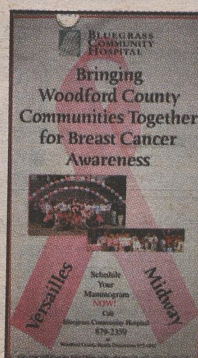


2005



* OVERSTOCK
PN
4709
.K37
2005-2
AERW

ADVERTISING EXCELLENCE IN KENTUCKY NEWSPAPERS



WEEKLY CLASS 1

Category 1 - Department/Discount/Jewelry Stores

No Entries

Category 2 - Automotive

First Place - Bath County News Outlook, Mary Johnson, Tisha Mitchell

Good use of content, good structure.
Second Place - McLean County News, Keith E. Bratcher, Linda Durbin

Different use of fonts would have made this one better.

Third Place - McLean County News, Keith E. Bratcher, Lynn Saffran

Category 3 - Hardware/Appliance Stores

First Place - McLean County News, Holly Hayden, Linda Durbin

Second Place - McLean County News, Keith E. Bratcher, Linda Durbin

Third Place - McLean County News, Keith E. Bratcher, Lynn Saffran

Category 4 - Financial

First Place - McLean County News, Holly Hayden, Linda Durbin

Second Place - McLean County News, Keith E. Bratcher, Linda Durbin

Third Place - McLean County News, Keith E. Bratcher, Linda Durbin

Category 5 - Professional Services

First Place - Bath County News Outlook, Tisha Mitchell

Neat concept.

Second Place - McLean County News, Holly Hayden, Lynn Saffran

Third Place - McLean County News, Keith E. Bratcher, Linda Durbin

Category 6 - Food, Drug, Liquor

First Place - Bracken County News, Susie Hargett

Very clean, very nice.

Second Place - Bath County News Outlook, Tisha Mitchell

Good use of color.

Third Place - McLean County News, Keith E. Bratcher

Good food ad.

Category 7 - Furniture

First Place - Bath County News Outlook, Tisha Mitchell

Good layout.

Second Place - Bath County News Outlook, Tisha Mitchell

Another good layout.

Third Place - McLean County News, Holly Hayden, Lynn Saffran

Category 8 - Real Estate

First Place - McLean County News, Keith E. Bratcher, Linda Durbin

Great color.

Second Place - Bath County News Outlook, Tisha Mitchell

Third Place - McLean County News, Holly Hayden, Lynn Saffran

Category 9 - Clothing Stores

No Entries

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Bath County News Outlook, Tisha Mitchell

Second Place - Bath County News Outlook, Michelle Perry, Tisha Mitchell

Third Place - Trimble Banner, Staff

Category 11 - Creative Use of the Newspaper

First Place - McLean County News, Beck Glenn, Stephanie Flowers

Second Place - McLean County News, Jessica West Bratcher

Third Place - McLean County News, Beck Glenn, Stephanie Flowers

Category 12 - Entertainment/Dining

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

Good layout.

Second Place - McLean County News, Holly Hayden, Linda Durbin

Category 13 - Special Sections

First Place - McLean County News, Staff

Great looking!

Second Place - Trimble Banner, Staff

Very nice.

Third Place - McLean County News, Staff

Good layout.

Honorable Mention - Bath County News Outlook, Tisha Mitchell

Great look, nice layout. I like your paper.

Category 14 - Group Promotions

Certificate of Merit - McLean County News, Holly Hayden, Lynn Saffran

Category 15 - Holiday Greeting Ads

First Place - McLean County News, Holly Hayden, Angie Chinn

Category 16 - Agriculture/Lawn and Garden

Certificate of Merit - McLean County

News, Keith E. Bratcher, Lynn Saffran

Category 17 - Classified Page/Section

No Entries

Category 18 - Special Publications

No Entries

Category 19 - Best Use of Color

First Place - Bath County News Outlook, Christy King, Tisha Mitchell

Second Place - McLean County News, Keith E. Bratcher, Phil Trivett

Third Place - McLean County News, Keith E. Bratcher, Linda Durbin

Category 20 - Best Ad Series

First Place - McLean County News, Keith E. Bratcher, Phil Trivett

Second Place - McLean County News, Holly Hayden, Lynn Saffran

Category 21 - General Miscellaneous

First Place - McLean County News, Holly Hayden, Lynn Saffran

Second Place - McLean County News, Keith E. Bratcher, Lynn Saffran

Category 22 - Sporting Goods/Athletics

First Place - McLean County News, Holly Hayden, Lynn Saffran

Second Place - McLean County News, Holly Hayden, Linda Durbin

Category 23 - Special Events

First Place - McLean County News, Keith E. Bratcher, Lynn Saffran

Second Place - McLean County News, Holly Hayden, Lynn Saffran

Category 25 - Best Newspaper Promotion

First Place - McLean County News, Beck Glenn, Stephanie Flowers

Second Place - McLean County News, Jessica West Bratcher, Stephanie Flowers

WEEKLY CLASS 2

Category 1 - Department/Discount/Jewelry Stores

First Place - Laurel News Journal, Randy Robinson, Eric Dishon

Great picture and use of color!

Second Place - Laurel News Journal, Eric Dishon

This ad flowed very well.

Third Place - Grant County News, Jane Ashley Inman, Janet McKee

We really like the way the text flowed around the artwork.

Category 2 - Automotive

First Place - McCreary County Voice, Suzanna Martinez

Great color. Good detail and inviting.

