores

First Place - Jessamine Journal, Dawn Pennington, Dave Eldridge

Small but effective. Offer and advertiser jump at the reader.

Second Place - Jessamine Journal, Dawn Pennington, Linda Wiley

Clean simple ad.

Third Place - Union County Advocate, Lisa Turner

Like the leaves. Maybe a more attractive headline could have been used.

Category 4 - Financial

First Place - Leitchfield Record, Alice Farstad, Angelia R. Hawkins

No doubt about this one. Excellent eye-catching graphic plays well as a large part of this ad.

Second Place - Jessamine Journal, Peggy Adkins, Dave Eldridge

A very close second. This stands out graphically with a good blend of color and good use of fonts.

Third Place - Jessamine Journal, Peggy Adkins, Dave Eldridge

Nice graphically, but just not the quality of

the first two, but it stood out over the rest of the entries for third.

Category 5 - Professional Services

First Place - Jessamine Journal, Dawn Pennington, Dave Eldridge

This one caught the judge's eye, a stylish way to show off what this business does and plenty of information to follow through. Nice mix of type faces.

Second Place - Tribune Courier, Areia Hathcock, Kris Johnson

Classy look and good use of space. Leads the eye right through the information.

Third Place - Leitchfield Record, Alice Farstad, Angelia R. Hawkins

No doubt about the service here. Good pairing of graphics with function.

Category 6 - Food, Drug, Liquor

First Place - Jessamine Journal, Peggy Adkins, Dave Eldridge

It makes me hungry, which is the point of the ad. Super cute!!

Second Place - Cynthiana Democrat, Trish Jenkins, Suzie Fryman

Clean and easy to read. Cute idea with the lunch bag basics.

Third Place - Jessamine Journal, Peggy Adkins, Abby Lowery

Another really cute ad. My mouth is watering!!

Category 7 - Furniture

First Place - Cynthiana Democrat, Brad Allison, Suzie Fryman

Overall just a cute ad. Like the use of the photos and typefaces. Like one layering of the photos.

Second Place - Jessamine Journal, Peggy Adkins, Abby Lowery

Nice, crisp, clean colored ad. To the point.

Third Place - Leitchfield Record, Alice Farstad, Jenny Searcy

Very readable.

Category 8 - Real Estate

First Place - Jessamine Journal, Peggy Adkins, Abby Lowery

Eye catching and different. Everything works for this ad, graphics, fonts and design.

Second Place - Oldham Era, Jo Kerr, Mabel Parrish

Traditional and yet classy and well put together without being overly busy. The green ties it all together well.

Third Place - Jessamine Journal, Peggy Adkins, Linda Wiley

A good mix of elements and nice touch on the "Showcase" color. Larger display on the Open House element is an attractive package.

Category 9 - Clothing Stores

First Place - Jessamine Journal, Peggy

Adkins, Linda Wiley

Nice use of color. Pictures do the talking of the ad. Very clean and to the point.

Second Place - Cynthiana Democrat, Beverly Linville, Suzie Fryman

Like the picture and headline, but a little more white space may have helped.

Third Place - Jessamine Journal, Peggy Adkins, Nate Lowery

Clean and to the point. Maybe mix it up with a couple of different type faces.

Category 10

Multiple Advertiser/"Sig" Page

First Place - Leitchfield Record, Jenny Searcy

The idea's been done before but this one has a clean, easy-to-read format. And we especially like the paper's little A-Z ad for local coverage. Nice touch!!

Second Place - Woodford Sun, Margie Holbrook, Mary-King Wireman, Marla Carroll

The color combination sells this one into second by avoiding an overly busy look and too much competition for color attention. Good job!!!

Third Place - Tribune Courier, Staff

Nicely themed page with good support. The women's faces all over these ads help to sell us on the theme and the placing.

Category 11 - Creative Use of the Newspaper

First Place - Jessamine Journal, Staff, Dave Eldridge

Excellent!!!!

Second Place - Leitchfield Record, Jenny Searcy

Great ad, but the angled type on the box was bothersome.

Third Place - Jessamine Journal, Dave Eldridge

Great graphics. Little more emphasis on the headline.

Category 12 - Entertainment/Dining

First Place - Tribune Courier, Areia Hathcock, Kris Johnson

Heads up! Sells breakfast! Good design.

Second Place - Oldham Era, Mabel Parrish, Barbara Duncan

Nice clean ad.

Third Place - Leitchfield Record, Alice Farstad, Angelia R. Hawkins

Good design. Starburst are a little hard to read.

Category 13 - Special Sections

First Place - Tribune Courier, Staff

Ads very well done with great support for the content!

Second Place - Jessamine Journal, Staff

Not the normal "run of the mill" special section with good design and ad support.

Judges called Beverly Linville's and Suzie Fryman's ad "eye catching" and awarded them first place in weekly class 3 Category 22 - Sporting Goods/Athletics. Dawn Pennington and Dave Eldridge of Jessamine Journal were given first place for their ad in Category 3 - Hardware/Appliance Stores for weekly class 3.



Third Place - Jessamine Journal, Staff
 Good ad design.
 Honorable Mention - Jessamine Journal, Staff
 Honorable mention for ad support.

Category 14 - Group Promotions

First Place - Cynthiana Democrat, Staff, Suzie Fryman
 Great pages, great ads. Even with all those ads manages to be clean, ad sparkles.
 Second Place - Woodford Sun, Margie Holbrook, Mary-King Wireman, Marla Carroll
 Great page, just a little hard to "separate" the ads.
 Third Place - Woodford Sun, Margie Holbrook, Katie Wells
 Catches the eye, little hard to read type. No place to rest the eye except on the orange color.

Category 15 - Holiday Greeting Ads

First Place - Harrodsburg Herald, Jackie Larkins
 Love this ad. Color is amazing! The ad screams at you.
 Second Place - Leitchfield Record, Alice Farstad, Angelia Hawkins
 Adorable picture to match the advertiser.
 Third Place - Woodford Sun, Margie Holbrook, Marla Carroll
 Cute idea! Good use of colors.

Category 16

Agriculture/Lawn and Garden

First Place - Woodford Sun, Margie Holbrook, Marla Carroll
 Very clean ad. Like the fall colors and use of photos.
 Second Place - Leitchfield Record, Alice Farstad, Angelia R. Hawkins
 Such a good ad, but what a bummer that the logo defaulted.
 Third Place - Woodford Sun, Margie Holbrook, Marla Carroll
 Good ad, but the background looks more like spring than fall.

Category 17 - Classified Page/Section

First Place - Jessamine Journal, Linda Wiley

Clean, easy to read.
 Second Place - Grant County News, Diana Morgan, Linda Lawrence

Category 18 - Special Publications

First Place - Grant County News, May Evans, Janet McKee
 Great ad support for a unique product. Good crisp reproduction.
 Second Place - Harrodsburg Herald, Staff
 Nicely done. Good ad support. Just not quite as unique as #1.
 Third Place - Grant County News, Ken Stone, Janet McKee
 Lots of information, but very little ad support puts this one in third.

Category 19 - Best Use of Color

First Place - Harrodsburg Herald, Jackie Larkins
 Great color use! Eye-popping!
 Second Place - Jessamine Journal, Peggy Adkins, Linda Wiley
 Good use of color to support the advertiser, flag to logo.
 Third Place - Woodford Sun, Margie Holbrook, Marla Carroll
 Like the use of yellow "Fall-Fall" though little hard to read.
 Honorable Mention - Leitchfield Record, Alice Farstad, Angelia R. Hawkins

Category 20 - Best Ad Series

First Place - Cynthiana Democrat, Beverly Linville, Suzie Fryman
 Sharp ads. Eye catching. Like the use of the photos and typefaces used.
 Second Place - Tribune Courier, Glenda Ward, Kris Johnson
 Small ad, but to the point. Easy to find on the page.
 Third Place - Oldham Era, Mabel Parrish
 Nice ads. Photos are eye catching but type being same size makes ads hard to read.

Category 21 - General Miscellaneous

First Place - Jessamine Journal, Dawn Pennington, Dave Eldridge
 Smiling faces and good organization make

this one the clear winner. Very sharp ad!
 Second Place - Jessamine Journal, Dawn Pennington, Dave Eldridge

This pair comes through again. Nice use of graphics to tie everything together. Informative without being overwhelming.
 Third Place - Jessamine Journal, Peggy Adkins, Dave Eldridge
 This makes it a clear sweep for the Jessamine Journal. Very attractive with good reproduction. Nice mix of elements.

