

**2002 MFCP Ad Contest
Presented April 11th, 2003**

Overall the judges were impressed with the quality of the entries. Many of the categories were tough to judge, and small things made the difference between earning an award. Color continues to be on the increase, as well as quality of the layouts. In most all situations, the judges had to choose from many possible winners. Judging was not easy; they had to select from the very best.

Make sure you view the entries on display, there are some really terrific ads and ideas that you could use in your market.

Category 1 - Best Single Ad - Black and White
Division 1 - Small Ads

3rd Place - PennySaver, Tinley Park, IL * Jamik Luxury Kitchen and Bath. The photo of the before and after show the benefit of their service and the copy gives the reader plenty of information.

2nd Place - Eastern Iowa Shopping News, Dyersville, IA * Johnny B Goods. The shape of this ad and the ad frame really stand out and carries the theme of the restaurant.

1st Place - Chiefland Shopper, Perry, IA * Dallas County Cattleman's Banquet. The large shadow graphic will surely grab the readers attention.

Division 2 - Medium Ads

HM - Humboldt Reminder, Humboldt, IA * Gary's Mens Wear. Everyone's dream ad. There will not be a single person who reads the paper that will not notice and read this ad promoting Gary's January Sale.

3rd Place - Humboldt Reminder, Humboldt, IA * Oak's Garden Spot. The theme of this ad is shown in the ads border.

2nd Place - Chiefland Shopper, Perry, IA * Perry State Bank. The large headline and graphic add to the message in this ad. Because the offer is also large, it helps inform the reader quickly.

1st Place - The Shopper, South Holland, IL * Dunhill Tuxedos. This ad is an attention getter and leads the readers right to the special.

Division 3 - Large Ads

HM - Chiefland Shopper, Perry, IA * The Perry Mall. A strong patriotic message that is done tastefully.

3rd Place - Pennysaver, Grinnell, IA * Grinnell State Bank. The sweet corn graphic screened in the background says it all. Come and get it...good hot fresh sweet corn.

2nd Place - The Advertising Guide, Storm Lake, IA * Boz Wellz. A unique ad using hairstyles of the owner of the restaurant over the years to promote Mothers Day at the Restaurant.

1st Place - Calhoun County Reminder, Rockwell City, IA * West 66. The picture of the toilet used to promote a radiator flush service was clever. This ad surley created results for the service center.

Category 2 - Best Single Ad - Color

Division 1 - Black plus one color - small ads

3rd Place - Reminder, Belmond, IA * Belmond Health Care Center. The color on this ad is very dominate and makes it pop off the page.

2nd Place - Mason City Shopper, Mason City, IA * LD's Filling Station. The color and artwork used in this ad is appealing to the reader.

1st Place - Chiefland Shopper, Perry, IA * This ad shows that you do not have to use too much color. The simple red color on the balloon drives the 1st Anniversary message.

Division 2 - Black plus one color - medium ads

3rd Place - Tri County Shopper, Bloomfield, IA * South Ottumwa Savings Bank
Good use of one color and screens to carry the theme of the ad.

2nd Place - Humboldt Reminder, Humboldt, IA * Humboldt Trust and Savings Bank. This ad is laid out very well. The color draws the attention to the message.

1st Place - Grant Iowa Lafayette Shopping News, Platteville, WI * Clothes for Him. A real clean ad with a good use of color. Very crisp and inviting.

Division 3 - Black plus one color - large ads.

3rd Place - Grant Iowa Lafayette Shopping News, Platteville, WI * Al's Auto Service. Nice blue color. It complimented the message.

2nd Place - Humboldt Reminder, Humboldt, IA * Shoppers Supply. Perfect artwork and color choice for what they are selling.

1st Place - Grant Iowa Lafayette Shopping News, Platteville, WI * Local Rescue Squads. This ad contains a strong message and the way that the ad is laid out delivers that message.

Division 4 - Black plus 2 colors.

3rd Place - The Round-Up, Adel, IA * Ben Franklin. The half off offer is dominate and even though the ad has a lot of information, it is still easy to read.

2nd Place - The Family Flyer, Crown Point, IN * Kubiak's Service. Nice crisp and clean color ad. States the obvious.

1st Place - Freeport Shopping News, Freeport, IL * Martini's on Main. Creative use of color and text with a non traditional ad frame. The white space also enhances this ad.

Division 5 - Black plus 3 colors or process color

3rd Place - The Dubuque Advertiser, Dubuque, IA * Czipars Orchard. Excellent use of color and theme for the apple festival.

