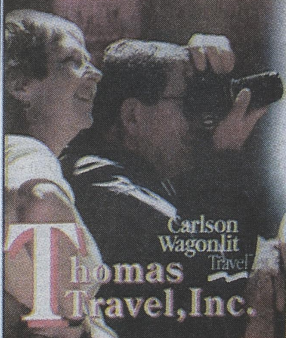


Per. Dept.
PN
4700
.k 240
v. 73
no 5
5461
232

UNBOUND PERIODICALS COLLECTION

Experience
• PARIS
• GERMANY
• NORWAY
• RUSSIA
• SWITZERLAND
• AUSTRIA
• NETHERLANDS

We've been there...
Let us take you there!



Carlson Wagonlit
Travel
Thomas Travel, Inc.
1922 Lebanon Road Danville, NC • (800) 433-2842
236-0000

2002 Advertising Contest

The Kentucky Standard
CENTENNIAL HISTORY BOOK
1900-2000
HISTORY

THE KENTUCKY STANDARD.

Come By
The Castles Record
Halloween Night Nov.

HALLOWEEN PHOTOS
Wednesday, October 31st
5:00 p.m. - 8:00 p.m.
58 Nunn Blvd.

Photos will be featured in the November
Issue of The Castles Record.

Sponsored by:



Category 1a - Special Features
Topic: World War II
Author: [Name]
Editor: [Name]
Date: [Date]

WORLD WAR II
60th Anniversary
1941-1945

The Community Standard

ARRISON SHOPPER
15,548 copies
Distributed Weekly

SCORE

GET IN THE GAME TODAY!

EXXON
NEW MARKET

Weekly Class 1

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Good color, different size of fonts, eye catching.
 Second Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Like the frame border, elegant look.
 Third Place - FULTON LEADER, Rita Mitchell/William Mitchell
 Like the rings leading the eye to the message. Eye-catching.

Category 2 - AUTOMOTIVE

First Place - GRAYSON JOURNAL ENQUIRER, Jeremy Cox
 Good color, nice processed color. A lot of info that's easy to read. Clarity of photos good!

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - GRAYSON JOURNAL ENQUIRER, Jeremy Cox
 Like the overlay. So much depth. Good use of screens for a black and white. A bit of color would have been good.
 Second Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton
 Good subtleties, red is eye-catching. Simple to read, enough info.
 Third Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton
 Kept it simple. What are you going to say about a water heater (hope you appreciate this advertiser)!

Category 4 - FINANCIAL

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Good use of color. Nice offset of info. Conveys feeling of stoicism.
 Second Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Quick message, caught eye, don't have to do a lot of reading.
 Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Stacking of fonts, different sizes, skipped from top to telephone number to logo though. Lots of words.

Category 5 - PROFESSIONAL SERVICES

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Sharp and simple. Gets your attention. Artwork says it all, good white space.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/John Shelton
 Stands out, like the dated look, shows the longevity of company.
 Third Place - TIE - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas

fonts, short and simple.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/John Shelton
 Item in color, targeting kids. Effective, full. Like backgrounds.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/John Shelton
 Cute title. Graphic is funny. Simple layout.

Category 7 - FURNITURE

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Third Place - FLEMINGSBURG GAZETTE, Susan Allison/Tisha Thomas
 Honorable Mention - FULTON LEADER, Rita Mitchell/Al Shannon

Category 8 - REAL ESTATE

First Place - FLEMINGSBURG GAZETTE, Tisha Thomas
 Good farm photos and use of reverse to keep reading.
 Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Original photo, good use of bold.
 Third Place - FLEMINGSBURG GAZETTE, Tisha Thomas
 Lots of info with some space. Pretty busy.

Category 9 - CLOTHING STORES

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/John Shelton
 Simple, good black and white.

Second Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Good graphic for small ad, 25% of name stands out.
 Third Place - FULTON LEADER, Rita Mitchell/William Mitchell

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - CAMPBELL COUNTY RECORDER, Staff
 So cute, so simple it's deceptive. Diaper focal point well done.

Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Nice set up. Sigs don't detract from artwork. Nice color combination.
 Third Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Ads in balls a good idea. Easy page to look at (for no photos and graphics).

Category 11 - CREATIVE USE OF NEWSPAPER

First Place - MCLEAN COUNTY NEWS, Staff
 Only entry fitting the criteria.

Category 12 - ENTERTAINMENT/ DINING

First Place - FLEMINGSBURG GAZETTE, Tisha Thomas
 Cool font, nice artwork, easy to read. Simple.
 Second Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Caught the eye, good use of white space.
 Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Simple, good use of heavy black with white space. This is effective.

Category 13 - SPECIAL SECTIONS

First Place - CAMPBELL COUNTY RECORDER, Staff
 Great idea. Cover and content eye-catching. Hard to put down. Articles looked interesting. Like modular ads, ads were interesting, not same font, good creativity.
 Second Place - CAMPBELL COUNTY RECORDER, Staff
 Layout is easy on eye, not too cluttered. Advertising did good job of making a publisher's dream come true.
 Third Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Love the cover. Good layout, simple,



The staff of the Campbell County Recorder won first place in the Weekly Class 1 multiple advertiser/"Sig" page category with this ad. "So cute, so simple it's deceptive," the judges said. "Diaper focal point well done."

Like the fonts and use of white space.
 Third Place - TIE - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Font large enough for everyone to read, like the top a lot. Color could have been better.

Category 6 - FOOD/DRUG/LIQUOR

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas
 Nice color, border is perfect. Good

"SINUS?"
 MAYBE IT'S ALLERGIES!
 In-office allergy testing
 Buffalo Trace Family Health Care
 (606) 849-2323

The Flemingsburg Gazette won first place with this ad in the professional services category. The Gazette took first in General Excellence among Weekly Class 1 papers.

2001 MODEL CLEARANCE
Carty Fannin
359 Main Street • Morehead, KY • (606) 784-6411

2001 Chevy Cavalier Coupe MSRP \$14,345 NOW \$11,995	2001 Pontiac Sunfire SE Coupe MSRP \$16,770 NOW \$13,995	2001 Buick Century Sedan MSRP \$26,050 NOW \$22,995	2001 Buick Impala LS MSRP \$21,585 NOW \$17,995
2001 Buick Regal LS MSRP \$24,217 NOW \$19,995	2001 Buick Park Avenue MSRP \$35,837 NOW \$29,995	2001 Buick LeSabre MSRP \$24,782 NOW \$20,995	2001 Chevy Malibu MSRP \$23,948 NOW \$21,500
2001 Pontiac Grand Am SE MSRP \$19,530 NOW \$15,995	2001 Pontiac Firebird Coupe MSRP \$19,300 NOW \$15,995	2001 Pontiac Montana Extended MSRP \$30,840 NOW \$26,995	2001 Chevy Monte Carlo LS MSRP \$21,953 NOW \$19,995
2001 Pontiac Aztek MSRP \$21,953 NOW \$18,995	2001 Chevy Camaro Coupe MSRP \$18,305 NOW \$14,995	2001 Pontiac Aztek MSRP \$23,035 NOW \$18,995	

The Grayson Journal Equirier won first in the Weekly Class 1 automotive category. The judges said: "Good color, nice processed color. A lot of info that's easy to read. Clarity of photos good!"

Nice work for a funeral home. Nice local remembrance and service to community. Honorable Mention - MCLEAN COUNTY NEWS, Teresa Revlett/John Shelton Graphics are nice, good color. Try leaving logos black,

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Great border. Good font to go with it. Background of color, stands out. Second Place - GRAYSON JOURNAL ENQUIRER, Jeremy Cox Right hand graphic with logo simple clean message. Third Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton Simple clean ad.

Category 17 - DISPLAY ADVERTISING
Certificate of Merit - MCLEAN COUNTY NEWS

Category 18 - SPECIAL PUBLICATIONS
NO ENTRIES

Category 19 - BEST USE OF COLOR

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Lots of different color, around the border keeps you in the ad. Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Good blend, clean, like the background. Smooth with lots of details. Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Looks like a light is on, pulls you into the ad. Honorable Mention - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Mixture of color well done.

Category 20 - BEST AD SERIES
First Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton Nice introduction of employees,

good background on photography.

Category 21 - GENERAL MISCELLANEOUS

First Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton Very cute. Creative. Good font, nice use of photo. Nice border, ads dominates the page. Very nice. Second Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton Great graphic. Draws attention, then brings you into copy. Good use of black. Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Good 3-sided way with graphic. Good graphic in general.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - MCLEAN COUNTY NEWS, Janice Miller/John Shelton Good border. Clever and it pulls the whole ad together. Second Place - FLEMINGSBURG GAZETTE, Tisha Thomas

Category 23 - SPECIAL EVENTS

First Place - GRAYSON JOURNAL ENQUIRER, Jeremy Cox Nice orange screen down the side, brings out the rest of the ad. Nice use of starburst. Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Janice Miller/John Shelton Clean and simple cover. Simple message throughout, easy to read. Third Place - MCLEAN COUNTY

Under New Management
Charlie's Place
Billiards & Grill
Family Oriented

- Full Service Pro Shop
- Weekly Pool Tournaments
- Full Service Grill
- Separate Arcade area for Youth
- Nice, clean, safe environment

Owners: Charles Brown, Frank Brown
212 Hill St, Livermore, CA 94550
Next to Post Office
270-278-4578

Bring in this ad for 1 hour of FREE pool or a FREE Coke

The McLean County News won first place among Weekly Class 1 papers in the sporting good/athletics category. The paper won second in General Excellence.

yet striking. Good depth to photography. Local content, nice use of space in pagination. Ads are different.

Category 14 - GROUP PROMOTIONS

First Place - FULTON LEADER, Rita Mitchell/Al Shannon Good use of space. One of a few times centered copy works. Nice head. Second Place - FULTON LEADER, Rita Mitchell/Al Shannon Like the graphic, easy to see, like the base at bottom of ad.

Category 15 - HOLIDAY GREETING ADS

First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Thomas Artist's work draws you into photo. Nice Christmas feeling. Good use of heavy black. Second Place - GREENUP COUNTY NEWS, Jeremy Cox Cozy winter feel. Holiday feel, nice color. Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/John Shelton Like background with other graphics.