Second Place - Berea Citizen, Kristi Johnson, Shane Seals

Ad catches eye with curvature of tree. Great detail.

Third Place - Citizen Voice & Times, Earline Arvin

Different than most auto ads. Clean and simple.

Category 3 - Hardware/Appliance Stores

First Place - McCreary County Voice, Suzanna Martinez

Clean layout, nice use of color. Benefits communicated clearly.

Second Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Good use of color, good reproduction, makes for good eye appeal.

Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Clean, good color shows how entire home and yard can benefit from ACE.

Category 4 - Financial

First Place - Henry County Local, Tiffany Clark

Great ad!! Very effective use of text and photos.

Second Place - LaRue County Herald News, Melissa Nalley, Max McLeod

Great use of fall colors. Direct and to the point. Good job!

Third Place - Leitchfield Record, Alice Farstad, Jenny Searcy

Green and white ... perfect use of color and strong bold text.

Category 5 - Professional Services

First Place - Leitchfield Record, Alice Farstad, Jenny Searcy

Excellent use of graphics and copy make this ad compete well with other ads on the page.

Second Place - McCreary County Voice, Suzanna Martinez

Small ad stands out with heavy competition on the page. Great design!!

Third Place - Tompkinsville News, Sonja Carrow

Very clean and functional, gets the message across. Well designed.

Category 6 - Food, Drug, Liquor

First Place - Henry County Local, Tiffany Clark

Continued on Page 4

Bryan Miller Motors would like to help you and yours.

END OF YEAR BLOWOUT

No Money Down

4.39% W.A.C. Payments Deferred up to 45 Days
Not A Lease

FREE WARRANTY WITH ALL VEHICLES PURCHASED. EXCLUDES AUTOS WITH FACTORY WARRANTY.

<p>1999 JEEP CHEROKEE</p>  <p>\$12,480</p>	<p>1999 SEPT WRANGLER</p>  <p>\$14,900</p>
<p>2001 GRAND PRIX SE</p>  <p>\$11,880</p>	<p>1997 JEEP CHEROKEE</p>  <p>\$7,280</p>
<p>2000 DODGE NEON SE</p>  <p>\$8,380</p>	<p>2000 OLDS BRAGADA</p>  <p>\$12,380</p>
<p>2000 DODGE INTREPID</p>  <p>\$11,980</p>	<p>2000 GRAND CARAVAN SE</p>  <p>\$13,980</p>
<p>2000 DODGE TRUCK SLT</p>  <p>\$16,500</p>	<p>2000 DODGE CALIBER 1500</p>  <p>\$11,880</p>
<p>2000 PONTIAC EXPLORER</p>  <p>\$11,880</p>	<p>www.BMMOTORS.COM Wholesale to the Public Bryan Miller Motors</p>

Shop Lee's Bestway for ALL your holiday needs!

WE WILL BE OPEN ON CHRISTMAS EVE UNTIL 5 PM, AND CLOSED ON CHRISTMAS DAY!

<p>Super Select Cucumbers 2 for \$1</p>	<p>Fresh Green Onions 2 bunches \$1</p>	<p>US #1 Sweet Potatoes 69¢ lb.</p>	<p>FLAV-O-RITE Coffee 24.3 oz. can \$4.99</p>	<p>US #1 Idaho Potatoes 2 for \$5</p>	<p>FLAV-O-RITE Coca Cola Products 54 oz. cans \$5.99</p>					
<p>Deli Sliced Fully Cooked Country Ham \$6.99 lb.</p>	<p>Deli Fresh Cole Slaw, Macaroni or Potato Salads \$1.29 lb.</p>	<p>Deli Sliced WILSON'S Honey Cured Ham \$3.99 lb.</p>	<p>WASHINGTON STATE Red & Yellow Delicious Apples 99¢ lb.</p>	<p>FLAV-O-RITE Soup 10.5 oz. cans \$1.69</p>	<p>FLAV-O-RITE Cans of Chicken, Broccoli or Dairy \$1.69</p>					
<p>Wesson Oil 48 oz. \$2.49</p>	<p>FLAV-O-RITE Homestyle or Wild Noodles 16 oz. bag 99¢</p>	<p>GARNATION Evaporated Milk 12 oz. can 99¢</p>	<p>DOLS Chunk, Crushed or Sliced Pineapple 20 oz. can 99¢</p>	<p>PRINGELLA Cut Yams 60 Oz. can 2 for \$3</p>	<td> <p>HOOPER'S Foam Plates 10 ct. \$1.29</p> </td> <td> <p>JET PUFF Marshmallow Creme 7 oz. jar \$1.29</p> </td> <td> <p>JET PUFF Mini Marshmallows 10 oz. bag \$1.29</p> </td> <td> <p>KARO Red, Green or Blue Syrup 16 oz. \$2.29</p> </td> <td> <p>HOOPER'S Brown & Serve Rolls 18 ct. 99¢</p> </td>	<p>HOOPER'S Foam Plates 10 ct. \$1.29</p>	<p>JET PUFF Marshmallow Creme 7 oz. jar \$1.29</p>	<p>JET PUFF Mini Marshmallows 10 oz. bag \$1.29</p>	<p>KARO Red, Green or Blue Syrup 16 oz. \$2.29</p>	<p>HOOPER'S Brown & Serve Rolls 18 ct. 99¢</p>
<p>HART Volveta Cheese 8 oz. box \$3.99</p>	<p>BIRDSEY Broccoli Cuts 12 oz. bag 99¢</p>	<p>COOL WHIP 6 oz. \$1.19</p>	<p>Mrs. Smith's Pies Apple, Cherry or Pumpkin 2 for \$6</p>	<p>Pillsbury Pot Ritz Pie Shells 2 pack 2 for \$3</p>	<td> <p>Fresh Oysters 12 oz. can \$5.99</p> </td> <td> <p>FARM FRESH Shrimp Cocktail Ring 18 oz. \$4.99</p> </td> <td> <p>GLIFFY FARM Country Ham 12 lb. \$1.49</p> </td> <td> <p>Fresh Whole Boneless Pork Loin 1 lb. \$1.99</p> </td> <td> <p>FARM FRESH Bacon 1 lb. pkg. \$1.99</p> </td>	<p>Fresh Oysters 12 oz. can \$5.99</p>	<p>FARM FRESH Shrimp Cocktail Ring 18 oz. \$4.99</p>	<p>GLIFFY FARM Country Ham 12 lb. \$1.49</p>	<p>Fresh Whole Boneless Pork Loin 1 lb. \$1.99</p>	<p>FARM FRESH Bacon 1 lb. pkg. \$1.99</p>