Category 22 - Sporting Goods/Athletics

First Place - Cynthiana Democrat, Beverly Linville, Suzie Fryman
 Eye catching and "keeping." Great graphic supports the ad.
 Second Place - Jessamine Journal, Peggy Adkins, Dave Eldridge
 Good graphic support. All upper case type is a little hard to read. Could use a little more white space.
 Third Place - Grant County News, Jane Ashley Inman, Janet McKee
 Headline catches the eye but should have been at top of ad with body copy to lead eye through. Maybe put the logo etc. bottom.

Category 23 - Special Events

First Place - Cynthiana Democrat, Trish Jenkins, Suzie Fryman
 Simple but effective. This really conveys the serious nature of the event while visually grabbing the reader. We hope they had a good turnout.
 Second Place - Woodford Sun, Toss Chandler
 Cute, cute, cute. Clever blend of art and color that conveys a lot of information without being too busy.
 Third Place - Jessamine Journal, Peggy Adkins, Dave Eldridge
 Graphically strong with lots of useable information. Too bad it couldn't have been in color.

Category 24 - Best Newspaper Promotion
 Certificate of Merit - Tribune Courier, Staff, Kris Johnson

WEEKLY CLASS 3

Multi-Weekly

Category 1

Department/Discount/Jewelry Stores

First Place - Georgetown News-Graphic, Paula Gibson, Justin Carr

Great headline. Clean simple ad.

Second Place - Kentucky Standard, John Kirtley, Laura Calvert Smith

Nice use of color. The newspaper seems to be on track with jewelry advertising as there are two other great ads.

Third Place - Appalachian News-Express, Stephanie Mayhorn, Tracie Vanderbeck

Another great "catchy" headline.

Category 2 - Automotive

First Place - Sentinel News, Carlene Miller, Mary Ann Harp

Great use of space, lots of inventory without overfilling. Nice use of color.

Second Place - Kentucky Standard, Madeline Downs, Laura Calvert Smith

Nice ad that is not overloaded with copy. Nice color and layout.

Third Place - Kentucky Standard, Madeline Downs, Laura Calvert Smith

Nice color headline. Easy to read. Easy to follow, prices are very clear.

Category 3 - Hardware/Appliance Stores

First Place - Appalachian News-Express, Larry Newsome, Tracie Vanderbeck

Clean crisp ad, elegant yet useful information.

Second Place - Appalachian News-Express, Tracie Vanderbeck

Excellent photo, nice color, clear message.

Third Place - Appalachian News-Express, Tracie Vanderbeck

Graphic draws reader in. Font choice is easy to read.

Category 4 - Financial

First Place - Paintsville Herald, Mike Belcher

Strong illustration and color, emphasis of art works well with ad copy however.

Second Place - Kentucky Standard, Rachael Downs, Laura Calvert Smith

The tax return illustration and red circle draws attention.

Third Place - Appalachian News-Express, Stephen Sanders

Great effective black and white ad! Good entry!!

Category 5 - Professional Services

First Place - Appalachian News-Express, Danny Coleman, Bobby Gilliam

Excellent use of space, super copy to tie it all together.

Second Place - Kentucky Standard, Carol Mudd, Donna Wilhite

For a small ad its wonderful. Stands out on the entire page. Great!!

Third Place - Central Kentucky News Journal, Renee Dobson, Becky McCorvey

Creative shape makes ad stand out on the page. Very readable.

Honorable Mention - Kentucky Standard, Joan Hardin, Laura Calvert Smith

Great ad from a non-traditional source!

Category 6 - Food, Drug, Liquor

First Place - Appalachian News-Express, Stephen Sanders, Tracie Vanderbeck

Nice clear clean ad. Photo is exceptional.

Second Place - Kentucky Standard, Jenny Bartley, Joan Hardin

Excellent use of small space.

Third Place - Appalachian News-Express, Stephen Sanders

Nice ad, except the bottom. Looks like the artist quit on it.

Category 7 - Furniture

First Place - Appalachian News-Express, Tracie Vanderbeck

Great ad, great offer, simple unique so far. Best of the Show!!!

Second Place - Georgetown News-Graphic, Paula Gibson, Justin Carr

Unique border, not overloaded. Clear.

Third Place - Kentucky Standard, Joan Hardin, Donna Wilhite

Nice balance of copy in ad. Good use of color.

Category 8 - Real Estate

First Place - Kentucky Standard, Madeline Downs, Laura Calvert Smith

An ad that sells the value of the Real Estate company and agents.

Second Place - Kentucky Standard, Madeline Downs, Laura Calvert Smith

The ad has good tie in with theme and layout. It is nice to see a real estate ad that focuses on product and event.

Third Place - Kentucky Standard, Madeline Downs, Laura Calvert Smith

Creative idea by the agent to host an afternoon Open House and a tea. Well done!

Category 9 - Clothing Stores

First Place - Appalachian News-Express, Chris Petot, Bobby Gilliam

A unique ad in a tough category. The color and illustration send the message.

Second Place - Appalachian News-Express, Stephanie Mayhorn, Tracie Vanderbeck

Purses, purses, purses, any questions?

Third Place - Hart County News Herald, Michelle Spoelstra

Cool retro look, good illustrations sell the store.

Category 10

Multiple Advertiser/"Sig" Page

First Place - Appalachian News-Express, Danny Coleman, Bobby Gilliam

Non traditional source of revenue. We liked that the message took up most of the page. Bravo!

Second Place - Kentucky Standard, Laura Calvert Smith, Jenny Bartley, Staff

Nice colorful, traditional group page, balanced. Ads stand out.

Third Place - Kentucky Standard, Madeline Downs, Laura Calvert Smith

Great cover!!! Nice use of spot color.

Category 11 - Creative Use of the Newspaper

First Place - Paintsville Herald, Mike Belcher

Outstanding different ad, really caught our attention. Very different, very nice!

Second Place - Kentucky Standard, Candy Taylor, Donna Wilhite

Promotes value, circulation and readership. Clean, easy to follow.

Third Place - Hart County News Herald, Josh Keown

Clear ad, good focus on the computer. Nice tie-in with the directional sign.

Category 12 - Entertainment/Dining

First Place - Kentucky Standard, Donna Wilhite

Overall an excellent ad.

Second Place - Central Kentucky News Journal, Melissa Netherland, Jeff Mardis

Clean, simple and to the point. If you wanted to bowl, this ad was for you.

Third Place - Appalachian News-Express, Tammy Bartley, Tracie Vanderbeck

Unique, creative and simple. Catchy.

Category 13 - Special Sections

First Place - Appalachian News-Express, Staff

Great cover, great color, ads are clear, stories are easy to read. Nice balance between ads and news content.

Second Place - Appalachian News-Express, Staff

Creative, without section the ad revenue probably would not get the investment. Nice editorial support.

Third Place - Morehead News, Brad Toy, David Stone

Creative, new revenue. Good read and interest section!

Category 14 - Group Promotions

First Place - Sentinel News, Becky Block, Todd Stephenson

Creative border. Generates revenue from theme concept.

Second Place - Times Journal, Stephanie Smith, Laura Hatton

Nice blend of advertisers and unique theme to take advantage of market. Seems to create

competition between two sides of town. The newspaper can generate revenue.

Third Place - Appalachian News-Express, Wally Jewel, Danny Coleman, Bobby Gilliam
Nice effort to combine a message of "Mall" promotions.

Category 15 - Holiday Greeting Ads

First Place - Hart County News Herald, Susan Jobe
Made us laugh. Original.
Second Place - Sentinel News, Staff, Todd Stephenson
Great graphic and color.
Third Place - Georgetown News-Graphic, Staff
Nice design, good layout, the kids were cute!

Category 16 - Agriculture/Lawn and Garden

First Place - Appalachian News-Express, Stephen Sanders, Tracie Vanderbeck
Dominant illustrations and use of color makes the "sanctuary."
Second Place - Times Journal, Stephanie Smith, Laura Hatton
Makes it easy to know what Anna's Garden is all about. Easy to lure shoppers.
Third Place - Kentucky Standard, Jenny Bartley, Rachael Downs
A strong Co-op ad. Well constructed. Clear and effective use of space and color.