NEWS, Teresa Revlett/Janice Miller/John Shelton Clean photo, good cover, layout nice use of white space. Nice photos throughout. Good thinking to make news photos look old.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - MCLEAN COUNTY NEWS, Staff Clean ad, good use of white space, nice use of matching picture holder with border corners. Second Place - MCLEAN COUNTY NEWS, Staff Nice background and good way to display several categories.

Category 1 - DEPARTMENT/

Weekly Class 2

DISCOUNT/JEWELRY STORES

First Place - CADIZ RECORD, Becky Boggess/Jennifer Wallace Small but very effective. Black border sets off well. Simply effective! Second Place - BEREIA CITIZEN, Teresa Scenters Artwork in black band effective. Third Place - BEREIA CITIZEN, Kristi Johnson Nice message, art and font.

Category 2 - AUTOMOTIVE

First Place - CADIZ RECORD, Becky Boggess/Jennifer Wallace Easy to read. Interesting use of pastels. Second Place - CITIZEN VOICE & TIMES, Karen Willis/Earline Arvin Good color registration, showing the savings in red star burst is a good touch. Third Place - SPRINGFIELD SUN, Kim Hupman Red really stands out. Very clean for car ad when lots of info is needed.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - HENRY COUNTY LOCAL, Tiffany Clark Clean, not crowded. Clean graphics. Second Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace Clean message. Third Place - CADIZ RECORD, Becky Boggess/Jennifer Wallace Cute graphics, nice layout.

Page 4 - 2002 KPA Ad Contest

Category 4 - FINANCIAL

First Place - TIE - BERE A CITIZEN, Teresa Scenters

Easy to understand, bold art, offers are attractive.

Second Place - TIE - TOMPKINSVILLE NEWS, Sonja Carrow

Nice layout, separation very nice.

Third Place - SPENCER MAGNET, Debbie Bussell

The offer made me look again, good ad.

This entry won first place for the staff of the Henry County Local in the classified page/section category among Weekly Class 2 papers.

Category 5 - PROFESSIONAL SERVICES

First Place - BERE A CITIZEN, Kristi Johnson

Simply stated. Effective use of image. Says it all.

Second Place - CADIZ RECORD, Becky Boggess/Jennifer Wallace

Good use of art for business with great name.

Third Place - OWENTON NEWS HERALD, Carrie Bennett

Nice touch to use person in home in ad.

Honorable Mention - CADIZ

RECORD, Becky Boggess/Jennifer Wallace

Funny concept.

Category 6 - FOOD/DRUG/LIQUOR

First Place - CLAY CITY TIMES, Lisa Baber

Great layout! Good choice of type face.

Love the advertisers logo.

Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Dynamic use of art for the holiday.

Easy to read.

Third Place - OWENTON NEWS HERALD, Carrie Bennett

Great layout for grocery ad. Clean not busy!

Category 7 - FURNITURE

First Place - BERE A CITIZEN, Teresa Scenters

Good use of negative space, eye catching.

Second Place - CADIZ RECORD, Becky Boggess/Jennifer Wallace

Gets a lot of information across. Beautiful ad, maybe color next time.

Third Place - CADIZ RECORD, Becky Boggess/Jennifer Wallace

Cluttered and confusing, but eye-catching and a show stopper. Upside down text made me look twice, nice ad.

Category 8 - REAL ESTATE

First Place - TIE - BERE A CITIZEN, Shane Seals

Good use of negative space to cut through the clutter.

First Place - TIE - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace

Wonderful layout, easy ad to read.

Second Place - TIE - HENRY COUNTY LOCAL, Tiffany Clark

Second Place - TIE - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace

Third Place - CUMBERLAND COUNTY NEWS, Billy N. Guffey

Category 9 - CLOTHING STORES

First Place - CITIZEN VOICE & TIMES, Karen Willis/Earline Arvin

Great use of color, conveys message!

Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Artwork makes ad.

Third Place - CITIZEN VOICE & TIMES, Karen Willis/Earline Arvin

Simple.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Great "Sig" page! Each ad ensures reader participation, color ensures purchase of newspaper. The background color was too much!!

Second Place - CITIZEN VOICE & TIMES, Karen Willis/Earline Arvin

Good display for advertisers! Love the use of local kids in art work.

Third Place - SPENCER MAGNET, Debbie Bussell

Nice change for holiday wishes. Good layout.

Category 11 - CREATIVE USE OF NEWSPAPER

First Place - TIE - CADIZ RECORD, Vyrion Mitchell

Just wonderful idea.

First Place - TIE - SPRINGFIELD SUN, Kim Hupman

Clean simple presentation of message. Easy to read.

Second Place - TIE - CADIZ RECORD, Jennifer Wallace

Graphic and color say it all for the message.

Second Place - TIE - HENRY COUNTY LOCAL, Tiffany Clark

Nice incentive, good ad.

Third Place - TIE - BERE A CITIZEN, Shane Seals

Easy and quick to understand message.

Third Place - TIE - CADIZ RECORD, Jennifer Wallace

Category 12 - ENTERTAINMENT/DINING

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Eye-catching with good graphics.

Second Place - CUMBERLAND COUNTY NEWS, Billy N. Guffey

Good concept, well executed.

Third Place - TOMPKINSVILLE NEWS, Sonja Carrow

Funny. Good message. You won't forget it.

The Springfield Sun won first place in the entertainment/dining category with this ad.

Category 13 - SPECIAL SECTIONS

First Place - CADIZ RECORD, Staff

Front cover had everything for a festival. Theme of pigs good job. Easy to read. Good piece. Good advertising percentage, big section!!

Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Front to back cover very original. Good color. Young feel to section.

Third Place - SPENCER MAGNET, Staff

Good service to community. Good use of space in pagination. Easy to keep and endure.

Category 14 - GROUP PROMOTIONS

First Place - LARUE COUNTY HERALD NEWS, Melissa Nalley/Stephanie Hornback

Good incorporation of color into all ads. Page flows well. Good use of black and white with blue.

Category 15 - HOLIDAY GREETING

This ad won first place in the Weekly Class 2 special events category for the Berea Citizen. The paper finished third in General Excellence among Weekly Class 2 papers.

ADS

First Place - BEREA CITIZEN, Teresa Scenters
Simple, clean, striking, one color very nice.
Second Place - SPRINGFIELD SUN,

Third Place - TIE - LARUE COUNTY HERALD NEWS, Melissa Nalley/Stephanie Hornback
Good use of pumpkins, brought out the ad.
Third Place - TIE - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Eye catching. (Like the ad next to it!!)

Category 17 - DISPLAY ADVERTISING

First Place - HENRY COUNTY LOCAL, Staff
Good use of reverse. Like elements beside copy. Good margin between columns, easy to read.

Second Place - BEREA CITIZEN, Staff
Really like the artwork on top of categories. Nice display ads. Different borders with good margins keep the page clean.

Third Place - SPENCER MAGNET, Susan Collins
Like column width. Easy to read. Good head to page. Good separation between ads.

Category 18 - SPECIAL PUBLICATIONS

First Place - CADIZ RECORD, Staff
Good local content. Tight writing. Like the modular layout. Informative. Lots of info. Stories not too long.
Second Place - SPRINGFIELD SUN, Shorty

Lassiter/Kim Hupman
Section has a local feel. Layout is good, ads are not boring or run together. Money maker. Lots of info, stories and photos.
Third Place - CRITTENDEN PRESS, Brian Hunt
So many photos, not much text. Like how they broke up the team info. Like the band.

Category 19 - BEST USE OF COLOR

First Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace
Even color. Blends well, draws reader into ad. Good mix with black and white. Didn't overdo the purple. Nice background for cars.
Second Place - SPRINGFIELD SUN, Kim Hupman
Yellow well done! Perfect background

to bring out other colors.
Third Place - CLAY CITY TIMES, Alanna Aldridge/Earline Arvin
Bricks are great. Good use of black between bricks. Good process color on photos.

Category 20 - BEST AD SERIES

First Place - CADIZ RECORD, Jennifer Wallace
Different artwork, catchy. All are good ads. Titles are good size. Nice space in each. Good connection from one week to the next.

Second Place - SPRINGFIELD SUN, Kim Hupman
All ads are good. Depicts different services for customers. Good use of heavy black and reverse.

Third Place - SPENCER MAGNET, Debbie Bussell
Star business of the month, good idea. Nice background. Good value for \$4.20 a week.

Category 21 - GENERAL MISCELLANEOUS

First Place - CADIZ RECORD, Jennifer Wallace
Nice screen on background. Good head. Not too busy.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Like stone background. Tab stands out with words.
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Ad sends relaxing message. Like background.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Funny, very clever. Photography so bad it makes you wonder what's going on. Gets you to the tube, kept us laughing. Good luck Brady Bunch!
Second Place - OWENTON NEWS HERALD, Carrie Bennett/Lisa Hensley
Like wildlife photo. Reverse type well done against dark photo.
Third Place - BEREA CITIZEN, Teresa Scenters
Clever idea. Funny, simple. Gets to the point, makes you read the whole idea.

Category 23 - SPECIAL EVENTS

First Place - BEREA CITIZEN, Teresa Scenters
White space catches the graphic. You want to read this ad. Very simple and eye catching.
Second Place - OWENTON NEWS

HERALD, Carrie Bennett
Like the content and the graphic. Fonts led you through the ad. Top is eye-catching. Pictures are self explanatory.
Third Place - OWENTON NEWS HERALD, Carrie Bennett
Leaning photo leads you to copy. Simple and clean, short and sweet. Is Carrie looking for a job?
Honorable Mention - HENRY COUNTY LOCAL, Tiffany Clark
Artwork kept us reading the ad. Lots of info, laid out easy to read.