Lee's BESTWAY

Farming isn't about the money. Except when it is about the money.



When you need financing for your operation, call someone who understands farming. At Farm Credit Services of Mid-America, you'll find lenders who know how to anticipate and meet the needs of farmers like you. With over 100 years of experience, we're not just a no-nonsense process, you'll find us pretty easy to do business with. And you don't have to come to us. We're more than happy to come to you.

Farm Credit Services OF MID-AMERICA
A heart for finance. A heart for farming.



Carlton Magan



David Albin

1-800-844-1148
1-270-684-6251

3445 Walthens Crossing Owensboro, KY
(right off Carter Rd. & US 60 Bypass Exit)

Top, left: The Bath County News Outlook's Mary Johnson and Tisha Mitchell took home first place in the Automotive category for this entry in Weekly Class 1. Top, right: Keith E. Bratcher and Phil Trivett teamed together on this winning entry by the McLean County News in the Best Ad Series Category. McLean County was also the first place General Excellence winner in Weekly Class 1. Bottom, left: The judge called this winning entry by Susie Hargett, of the Bracken County News, "very clean" and "very nice."

Page 4 - 2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 2

Great artwork and use of text. This ad immediately stood out.

Second Place - Carrollton News Democrat, Karen Claiborne, Carla Kidwell

Great use of space, this ad flows very well.

Third Place - Clay City Times, Alanna Aldridge, Lisa Baber

Great use of color!!

Category 7 - Furniture

First Place - Berea Citizen, Teresa Scenters, Shane Seals

Little, big impact. Far superior to competing with full page ad.

Second Place - McCreary County Voice, Suzanna Martinez

Colorful and effective communication.

Third Place - Laurel News Journal, Eric Dishon

Clean, uncluttered message.

Category 8 - Real Estate

First Place - McCreary County Voice, Staff

Blue Ridge Homes obviously a good client, but this ad is far superior to others. Great graphic and use of space.

Second Place - McCreary County Voice, Suzanna Martinez

Excellent use of white space.

Third Place - Tompkinsville News, Sonja Carrow

Best estate auction ad we've seen in a while.

Category 9 - Clothing Stores

First Place - Laurel News Journal, Stephanie Goss, Eric Dishon

Great use of artwork and color!

Second Place - Leitchfield Record, Jenny Searcy

This ad is very appealing. Stood out on the page.

Third Place - Laurel News Journal, Terri Smallwood

This ad flows well, great use of color.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Laurel News Journal, Eric Dishon, Amy Hinton

Great use of color! Layout is wonderful. Overall great ad!!

Second Place - Clay City Times, Alanna Aldridge, Lisa Baber

Very good layout, this ad was very eye-catching.

Third Place - McCreary County Voice, Suzanna Martinez

Great ad to honor soldiers. The

graphic art on the top was very eye-catching.

Category 11 - Creative Use of the Newspaper

First Place - Berea Citizen, Scott Powell

Perfect headline, graphic and layout.

Second Place - Leitchfield Record, Jenny Searcy

Novel way to show appreciation to advertisers whose ad won in press association competition.

Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Definitely gets the attention!

Category 12 - Entertainment/Dining

First Place - Tompkinsville News, Sonja Carrow

This ad has our seal of approval! Very eye-catching. Send me some BBQ!!

Second Place - Tompkinsville News, Sonja Carrow

Send more BBQ! This ad made me whistle! Great job.

Third Place - Henry County Local, Tiffany Clark

Great text. Color really made ad stand out.

Category 13 - Special Sections

First Place - Grant County News, Jane Ashley Inman, Janet McKee

Great Promotion! This is something you would always keep around to remember the unknown member of your family.

Second Place - LaRue County Herald News, Melissa Nalley, Max McLeod

Beautiful cover! Great way to help preserve county history.

Third Place - McCreary County Voice, Staff

Definitely something senior citizens can hold on to, lots of great information and ads.

Category 14 - Group Promotions

First Place - McCreary County Voice, Staff

Great presentation of multiple services, doesn't really seem cluttered considering number of advertisers.

Second Place - Berea Citizen, Teresa Scenters

Clean, colorful and eye appealing.

Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman

Great combination of art and topic along with use of color.

Category 15 - Holiday Greeting Ads

First Place - Laurel News Journal, Eric Dishon

Very appropriate for Memorial Day.