2nd Place - Pennysaver, Grinnell, IA * Grinnell State Bank. Clever use of a Monopoly board to get the message delivered.

1st Place - Pennysaver, Grinnell, IA * Grinnell State Bank. Great photo. Catches the readers attention. Very Clever. Good use of white space.

Category 3 - Best Advertising Promotion

Division 1 - Promotions appearing as run of the paper.

3rd Place - Pennysaver, Grinnell, IA * This Old Home. Very clever layout. This ad was clean and easy to follow.

2nd Place - Eastern Iowa Shopping News, Dyersville, IA * It's Tee Off Time. Really clean and readable. Great border, surely to attract golfers.

1st Place - Grant Iowa Lafayette Shopping News, Platteville, WI * Grant County Fair. Very festive. Good content. A lot of color and fairs should have a lot of color.

Division 2 - Promotion appearing as a Special Section

3rd Place - Grant Iowa Lafayette Shopping News, Platteville, WI * Entertainment Guide. This guide was informative with a nice cover. Good layout throughout. Also used editorial copy to add to the readership of this section.

2nd Place - Eastern Iowa Shopping News , Dyersville IA * Beautiful Babies. Process color was used on every page. Great community participation and was surely a keepsake. A beautiful section. Put together extremely well.

1st Place - Freeport Shopping News, Freeport, IL * 2002 Spring Fix Up
From a homeowners perspective, there was a lot of good information. A must read for the homeowner, and that means results for the advertisers.

Division 3 - Promotion Distributed other than in the paper

All of the following pieces used color and quality paper to enhance the image of these special sections. All of the individual ads and editorial were done well, and that carried through to pagination. They all had great print quality and the pressman should be complimented. It was tough to choose a clear winner as they were all great.

HM - Midweek Publications, West Fargo, N. Dakota * Fargo-Moorhead Magazine.

3rd Place - Midweek Publications, West Fargo, N. Dakota * Moorhead Pride 2002.

2nd Place - Midweek Publications, West Fargo, N. Dakota * Focus on Fargo.

1st Place - Northwest Iowa Shopper, Spencer, IA * Explore Spencer.

CATEGORY 4 - BEST COVER PAGE

Division 1 - Black Only.

Both of these black only covers were simple and to the point. Good print quality.

2nd Place - Algona Reminder, Algona, IA * Ask the Experts.

1st Place - Calhoun County Reminder, Rockwell City, IA * 2002 Bridal Guide.

Division 2 - Black plus one color.

2nd Place - Algona Reminder, Algona, IA * Fall and Winter Car Care. Good choice of color for this cover. Graphics were neat.

1st Place - Algona Reminder, Algona, IA * 2002 Spring Home Improvement
Very eye catching. Good use of color. The readers will know what this section is all about in a single glance.

Division 3 - Black plus 2 colors

2nd Place - The Advertising Guide, Storm Lake, IA * 2002 Holiday Gift Guide. This had a really nice background color and Santa graphics to entice the readers.

1st Place - The Advertising Guide, Storm Lake, IA * 2002 Holiday Gift Guide.
The Reindeer Graphic was really cute and funny. Good use of screens.

Division 4 - Black plus 3 colors or process color

3rd Place - The Shopper, South Holland, IL * Auto Home and Garden. This cover uses relevant photos in the text to bring out the theme. Simple pictures that work well to drive the message in the text.

2nd Place - Press Citizen-Shopper, Des Moines, IA * Festa Italiana. A quick, fun, clean and simple cover with great color.

1st Place - Story County Advertiser, Ames, IA * Spring & Summer Sports. Nice images with good print quality. Hits a wide range of interests.

Category 5 - Best Ad Series.

1st Place - The Round-up, Adel, IA * A really clean ad series with a continuity of theme. The use of process color really adds to the effectiveness of this ad series.

Category 6 - Best Automotive Ad

Division 1 - Black Ink

2nd Place - Algona Reminder, Algona, IA * Elbert Chevrolet. Nice and straightforward. Here's the car, here's the price.

1st Place - Calhoun County Reminder, Rockwell City, IA * Shimkat Motor.
A lot of cars, organized well. Clever headline. Carried the artwork throughout the ad. Showed the vehicles well.

Division 2 - Black plus one color.

3rd Place - Chiefland Shopper, Perry, IA * McKee Auto. Very visual. The "Zero's" Really stood out and projects the message.