Category 17 - Classified Page/Section

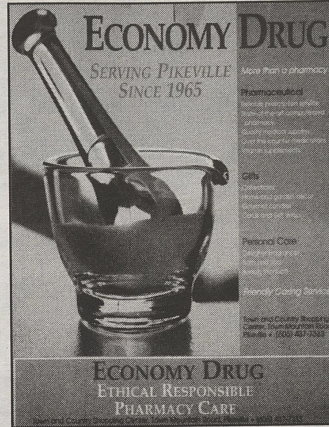
First Place - Kentucky Standard, Carol Mudd
Neat layout, all advertisers get nice exposure, great color and group pages. Great index!
Second Place - Sentinel News, Becky Block, Erika Green
Easy to read, liked editorial content in section.
Third Place - Central Kentucky News Journal, Kristie Campbell, Wilma Abell
Nice solid section, lots of volume, categories. Good index.

Category 18 - Special Publications

First Place - Appalachian News-Express, Staff
Good balance of advertising and news content. Great strong ads inside.
Second Place - Kentucky Standard, Staff, Donna Wilhite
Great ads. Ads match publication content.
Third Place - Kentucky Standard, Staff
Great cover and content. Nice simple black and white ads on inside. Good illustrations in most ads. Ads well matched to theme.

Category 19 - Best Use of Color

First Place - Appalachian News-Express, Stephanie Mayhorn, Bobby Gilliam
A stunning ad, great use of color/eye.
Second Place - Kentucky Standard, Donna



In Category 6 - Food, Drug, Liquor for multi-weekly papers, first place went to Stephen Sanders and Tracie Vanderbeck of the Appalachian News-Express (above), First place in Category 8 - Real Estate went to Madeline Downs and Laura Calvert Smith of the Kentucky Standard (right).

Wilhite
Great effect, unusual way to use color. Very subtle, not overdone.
Third Place - Appalachian News-Express, Staff
Effective use of color.

Category 20 - Best Ad Series

First Place - Appalachian News-Express, Chris Petot, Tracie Vanderbeck
Compelling art, clever copy, draws readers in. Good use of color.
Second Place - Central Kentucky News Journal, Richard RoBards, Becky McCorvey, Jeff Mardis
Creative way to carry the theme through multiple size ads.
Third Place - Appalachian News-Express, Stephanie Mayhorn, Tracie Vanderbeck
Clean, crisp ads. Nice color. Easy to read.

Category 21 - General Miscellaneous

First Place - Paintsville Herald, Mike Belcher
Great impact, clean.
Second Place - Appalachian News-Express, Tammy Bartley, Bobby Gilliam
Good use of color. Unique.
Third Place - Times Journal, Stephanie Smith, Laura Hatton
Clean black and white ad. Message clear and concise.

Category 22 - Sporting Goods/Athletics

First Place - Sentinel News, Carlene Miller, Patti Gaston
Excellent use of dogs and bones. Cute ad!



Subtle color.
Second Place - Morehead News, Brad Toy, Denver Brown
Clean section, ads looked good.
Third Place - Appalachian News-Express, Stephen Sanders
Attention grabbing character. Black type might have worked too.

Category 23 - Special Events

First Place - Kentucky Standard, Staff, Laura Calvert Smith
Great useful information. Wished you used "fair days" logo somewhere on cover. Overall very nice.
Second Place - Hart County News Herald, Becky Jones
Great use of "reverse" text. Simple.
Third Place - Times Journal, Stephanie Smith, Laura Hatton
Color is outstanding, but seems ad could have been laid out better.

Category 24 - Best Newspaper Promotion

First Place - Appalachian News-Express, Staff
The newspaper made the investment in colorful new stock, promotes the newspaper's staff and products.
Second Place - Appalachian News-Express, Staff
Nice job of promoting the Bargain Hunter TMC for distribution and markets served.
Third Place - Appalachian News-Express, Danny Coleman, Mary Dye
Drives the message that everybody sends in their votes for the "Reader's Choice."

MULTI-WEEKLY

Daily Class 1

Category 1

Department/Discount/Jewelry Stores

First Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Clean, simple, straight forward.
Second Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Good layout.
Third Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Good headline that pulls the ad together.

Category 2 - Automotive

First Place - Madisonville Messenger, Jamie Knight, Laura Sosh
Photograph draws in eye to read.
Second Place - Middlesboro Daily News, Diana Carnes
Like headline and theme.
Third Place - Winchester Sun, Missy Hunt, Terah Hatton
Good ad without graphics. Overprinted and needed to knock out type.

Category 3 - Hardware/Appliance Stores

First Place - Murray Ledger & Times, Mary Ann Orr
Great emotion in ad.
Second Place - Madisonville Messenger, Shara Metcalf, Mary Anne Siria
Third Place - Madisonville Messenger, Jamie Knight, Mary Anne Siria

Category 4 - Financial

First Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Inviting graphic, good use of white space.
Second Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Good use of local photos and art.
Third Place - Times Tribune, Lisa Harrison

Category 5 - Professional Services

First Place - Madisonville Messenger, Steve Shepard, Mitchell Baldwin
Eye catching artwork, good use of small space.
Second Place - Times Tribune, Marva Gambrel
Good concept. Catches your eye.
Third Place - Times Tribune, Marva Gambrel

Category 6 - Food, Drug, Liquor

First Place - Madisonville Messenger, Steve Shepard, Mary Anne Siria
Product and pricing effective.
Second Place - Madisonville Messenger, Steve Shepard, Mary Anne Siria
Good clean easy to read ad.
Third Place - Madisonville Messenger,

Steve Shepard, Mary Anne Siria

Category 7 - Furniture

First Place - Madisonville Messenger, Shara Metcalf, Mitchell Baldwin
Second Place - Middlesboro Daily News, Wanda Paul
Third Place - Times Tribune, Marva Gambrel

Category 8 - Real Estate

First Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Excellent display of logos throughout ad.
Second Place - Murray Ledger & Times, Slone Cansler
Like color usage. Good layout of pictures, registration needs improvement.
Third Place - Winchester Sun, Marnie Villarreal, Agnes Tapp

Category 9 - Clothing Stores

First Place - Murray Ledger & Times, Slone Cansler
Good use of holiday theme.
Second Place - Murray Ledger & Times, Slone Cansler
Nice ad style. Catches the eye.
Third Place - Murray Ledger & Times, Rachel Pendergrass
Good looking ad for Memorial Day sale. Grabs the eye.

Category 10

Multiple Advertiser/"Sig" Page

First Place - Times Tribune, Staff
Excellent job. Unique concept. Good looking pages.
Second Place - Winchester Sun, Carol Parker, Karen Combs
New money from non-traditional sources.
Third Place - Winchester Sun, Advertising Staff, Terah Hatton
Attractive page, good, clean ads.

Category 11 - Creative Use of the Newspaper

First Place - Winchester Sun, Kim Hays, Terah Hatton
Creative use of graphic.
Second Place - Murray Ledger & Times, Tom Bell
Good display of staff.
Third Place - Middlesboro Daily News, Pat Cheek
Good information, a little busy.

Category 12 - Entertainment/Dining

First Place - Madisonville Messenger, Cindi Ashby
Good eye-catching graphic and color.
Second Place - Middlesboro Daily News, Wanda Paul
It makes me hungry. Nice use of graphics.
Third Place - Madisonville Messenger,

Steve Shepard

Category 13 - Special Sections

First Place - Times Tribune, Staff
Great concept, community involvement is great. Nice readable section.
Second Place - Times Tribune, Staff
Good concept, easy sell, clean layout.
Third Place - Winchester Sun, Advertising Staff
Made us want to visit area.

Category 14 - Group Promotions

First Place - Richmond Register, Laura Parke
Clean layout, consistent, good use of color.
Second Place - Richmond Register, Christine Carney
Consistent, inviting. Stands alone. Strong black and white.
Third Place - Murray Ledger & Times, Staff
Simple layout, good use of spot color.