Great color.

Second Place - LaRue County Herald News, Melissa Nalley, Max McLeod

Good, old fashioned community greeting.

Third Place - McCreary County Voice, Suzanna Martinez

Clean, good use of color.

Category 16 - Agriculture/Lawn and Garden

First Place - Tompkinsville News, Sonja Carrow

Eye-catching and informative - No Bull ____!

Second Place - Berea Citizen, Teresa Scenters

Nice art to reflect variety of products.

Third Place - Grant County News, Jane Ashley Inman, Janet McKee

Clean layout and nice graphics.

Category 17 - Classified Page/Section

First Place - Henry County Local, Staff

Front page was wonderful, made me want to look at section more.

Second Place - Springfield Sun, Shorty Lassiter

Overall great look!

Third Place - Tompkinsville News, Staff

Great real estate section.

Category 18 - Special Publications

First Place - Grant County News, Ken Stone

Great idea!! Definitely something the community would read and support!

Second Place - Grayson Journal Enquirer, Brad Toy

Overall great concept.

Third Place - Laurel News Journal, Staff

Nice and clean.

Category 19 - Best Use of Color

First Place - McCreary County Voice, Staff

Great idea! The ad flowed very well!

Use of color makes the ad stand out!!

Second Place - McCreary County Voice, Suzanna Martinez

Color was beautiful!

Third Place - Springfield Sun, Shorty Lassiter, Kim Hupman

This ad layout was nice and clean!

Use of color was excellent.

Category 20 - Best Ad Series

First Place - Laurel News Journal, Greg Kitzmiller

Overall the best campaign in this division!

Second Place - Laurel News Journal,

Stephanie Goss, Eric Dishon

This ad definitely gets your point across!

Third Place - Leitchfield Record, Alice Farstad, Jenny Searcy

This is a great series that showcases many businesses in the community.

Category 21 - General Miscellaneous

First Place - Laurel News Journal, Greg Kitzmiller

Great use of space! Great headline.

This ad immediately caught our eye!

Second Place - Carrollton News Democrat, Jeff Moore, Karen Claiborne

Very creative and colorful! Images pop on the page.

Third Place - Grayson Journal Enquirer, Mara Harlow

Color combination good, placement good also.

Category 22 - Sporting Goods/Athletics

First Place - Carrollton News Democrat, Jeff Moore, Carla Kidwell

This ad was a diamond! Great!!

Looked great and was very eye-catching.

Second Place - Tompkinsville News, Sonja Carrow

Great use of copy.

Third Place - Russell Springs Times Journal, Stephanie George, Motsy Hutton

Good job.

Category 23 - Special Events

First Place - Berea Citizen, Shane Seals

Excellent old-time newspaper look!

Very good use of spot splashes of color!!

Second Place - Crittenden Press, Brian Hunt

Black and white depicts the graveyard feel, crosses and headstones stand out.

Third Place - Grant County News, Jane Ashley Inman, Janet McKee

Very playful, well laid out, good use of colors.

Category 25 - Best Newspaper Promotion

First Place - LaRue County Herald News, Ramona Coffey, Max McLeod

Nice campaign, good program, nice show of community support.

Second Place - Carrollton News Democrat, Jeff Moore

Definitely gets the most attention on the page.

Continued on Page 6

The Bane of Old Cane

Chair Caner / Weaver Est. 1984
 Member of Southern Highland Craft Guild
 Instructor - John C. Campbell Folk School

Chairs
Rockers
Beds
Stools
Cradles
Tables
Settees
Couches
Glders

Hand
Caning
Natural
&
Fiber
Rush
Shaker
Reed
Rattan
Fiberboard
& More



*Most seats cost
between \$20 & \$70.*

Kathi Pruitt
 (859) 986-0004 - Berea

Frances BBQ has the



"It's Worth the Trip from Anywhere"

HOURS
 Thursday 9:00 am - 9:00 pm
 Friday 8:00 am - 10:00 pm
 Saturday 9:00 am - 9:00 pm
 Sunday 9:00 am - 9:00 pm

FRANCES BBQ

PH. 270-487-8550
 Call-ins Welcome!

Left: Teresa Scenters and Shane Seals captured first place for the Berea Citizen with this entry in the Furniture category in Weekly Class 2. Above: "This ad has our seal of approval," the judges commented on this winning Entertainment/Dining ad submitted by Sonja Carrow of The Tompkinsville News. Bottom: Eric Dishon and Amy Hinton picked up the win for The Laurel News Journal with this ad in the Multiple Advertiser/"Sig" Page category.

July 9th, 2004
 1 pm - 4 pm
 Main Bank Location Only
 "We're showing just how much we appreciate our Customers."
 Main Bank 800-8000
 Growth Bank 20 South Lane Road 855-8300

LAUREL National Bank



CORNETT

MANCHESTER, KY

PHONE 598-2186

EXTRA MILE
 JULY 9th
 8 a.m. ONLY

EXTRA MILE
 50 EXTRA MILES

AN AMERICAN REVOLUTION

TINCHER-WILLIAMS

CHEVROLET

US 25 South of London, KY
 Phone: 606-804-5700
 Toll Free: 1-800-887-1508

Shop on our website at
<http://www.tincherwilliams.com>

"Let Freedom Ring"



Johnny Watkins

115 CVB Lane
 London, Ky 40741

London-Laurel www.londonlaurelnewsjournal.com

News Journal

Wishes You And Your Family A Happy and Safe



115 CVB Lane
 London, Ky 40741

Phone: (606) 477-1295
 Fax: (606) 607-6666

DUKE PUBLISHING

"Serving the business printing needs of Central Kentucky"

Business letterhead, envelopes
 Full-color brochures, newsletters
 Web press printing, stitch

Phone: (606) 477-1295
 Fax: (606) 607-6666

Page 6 -2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 4

Third Place - Carrollton News Democrat, Carla Kidwell
Art goes well with message, eye appealing and attention getting.