Category 25 - BEST NEWSPAPER PROMOTION

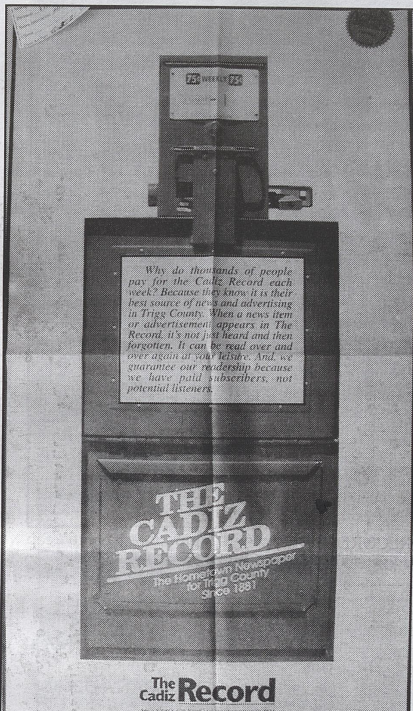
First Place - OWENTON NEWS HERALD, Carrie Bennett
Content against background well done. Like the graphic. Nice looking, good use of black and white artwork.
Second Place - OWENTON NEWS HERALD, Carrie Bennett
Good concept, funny, cute. Draws you into the advertising message.
Third Place - OWENTON NEWS HERALD, Carrie Bennett
Head fonts and dimes catch eye. Good use of different size of fonts. Good work!!

Category 1 - DEPARTMENT/



DISCOUNT/JEWELRY STORES

First Place - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman
Nice separation of offers, very attractive ad.
Second Place - WOODFORD SUN, Margie Holbrook/Ann Routt
Nice layout, could use some color. Offers nicely presented. Prices are clearly shown, nice to have all that space to use.
Third Place - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman
Eye-catching, maybe some prices on color.
Honorable Mention - BENTON TRIBUNE COURIER, Lori Andrus/Melissa Vinson
Could have used some emphasis on pricing.
Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Needs some color, otherwise nice layout.



The Cadiz Record won first for creative use of the newspaper among Weekly Class 2 papers. The Record took first in General Excellence in its class.

Shorty Lassiter/Kim Hupman
Great color name in a simple way. The font was great. White dove a plus.
Third Place - CUMBERLAND COUNTY NEWS, Bruce Henson
Good use of reverse in shape of tree.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace
Nice heads. Good background. Good separation of boxes. Four work together well, make tractors sound good. Might try black and white on bottom graphic. Could have used some help with color.
Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
Neat, clean. Good use of gray scale. Various boxes flow.

Category 2 - AUTOMOTIVE

First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Cool graphics, lots of info well presented. Nice color, a little busy.
Second Place - BUTLER COUNTY BANNER, Chuck Pagoria
Unified theme, interesting color pallet.

ADVOCATE, Lisa Turner

Nice layout, would have used real photos of appliances.

Category 4 - FINANCIAL

First Place - JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley
Clearly offers "something I want," benefit tag line, ties in with 9-11-01.
Second Place - HARRODSBURG HERALD, Cathy Caton

So cool to see these circa 1960 "bankers," bold "community" ad. Like the older photos, great touch.
Third Place - BENTON TRIBUNE COURIER, Vanessa Feagin
Shows me the money. Nice clean benefit.
Honorable Mention - ANDERSON NEWS, Rusty Kiser
Nice.
Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley
Simple.

Category 5 - PROFESSIONAL SERVICES

First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Nice concept.

Effective message for a difficult business to advertise for. Nice job of a notoriously difficult category.
Second Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman
Clean, elegant friendly. Nice job.
Third Place - JESSAMINE JOURNAL, Dave Eldridge
Clean, crisp images. Good use of color. Good layout.
Honorable Mention - UNION COUNTY ADVOCATE, Lisa Turner
Honorable Mention - ANDERSON NEWS, Rusty Kiser

Category 6 - FOOD/DRUG/LIQUOR

First Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman
Great layout, or should I say layout. Nice color.
Second Place - UNION COUNTY ADVOCATE, Lisa Turner
Could have used color otherwise nice layout.
Third Place - ANDERSON NEWS, Rusty Kiser
Clean and simple "national band" goes local.

Category 7 - FURNITURE

First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Full color wins out. Wood background art a nice touch. Nice color.
Second Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
In a weak category, the best presentation of prices. Good bold prices.
Third Place - ANDERSON NEWS, Rusty Kiser
Among the entries this was the only one showing much originality of design, but the content is weak.
Honorable Mention - MT. STERLING ADVOCATE, Jo Ann Halsey

Category 8 - REAL ESTATE

First Place - JESSAMINE JOURNAL, Linda Wiley
Good use of "color intensive" double truck. Nice separation of information. Color works even in small images.
Second Place - UNION COUNTY ADVOCATE, Lisa Turner
Good message to a specific audience. Stands out for originality in its category.
Third Place - JESSAMINE JOURNAL, Peggy Adkins/Dave Eldridge
Great offer, clean ad in a cluttered category. Nice clean message and layout.
Honorable Mention - BUTLER COUNTY BANNER, Chuck Pagoria

Category 9 - CLOTHING STORES

First Place - BENTON TRIBUNE COURIER, Lori Andrus/Melissa Vinson
Nice layout, good copy flow around photo. Nice font. Strong photo, good "usefulness." A little busy but nice.
Second Place - BENTON TRIBUNE COURIER, Lori Andrus/Melissa Vinson
Romantic photo, artsy type, looks upscale.
Third Place - MT. STERLING ADVOCATE, Jo Ann Halsey
Big bold offer.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - CYNTHIANA DEMOCRAT, Staff
Good color, lots of advertiser participation.
Second Place - CYNTHIANA DEMOCRAT, Staff
Cool idea, "interesting" graphics.
Third Place - BENTON TRIBUNE COURIER, Valera Gore/Krystal Stevenson
Good community spirit.
Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Good color, nice use of art.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - ANDERSON NEWS, Don White/Rusty Kiser
Good series. All ads together combined for solid use of self promotion with use of humor. Love the series, color and theme. Great!!
Second Place - HARRODSBURG HERALD, Staff
Third Place - ANDERSON NEWS, Rusty Kiser
Good informative ad. Nice layout. A lot of info, well-presented.

A lot of white space, which is good. Maybe a bit more color.
Third Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Jello jump is creative, good use of color and art. A little busy but nice.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - BUTLER COUNTY BANNER, Joe K. Morris
Eye catching, straight to a sports fans heart. Wonderful good head with a graphic that "matches" well.
Second Place - UNION COUNTY

It's Time to Declare Your Freedom!

Freedom from . . . Monthly minimum balance maintenance fees.
Freedom from . . . Customer service only during "banker's hours".
Freedom from . . . Monthly or annual fees for your debit card.



FREEDOM CHECKING

FARMERS BANK
Jessamine County

That's right! A checking account with NO MINIMUM BALANCE SERVICE CHARGE, a "no strings attached" debit card and customer service that doesn't end when the bank closes. There's also no limit on the number of transactions allowed and your first order of safety paper checks is on us! Want more details? Stop in any of the four Farmers Bank locations in Jessamine County.

FARMERS BANK

Member FDIC Proudly Serving Jessamine County Since 1935!

This bank ad won first place for The Jessamine Journal in the financial category among papers in Weekly Class 3.

Category 12 - ENTERTAINMENT/DINING

First Place - JESSAMINE JOURNAL, Dave Eldridge
Very eye-catching, nice full page. Bold. I get what its all about immediately.
Second Place - BENTON TRIBUNE COURIER, Sabrina Grazer/Melissa Vinson
Nice use of art and fonts in black and white.
Third Place - WOODFORD SUN, Margie Holbrook/Ann Routt
Good idea to have exhibit in restaurant.

Category 13 - SPECIAL SECTIONS

First Place - JESSAMINE JOURNAL, Staff
Excellent in size and scope. Print quality is very good. Use of color throughout a plus. Wonderful editorial content, very reader friendly.
Second Place - JESSAMINE JOURNAL, Staff
Excellent reproduction of color. A section that is a keeper, wonderful print quality.
Third Place - JESSAMINE JOURNAL, Staff

Great concept. Its a keeper.

Honorable Mention - LEBANON ENTERPRISE, Staff
Honorable Mention - JESSAMINE JOURNAL, Staff

Category 14 - GROUP PROMOTIONS

First Place - JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley
Colorful and busy, but nice.
Second Place - CYNTHIANA DEMOCRAT, Sabra Oller/Joyce Wilson
Third Place - HARRODSBURG HERALD Cathy Caton
Using booth layout proves informative for the event.

Category 15 - HOLIDAY GREETING ADS

First Place - HARRODSBURG HERALD, Jackie Larkins
Simple, effective, dramatic. Just awesome!!
Beautiful ad/insert?
Second Place - JESSAMINE JOURNAL,

Peggy Adkins/Sharon Bailey
Colorful.
Third Place - BENTON TRIBUNE COURIER, Lori Andrus/Melissa Vinson
Honorable Mention - BENTON TRIBUNE COURIER, Sabrina Grazer/Melissa Vinson
Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley
Clean presentation of a lot of info. Great use of full price, nice and clean.
Second Place - HARRODSBURG HERALD, Cathy Caton
Cute space use.
Third Place - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman
Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley

Category 17 - CLASSIFIED PAGE/SECTION

First Place - ANDERSON NEWS, Rita

Adams

Nice full classified section.
Second Place - UNION COUNTY ADVOCATE, Carrie Hayes
Eight column format is good, flows nice.
Third Place - JESSAMINE JOURNAL, Linda Wiley
Six column format not bad.
Honorable Mention - LEBANON ENTERPRISE, Eva Jo Nugent/Anne Gibbs
Nice flow, maybe smaller class headings?

Category 18 - SPECIAL PUBLICATIONS

Certificate of Merit - BUTLER COUNTY BANNER, Joe K. Morris

Category 19 - BEST USE OF COLOR

First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
Colors show up beautifully on black background. Grouping on trucks makes it easy to read.
Second Place - HARRODSBURG HERALD, Jackie Larkins
Arresting color combination unexpected at this season. Simple picture and message during a troubled year.
Third Place - LEBANON ENTERPRISE, Mary Anne Blair/Mary May
Excellent seasonal art, good idea to group banks together.