Category 15 - Holiday Greeting Ads

First Place - Richmond Register, Perry Stocker, Joel Merlin
Good layout and great way to group an industry.
Second Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Third Place - Murray Ledger & Times, Slone Cansler

Category 16 - Agriculture/Lawn and Garden

First Place - Murray Ledger & Times, Rhiannon Green
Clean simple layout. Good use of small space.
Second Place - Middlesboro Daily News, Lisa Cowan
Inviting ad.
Third Place - Madisonville Messenger, Debbie Littlepage

Category 17 - Classified Page/Section

First Place - Winchester Sun, Classified Staff

Category 18 - Special Publications

First Place - Madisonville Messenger, Ad Staff
Quality piece, good design.
Second Place - Times Tribune, Staff
Good reproduction, lots of ads.
Third Place - Richmond Register, Staff

Category 19 - Best Use of Color

First Place - Richmond Register, Clay Berryman
Unanimous first place. Great use of color with theme. I would want this guy to paint for me.
Second Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Third Place - Richmond Register, Perry

Another happy ending

RE/MAX agents average more experience and more sales than other real estate agents. That's because we treat every transaction the same way our clients and customers do. That's the most important transaction in the world.

At RE/MAX Heritage Homes, we know our market, because that's where we, and our families, live. So when it's time to find that perfect home, you can count on us. Whether you're looking to buy or looking to sell, look to the name you can trust.

RE/MAX HERITAGE HOMES 825-9090
843 Hancock Street, Madisonville, Ky.
For a list of local listings, visit www.homes.com

The Sun

HAPPY HOLIDAYS

Celebrate July 4th Downtown Richmond

Summer Clearance 25-50% Off

VILLAGE FLORIST 10% Off Sale

God Bless America We Support Our Troops

PALLY'S BEER & LIQUOR

The Little House Woman's Appraisal Super Summer Sale!!!!

Party Shop Everything You Need For Your 4th of July Celebration

Have a Happy & Safe 4th of July from your friends at **Central Liquor**

THE REDHOUNDS 3th Region Champions 2005

MEET THE REDHOUNDS 13th Region Champions 2006

REDHOUND 2005 SEASON AT A GLANCE...

CONGRATULATIONS TO BOTH TEAMS!

Above left: Madisonville Messenger's Cindi Ashby and Mary Anne Siria received first-place honors in Category 8 - Real Estate in the daily class 1 division. Above center: Kim Hays and Terah Hatton of the Winchester Sun captured first place in Category 11 - Creative Use of the Newspaper competition. Above right: Judges said Laura Parke made good use of color and awarded her top honors in Category 14 - Group Promotions. Bottom left: Judges called this ad by the staff of the Times-Tribune "excellent" and awarded the paper first place in Category 10 - Multiple Advertiser/"Sig" Page.

DAILY CLASS 1

Stocker, Joel Merlin
Attractive page.

Category 20 - Best Ad Series
First Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Best of the category.
Second Place - Times Tribune, Lisa Harrison
Third Place - Middlesboro Daily News, Wanda Paul

Category 21 - General Miscellaneous
First Place - Murray Ledger & Times, Slone

Cansler
Second Place - Murray Ledger & Times, Rhiannon Green, Tom Bell
Third Place - Murray Ledger & Times, Rachel Pendergrass, Tom Bell

Category 22 - Sporting Goods/Athletics
First Place - Madisonville Messenger, Steve Shepard
Second Place - Winchester Sun, Missy Hunt, Terah Hatton
Third Place - Times Tribune, Amanda Grubb

Category 23 - Special Events
First Place - Richmond Register, Christine Carney
Tells the message with simple design and layout.
Second Place - Middlesboro Daily News, Staff
Third Place - Winchester Sun, Missy Hunt, Karen Combs

Category 24 - Best Newspaper Promotion
Certificate of Merit - Madisonville Messenger, Debbie Littlepage

Daily Class 2

Category 1

Department/Discount/Jewelry Stores

First Place - The Gleaner, Shannon Royster, Ruth Ann Risley

Header with balloons down side, gives good border. Good balance with photos on outside and copy at top and down middle.

Second Place - Bowling Green Daily News, Phyllis Godfrey

Photo with two kids draws to name of store. Photo gives store and type of store inventory. Great opportunity for full process.

Third Place - Bowling Green Daily News, Mark Mahagan

Nice simple design that gives appearance of agency produced ad. Very clean.

Category 2 - Automotive

First Place - Commonwealth Journal, Debbie Stigall, Lisa Rowell

Easy to read layout. Headings are very eye-catching.

Second Place - Commonwealth Journal, Debbie Stigall, Shirley Randall

Good use of variety of colors. Header very eye-catching.

Third Place - Commonwealth Journal, Debbie Stigall, Shirley Randall

Layout unique with background consistent in direction of vehicles drawing into ad not out. Use of two large vehicles at top to draw attention. Unique background.

Honorable Mention - Elizabethtown News Enterprise, Judy Martin, Kimberly Morgan

Good use of complementary colors. Header stands out with good continuation of theme.

Category 3 - Hardware/Appliance Stores

First Place - Bowling Green Daily News, Phyllis Godfrey

Great photo reproduction, presents theme of ad immediately. Clean simple design.

Second Place - The Gleaner, Shannon Royster, Ruth Ann Risley

Good use of photos, heading stands out.

Third Place - Bowling Green Daily News, Andrea Dennis

Presents theme immediately, put element of design into car placement and show heading placement.

Category 4 - Financial

First Place - The Gleaner, Janet Morgan, Donna Taylor

With use of photo being of new facility it takes you to the location. Header really stands out.

Second Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

Good use of color, artwork very dominant and fits with the theme well.

Third Place - Bowling Green Daily News,

Leighann Whitaker

Good crisp clean picture, nice layout flow with sub-border on inside of ads draws all three photos together.

Category 5 - Professional Services

First Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

Immediate impact, color usage, header and centrally placed copy hit the point. Very clean copy.

Second Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

Presents a topic that is difficult to present in a unique way. Color scheme is soothing. Headline and top cut complement each other.

Third Place - The Gleaner, Debbie Martin, Craig O'Bryan

Like large photo of church, draws attention to the entire ad. A lot of elements in the ad with good balance.

Category 6 - Food, Drug, Liquor

First Place - The Gleaner, Janet Morgan, Cheryl Martin

Pills in the background very clever, doesn't dominate the ad but fits well. Like Post-It Rx. Helps push idea it's a pharmacy ad.

Second Place - The Advocate Messenger, Lou Wilkerson, Jenny Upton

Good clean, easy to read. Not cluttered with tons of items. Great presentation throughout.

Third Place - Bowling Green Daily News, Misty Holt

Nice clean elegant appearance.

Category 7 - Furniture

First Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

Excellent use of color and space, all areas of the ad are eye catching. You will read some sort of message no matter where you go after artwork.

Second Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

Good headline. Good layout of ad.

Third Place - Bowling Green Daily News, Kellye Ford

Excellent artwork, good reproduction of artwork. Rustic look but still homey.

Honorable Mention - The Advocate Messenger, Karen Ross, Jenny Upton

Artwork explained purpose of the ad. Nice logo, good balance, very appealing.

Category 8 - Real Estate

First Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

Awesome border!! Reproduction is great!

Second Place - Bowling Green Daily News, Barry Vincent

Great colors and type.

Third Place - Bowling Green Daily News, Misty Holt

Again, great color.

Category 9 - Clothing Stores

First Place - The Advocate Messenger, Robert Cunningham, Holly Turney

Nice photo, nice layout. Good offers in ad.

Second Place - The Advocate Messenger, Robert Cunningham, Holly Turney

Great artwork, black and gray works very well.

Third Place - The Advocate Messenger, Robert Cunningham, Holly Turney

One of the best ideas of the day.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - The Gleaner, Staff

Placement of ads spaced with background makes ads stand out well. Good use of color. Ads not overloaded with copy except the agriculture breakfast ad.

Second Place - The Gleaner, Staff

Placement of ads in center draws your eyes to center of the ads. Schedule not lost.

Third Place - Kentucky New Era, Ad Staff, Graphic Staff

Unique presentation of Holiday Greeting section. Ads distinct enough that still don't run together.

Category 11 - Creative Use of the Newspaper

First Place - Commonwealth Journal, Lisa Rowell

Header, Pennies a day with follow up of artwork tells story.

Second Place - The Gleaner, Joey Samples

The nostalgic look of ad as impact of theme of ad.

Third Place - The Advocate Messenger, Jerry Dunn, Holly Turney

Great testimonial, great use of color.

Honorable Mention - The Advocate Messenger, Robert Cunningham, Holly Turney

Lieke use of color with placement of the border, draws you to the building and the website message.

Category 12 - Entertainment/Dining

First Place - The Advocate Messenger, Karen Ross, Adam Willoughby

Graphics and border art draws in readers. Bold font sells the message.