WEEKLY CLASS 3

Category 1 - Department/Discount/Jewelry Stores

First Place - Pulaski News Journal, Tori Gooch
Great graphic dominates the ad.
Second Place - Jessamine Journal, Peggy Adkins
Good job!
Third Place - Jessamine Journal, Peggy Adkins
Nice photo, eye-catching.

Category 2 - Automotive

First Place - Pulaski News Journal, Lisa Rowell, Mechelle Phillipi
Sharp, crisp and clean.
Second Place - Pulaski News Journal, Tori Gooch, Mechelle Phillipi
Unique layout, nice photos.
Third Place - Meade County Messenger, Anne Mullenix
Very clean and to the point.

Category 3 - Hardware/Appliance Stores

First Place - Cynthia Democrat, Brad Allison, Susie Fryman
Good use of color.
Second Place - Pulaski News Journal, Stuart Arnold, Mary Beth Ping
Picture makes the statement.
Third Place - Pulaski News Journal, Stuart Arnold
Needs more artwork.

Category 4 - Financial

First Place - Jessamine Journal, Peggy Adkins, Dave Eldridge
Local pictures are very powerful!
Second Place - Jessamine Journal, Peggy Adkins, Nate Lowery
Good use of color. Clean layout.
Third Place - Pulaski News Journal, Stuart Arnold
Good use of info in a small space.

Category 5 - Professional Services

First Place - Jessamine Journal, Peggy Adkins, Dave Eldridge
nice use of color in background. Informative.
Second Place - Jessamine Journal, Peggy Adkins, Nate Lowery
Nice color reproduction.
Third Place - Pulaski News Journal,

Stuart Arnold, Mary Beth Ping
Doesn't make you think of death when you see it.

Category 6 - Food, Drug, Liquor

First Place - Jessamine Journal, Elaine Finocchiaro, Dave Eldridge
Very clean. Nice color graphics.
Second Place - Cynthia Democrat, Trish Jenkins, Suzie Fryman
Nice ad. Good art. Easy to read.
Third Place - Mountain Advocate, Wanda Blevins, Charles Myrick
Good, should have used process color.

Category 7 - Furniture

First Place - Benton Tribune-Courier, Areia Hathcock, Nathan Walls
Nice unique layout. Like the white space.
Second Place - Pulaski News Journal, Tori Gooch, Mary Beth Ping
Nice layout. Pressroom registration needs work.
Third Place - Mountain Advocate, Wanda Blevins, Charles Myrick
Nice use of black and white photos.

Category 8 - Real Estate

First Place - Jessamine Journal, Dawn Pennington, Nate Lowery
Nice. Good use of cowboys.
Second Place - Jessamine Journal, Peggy Adkins, Dave Eldridge
Nice photo.
Third Place - Mountain Advocate, Nancy Napier, Charles Myrick
Color and registration great in small space.

Category 9 - Clothing Stores

First Place - Jessamine Journal, Peggy Adkins
Artwork is great! Layout is clean.
Second Place - Jessamine Journal, Peggy Adkins
Nice use of local people.
Third Place - Cynthia Democrat, Beverly Linville, Suzie Fryman
Simple and effective.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Oldham Era, Staff
Very well supported. Clean and effective.
Second Place - Jessamine Journal, Peggy Adkins, Dawn Pennington, Linda Wiley
Third Place - Jessamine Journal, Peggy Adkins, Dawn Pennington, Linda Wiley

Category 11 - Creative Use of the Newspaper

First Place - Benton Tribune-Courier, Jim Ward
Great!!!
Second Place - Meade County Messenger, Anne Mullenix
Third Place - Harrodsburg Herald, Cathy Caton

Category 12 - Entertainment/Dining

First Place - Meade County Messenger, Anne Mullenix
Great graphic!
Second Place - Pulaski News Journal, Tori Gooch, Mechelle Phillipi
Love the layout!
Third Place - Woodford Sun, Margie Holbrook, Marla Carroll
Great!

Category 13 - Special Sections

First Place - Manchester Enterprise, Mark Hoskins
Great job!!
Second Place - Woodford Sun, Margie Holbrook, Marla Carroll, Mary King Wireman
Use more color on inside if possible.
Third Place - Woodford Sun, Margie Holbrook, Marla Carroll, Mary King Wireman
Good clean layout.
Honorable Mention - Cynthia Democrat, Staff
Nice color.

Category 14 - Group Promotions

First Place - Cynthia Democrat, Staff, Suzie Fryman
Second Place - Woodford Sun, Margie Holbrook, Marla Carroll
Third Place - Woodford Sun, Margie Holbrook, Marla Carroll, Mary King Wireman

Category 15 - Holiday Greeting Ads

First Place - Harrodsburg Herald, Jackie Larkins
Simple and effective.
Second Place - Benton Tribune-Courier, Karri Wurth, Kris Johnson
Good job, sales reps.
Third Place - Pulaski News Journal, Christina Hughes, Mechelle Phillipi
Nice layout and graphics.