Category 20 - BEST AD SERIES

First Place - ANDERSON NEWS, Don White/Rusty Kiser
Love the series not only funny but makes you look forward to more.
Second Place - MT. STERLING ADVOCATE, Jo Ann Halsey
Instantly recognizable, local folks for local shops.
Third Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman
Instantly recognizable, and memorable.

Category 21 - GENERAL MISCELLANEOUS

First Place - JESSAMINE JOURNAL, Dave Eldridge
Good color, and good message. Nice layout.
Second Place - JESSAMINE

2002 KPA Ad Contest - Page 7

JOURNAL, Peggy Adkins/Sharon Bailey
Clean graphics. Less is more...nice supportive ad.
Third Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman
Very elegant.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - JESSAMINE JOURNAL, Sharon Bailey
Love that offer. Ad really stands out, makes reader look at ad.

Category 23 - SPECIAL EVENTS

First Place - TIE - JESSAMINE JOURNAL, Linda Wiley
A little busy, but nice color. A lot of information, but well presented.
First Place - TIE - ANDERSON NEWS, Rusty Kiser
Second Place - MT. STERLING ADVOCATE, Jo Ann Halsey
Good use of white space, nice message. Easy to understand and get the message right away.
Third Place - MT. STERLING ADVOCATE,

Just a few of their favorite things...

- Brighten® Jewelry & Accessories
- Holiday Sweaters
- Fine Leathers
- Faux Fur Sweaters
- Patriotic Sweaters, Jeans & Jackets by Telluride®
- Evening Wear for All Occasions

More gift ideas...

- One Minute Manicure
- Beaded Bracelets
- Engravable Jewelry
- Leather Gloves
- Fashions for All Ages

"Men's Night Out"
Let us make your Holiday shopping easy!
Let us help you select a gift with confidence knowing she'll love it!
Wednesday, Dec. 12th
Beginning at 5 p.m.

FREE Gift Wrapping!
Open Sundays 1 - 5 p.m. • Unadvertised Specials Every Sunday

D.K. KELLEY
"The something for everyone store"
305 South 12th Street • Murray, KY
270-753-7441



The Benton Tribune-Courier won first place in the clothing stores category among Weekly Class 3 papers with this ad.

Page 8 - 2002 KPA Ad Contest

CATE, Jo Ann Halsey
Good use of space and novelty border.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - ANDERSON NEWS, Staff
Clean use of art and fonts, nice look.
Second Place - CYNTHIANA DEMOCRAT, Suzie Fryman
Simple but effective layout and message.
Third Place - OLDHAM ERA, Mary Johnson
Good use of photos.



Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - KENTUCKY STANDARD, Madeline Downs/Deborah Hutchins
Excellent use of color draws eye immediately to it on page. Loose diamonds give it contemporary pizzazz.
Second Place - APPALACHIAN NEWS EXPRESS, Tracie Vanderbeck/Mary Dye
Beautiful graphically soul in simplicity.
Third Place - SHELBYVILLE SENTINEL NEWS, Carlene Miller/Ginny Tatum
Good border, unique appearance.

Category 2 - AUTOMOTIVE

First Place - KENTUCKY STANDARD, Madeline Downs/Deborah Hutchins
Well executed. Good use of color and theme.
Second Place - APPALACHIAN NEWS EXPRESS, Pam Kidd/Emma Burchett
Good concept. A car ad without cars.
Third Place - TIE - KENTUCKY STANDARD, Joan Hardin/Deborah Hutchins
Clean and neat. Copy points made well. Something for everyone; many concepts, well organized.
Third Place - TIE - BIG SANDY NEWS, Randy Hale/Tammy Goble
Like the photos of employees. Nice touch.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - MOREHEAD NEWS, Dianna Nipp
Clean, neat, conveyed message well.
Second Place - MOREHEAD NEWS, Jeremy Cox

Good, simple clear message.

Third Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett
Good use of color. Makes up for busy ad.

Category 4 - FINANCIAL

First Place - KENTUCKY STANDARD, Madeline Downs/Deborah Hutchins



The Appalachian News-Express won first in best newspaper promotion among multi-weekly papers with this special section devoted to its renovation and expansion.

Clean and elegant piece. Good reproduction. All the info you need.

Second Place - PULASKI NEWS JOURNAL, Stuart Arnold/Lisa Rowell
Clever idea, good color. Like the "smudged" letters.
Third Place - MOREHEAD NEWS, Staff
Good, clean ad. Not overcrowded as you see elsewhere.

Category 5 - PROFESSIONAL SERVICES

First Place - KENTUCKY STANDARD, Melinda Campbell/Deborah Hutchins
Eye-catching, but doesn't shout. Nice choice of colors and photos.

Second Place - SHELBYVILLE SENTINEL NEWS, Victoria

Schreiner/Angela Richardson
Simple yet elegant. Draws eye on page. Nice choice of fonts.
Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner
Bold art and graphics.

Category 6 - FOOD/DRUG/LIQUOR

First Place - TIE - FLOYD COUNTY TIMES, Willie Conley
Shows local employees and specials. Good specials to bring in traffic.
First Place - TIE - BIG SANDY NEWS, Randy Hale/Jama Trivett
Tough ad for a tough sale. Nice job.

Category 7 - FURNITURE

First Place - APPALACHIAN NEWS EXPRESS, Diana Meade/Terry May
Nice colors, like bedpost coming up above ad. Clean.
Second Place - KENTUCKY STANDARD, Rachael Downs/Deborah Hutchins
Beautiful colors. Nicely laid out.
Third Place - KENTUCKY STANDARD, Madeline Downs/Deborah Hutchins
Eye-popping colors, well laid out.

Category 8 - REAL ESTATE

First Place - CENTRAL KENTUCKY NEWS JOURNAL, Melinda Cox/Becky McCorvey
Good graphics, eye appealing pictures.
Second Place - MOREHEAD NEWS, Staff
Good use of black and white sketches and photos.
Third Place - SHELBYVILLE SENTINEL NEWS, Lora North/Bill Campbell
Very comprehensive Home Guide for the market.

Category 9 - CLOTHING STORES

First Place - APPALACHIAN NEWS EXPRESS, Wally Jewell
Good graphic call to action.
Second Place - FLOYD COUNTY TIMES, Willie Conley
Good photo.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Mary Dye
Good graphics, and design. Good community service.
Second Place - APPALACHIAN NEWS EXPRESS, Staff
Eye-catching use of artwork. Good printing.
Third Place - APPALACHIAN NEWS EXPRESS, Staff
Fascinating originality. Good use of color.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - KENTUCKY STANDARD, Joan Hardin/Deborah Hutchins
A class act. The brown was well-chosen, giving it a nostalgic look. Beautiful, absolutely.
Second Place - KENTUCKY STANDARD, Joan Hardin/Deborah Hutchins
Well chosen art, beautifully printed, a great concept. Love the background. Could easily have been first. You beat yourselves!
Third Place - KENTUCKY STANDARD, Laura Calvert-Smith
Good colors. Great cause. Maybe a tad busy.

Category 12 - ENTERTAINMENT DINING

First Place - MOREHEAD NEWS, Staff
Would get us to the store. Nice use of white space.
Second Place - FLOYD COUNTY TIMES, Becky Crum
Good looking food. Nice colors.
Third Place - SHELBYVILLE SENTINEL NEWS, Lora North/Ginny Tatum



The Shelbyville Sentinel-News won first in the agriculture/lawn and garden category among multi-weekly papers with this ad.

Good art, well put together.

Category 13 - SPECIAL SECTIONS
 First Place - KENTUCKY STANDARD, Staff
 Very comprehensive. Good organization and looks great. Presents positive and attractive view of the county.
 Second Place - KENTUCKY STANDARD, Staff
 Good creative idea. Well executed. A lot of compilation of material. Good involvement and interest for community at holidays. Lot's of color adds to section.

Category 14 - GROUP PROMOTIONS
 Certificate of Merit - SHELBYVILLE SENTINEL NEWS, Staff

Category 15 - HOLIDAY GREETING ADS
 First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum
 Great concept. Is true greeting, not only for sales.
 Second Place - MOREHEAD NEWS, Jeremy Cox
 Very crisp. Nice graphic.
 Third Place - FLOYD COUNTY TIMES, Becky Crum
 Nicely done. Nice looking.

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum
 Clever. Not what you'd expect for a business of this sort. Simple.
 Second Place - SHELBYVILLE SENTINEL NEWS, Carlene Miller/Angela Richardson
 Lot in this ad, but easy to read. Print is large enough.
 Third Place - SHELBYVILLE SENTINEL NEWS, Carlene Miller/Bill Campbell
 Good use of black and white. Easy to read.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Becky Block
 Bold heading, sets the page off.
 Second Place - APPALACHIAN NEWS EXPRESS, Gwen Miller
 Good headers.
 Third Place - CENTRAL KENTUCKY

NEWS JOURNAL, Tracy Perkins/Wilma Abell
 Good use of photos on cover page.

Category 18 - SPECIAL PUBLICATIONS
 First Place - KENTUCKY STANDARD, Staff
 Big project, well done. Very complete. Good tie in design with newspaper look retained.
 Second Place - KENTUCKY STANDARD, Staff

Opening Soon!
 A Full Line Of
 GE
 &
 Hotpoint
 Appliances
 America's
 #1 Preferred
 Appliance Brand

Quality Custom Built Cabinets At Affordable Prices.
 Free Estimates and Installation.
 Computerized Prints of Kitchen.

East Side Appliances & Cabinets
 US 60 East
 Approx. 1/4 Mile Past Caskey's Jewelry, Gun & Pawn Morehead, KY
606-784-2213

Delivery and Installation Will Be Available WE SERVICE WHAT WE SELL

The Morehead News won first place among multi-weekly papers with this entry in the hardware/appliance/electronics stores category.

Nice show book with good advertisers.
 Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff
 Good localized publication with local ad support. Excellent for locals and tourists.