Second Place - The Advocate Messenger, Karen Ross, Adam Willoughby

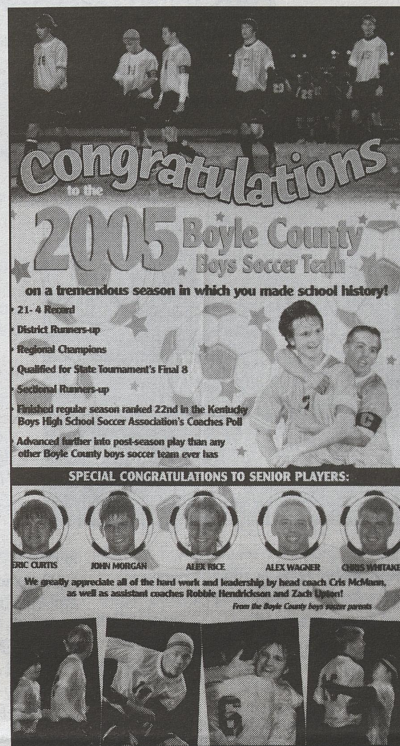
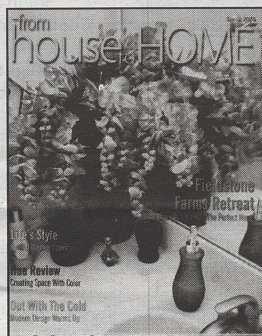
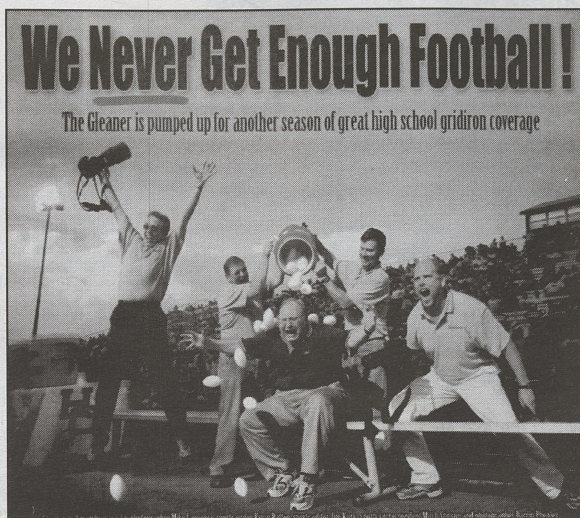
Fun graphics and layout make this ad pop.

Third Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley

This ad makes you crave Mexican food and fun. Super graphics.

Category 13 - Special Sections

First Place - Bowling Green Daily News, Ad Staff



Top Left: Darrin Phegley of The Gleaner was awarded first place for Category 24 - Best Newspaper Promotion in daily class 2. Top right: Judges said Robert Cunningham and Adam Willoughby of The Advocate Messenger created a "very exciting ad" and awarded them first place in Category 22 - Sporting Goods/Athletics. Bottom left: Judges said this ad by the staff of the Bowling Green Daily News could compare with the work of an agency and award it first place for Category 13 - Special Sections.

Great color, exceptional ad layout. Good use of photos and art work. Ads look like they were made by agency but obviously were not.
Second Place - The Gleaner, Staff
Held overall theme with all ads.
Third Place - The Gleaner, Staff
Nice straight forward clean institutional ads. Very simple ads that get right to the point. Nice use of color.

Category 14 - Group Promotions

First Place - The Advocate Messenger, Lou Wilkerson, Jenny Upton
Theme well presented.
Second Place - The Gleaner, Nancy Hamilton, Ruth Ann Risley
Artwork says entire theme of event.
Third Place - The Advocate Messenger, Staff, Adam Willoughby
Great job of presenting an often used theme.

Category 15 - Holiday Greeting Ads

First Place - Kentucky New Era, Kristi Hockensmith, Regina Henderson

Nice, well laid out ad.
Second Place - Kentucky New Era, Debby Mabry, Donna Cumbee
"Sweet" photo.
Third Place - The Gleaner, Janet Morgan, Cheryl Martin
Nice elegant border. Nice font choice.

Category 16

Agriculture/Lawn and Garden

First Place - The Gleaner, Kristen Duggen, Craig O'Bryan
Track looks 3-D, like driving off page. Artwork dominates ad and draws you right into it.
Second Place - The Gleaner, Kristen Duggen, Craig O'Bryan
Color and artwork draw you to the ad. Makes you want a pool.
Third Place - The Advocate Messenger, Karen Ross, Jenny Upton
Copy flows straight into a centrally located dominant picture. Name of company well placed between the two product lines.
Honorable Mention - The Advocate

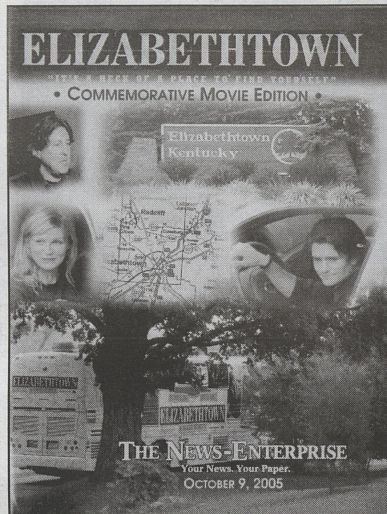
Messenger, Lou Wilkerson, Jenny Upton
Good balance, nice presentation of the topic.

Category 17 - Classified Page/Section

First Place - Elizabethtown News Enterprise, Staff
Headlines easy to find, very consistent. Clean section header and easy to identify. No column rows gives clean appearance. Nice Service Directory.
Second Place - Bowling Green Daily News, Classified Department
With multiple use of elements, pages very clean and easy to read.
Third Place - Kentucky New Era, Classified Staff
Leading between type makes it easier to read.

Category 18 - Special Publications

First Place - Commonwealth Journal, Staff, Lisa Rowell
Very clean. Good presentation of the topic,
See Daily Class 2 on Page 14



Left: Judges said this first place winner in Category 23 - Special Events in the daily class 2 division by the staff of Elizabethtown News Enterprise is "one of a kind." Above: Kristi Hockensmith and Regina Henderson of Kentucky New Era received first-place honors in Category 15 - Holiday Greeting Ads for their work

DAILY CLASS 2

DAILY CLASS 2

Continued from page 13

nice reproduction, very professional!

Second Place - Elizabethtown News Enterprise, Staff

Terrific idea on how to capitalize on national event with local ramifications. Good Keepsake item. Nice ads throughout.

Third Place - Commonwealth Journal, Staff, Lisa Rowell

Very well done, everything tied together very nicely. Great reproduction.

Category 19 - Best Use of Color

First Place - The Gleaner, Robyn Conley, Lori Zint

With yellow background, simple, attractive and colorful ad.

Second Place - Kentucky New Era, Debby Mabry, Donna Cumbee

Artwork looks muted but still stands out, gives classy, elegant appearance.

Third Place - The Gleaner, Kristen Duggen, Craig O'Bryan

Color on mower looks like mower is going to drive off the page.

Honorable Mention - The Gleaner, Debbie Martin, Craig O'Bryan

Use of color allows heading to stand out with picture. Picture tells the story. Sub headings draw you into the rest of the ad.

Category 20 - Best Ad Series

First Place - The Gleaner, Janet Morgan, Cheryl Martin

Continuation of a single theme, all ads similar yet different. Great use of colors, borders. Color also continuing with theme. Elegant touch. Easy to recognize this is another ad in

series.

Second Place - The Advocate Messenger, Robert Cunningham, Jenny Upton, Staff

Good use of color. Could use more follow up within ads to tie to the theme.

Third Place - The Independent, Kellie DeLaney

Like that someone different is featured each time. Way feature ad is at top makes very unique.

Honorable Mention - The Advocate Messenger, Robert Cunningham, Adam Willoughby

Unique idea running ads on double truck over five day period. Featuring different counties each day.

Category 21 - General Miscellaneous

First Place - Kentucky New Era, Mary Chambers, Kelly Austin

Very clean, very well balanced. Good use of photo personalize it but with photo turned sideways, ad is more universal.

Second Place - Commonwealth Journal, Debbie Stigall, Lisa Rowell Presented as human interest story. Very effective way to relay message. Good use of soft colors throughout. The photo personalized it, but with photo turned sideways ad is more universal.