Category 16 - Agriculture/Lawn and Garden

First Place - Cynthia Democrat, Brad Allison, Suzie Fryman
Very effective.
Second Place - Jessamine Journal, Peggy Adkins, Linda Wiley
Nice color.
Third Place - Jessamine Journal, Peggy Adkins, Linda Wiley
Clean and crisp.

Category 17 - Classified Page/Section

First Place - Jessamine Journal, Linda Wiley
Second Place - Pulaski News Journal, Marlene Keeton
Third Place - Lebanon Enterprise, Nikki Black

Category 18 - Special Publications

First Place - Mountain Advocate, Wanda Blevins, Nancy Napier, Melissa Newman
Second Place - Harrodsburg Herald, Staff
Third Place - Pulaski News Journal, Staff

Category 19 - Best Use of Color

First Place - Woodford Sun, Margie Holbrook, Marla Carroll, Mary King Wireman
Good ad!
Second Place - Cynthia Democrat, Trish Jenkins, Suzie Fryman
Third Place - Meade County Messenger, Moni Watkins

Category 20 - Best Ad Series

First Place - Benton Tribune-Courier, Karri Wurth, Emily McGill
Great graphics, nice campaign.
Second Place - Jessamine Journal, Peggy Adkins, Nate Lowery
Nice personal touch using real people.
Third Place - Cynthia Democrat, Trish Jenkins, Suzie Fryman
Nice use of text blurbs.

Category 21 - General Miscellaneous

First Place - Pulaski News Journal, Lisa Rowell
Very personal ad. Great text.
Second Place - Jessamine Journal, Dave Eldridge
Effective use of white space.
Third Place - Pulaski News Journal, Lisa Rowell
Good use of color.

Category 22 - Sporting Goods/Athletics

First Place - Woodford Sun, Marla Carroll, Mary King Wireman
Great use of words!
Second Place - Pulaski News Journal, Tori Gooch, Mechelle Phillipi
Third Place - Woodford Sun, Margie Holbrook, Marla Carroll

Category 23 - Special Events

First Place - Cynthia Democrat, Suzie Fryman, Staff

Continued on Page 8

The Tribune-Courier stands for media consistency in Marshall County.

We have been a stable presence in this community for 116 years. We have bonded a lot together and come out stronger. We started out when Linwood Cleveland was president. We've covered a lot of elections, big wars and little wars, high water and drought, good crops and crops that failed, consolidation of schools, a lot of Tater Days and a lot of Big Sugar Days.

Construction of the dam, the building of new roads and the closing of schools, the job growth with the chair factory, the court house building and the building of new ones, the wartime towns and the housing towns and the towns in Hardin. We've helped you sell everything from caskets to cars, from houses to houses, from groceries to groceries. We were there when you graduated and when your grandchild graduated. We've announced the death of 100 for you, your birth, your marriage, and we'll publish your obituary when you pass on.

The Tribune-Courier may disagree with the times, but we keep right on being your friend and neighbor.

Your readership, comments and letters to the editor are very much appreciated.

Tribune-Courier
 221 West Columbia • Boone, KY • 605-281-1111

The Seeds of a Beautiful Home & Garden

STIHL
Chain Saws, Blowers, Wood Cutters

PORTER PAINTS

Riding Mowers Starting at \$999
Push Mowers Starting at \$199

Certified Small Engine Repair
Briggs & Stratton, Tecumseh, Lawn Boy, AYP - MTD, Murray, Skid, Winard

We've got what you're looking for!

Planting Necessities
Garden Seed, Grass Seed, Garden Fertilizer, Seed Potatoes, Onion Sets, Trees and Shrub, and much more.

Vanhook
Auto Service
Auto Sales
True Value
Auto & Home Improvement

TOWN SQUARE BANK

A New Beginning In Nicholasville

Town SQUARE Bank
 516 North Main Street • 887-8265

Top, left: "Great," was how the judges described this entry by Jim Ward of the Benton Tribune-Courier in the Creative Use of the Newspaper category. Top, right: The Cynthiana Democrat's Brad Allison and Susie Fryman picked up first place in the Hardware/Appliance Stores category with this entry. The judges commented on the good use of color. Bottom, right: The Jessamine Journal's Peggy Adkins and Dave Eldridge picked up first place in the Financial category with this entry. The Jessamine Journal was the winner of the first place General Excellence in Weekly Class 3.

Copyright © 2005 by the American Advertising Association

Page 8 - 2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 6

Like the color.

Second Place - Benton Tribune-Courier, Karri Wurth, Kris Johnson

Like the large photo.

Third Place - Jessamine Journal, Peggy Adkins, Dave Eldridge

Category 25 - Best Newspaper Promotion

First Place - Jessamine Journal, Staff
Great layout!

MULTI-WEEKLY

Category 1 - Department/Discount/Jewelry Stores

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

Ad is well designed, copy flows through the great photographs to the logo. Competes well with full color ad positioned next to it.

Second Place - Appalachian News-Express, Stephanie Treap

Ad graphics and good use of type really make this ad work well.

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

Another outstanding ad for Helpers Jewelers. Ad flow and good use of photos make the ad stand out on the page.

Category 2 - Automotive

First Place - Appalachian News-Express, Wally Jewell, Tracie Vanderbeck

Photos and graphics made ad stand-out. Clean look.

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

Informative and flows nicely.