Category 19 - BEST USE OF COLOR
 First Place - MOREHEAD NEWS, Jeremy Cox
 Absolutely fantastic, with subtle use of colors. Photos within leaves. Very

imaginative and clean. Very good printing.
 Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum
 Borders, type match colors of uniform. Good photos, community oriented. Good theme ad.
 Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Bill Campbell
 Excellent color, didn't use obvious Christmas colors. Excellent use of color in a small space ad.

Category 20 - BEST AD SERIES
 First Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Tammy McCoy
 Wonderful idea, executed well. Kid's graphics and colors show up well on page.
 Second Place - APPALACHIAN NEWS EXPRESS, Wally Jewell/Emma Burchett
 Good photos, well laid out. Not exactly on register on first one.
 Third Place - APPALACHIAN NEWS EXPRESS, Wally Jewell
 Stand out colors, like the longhorns.

Category 21 - GENERAL MISCELLANEOUS
 First Place - APPALACHIAN NEWS EXPRESS, Terry May/Pam Cline
 Wow! Great idea! Love those hearts.
 Second Place - MOREHEAD NEWS, Jack McNeely
 Sure sells the heck out of your area. Nicely executed. Almost a first.
 Third Place - TIE - APPALACHIAN NEWS EXPRESS, Scotty Thacker
 Great ad, super art, tough category.
 Third Place - TIE - BIG SANDY NEWS, Randy Hale/Tammy Goble

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - TIE - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett
 Keep on truckin'! Strong art played well. Good typography.
 First Place - TIE - BIG SANDY NEWS, Randy Hale Marjie Hale
 Second Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett
 Third Place - KENTUCKY STANDARD, Laura Calvert-Smith
 We liked the art, we're hooked!

Category 23 - SPECIAL EVENTS
 First Place - MOREHEAD NEWS, Jeremy Cox
 Great photo montage. Good looking

ad.
 Second Place - SHELBYVILLE SENTINEL NEWS, Lora North/Ginny Tatum
 Simple clean graphics, good use of color.
 Third Place - MOREHEAD NEWS, Staff
 Good graphic, ad concept.

Category 25 - BEST NEWSPAPER PROMOTION
 First Place - APPALACHIAN NEWS EXPRESS, Staff
 Very comprehensive look at the area and the newspaper's impact on it.
 Second Place - APPALACHIAN NEWS EXPRESS, Tammy McCoy
 Good informational presentation.
 Third Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Tammy McCoy
 Good seasonal promotion.
Category 1 - DEPARTMENT/

Daily Class 1

DISCOUNT/JEWELRY STORES
 First Place - HENDERSON GLEANER, Nancy Hamilton
 Nice use of type and color. Eye-catching.
 Second Place - MURRAY LEDGER & TIMES, Slone Hutchison
 Good use of clip, works with copy.
 Third Place - MADISONVILLE MESSENGER, Jamie Patterson
 Use of photos over scroll, loses 3-D effect. Makes me want to visit the store.

Category 2 - AUTOMOTIVE
 First Place - MURRAY LEDGER & TIMES, Slone Hutchison
 Nice use of "less is more." Leaves are a little overwhelming.
 Second Place - MADISONVILLE MESSENGER, Jamie Patterson/Mary Anne Siria
 Liked the white space. Clean and organized.
 Third Place - HENDERSON GLEANER, Heidi Musser/Dan Fischer
 Color really pops. Good presswork. Vibrant.

Category 3 - HARDWARE/APPLIANCE STORES
 First Place - MURRAY LEDGER & TIMES, Slone Hutchison
 Love the flowers! Nice clip border,

good use of color.
 Second Place - HENDERSON GLEANER, Shannon Royster
 Makes appliance stand out. Clean and organized. Off the wall graphics.
 Third Place - MURRAY LEDGER & TIMES, Janet Walker
 Clean, well organized. Black copy gets lost in blue.

Category 4 - FINANCIAL

First Place - HENDERSON GLEANER, Nancy Hamilton
 Great ad campaign. Effective composition. Dynamic. Conveys the message.
 Second Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Jenny Upton
 Nice use of color. Should have been in the "series" category. Good photo choice.
 Third Place - HENDERSON GLEANER, Nancy Hamilton
 Comp work not quite as good as first place winner.

Category 5 - PROFESSIONAL SERVICES

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
 Commands your attention. Nice layout, color use and design. It works!!

Second Place - HENDERSON GLEANER, Janet Morgan
 Clean, well organized. Somewhat boring. Good use of cleaner and use of screen type.
 Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
 Color makes it pop. Fun, fun, fun. Genius use of magenta on yellow to create red, without registration issues.
 Honorable Mention - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton
 Clever ad and copy. Adorable photo.

Category 6 - FOOD/DRUG/LIQUOR

First Place - DANVILLE ADVOCATE MESSENGER, Susan Greene/Jenny Upton
 To the point, not overbearing. Original.
 Second Place - HENDERSON GLEANER, Janet Morgan/Ruth A. Risley
 Clean. Great for black and white. Like truck idea.
 Third Place - DANVILLE ADVOCATE MESSENGER, Susan Greene/Jenny Upton
 Nice layout, great color choices.

Category 7 - FURNITURE

First Place - MADISONVILLE MESSENGER, Jamie Patterson/Tim Trice
 Simple, yet to the point and very classy.
 Second Place - HENDERSON GLEANER, Nancy Hamilton/Joey Samples
 Good production, clean look.
 Third Place - HENDERSON GLEANER, Nancy Hamilton/T.J. Pfingston
 Not your average furniture ad.

Category 8 - REAL ESTATE

First Place - HENDERSON GLEANER, Angela Mulherin/Matt Padgett
 Nice use of Photoshop. Good use of ghosting. Somewhat cluttered.
 Second Place - MURRAY LEDGER & TIMES, Janet Walker
 Color is eye-catching and springy. House address only reduces clutter.
 Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
 Nice balloons. Celebratory feeling. Color type adds interest to ad.

Category 9 - CLOTHING STORES

First Place - MURRAY LEDGER & TIMES, Janet Walker
 Unique. Creative.
 Second Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick
 Cute photo. Clean ad.
 Third Place - HENDERSON GLEANER, Nancy Hamilton/Ruth Ann Risley
 Cute tie in with photo and headline. Too busy.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - DANVILLE ADVOCATE MESSENGER, Staff/Jenny Upton
 Great use of color and shadowing. Followed theme through.
 Second Place - MURRAY LEDGER & TIMES, Staff
 Color and artwork leave good feeling.
 Third Place - MURRAY LEDGER & TIMES, Staff
 Fun!!!

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
 Production good.
 Second Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
 Nice theme and way to thank readers.
 Third Place - HENDERSON GLEANER, Staff
 Simple and impressive.


Category 12 - ENTERTAINMENT/DINING

First Place - WINCHESTER SUN, Teresa Mobley/Karen Combs
 Popped off the page. Nice use of border, fits the theme.
 Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham
 Would like to see this as a quarter page ad. Would help size issue on script font. Breakout works well. Nice play on gray. Like the signs.
 Third Place - MADISONVILLE MESSENGER, Melanie Reynolds/Tim Trice
 Different. Good graphics.

Category 13 - SPECIAL SECTIONS

First Place - MURRAY LEDGER & TIMES, Staff
 Consistent quality. Nice balance of ads to editorial. Local content in ads. Good use of color.
 Second Place - HENDERSON GLEANER, Staff

She doesn't hesitate to go the extra mile




In today's hurry-up world, isn't it nice to know there is a bank with people who care enough to take time to take care of you? That's Liz Smith - a customer service representative and teller at The Murray Bank.

Over the fourteen years that Liz has been involved in banking in the community, she has learned a lot about the needs of the folks she serves, and she doesn't hesitate to go the extra mile to meet those needs. Just like she enjoys taking time to stroll with her "best pal," Mandy, Liz enjoys taking time for her customers.

Liz is just one more reason The Murray Bank is how banking should be!

The Murray Bank
How Banking Should Be
753-LOAN

The Murray Ledger & Times won first place honors for this entry in the best ad series category among papers in Daily Class 1. The judges said: "Good quality, clean design, good copy writing."

OFFICE EQUIPMENT CO., INC.
 Congratulations on a challenging season!


DOE
 DANVILLE OFFICE EQUIPMENT
 FREE DELIVERY!
 233 W. Main Street
 Danville, KY
 Phone: 236-8618
 "RENT TO OWN"

The Ace Hardware Advantage
 • Locally owned and operated since 1951
 • Fast convenient delivery & set-up
 • Free removal of old appliances or TV
 • Completely priced
 • No high pressure, only helpful sales people
 • Best value heads-line extended warranty available
 • The best brand names
 • Service after the sale

ACE Hardware
 979 Madisonville Road
 Danville, KY
 236-4774
 Mon-Fri 9:00-6:00
 Sat 9:00-5:00
 Sun 10:00-5:00

Put a wrap on sports injuries.
 Call 236-7950 for your FREE injury consultation which includes:
 • In-depth discussion of your injury
 • Complete review of your condition
 • Discussion of recommended options

Physical Therapy Clinic
 473 W. Walnut St.
 Danville, Kentucky
 Glenn Decker, P.T., M.T.C.
 Sherry Wesley, O.T.R., L.P.T.A.
 (529) 236-7650 • 9:00 AM-5:00 PM by Appointment
 Associate of St. Elizabeth's & St. Luke's Hospitals

First CHIROPRACTIC
 236-5129 or 1-800-300-5129
 Dr. Mike Mink
 Dr. Mike Mink
 3008 South Danville By-Pass, Suite 102

It's because of the games people play that we treat them like we do.

If you've experienced pain from the games you play find out how chiropractic can help to alleviate pain associated with active sports. Let chiropractic get you back in the game, playing the games you want to play.

Congratulations from your neighbors at

LEE'S Famous Recipe Chicken
 610 South Fourth Street
 Danville

Call 236-3905 for your sitting appointment before summer break is over.

Senior Portraits by Logie PHOTOGRAPHY
 Home: 236-772-9381 and 335-5353
 Photography & Engraving
 318 E. Lexington Ave.
 Danville, KY 40401

The Danville Advocate-Messenger won first place honors for group promotions among Daily Class 1 papers. This and several other awards helped the Advocate-Messenger capture first place in General Excellence in its class.