Third Place - The Gleaner, Janet Morgan, Cheryl Martin

Presentation of heading with artwork well presented. Dominant photo. Like that people are in hot tub not just hot tub itself.

Honorable Mention - The Advocate Messenger, Robert Cunningham, Adam Willoughby

Large photo conveys peaceful setting. Impressive representation of hard topic.

Category 22 - Sporting Goods/Athletics

First Place - The Advocate Messenger, Robert Cunningham, Adam Willoughby

Very exciting ad. Nice flow throughout ad.

Second Place - Kentucky New Era, Stacie McCormack, Mary Reid

Heading and artwork tell the story before reading the ad.

Third Place - The Gleaner, Dawn Steward, Alan Inkenbrandt

Good clean ad, very effective with use of color, great logo.

Category 23 - Special Events

First Place - Elizabethtown News Enterprise, Staff

One of a kind idea with many well-done number of ads that follow suit with theme.

Second Place - Kentucky New Era, Traci Rodgers, Regina Henderson

Clean ad with great use of photo. Great use of color.

Third Place - Commonwealth Journal, Staff, Ken Schmidheiser

Terrific way of telling the story despite the fact that it is busy.

Category 24 - Best Newspaper Promotion

First Place - The Gleaner, Darrin Phegley

Great way to use editorial staff within advertisement.

Second Place - The Advocate Messenger, Staff

"Get the whole story" makes small heading noticeable and effective.

Third Place - Elizabethtown News Enterprise, Circulation Staff, Kimberly Morgan

Giving years of service for each carrier, great touch. Newspaper easily identified because of delivery tube.

Daily Class 3

Category 1

Department/Discount/Jewelry Stores

First Place - Kentucky Enquirer, Megan Perry, Wendell Robinson
Good photo illustration, eye-catching.
Second Place - Louisville Courier-Journal, Andria Hayes, Robert Pieroni
Stands out in its simplicity.
Third Place - Messenger Inquirer, T.J. White, Vickie Nelson
Clever headline. Nice clean ad.

Category 2 - Automotive

First Place - Lexington Herald Leader, Savannah Hinds
Like the looking glass! White space makes vehicles stand out.
Second Place - Louisville Courier-Journal, Stephanie Jeffers, Britany Baker
Clean, elegant. Outstanding use of color.
Third Place - Lexington Herald Leader, Chuck Mullins
Clever tie in to horse racing. Good clean layout. Visually appealing. I'd look at it even if I wasn't going to buy a car.

Category 3 - Hardware/Appliance Stores

First Place - Lexington Herald Leader, Chuck Mullins
Really different, creative. Color reproduction excellent. We liked the caveman, the diagonal eye flow.
Second Place - Lexington Herald Leader, Erik Parrent
Elegant look, but still says "sale." Well laid out.
Third Place - Louisville Courier-Journal, Robert Pieroni
Nice photo illustration with children. Bold proclamation of values.

Category 4 - Financial

First Place - Louisville Courier-Journal, Sara Clark, Scott Dudgeon
Strong color, creative headline tie in to art, not what you'd think for financial ad.
Second Place - Louisville Courier-Journal, Britany Baker
Photo artwork very effective at making point.
Third Place - Louisville Courier-Journal, Sara Clark, Scott Dudgeon
CD looked almost 3D! Eye catching.

Category 5 - Professional Services

First Place - Louisville Courier-Journal, Claire Fangman, Scott Dudgeon
Flow of red hair caught eye. Good headline.
Second Place - Louisville Courier-Journal, Kim Hampton, Robert Pieroni
Clever, eye-catching art and headline.
Third Place - Louisville Courier-Journal, Sara Clark, Scott Dudgeon

Strong graphic, didn't hide the message.

Category 6 - Food, Drug, Liquor

First Place - Louisville Courier-Journal, Debbie Rose, Britany Baker
Good variation of color through food items selected.
Second Place - Louisville Courier-Journal, Nancy Busath, Juanita Turpin
Appeals to caretaker in all of us.
Third Place - Louisville Courier-Journal, Rachel Evans, Scott Dudgeon
Clean ad, good use of Christmas colors and tie in of childish "Santa" with adult wishes.

Category 7 - Furniture

First Place - Messenger Inquirer, Lynn Saffran, Vickie Nelson
Good accomplishment to celebrate anniversary. Not cluttered, focus on furniture. Nice background. Easy to read.
Second Place - Louisville Courier-Journal, Mark Simon, Heather Hemelgarn
Good use of small space. Good targeting to younger readers.
Third Place - Louisville Courier-Journal, Bruce Thomas, Robert Pieroni
Like horizontal layout. Photos of people on top. Striking, clean layout.

Category 8 - Real Estate

First Place - Louisville Courier-Journal, Bobby Boss, Scott Dudgeon
Creative rental ad. Catchy good color.
Second Place - Louisville Courier-Journal, Jamie Moreland, Britany Baker
Top 2/3 of ad says "tranquil beauty" just like headline.
Third Place - Louisville Courier-Journal, Demetrius Bookar
Tower photo was striking and imposing, but the "look inside" was warm and inviting.

Category 9 - Clothing Stores

First Place - Louisville Courier-Journal, Bobby Boden, Britany Baker
Illustration speaks to the market. Logos on locker clever. Child is appealing.
Second Place - Louisville Courier-Journal, Pamela Crenshaw, Britany Baker
Clean and elegant. Good range of appeal. Good flow.
Third Place - Louisville Courier-Journal, Jessica Hosch, Robert Pieroni
Nice variety of products. Fun.

Category 10

Multiple Advertiser/"Sig" Page

First Place - Lexington Herald Leader, Billy French, Julie Lowe
Individual ads were simple so it didn't overpower. Simple photo and headline didn't detract from ads.
Second Place - Lexington Herald Leader, Billy French, Kendal Butler

Textured background helped separate ads and make them come off page.

Third Place - Messenger Inquirer, Staff
Clean small spaced ads. Good color variations.

Category 11 - Creative Use of the Newspaper

First Place - Louisville Courier-Journal, Britany Baker
Good use of primary colors. Appeals to family and children. Good placement of coupon offer.
Second Place - Lexington Herald Leader, Chuck Mullins
Good auto blitz graphic targets your attention. Good clean layout of sponsor advertisers ads.
Third Place - Lexington Herald Leader, Savannah Hinds, Keith Stephens
\$5,000 in gas grabs your attention.

Category 12 - Entertainment/Dining

First Place - Louisville Courier-Journal, Rachel Evans, Robert Pieroni
Focused photo in the foreground against even greater selection in background. Photo tells story.
Second Place - Louisville Courier-Journal, Jessica Hosch, Heather Hemelgarn
Cute, funky graphics, matches the "deli."
Third Place - Louisville Courier-Journal, Steve Stivers, Kim Hampton
Very creative use of type to create the product in age. Restaurant name prominent and repeated.

Category 13 - Special Sections

First Place - Lexington Herald Leader, Staff
Local, local!! Good photos, clean layouts, easy to read.
Second Place - Lexington Herald Leader, Russell Manseau, Tanya Tyler, ACS Staff
Good flow, easy to read. Lots of advertising support.
Third Place - Messenger Inquirer, Staff
Different approach to broad community section. Interesting way to look at history. Open to all categories of advertisers.

Category 14 - Group Promotions

First Place - Paducah Sun, Donna Turner, Victoria Caldwell
Art at top is striking. Map is useful to readers.
Second Place - Louisville Courier-Journal, Damon Von Rocan, Scott Dudgeon
Presented in good layout.
Third Place - Lexington Herald Leader, Julie Lowe, ACS Staff
Illustration appeals to younger demo.

Category 15 - Holiday Greeting Ads

First Place - Louisville Courier-Journal, Kim Hampton, Robert Pieroni, Juanita Turpin
Stunning and dramatic artwork! Good

Take a Hike!
 Hiking Trails and Grounds open sun up to sun down
 Meeting Facilities and Field Trips - Call for arrangements
 Office Hours: Monday-Friday, 8:30am to 4:30pm

Creasey Mahan
 12501 Harmony Landing Road
 Goshen, KY 40026
 1 Mile North of U.S. Hwy. 42 (in Oldham County)
 502-228-4362

Above: Steve Stivers of the Louisville Courier-Journal took home first place for this ad in Category 22 - Sporting Goods/Athletics for daily class 3. Right: Good local photos and an easy-to-read layout were some of the reasons the judges gave first place in Category 13 - Special Sections to the staff of the Lexington Herald-Leader.