Third Place - Paintsville Herald, Paula Halm, Mike Belcher

Good use of color. Organized layout.

Category 3 - Hardware/Appliance Stores

First Place - Appalachian News-Express, Tracie Vanderbeck

Clean, good use of color photos. Great background color.

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

Great curvature layout. Overlapping logo is well done. Informative ad copy.

Third Place - Kentucky Standard,

Joan Hardin, Nathan Simpson
Informative and great graphics. Header is interesting.

Category 4 - Financial

First Place - Kentucky Standard, Madeline Downs, Nathan Simpson
Ad stands out. Good use of color. Great graphics.

Second Place - Central Kentucky News Journal, Renee Dobson, Jeff Mardis

School bus border ties in with ad. Great idea!

Third Place - Appalachian News-Express, Tracy Sysk, Bobby Gilliam
Great use of color and font. Clean and to the point.

Category 5 - Professional Services

First Place - Grayson County News Gazette, Keneta Stevenson

Good use of photos and screen work. Second Place - Appalachian News-Express, Elana Hall, Mary Dye
Competes well against other color ads.

Category 6 - Food, Drug, Liquor

First Place - Kentucky Standard, Rachael Downs, Laura Calvert Smith
Very nice!!

Second Place - Appalachian News-Express, Tracie Vanderbeck

Third Place - Appalachian News-Express, Stephen Sanders

Category 7 - Furniture

First Place - Kentucky Standard, Joan Hardin, Laura Calvert Smith

A lot of info and busy, but creative and great flow. Easy to read.

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

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

Third Place - Kentucky Standard, Joan Hardin, Laura Calvert Smith

Category 8 - Real Estate

First Place - Shelbyville Sentinel News, Lora North Paschal, Margie Cooper

Second Place - Appalachian News-Express, Stephen Sanders, Bobby Gilliam

Third Place - Appalachian News-Express, Stephanie Mayhorn, Mary Dye

Category 9 - Clothing Stores

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

Great concept.

Second Place - Kentucky Standard, Joan Hardin, Laura Calvert Smith
Third Place - Appalachian News-Express, Stephanie Mayhorn, Tracie Vanderbeck

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Appalachian News-Express, Staff

Second Place - Grayson County News Gazette, Keneta Stevenson, Nancy Farmer

Third Place - Appalachian News-Express, Staff

Category 11 - Creative Use of the Newspaper

First Place - Central Kentucky News Journal, Cheryl Magers, Jeff Mardis
Great ad! Liked this very much.

Second Place - Paintsville Herald, Mike Belcher

Third Place - Kentucky Standard, Laura Calvert Smith
Honorable Mention - Paintsville Herald, Mike Belcher

Category 12 - Entertainment/Dining

First Place - Central Kentucky News Journal, Melissa Netherland
Simple and to the point message. Not sophisticated yet not boring.

Second Place - Appalachian News-Express, Danny Coleman, Mary Dye
Striking reverse ad. Grabs eye. Stands out on page.

Third Place - Paintsville Herald, John McKenzie, Mike Belcher

Clean design, good use of graphics. Ties in print, photo and art work.

Category 13 - Special Sections

First Place - Shelbyville Sentinel News, Staff

Good balance between ads and copy. Excellent photos and overall a good idea, well produced.

Second Place - Appalachian News-Express, Staff

A real close second place in this category. Excellent section that will be kept by many readers. A good idea. Third Place - Kentucky Standard, Staff

Again, a close vote by the judges for second place. A good idea, well produced.

Category 14 - Group Promotions

First Place - Paintsville Herald, Ad Staff, Mike Belcher, Greg Wireman
Well organized and good print coverage of Apple Fest.

Second Place - Morehead News,

Chimila Hargett

Large type and color emphasized. Third Place - Appalachian News-Express, Wally Jewell, Mary Dye
Organized, multi-merchant gets point across.

Category 15 - Holiday Greeting Ads

First Place - Morehead News, Nicole Howard

Great local photo at top. Attractive ad.

Second Place - Kentucky Standard, Laura Calvert Smith
Curvy test flows nicely and invites reading.

Third Place - Central Kentucky News Journal, Becky McCorvey
Great color! Got point across easily.

Category 16 - Agriculture/Lawn and Garden

First Place - Shelbyville Sentinel News, Lora North Paschal, Margie Cooper

Good use of photos. Information box well placed.

Second Place - Kentucky Standard, Laura Calvert Smith, Staff

Close to first place. Easy to understand. A lot of info in half page.

Third Place - Shelbyville Sentinel News, Lora North Paschal
Great use of photos and colors. Straight forward information.

Category 17 - Classified Page/Section

First Place - Kentucky Standard, Carol Mudd, Donna Wilhite

Second Place - Central Kentucky News Journal, Kristi Campbell, Wilma Abell

Third Place - Appalachian News-Express, Gwen Mullins, Staff

Category 18 - Special Publications

First Place - Appalachian News-Express, Staff

Great idea!

Second Place - Kentucky Standard, Staff

Very nice. Third Place - Central Kentucky News Journal, Staff

Category 19 - Best Use of Color

First Place - Kentucky Standard, Joan Hardin, Laura Calvert Smith
Close category, none really stood out well above the others, but this one gets first because there's a myriad of colors, especially pastels.

Second Place - Paintsville Herald,

Continued on Page 10

36 HOLES FOR YOUR ENJOYMENT!

Features 2 Challenging Golf Courses for the Golf Enthusiast.