2nd Place - Pennysaver, Grinnell, IA * Lafrenz Motors. We saw the cars clearly. This ad was easy to read.

1st Place - Home Magazine, Mankato, MN * Heintz Auto Center. Really great ad using the color to highlight the price. Using the top half of the full page to show one car really dominated the ad, and the bottom half shows other cars they have available.

Division 3 - Black plus 2 or more colors.

3rd Place - Pennysaver, Grinnell, IA * Clemons. The screened pennies in the background tied into the ad well. The color showed the cars off and even with a lot of information, the information stands out.

2nd Place - Algona Reminder, Algona, IA * Kemna Auto Centers. The graphics enhance the message of this ad. Well put together. The sale dates and hours were unique and the gloss paper made the colored ink stand out.

1st Place - Freeport Shopping News, Freeport, IL * Good use of the 2 page spread. All of the cars faced into the ad. Nicely organized. Prices were easy to read. The price and monthly payment were listed. It also merged the two stores that they own together into one great ad.

Division 4 - Parts/Service

3rd Place - The Dubuque Advertiser, Dubuque, IA * Jiffy Lube. Crisp, clean and sharp. The large logo tells what the ad is about. Strong coupon offers.

2nd Place - PennySaver, Cedar Rapids, IA * Tuffy Auto Service. Effective use of colors. By using different colors on the coupons, it makes them stand out. The Christmas theme added to the effectiveness.

1st Place - Press Citizen-Shopper, Des Moines, IA * Toyota of Des Moines. An easy simple to read ad. Big font on the price points. Good of use of graphics.

Category 7 - Best Classified Promotion

3rd Place - The Shopper, South Holland, IL * Find the Fake. This promotion showed a lot of planning and multiple ads helped to promote it. Each one helped to make this a great classified promotion.

2nd Place - Pennysaver, Grinnell, IA * Wash your hands. Sometimes we need to find other ways of saying what we mean to attract attention. Wash your Hands does just that.

1st Place - The Round-Up, Adel, IA * Sell It. This large dominate ad says it all. And by the way, use the Round-Up to "Sell It."

Category 8 - Best Grocery Ad

Division 1 - Black ink

3rd Place - Boone Today, Boone, IA * Hy-Vee. This is a very clean ad with nice photos. Great to show the community that you are proud of your employees.

2nd Place - The Shopper, South Holland, IL * Zeldenrust. Nice text, Good photos and a Strong header.

1st Place - The Shopper, South Holland, IL * Village Farm Stand. Really neat use of reverse and non-reverse on the header. An easy and readable ad.

Division 2 - Black plus one color.

3rd Place - Chiefland Shopper, Perry, IA * Hy-Vee. Easter is an easy time to use purple in a grocery ad. The large comic bunny was really cute and tied into the theme.

2nd Place - Chiefland Shopper, Perry, IA * Hy-Vee. The ad will make you think that Cupid does shop there. The items are all Valentine related. The tall ad really stands out. Good use of gradient screen background.

1st Place - Humboldt Reminder, Humboldt, IA * Fareway. This ad has really sharp color. The grilling graphics on the border and in the ad tie in well with the Memorial Day Sale. Large price points.

Division 3 Black plus 2 colors

2nd Place - The Advertising Guide, Storm Lake, IA. * Hy-Vee. Good crisp clean color. The coupons stand out at the bottom.

1st Place – The Advertising Guide, Storm Lake, IA * Fareway. This is a great ad. Simple without all the clutter. The central graphic and item draws the attention to the middle of the ad.

Division 4 Black plus process color.

3rd Place - Jasper County Advertiser, Newton, IA * Hy-Vee. This bag sale ad worked well as it really looked like a bag. Usually bag sales are an actual bag as an insert, but this ad gets the job done. The yellow drop shadow on the offer really stands out.

2nd Place - Community News Advertiser, Coralville, IA * Hy-Vee. Really cool ad. The orange in the background and football player artwork make this ad a winner, even if the Hawkeyes couldn't win the Orange bowl.

1st Place - The Shopper, South Holland, IL * Fairway. Not too cluttered, but a lot of information in this simple layout.

Division 5 - Separate Section Black ink plus one or two colors.

*****No Entries*****

Division 6 - Separate Section with process color.

2nd Place - Midweek Publications, West Fargo, ND * Leever's Super Valu.

1st Place - Midweek Publications, West Fargo, ND * Leever's Super Valu.

Category 9 - Best Self Promotion

Division 1 - Ads in your paper.