BEHIND THE COUNTER

Also inside ...

Lexington Catholic High School
 Fifth Third Bank

branding.

Second Place - Louisville Courier-Journal, Sara Clark, Scott Dudgeon

Family photograph evokes the warmth of the holiday.

Third Place - Messenger Inquirer, Krystal Caudill, Katrina Watts
 Clever headline, good clean small space ad.

Category 16 - Agriculture/Lawn and Garden

First Place - Lexington Herald Leader, Chuck Mullins

Good ad design, creative theme.

Second Place - Lexington Herald Leader, Trang Nguyen

Good headline with effective illustrations.

Third Place - Louisville Courier-Journal, Mark Simon, Heather Hemelgarn

Striking use of color in small, horizontal space.

Category 17 - Classified Page/Section

First Place - Lexington Herald Leader, Connie Holman, Russell Manseau

Great real estate section, chock full of useful information.

Second Place - Messenger Inquirer, Staff, Kerry Driskell

Nice header, like the use of local people in photos, testimonials.

Third Place - Louisville Courier-Journal, Staff

Category 18 - Special Publications

First Place - Louisville Courier-Journal, Staff

Appealing, positive content. Good variety of advertisers. Appeal is to parents and grandparents.

Second Place - Louisville Courier-Journal, Creative Services

Targeted market, upper class to attract specific upscale advertisers.

Third Place - Messenger Inquirer, Staff, Special Publications

Good overall guide to community.

Category 19 - Best Use of Color

First Place - Louisville Courier-Journal, Sara Norris, Britany Baker

Ad stood out among others in a category of solid entries.

Second Place - Lexington Herald Leader, Teresa Vander Molen, Trang Nguyen

Synchronized color with product. Bold layout.

Third Place - Louisville Courier-Journal, Bruce Thomas, Robert Pieroni

Inset boxes added diversity to serene background.

Category 20 - Best Ad Series

First Place - Louisville Courier-Journal, Debbie Rose, Heather Hemelgarn

Good continuous theme (holidays), colorful, fun art.

Second Place - Louisville Courier-Journal, Rachel Evans, Britany Baker

Personal appeal, tying in local establishments and people. Solid series.

Third Place - Louisville Courier-Journal, Sam Nugent, Robert Pieroni

Good logo treatment, look stayed consistent even the flowers changed.

Category 21 - General Miscellaneous

First Place - Messenger Inquirer, Krystal Caudill, Katrina Watts

It's big. Like the Discover down left hand side.

Second Place - Louisville Courier-Journal, Lauren Kempf, Britany Baker

Nice use of pool line interspersed with

copy. Kids are appealing.

Third Place - Louisville Courier-Journal, Brent Dierson, Demetrius Bookar

Category 22 - Sporting Goods/Athletics

First Place - Louisville Courier-Journal, Steve Stivers

Great headline. Graphics effective.

Second Place - Messenger Inquirer, Hope Kuegel, Vickie Nelson

Effective way to traditional newspaper layout, eye flows naturally.

Third Place - Louisville Courier-Journal, Brent Dierson, Demetrius Bookar

Bid bold colorful!!

Category 23 - Special Events

First Place - Messenger Inquirer, Krystal Caudill, Katrina Watts

Good illustration! Intense color!!

Second Place - Lexington Herald Leader, Teresa Vander Molen, Tanya Tyler

Focus on congregation, info presented well and nice support.

Third Place - Messenger Inquirer, Krystal Caudill, Katrina Watts

Black and white actually effective here with stark illustration.

Category 24 - Best Newspaper Promotion

First Place - Messenger Inquirer, Robin Byars, Stephanie Flowers

Creative. Good photos, says more with less.

Second Place - Messenger Inquirer, Beck Glenn, Stephanie Flowers

Targets to specific interests with story and photo refers.

Third Place - Kentucky Enquirer, Scott Fitzpatrick

Like the emphasis on the photos to promote online and community.

Associate Newspapers

Category 1

Department/Discount/Jewelry Stores

First Place - Medical Leader, Ginger Caudill, Lisa Blackburn
 Second Place - The Messenger, Debbie McCord, Tisha Mitchell
 This was First Place until we saw a misspelled word.
 Third Place - Ft. Campbell Courier, Dawn Granstaff, Emily Estes

Category 2 - Automotive

First Place - The Messenger, Debbie McCord, Tisha Mitchell
 Well done with white space, color use and reproduction.
 Second Place - Ft. Campbell Courier, Kristi Hockensmith, Regina Henderson
 Almost too much green hurt this one.
 Third Place - Murray State News, Tonya Wirgan

Category 3 - Hardware/Appliance Stores

First Place - The Messenger, Debbie McCord, Tisha Mitchell
 Gotta watch photo reproduction. A little fuzzy, but love the layout.
 Second Place - Murray State News, Stephanie Buford
 Nothing fancy, just nice and simple.
 Third Place - Ft. Campbell Courier, Dawn Granstaff, Donna Cumbee
 Almost a second place but logo not very clear.

Category 4 - Financial

First Place - Ft. Campbell Courier, Kristi Hockensmith, Regina Henderson
 Page placement helps with an attractive ad.
 Second Place - Murray State News, Stephanie Buford
 Third Place - College Heights Herald, Kristin Bond

Category 5 - Professional Services

First Place - Medical Leader, Erica Slone, Kathy Adkins, Hunt Cooper
 Second Place - Medical Leader, Kathy Adkins, Ginger Caudill
 Second Place - The Northerner, Brianna Bodine
 Third Place - Kentucky Kernel, Danielle Cause

Category 6 - Food, Drug, Liquor

First Place - The Messenger, Debbie McCord, Tisha Mitchell
 Clean uncluttered ad. Straight to the point.
 Second Place - Kentucky Kernel, Danielle Cause

Ad caught our attention!!
 Third Place - Kentucky Kernel, Danielle Cause
 Clean simple ad. Ad does nice job standing out on a page with several good ads.

Category 7 - Furniture

First Place - Ft. Campbell Courier, Richard Wimsatt, Mary Reid
 Ad stands out as well as a color ad. Striped chair is great. Gray and white is great.
 Second Place - Ft. Campbell Courier, Richard Wimsatt, Mary Reid
 Different non-traditional look. Nice.
 Third Place - Ft. Campbell Courier, Lee Ann Seitz, Emily Estes
 Lots of color and excitement but it was nicely done.

Category 8 - Real Estate

First Place - Kentucky Kernel, Danielle Cause
 Nice structured ad, using illustrations and copy to describe the location, the most important factor in Real Estate.
 Second Place - Kentucky Kernel, Josh Goodyear
 Clean, clear ad showing readers what is available, good reversed ad.
 Third Place - Ft. Campbell Courier, Richard Wimsatt, Mary Reid
 Ad shows the floor plan of home to make an easy choice for the reader.

Category 9 - Clothing Stores

First Place - Ft. Campbell Courier, Dawn Granstaff, Regina Henderson
 Attention grabber! Nice use of vehicle headline. One of the best ads in the entire contest.
 Second Place - Kentucky Kernel, Danielle Cause
 Nice use of gray scale, simple.
 Third Place - Kentucky Kernel, Danielle Cause
 Cute! it was the perfect green.

Category 10

Multiple Advertiser/"Sig" Page

First Place - Kentucky Kernel, Staff
 Awesome color on both first and second place ads. Ad were very well done.
 Second Place - Kentucky Kernel, Staff
 Again, great color and layouts. (Buddy's ad is great!)
 Third Place - Ft. Campbell Courier, Staff, Mary Reid
 Great layout and idea.

Category 11

Creative Use of the Newspaper

First Place - Ft. Campbell Courier, Mary Chambers, Regina Henderson
 Second Place - Murray State News, Brent

Bauscher
 Third Place - Ft. Campbell Courier, Richard Wimsatt, Mary Reid

Category 12 - Entertainment/Dining

First Place - Medical Leader, Erica Slone, Kathy Adkins
 Awesome awesome color!!! Thanks for not ruining ad with too much ad copy.
 Second Place - Ft. Campbell Courier, Janae Johnson, Mary Reid
 Cute ad.
 Third Place - Ft. Campbell Courier, Janae Johnson, Mary Reid
 Cute 50's style Las Vegas ad. It looks nice.