Smaller ad to editorial ratio. Color quality not as good. Consistent good quality of ads. Great content and idea. Third Place - MURRAY LEDGER & TIMES, Staff
Not quite the consistency in quality. Modular layout works well. High ad to editorial content.
Honorable Mention - HENDERSON GLEANER, Staff
Good design on all ads. Well thought out layout.

Category 14 - GROUP PROMOTIONS

First Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
Graphics complete page. Color photos add to nice layout.
Second Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Anne Siria
Graphics need cleaning.
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton

Category 15 - HOLIDAY GREETING ADS

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Original idea, cute graphics, good production. Works well, smart work.
Second Place - HENDERSON GLEANER, Janet Morgan/Ruth Ann Risley
Great photo!! Good use of photo and copy. Ad is hard to follow, chopped up.
Third Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
Nice color. Good self promotion.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - MADISONVILLE MESSENGER, Mary Crawford/Tim Trice
Outstanding!! Makes you want to work in your yard. Date gets lost.
Second Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Anne Siria
Beautiful color. Shading and color take you through the ad.
Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Very pretty ad. Attention getting photo. Good color combo.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - WINCHESTER SUN, Missy Tipton
Second Place - WINCHESTER SUN, Dolores Willis/Angie Ballard

Category 18 - SPECIAL PUBLICATIONS

First Place - MADISONVILLE MESSENGER, Debbie Littlepage
Great presentation.
Second Place - DANVILLE ADVOCATE MESSENGER, Susan Greene

Category 19 - BEST USE OF COLOR

First Place - MADISONVILLE MESSENGER, Jamie Patterson/Mary Anne Siria
Great use of soft color. Grabs attention, gets point across.
Second Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick
Shoots fun, everything a fair should be.
Third Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Anne Siria
Subtle and warm.

Category 20 - BEST AD SERIES

First Place - MURRAY LEDGER & TIMES, Slone Hutchison
Excellent campaign. Good quality, clean design, good copy writing.
Second Place - WINCHESTER SUN, Carol S. Parker/Terah Shelton
Money maker. Good idea. Busy, but blue readers help.
Third Place - MADISONVILLE MESSENGER, Debbie Littlepage/Mary Anne Siria
Good idea! Stands out, good color choice. Revenue producing?

Category 21 - GENERAL MISCELLANEOUS

First Place - MADISONVILLE MESSENGER, Jamie Patterson/Mary Anne Siria
Good use of photos. Nice color choices.
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Nice patriotic theme, good color choices and layout.
Third Place - MADISONVILLE MESSENGER, Debbie Littlepage/Tim Trice
Liked the "spot light" idea. Nice layout.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - MADISONVILLE MESSENGER, Staff
Dynamic cover. Lots of ads, good value to reader. Good layout.
Second Place - MADISONVILLE MESSENGER, Jeff Anderson/Debbie Littlepage
Light on advertising.
Third Place - MADISONVILLE MES-

SENGER, Jeff Anderson/Staff
Nice use of photos, quality somewhat below the other two tabs.

Category 23 - SPECIAL EVENTS

First Place - WINCHESTER SUN, Staff
Nice use of color throughout. Eye catching, nice series, good workmanship and quality.
Second Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Jenny Upton
Good designer at work.
Good use of space.
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick
Colorful and festive.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - MADISONVILLE MESSENGER, Staff
Clever idea, cute ads. We plan to copy your idea. Genius!!!
Second Place - MADISONVILLE MESSENGER, Staff
Nice layout, good use of photos and color.
Third Place - WINCHESTER SUN, Betty Berryman/Terah Shelton
Nice color & photo shopping.
Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES
First Place - ELIZABETHTOWN



NEWS ENTERPRISE, Jennifer Cobb/Melinda Brown
Nice. Keeps your attention from top to bottom. Nice sexy eyes at top of ad made you look at ad verses strong color on page.
Second Place - LOUISVILLE COURIER JOURNAL, Denise Henneman/Juanita Turpin
Nice, classy ad. Great color. Simple. Makes the sale.



The Ashland Daily Independent won first place for holiday greeting ads among papers in Daily Class 2.

Third Place - ASHLAND DAILY INDEPENDENT, Tony Adkins
Nice half page black and white layout. Reproduction should have been clearer.
Honorable Mention - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
Nice ad, need to update artwork or overlay on great photo.

Category 2 - AUTOMOTIVE

First Place - LEXINGTON HERALD LEADER, Kendal Butler
Beautiful ad. Clean.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Portia Oldham/Bill Mathers
Very nice ad. Not cluttered.
Third Place - LEXINGTON HERALD LEADER, Kay Wilson
Very classy ad.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - LEXINGTON HERALD LEADER, Rebecca Dixon
Wow! Terrific registration, great use of white space. Cried to be read!! Number one by far!!!
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Sarah Phelps/Melinda Brown

Page 12 - 2002 KPA Ad Contest

Great photo, clear overlay. Simple layout makes every element cohesive.
 Third Place - BOWLING GREEN DAILY NEWS, Terri Mercer
 Picked a good photo to display tile. Inset photo doesn't compete. Good layout.
 Honorable Mention - BOWLING GREEN DAILY NEWS, Mark Mahagan
 We have never seen a full page sewing machine ad. Our compliments!! Nice black and white layout.

Category 4 - FINANCIAL

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Jennifer Cobb/Melinda Brown
 The ad says it all! Great color, layout, message. Definitely number one!!
 Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Jennifer Cobb/Susan McCrobie
 Use of spot color brings eye to ad. Excellent layout.
 Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Martha Farmer/Sonya Foster
 Nice use of strong color. Good layout. Easy message must appeal to large audience.
 Honorable Mention - BOWLING GREEN DAILY NEWS, Mark Mahagan
 Strong headline, lots of contrast. Bold and to the point.

Category 5 - PROFESSIONAL SERVICES

First Place - LEXINGTON HERALD LEADER, Kendal Butler
 Very humorous and eye-catching.
 Second Place - KENTUCKY NEW ERA, Kristi Harkins/Regina Henderson
 Nice border, personal.
 Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Susan McCrobie/Cris Thomas
 Comical, clever.
 Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE, Sara Phelps/Jamie Kerr
 Eye-catching, colorful.
 Honorable Mention - KENTUCKY NEW ERA, Kristi Harkins/Regina Henderson
 Very serene. Picture says a lot. Clean ad.

Category 6 - FOOD/DRUG/LIQUOR

First Place - LEXINGTON HERALD LEADER, Chuck Mullins
 How much fun can one ad have?!
 Great layout, makes you laugh. Great use of color.

Second Place - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
 Great layout. Background creative, nice registration.
 Third Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
 Good layout. Right picture too yellow and busy.
 Honorable Mention - ASHLAND

GER INQUIRER, Hope Kuegel/Vickie Nelson
 Very classy looking.

Category 8 - REAL ESTATE

First Place - LEXINGTON HERALD LEADER, Teresa Vandermolen
 Dynamic layout. Large home photos don't compete. Good use of color. Great descriptions not too worry.
 Second Place - BOWLING GREEN DAILY NEWS, Andrea Dennis
 Good size photos. Clear. Group photo gives sense of "team." Nice display. Great registration. Dynamic layout. Color didn't overwhelm you.
 Third Place - LOUISVILLE COURIER JOURNAL, Cindy Richards/Sharon Deadwyler
 Overall message terrific. Has good top of mind awareness. A lot of information in small package.
 Honorable Mention - LOUISVILLE COURIER JOURNAL, Cindy Richards/Sharon Deadwyler

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Betty Nall/Bill Mathers
 A very good concept, incorporation of younger people.
 Second Place - ASHLAND DAILY INDEPENDENT, Kellie Gussler
 A new idea with the "Homecoming" theme. All advertisers are appropriate.
 Third Place - KENTUCKY NEW ERA, Staff
 Good content, good money maker. A little busy but well placed.
 Honorable Mention - PADUCAH SUN, Staff
 Great idea.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - OWENSBORO MESSENGER INQUIRER, Barbara Bennett/John Shelton
 Definitely eye-catching.
 Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Susan McCrobie/Cris Thomas
 Good idea.
 Third Place - ASHLAND DAILY INDEPENDENT, Angie Lewis
 Clarifies services, good ad.

Category 12 - ENTERTAINMENT/DINING

First Place - LOUISVILLE COURIER JOURNAL, Staff
 Clean, classy, unique, great designer.
 Second Place - PADUCAH SUN, Teresa Cope/Le Parker
 Jumps out at reader. Lots of info without clutter.
 Third Place - ASHLAND DAILY INDEPENDENT, Angie Lewis
 Very original, great idea. A little too cluttered with info though.
 Honorable Mention - PADUCAH SUN, Debbie Carter/Amy Chase
 Well placed info. Good throughout.
 Honorable Mention - PADUCAH SUN, Johnny Blazing/Amy Chase
 Jumps out, can't miss. Good artwork. A lot of info.

Category 13 - SPECIAL SECTIONS

First Place - LOUISVILLE COURIER JOURNAL, Staff
 Very well laid out. Content and printing, a very nice edition.
 Second Place - LOUISVILLE COURIER JOURNAL, Kenny Hildenbrand/Darren Hauss
 An original idea.

HERITAGE CHRISTIAN ACADEMY

see the world from a different perspective

there's a lot to learn about the world around us. And there's only one way to make sense of it all - with a perspective based on God's word. A place where learning can stretch your mind and your faith. Now enrolling in all grades K-12 with limited openings in the following grades:

1/2 Day K-4	(3 openings)	3rd Grade	(2 openings)
Full Day K-4	(3 openings)	4th Grade	(4 openings)
Kindergarten	(4 openings)	8th Grade	(1 opening)
1st Grade	(3 openings)	9th Grade	(1 opening)
2nd Grade	(2 openings)		

Call for your appointment today 270-885-2417.

HERITAGE CHRISTIAN ACADEMY
 8349 EAGLE WAY • HOPKINSVILLE, KY
 885-2417
 A Quality Education Isn't Expensive, It's "Priceless"

The Kentucky New Era in Hopkinsville took first-place honors with this entry in the general/miscellaneous category among papers in Daily Class 2.