3rd Place - Jasper County Advertiser, Newton, IA * Look Away. Eye catching and clever. Got message out easily.

2nd Place - Tri County Shopper, Bloomfield, IA * No Butt's About It. Tell me you wouldn't read this ad. Babies are great way to get attention, especially bare butt babies. Caused the judges to "Crack" a smile.

1st Place - Tri County Shopper, Bloomfield, IA * What the... Really unique and clever contest. The readers really responded with great pictures. We are sure that the paper had a lot of fun with this one.

Division 2 - Promotion other than in the paper.

3rd Place - The Family Flyer, Crown Point, IN * Happy Holidays Greeting Card. Done very well. Instead of buying generic cards, they spent a little extra and had one printed.

2nd Place - Press Citizen-Shopper, Des Moines, IA * TV Spot. A good strong message and was tastefully done.

1st Place - The Family Flyer, Crown Point, IN * Here's my card. The Family Flyer used their card on the cover of this business card promotion, creating a great self promotion opportunity.

Division 3 - Best Self Promotion of your Internet Site.

*****No Entries.*****

Division 4 - Best Home Page

Both of these home pages were done well.

2nd Place - Midweek Publications, West Fargo, ND

1st Place - The Dubuque Advertiser, Dubuque, IA

Category 10 - Best Banner/Masthead

3rd Place - Tri County Shopper, Bloomfield, IA * Simple and clean.

2nd Place - The Shopper, South Holland, IL* Great color and eye-catching. A good play on words. Draws attention to ads inside.

1st Place - Freeport Shopping News, Freeport, IL * Really patriotic and well done. Not cluttered with other ads, etc.

Category 11 - Best Community Service

3rd Place - Midweek Publications, West Fargo, ND * Sympathy and Understanding. Took a lot of courage to put together a piece like this. A caring and tasteful production.

2nd Place - Tri County Shopper, Bloomfield, IA * Don't drink and drive. Great message and direct and to the point.

1st Place - Jasper County Advertiser, Newton, IA * Go Cards. Color stood out. A neat idea. Good advertising support for this project.

Category 12 - Most Improved Publication

The Family Flyer, Crown Point, IN.
Improvements were made in the entire publication. It showed that this publication is maturing.

Category 13 - General Excellence

Division 1 - For papers that carry news

Hillsboro Free Press, Hillsboro, KS

The layout was superior and consistent. It was very easy to read. Good selection of community news. A great paper.

Division 2 - For papers that are 100% advertising

The Shopper, South Holland, IL

This publication uses color really well. Overall quality was superior. This publication was the least cluttered. Ads did not seem to get lost in it. A super publication.

CATEGORY 15 - Ad Creation Contest

The five winners were:

Boone County Shopper, Belvidere, IL - Shelley Wascher

Chiefland Shopper, Perry, IA - Linda Schumacher

Home Magazine, Mankato, MN - Shirley Marek

Jasper County Advertiser, Newton, IA - Karrie Nuzum

Freeport Shopping News, Freeport, IL - Christine Gitz

Super Bloopers

1. The Grant, Iowa, Lafayette Shopping News in Platteville, WI found a way to help Rande Chevrolet save on rebates. Make sure the rebate offer ends before the ad is published.
2. The folks at Midweek Publications in West Fargo, ND were so pleased with the first section of "Moorhead Pride 2002" that they printed it twice...in the same booklet. They did get a second chance to get it right.
3. The Press Citizen-Shopper in Des Moines, IA ran this picture. You can decide why.
4. The Tri-County Shopper in Bloomfield, IA is now into telling the future and they even have pictures. According to the paper the baby in this ad was born 24 days AFTER the picture appeared in the paper.
5. The Story County Advertiser in Ames, IA ran an entire press run (25,000 publications) with a virtually blank front page. The darkroom erred when outputting the film and the pressroom didn't notice that the ad was missing a business name as well as ¾ of the ad copy. All 25,000 were printed, inserted AND delivered to carriers. Needless to say, once it was discovered by the Advertiser office, the front section was completely reprinted, bundled and redelivered to all carriers.
6. **Feel Good Ad**
Grant, Iowa, Lafayette Shopping News in Platteville, WI run ads to make their readers "smile" – "Puppy Love" is a real winner.
7. **Feel Good Ad**
The Tri-County Shopper in Bloomfield, IA runs a picture caption contest. Each week they have a new picture and last week's picture with the winning caption. Here are a few of the winners.
(Read the caption on each of the ads)