Category 13 - Special Sections

First Place - College Heights Herald, Nicole Koestel, Matt Rountree
 Nice overall looking section. Color and ads are great.
 Second Place - Ft. Campbell Courier, Staff, Regina Henderson
 Nice, easy to use, easy to read recipes. We're sure your readers enjoyed the section.
 Third Place - Ft. Campbell Courier, Staff, Mary Reid
 Non-traditional section. Like double truck, lots of ads!!

Category 14 - Group Promotions

No Entries

Category 15 - Holiday Greeting Ads

First Place - Medical Leader, Ginger Caudill, Hunt Cooper
 Awesome photo, copy color and size are perfect.
 Second Place - Murray State News, Chia-Hung Chang
 Unique ad, cookies are great.
 Third Place - Ft. Campbell Courier, Mary Chambers, Regina Henderson
 The "real" tree in background works.

Category 16

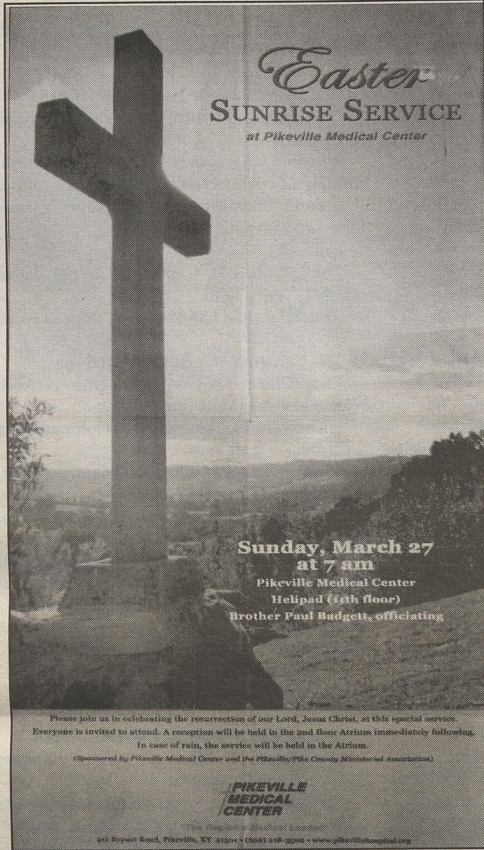
Agriculture/Lawn and Garden

First Place - The Messenger, Debbie McCord, Tisha Mitchell
 Clean layout, good use of color.
 Second Place - Medical Leader, Erica Slone, Lisa Blackburn
 Good use of white space, graphic draws reader in.
 Third Place - Medical Leader, Erica Slone
 White space and graphics make the ad pop on the page.

Category 17 - Classified Page/Section

First Place - Ft. Campbell Courier, Staff
 Easiest to read and follow of all the entries.
 Second Place - Medical Leader, Lisa Blackburn
 All display ads were set very nicely and

ASSOCIATE NEWSPAPERS



Above left: Ginger Caudill and Hunt Cooper of the Medical Leader received first place honors for Category 15 - Holiday Greeting Ads in the associate newspaper division. Judges called the photo "awesome." Above left: Above right: Stephanie Buford of the Murray State News captured first place for this ad in Category 18 - Special Publications. Judge said this entry possesses an "attractive cover, clean, crisp ads and layout."

neatly.

Third Place - College Heights Herald, Jessica Evangelist
Cute classified banner. Classifications banners were easy to read.

Category 18 - Special Publications

First Place - Murray State News, Stephanie Buford
Attractive cover, clean, crisp ads and layout.

Second Place - Murray State News, Stephanie Buford

Third Place - Medical Leader, Erica Slone, Kimberly Frasure

Category 19 - Best Use of Color

First Place - Medical Leader, Erica Slone, Kathy Adkins
Beautiful!!!

Second Place - Ft. Campbell Courier, Mary Chambers, Regina Henderson

Third Place - Ft. Campbell Courier, Janae Johnson, Mary Reid

Category 20 - Best Ad Series

First Place - Kentucky Kernel, Danielle Cause

Awesome idea. Great one column vehicle ads. Ads stood out the best.

Second Place - College Heights Herald, Staff

Ads were great, lost a little with reproduction.

Third Place - College Heights Herald, Marcellas Neel

Great layout and use of spot red.

Category 21

General Miscellaneous

First Place - College Heights Herald, Staff
Great photo art. Love the font.

Second Place - Murray State News, Matt Martini

Simple ad, good use of white space.

Third Place - Ft. Campbell Courier, Dawn Granstaff, Mary Reid

We liked how white notepad stood out on gray background.

Category 22 - Sporting Goods/Athletics

First Place - The Messenger, Debbie McCord, Tisha Mitchell

Festive.

Second Place - Ft. Campbell Courier, Stacie McCormack

Informative.

Third Place - Kentucky Kernel, Katherine, Toms

Good use of small space.

Category 23 - Special Events

First Place - The Northerner, Brianna Bodine

Could have benefited with the use of color.

Second Place - College Heights Herald, Staff

Simple and elegant.

Third Place - College Heights Herald, Staff
Clever headline.

Category 24

Best Newspaper Promotion

Certificate of Merit - Ft. Campbell Courier, Mary Chambers, Regina Henderson

ADVERTISING EXCELLENCE IN KENTUCKY NEWSPAPERS CONTEST 2005

TOP CLIPS
Family Hair Care Center
New Management
Top Experience
DRY RIDGE OUTLET CENTER • 659-244-1669

THE GRANT COUNTY EXPRESS
GRANT COUNTY, KENTUCKY - November 19, 2005

Kentucky Unveils Breast Cancer Awareness License Plate

000000
Driving for a Cure

DO NOT PASS

ON THESE UNBELIEVABLE USED CAR DEALS

Everyone Starts at Mike Albert's Amazing Deals Center of Florence

100% GUARANTEED APPROVAL NO MONEY DOWN AVAILABLE

\$2500 Push, Pull or Tow On Any Trade!

Mike Albert's Amazing Deals Center of Florence
859-526-6400 • 1-800-356-8073

Grant County News

JACK BURFORD on the highway to retirement
859-623-3590 or 1-800-338-6993

MADISON COUNTY ADVERTISER

Hays Furniture, a tradition of high quality, personal service

CHOOSE COMPASSIONATE CARE FROM A CHIROPRACTOR YOU CAN TRUST

FORME MEDICAL/REHAB & BOOK CHIROPRACTIC

Auto Injuries

Neck Pain

626-8833

Dr. Steven E. Book, DC
5008 Atwood Dr. Suite 4
Richmond

Dump digital cable and save about \$29/mo. with DISH Network

Home Tech Solutions, Inc.
Local Number (859) 625-9190
TOLL FREE 888-958-3300

Richmond Register

Weekly - TMC

Category 25 - Best TMC Product

First Place - Grant County News, Janet McKee, Diana Morgan

Very nice TMC. Great ad and news content, good reproduction. Strong ad content and mix of advertisers in publication.

Second Place - Cynthiana Democrat, Staff

Good ad count, clean, nice job including event composites.

Third Place - Central Kentucky News Journal, Staff

Liked the "coupon insert." Wished there was a little more color, but still nice overall. Organized section.

Daily - TMC

First Place - Richmond Register, Staff

Like the blend of local and general interest stories to draw reader in.

Second Place - Messenger Inquirer, Retail Advertising, John Shelton

Local calendar and entertainment news appealing. Full classified section too.

TMC PRODUCTS

MAY 2006

GENERAL EXCELLENCE

Weekly Class 1

1st  2nd Lyon County Herald Ledger
3rd Trimble Banner

Weekly Class 2

1st  2nd Springfield Sun
3rd LaRue County Herald News

Weekly Class 3

1st  2nd Cynthiana Democrat
3rd Tribune Courier

Multi-Weekly

1st  2nd Kentucky Standard
3rd Sentinel News

DAILY CLASS 1

1st  2nd Murray Ledger & Times
3rd Times Tribune

DAILY Class 2

1st  2nd The Advocate Messenger
3rd Bowling Green Daily News

DAILY CLASS 3

1st  2nd Lexington Herald Leader
3rd Messenger Inquirer

ASSOCIATE

1st  2nd Medical Leader
3rd Kentucky Kernel