DAILY INDEPENDENT, Mary Goldy
 Great black and white ad. Ad floats nicely in designated space drawing eye to advertiser.

Category 7 - FURNITURE

First Place - LEXINGTON HERALD LEADER, Kay Wilson
 Neat, organized, put together well.
 Second Place - LEXINGTON HERALD LEADER, Savannah Hinds
 Very neat.
 Third Place - OWENSBORO MESSENGER

Third Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson

Sexy photo says it all!
 Honorable Mention - BOWLING GREEN DAILY NEWS, Leighann Whitaker
 Fun children's writing ad.
 Honorable Mention - LOUISVILLE COURIER JOURNAL, Katie Hale/Juanita Turpin
 Great use of six inches.

Third Place - OWENSBORO MESSENGER INQUIRER, Special Publications Department
 A creative idea. Nice ads.
 Honorable Mention - LOUISVILLE COURIER JOURNAL, Staff
 An excellent publication!
 Honorable Mention - OWENSBORO MESSENGER INQUIRER, Special Publications Department
 Top quality. A lot of advertising.

Category 14 - GROUP PROMOTIONS

First Place - LEXINGTON HERALD LEADER, Chuck Mullins
 Color caught our eye when looking at all entries. Ad on back page cinched first place. Nice paper.
 Second Place - LOUISVILLE COURIER JOURNAL, Patricia Griffin/Sharon Deadwyler
 Great color/registration!! Not your typical back to school ad. At first glance we didn't connect "Back to the Books with ad." Our suggestion would be to continue orange around to and right side of ad.
 Third Place - PADUCAH SUN, Patrice Hoffman/Le Parker
 Nice ads. Subtle and clean. Good photos, but typical piece.

Category 15 - HOLIDAY GREETING ADS

First Place - ASHLAND DAILY INDEPENDENT, Kellie Gussler
 Excellent, excellent layout, printing paper.
 Second Place - ASHLAND DAILY INDEPENDENT, Cindy Thompson
 Wonderful idea.
 Third Place - KENTUCKY NEW ERA, Debbie Mabry/Donna Cumbee
 Honorable Mention - ELIZABETH-TOWN NEWS ENTERPRISE, Susan McCrobie/Cris Thomas
 Beautiful artwork.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - LEXINGTON HERALD LEADER, Kay Wilson
 Wow!! I have never thought of using a cabbage for background. Color registration excellent. Number one by leaps and bounds.
 Second Place - ELIZABETH-TOWN NEWS ENTERPRISE, Martha Farmer/Sonya Foster
 Great, eye-catching art. Nice toe to advertiser's name. Easy to read.
 Third Place - BOWLING GREEN DAILY NEWS, Andrea Dennis/Terri Mercer

Nice clean black and white ad. Good message. Headline caught our attention. Try to sell color for next year.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - ELIZABETH-TOWN NEWS ENTERPRISE, Classified Staff
 Very strong sections. Great ad, layout, easy to read, large amount of information.
 Second Place - LEXINGTON HERALD LEADER, Savannah Hinds
 Good entertaining section. Must appeal to both genders and all ages.
 Third Place - LEXINGTON HERALD LEADER, Julie Lowe
 Great covers. Ads don't live up to cover appeal.

Category 18 - SPECIAL PUBLICATIONS

First Place - ASHLAND DAILY INDEPENDENT, Kellie Gussler
 Cover is dynamic! Ads are extremely creative. Printing is excellent. Our suggestion is to sell it for the "Senior Citizens Market," too. Number one due to seamless move to another sales product. Caught the attention of others judging different categories.
 Second Place - PADUCAH SUN,

Kristal D. Stallion
 Eye catching cover. Editorial content index on cover creates interest to open and read. Strong ad content. Layout keeps interest.
 Third Place - KENTUCKY NEW ERA, Janet Hall
 Great introduction to community. Good ad content. Predictable.
 Honorable Mention - OWENSBORO MESSENGER INQUIRER, Special Publications Department
 Strong cover. Nice on newsprint. Good message. Needs to be inserted.

Category 19 - BEST USE OF

COLOR

First Place - LEXINGTON HERALD LEADER, Kay Wilson
 Our definite favorite ad layout of all ads we have judged today!! Most creative, good layout for an unusual advertisement.
 Second Place - OWENSBORO MESSENGER INQUIRER, Kathleen Hensley/John Shelton
 Great design. Great choice of color. Ties new media into newspaper, giving newspaper its earned foundation.
 Third Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
 Great layout! Sharp photos. Balloon photos compliment furniture photos. Very clean, fun to read.
 Honorable Mention - KENTUCKY NEW ERA, Kelly Willig/Kelly Austin
 Great use of unusual color.

Category 20 - BEST AD SERIES

First Place - ELIZABETH-TOWN NEWS ENTERPRISE, Tracy Levesque/Jamie Kerr
 Very informative, consistent.
 Second Place - LEXINGTON HERALD LEADER, Rebecca Dixon
 Clever!
 Third Place - KENTUCKY NEW ERA, Janet Hall
 Nice layout, informative.
 Honorable Mention - BOWLING GREEN DAILY NEWS, Terri Mercer
 Nice ad, different, clean and eye-catching.

Category 21 - GENERAL MISCELLANEOUS

First Place - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
 Contrast of single goldfish is great. It stands out, gets point across. Colors are unusual, but work. Good concept.
 Second Place - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
 Simple but oh so effective. You didn't load up with unnecessary print, etc.
 Third Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson
 Very good combination of color and black and white. Purple print is very effective. Well thought out.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - LEXINGTON HERALD LEADER, Julie Lowe
 For a 2x3 the design overpowered other ads in category. Everyone would find this ad appealing.
 Second Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson

weakness
is for sissies

281-5110
 230 W. Main St.
 Lexington

JOIN NOW &
 RECEIVE 2 FREE
 PERSONAL
 TRAINING
 SESSIONS

GOLD'S
 GYM.

The Lexington Herald-Leader won first for this Daily Class 2 entry in sporting goods/athletics.

Page 14 - 2002 KPA Ad Contest

Great layout, not cluttered but has good contrast. Ad design directs eye to important info. Easy to read.
Third Place - ASHLAND DAILY INDEPENDENT, Kellie Gussler
Wow! Nice registration. This ad would definitely bring high readership through all ages.

Category 23 - SPECIAL EVENTS

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Jennifer Cobb/Melinda Brown
Very colorful, but doesn't overpower message. An excellent job.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Portia Oldham/Bill Mathers
Fun page. Good use of color. Bit busy at bottom.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Classified Staff
Great idea to color up classified ads. Good execution.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - KENTUCKY NEW ERA, Kelly Austin
Good promotion for teens. Excellent use of color.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Jamie Kerr
Good concept leading to promotion payoff.
Third Place - OWENSBORO MESSENGER INQUIRER, Special Publications Department
Excellent layout make this promotion

Best TMC Product

work.

Weekly Division

First Place - CYNTHIANA DEMOCRAT, Staff
Powerful ad presentations, very full of reading and "dreaming of buying" material. Very comprehensive.
Second Place - APPALACHIAN NEWS EXPRESS, Staff
Good color, interesting marriage of ads and editorial.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff
Loved photos of businesses on back of coupons. Good information, good content for TMC.

Daily Division

First Place - MADISONVILLE MESSENGER, Staff
Great overall look, nice appeal!
Second Place - OWENSBORO MESSENGER INQUIRER, Special Publication Department
Third Place - PADUCAH SUN, Chris

Associates Division

Lawrence

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - WILLIAMSON DAILY NEWS, Misty Rife
Excellent use of color, layout balanced.
Second Place - WILLIAMSON DAILY NEWS, Misty Rife
Creative way to feature Valentine Day and jewelry. Excellent use of color by using % at red to make pink and red.
Third Place - WILLIAMSON DAILY NEWS, Krista Stanley
Good use of space with creative and featured advertiser.

Category 2 - AUTOMOTIVE

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Krisp, clean, easy to grasp concept. Very appropriate for times, red, white and blue.
Second Place - WILLIAMSON DAILY NEWS, Renee Kessler
Design original, more variation in color. Better organization in layout would have increased points.
Third Place - WILLIAMSON DAILY NEWS, Renee Kessler
Excellent use of white space. Unique spin in reaching a larger customer base with expanded product. Copy or header creative.
Honorable Mention - WILLIAMSON DAILY NEWS, Krista Stanley
Color used well.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - WILLIAMSON DAILY NEWS, Misty Rife
Creative use of space. Copy presented in a balanced clean format.
Second Place - WILLIAMSON DAILY NEWS, Misty Rife
Outstanding border, good use of screens, reverse and font style. Easy to read.
Third Place - WILLIAMSON DAILY NEWS, Leslie Dotson

Layout style using boxes draws attention. Easy to read, good mixture of fonts.

Category 4 - FINANCIAL

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Ad presented well because it was so copy intensive, still easy to read. Terrific border for financial ad.
Second Place - WILLIAMSON DAILY NEWS, Krista Stanley
Well balanced layout, soothing color production of photos and logo. Blurred hurt overall look of ad. Missing photo makes ad look incomplete.
Third Place - WILLIAMSON DAILY NEWS, Misty Rife
Photo had trusting feel, \$ border concept good for CPA. Market appeal.

Category 5 - PROFESSIONAL SERVICES

First Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Graduated screen unique and eye-catching. Use of reverse for location makes it easy for market base to read.
Second Place - WILLIAMSON DAILY NEWS, Misty Rife
Marbling and bold font, white space make ad have reader appeal! Excellent follow through on information presented.
Third Place - WILLIAMSON DAILY NEWS, Krista Stanley
Efficient use of advertiser space with creative concept. More info about product needed: hours, phone number and address.

Category 6 - FOOD/DRUG/LIQUOR

First Place - Murray State News, Joanna Conklin
Good screening, use of shapes and reversals picture tied all three products together.
Second Place - WILLIAMSON DAILY NEWS, Misty Rife
Striped background draws attention. Different star burst add character, photos show inventory, good font.
Third Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Message stood, didn't get lost in product info. Balanced very well for all info included.

Category 7 - FURNITURE

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Event well featured, concept illustrated visually great overall. Could have been color.
Second Place - WILLIAMSON DAILY

NEWS, Krista Stanley
Product photos crisp and clear. Creative heading ties on to product well.
Third Place - WILLIAMSON DAILY NEWS, Krista Stanley
Great idea. Pricing in reverse and font easy to read and illustrates sale well. Good theme, poor production. Needed to be lightened and improved.

Category 8 - REAL ESTATE

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Fantastic theme idea. Concept easily understood, very reader friendly. Great quality of pictures, even in black and white. Good use of space. Easy on the eye.
Second Place - RUSSELL REGISTER, Judy York/Julie Roy
Color illustrates slogan and theme well. Good production, quality and balance.
Third Place - RUSSELL REGISTER, Julie Roy
Production good, easy to read, no header, needed concept. Header should have been moved to top for better layout.

Category 9 - CLOTHING STORES

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Color and style had good reader appeal. Good show of inventory and

Bored?



We'll take anybody. Really.

Winning in the unemployment line? Really? In '02 five-point-07
"The Murray State News" College Life section follows respect pop icons.
Call 762-4480. Write, write, baby, Really.

The Murray State News won first place in the best use of the newspaper category among associate member papers.

not overwhelming. Works well for customer and creates desire to shop there.
Second Place - WILLIAMSON DAILY NEWS, Misty Rife
Crisp, clean illustrated concept. Ad creates urgency, quick and to the point.
Third Place - WILLIAMSON DAILY NEWS, Krista Stanley
Displays a lot of info well. Color is a plus and gives reader quick highlights. Top loses appeal, needs different font, border not really appropriate.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - KENTUCKY KERNEL, Staff
Original creative concept.
Second Place - WILLIAMSON DAILY NEWS, Staff
Excellent advertiser support.
Checked idea keeps ad in balance, easy to read. Has reader appeal.
Third Place - WILLIAMSON DAILY NEWS, Staff
Background color presents theme well. Each ad presented well. Doesn't run together. Advertisers' product presented well.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - MURRAY STATE NEWS, Ryan Brooks/Laura Deaton/Loree Stark
Funny, eye-catching, creative original idea.
Second Place - WILLIAMSON DAILY NEWS, Staff
Great use of color, reader and advertiser appeal. Clean layout.
Third Place - BUTLER COUNTY POST, Josh Keown
Great creative use in small space. Heart warming.

Category 12 - ENTERTAINMENT/DINING

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Border illustrates theme effectively in small space. Reverse works well as contrast with white space.
Second Place - MURRAY STATE NEWS, Fall Staff
Attention grabbing. Lacks detail of product on sale.
Third Place - WILLIAMSON DAILY NEWS, Krista Stanley
Sells product well in small space. Bold illustration on phone number. Easy to read. Customer friendly.

Category 13 - SPECIAL SECTIONS

First Place - COLLEGE HEIGHTS

HERALD, Staff
Good editorial and ad content. Well balanced. Specific to category.
Second Place - KENTUCKY KERNEL, Staff
Good section, however tabloid might have been more reader friendly and have more appeal.
Third Place - COLLEGE HEIGHTS HERALD, Staff
Great advertising support! Cover had attention grabbing appeal.
Honorable Mention - WILLIAMSON DAILY NEWS, Staff
Good idea, needs more advertising support.

Category 14 - GROUP PROMOTIONS

First Place - WILLIAMSON DAILY NEWS, Misty Rife
Original theme, graphic design very progressive. Good use of comprehensive store directory. One stop shopping.
Second Place - WILLIAMSON DAILY NEWS, Staff
Original use of border creates appealing concept. Easy to read and reader/advertiser friendly. Advertisers combined well.
Third Place - WILLIAMSON DAILY NEWS, Misty Rife/Krista Stanley
Great header font. Vertical and horizontal presentation. Production of logos clean.

Category 15 - HOLIDAY GREETING ADS

First Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Great use of black and white with color. Beautiful illustration.
Second Place - WILLIAMSON DAILY NEWS, Krista Stanley
Concept, layout and color are terrific. Production of logo and photos hurt the ad.
Third Place - FARMER'S PRIDE, Susan Tucker
Less is more!! Illustrated idea in a creative stylish form.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - FARMER'S PRIDE, Susan Tucker/Kent Sparks
Color on seal draws consumer to quality of product. Contrast of reverse and white space makes ad easy to read.
Second Place - FARMER'S PRIDE, Kent Sparks/Susan Tucker
Consistent presentation, good use of graphic, reverse and screen. Border is clean and appealing.

Third Place - WILLIAMSON DAILY NEWS, Misty Rife
Highlight significant information at top. Easy for advertiser to understand.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - FARMER'S PRIDE, Susan Tucker/Kent Sparks
Layout balance, spacing between lines make ad reader friendly.
Second Place - COLLEGE HEIGHTS HERALD, Scarlett Blandford
Headers classify and identify product well. Fonts large enough to read line.
Third Place - WILLIAMSON DAILY NEWS, Paula Hayes
Marble header appealing. House ads displayed good info for advertising in classified. Columns too close together.

Category 18 - SPECIAL PUBLICATIONS

Certificate Of Merit - FARMER'S PRIDE, Staff

Category 19 - BEST USE OF COLOR

First Place - WILLIAMSON DAILY NEWS, Krista Stanley
Good photo quality. Bright colors.
Second Place - WILLIAMSON DAILY NEWS, Misty Rife
Crisp, clean border. Good contrast of color and white space.
Third Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Photos could be brighter, great border.

Category 20 - BEST AD SERIES

First Place - KENTUCKY KERNEL, Amanda Steyn
Ads clean, good follow through.
Second Place - WILLIAMSON DAILY NEWS, Renee Kessler
Info comprehensive. Pictures appealing. Color would have raised level of appeal.
Third Place - KENTUCKY KERNEL, Amanda Steyn
Appealing to both reader and advertiser. Good concept of game. To improve

2002 KPA Ad Contest - Page 15

maybe list game information only once, not in every ad.

Category 21 - GENERAL MISCELLANEOUS

First Place - KENTUCKY KERNEL, Amanda Steyn
Clever idea, attention getting!
Second Place - MURRAY STATE NEWS, Spring Staff
Attention grabbing, sign post artwork is great!
Third Place - RUSSELL REGISTER, Julie Roy
Crisp, clean, good font variation.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - KENTUCKY KERNEL, Amanda Steyn
Great use of photo and copy. Reader friendly. Photo grabs attention.
Second Place - KENTUCKY KERNEL, Amanda Steyn
Photo gets attention.
Third Place - WILLIAMSON DAILY NEWS, Staff
Great pull-out, production needs work.

Category 23 - SPECIAL EVENTS

First Place - WILLIAMSON DAILY NEWS, Staff
Each ad stands out, heading makes it springy. Graphics needed work.
Second Place - MURRAY STATE NEWS, Spring Staff
Third Place - FARMER'S PRIDE, Susan Tucker/Kent Sparks

Category 25 - BEST NEWSPAPER PROMOTION

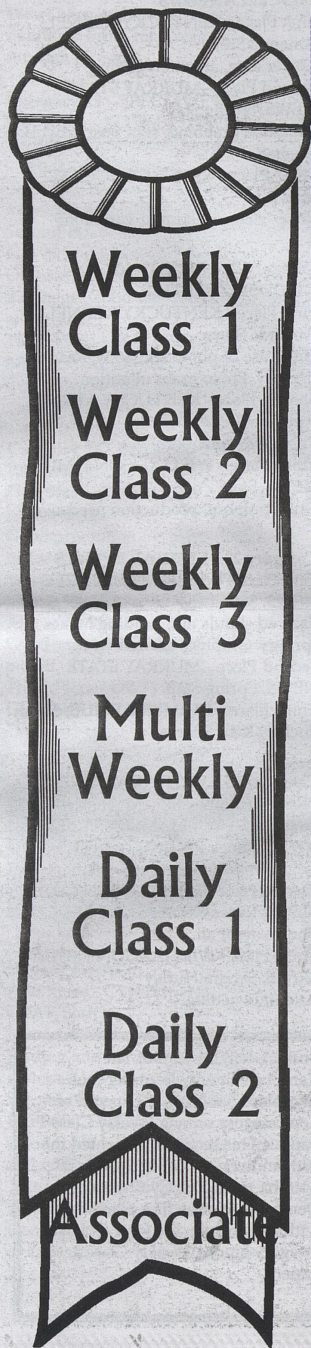
First Place - WILLIAMSON DAILY NEWS, Renee Kessler
Promotes community involvement.
Second Place - WILLIAMSON DAILY NEWS, Renee Kessler
Photo says it all.
Third Place - WILLIAMSON DAILY NEWS, Sandra Hurley
Attention getting.

About the cover

Vertical ad, top to bottom, left, The Danville Advocate-Messenger won first place for professional services in Daily Class 1. Top, left, The Kentucky Standard won first for its history book in the special publications category in the multi-weekly class. Top right, The Cadiz Record won first among Weekly Class 2 papers for its entry in best ad series.

Bottom, left, the staff of The Campbell County Recorder took first-place honors in the special section category among Weekly Class 1 papers. This section highlighted the 60th anniversary of World War II. Bottom, right, The Cynthiana Democrat scores a first-place victory with this entry in the food and drug category among Weekly Class 3 papers.

GENERAL EXCELLENCE WINNERS



**1ST
Place**

**2ND
Place**

**3RD
Place**

Flemingsburg
Gazette

McLean County
News

Fulton
Leader

Cadiz
Record

Springfield
Sun

Berea
Citizen

Jessamine
Journal

Cynthiana
Democrat

Anderson
News

Appalachian
News Express

Kentucky
Standard

Shelbyville
Sentinel News

Danville
Advocate
Messenger

Madisonville
Messenger

Henderson
Gleaner

Lexington
Herald Leader

Elizabethtown
News Enterprise

Kentucky
New Era

Williamson
Daily News

Kentucky
Kernel

Farmer's
Pride