TEN INDICTED ON FEDERAL VOTE-BUYING CHARGES

News-Express celebrates **25** years as 'The Conscience of Eastern Kentucky'

PHS wins third state football championship

APPALACHIAN NEWS-EXPRESS: A tale of two newspapers

ERA FALL FESTIVAL OPEN HOUSES SUNDAY OCTOBER 31ST 2-4

ERA South Team Realtors
905 Main Street - Shelbyville, KY 40335-0220
www.erasouthteam.com - Fax 635-2435

Don't forget to turn your clocks back an hour on Saturday, October 26.

Left, Top: Brad Toy, of The Morehead News, captured first place honors with this entry in the Sporting Goods/Athletics category in the Multi-weekly division. The judges commented on the great use of color and simple layout. Left, bottom: The Appalachian News-Express Staff picked up first place honors in the Best Newspaper Promotion category with this entry the judges called a "completely good job of promoting paper by telling of its history." The News-Express was also the General Excellence winner in the Multi-Weekly Division. Above: Shelbyville Sentinel News staffers Lora North Paschal and Margie Cooper were first place winners in the Real Estate category with this entry.

Continued from Page 8

Melissa McGuire, Mike Belcher
With various colors and shades give the ad staff and pressroom credit for quality reproduction. Very attractive ad, very good press work.
Third Place - Morehead News, Brad Toy

Category 20 - Best Ad Series

First Place - Central Kentucky News Journal, Becky McCorvey
Second Place - Kentucky Standard, Ad Staff, Laura Calvert Smith
Third Place - Appalachian News-Express, Stephanie Mayhorn, Tracie Vanderbeck
Nice Job!

Category 21 - General Miscellaneous

First Place - Grayson County News Gazette, Keneta Stevenson
Exceptional design. Grabs attention.
Second Place - Morehead News, Brad Toy
Colorful and well laid out.
Third Place - Appalachian News-Express, Danny Coleman
Good idea and well executed.

Category 22 - Sporting Goods/Athletics

First Place - Morehead News, Brad Toy
Great use of color and simple layout. Well thought out and easy to read.
Second Place - Appalachian News-Express, Tracie Vanderbeck
Ad stands out with color. Is busy. Design draws eyes to middle of page.
Third Place - Appalachian News-Express, Stephanie Ward, Tina Gayheart
Simple but effective.

Category 23 - Special Events

First Place - Kentucky Standard, Joan Hardin, Laura Calvert Smith
Simple design, easy to understand. Classy look!
Second Place - Central Kentucky News Journal, Renee Dobson, Jeff Mardis
Good use of graphics, art and photo.
Third Place - Kentucky Standard, Joan Hardin, Laura Calvert Smith
Color stands out. Text varies and is attractive.

Category 25 - Best Newspaper Promotion

First Place - Appalachian News-Express, Staff
Completely good job of promoting paper by telling of its history!!

DAILY CLASS 1

Category 1 - Department/Discount/Jewelry Stores

First Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Second Place - Corbin Times Tribune, Rick Peace
Third Place - Corbin Times Tribune, Rick Peace

Category 2 - Automotive

First Place - Corbin Times Tribune, Lisa Harrison
White space does it every time.
Second Place - Corbin Times Tribune, Cathy Tomlinson
Unique layout.
Third Place - Commonwealth Journal, Debbie Stigall

Category 3 - Hardware/Appliance Stores

First Place - Middlesboro Daily News, Wanda Paul, Rhonda Broughton
Strong type treatment, good use of photography.
Second Place - Murray Ledger & Times, Slone Cansler
Nice sharp and fun photographs.
Third Place - Corbin Times Tribune, Cathy Tomlinson
Simple type treatment and good positioning of logos.

Category 4 - Financial

First Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Nice concept and layout.
Second Place - Corbin Times Tribune, Lisa Harrison
Good idea on creating a "W" with employees.
Third Place - Middlesboro Daily News, Lisa Cowan, Rhonda Broughton
Good type positioning, easy to read.

Category 5 - Professional Services

First Place - Middlesboro Daily News, Lisa Cowan, Rhonda Broughton
Eye catching!
Second Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria
Great art!
Third Place - Winchester Sun, Carol S. Parker

Category 6 - Food, Drug, Liquor

First Place - Madisonville Messenger, Karen Dame

Good use of color.

Second Place - Corbin Times Tribune, Cathy Tomlinson
Creative.
Third Place - Corbin Times Tribune, Cathy Tomlinson

Category 7 - Furniture

First Place - Madisonville Messenger, Jamie Knight
Second Place - Madisonville Messenger, Jamie Knight
Third Place - Richmond Register, Rebekah Jackson

Category 8 - Real Estate

First Place - Commonwealth Journal, Brenda Bowling
Second Place - Murray Ledger & Times, Slone Cansler
Third Place - Madisonville Messenger, Jamie Knight, Mary Anne Siria

Category 9 - Clothing Stores

First Place - Murray Ledger & Times, Slone Cansler
Second Place - Murray Ledger & Times, Slone Cansler
Third Place - Corbin Times Tribune, Cliff Wilson

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Madisonville Messenger, Karen Dame, Mary Anne Siria
Very effective black and white.
Second Place - Richmond Register, Staff
Third Place - Winchester Sun, Staff

Category 11 - Creative Use of the Newspaper

First Place - Murray Ledger & Times, Tom Bell
Second Place - Richmond Register, Clarissa Williams
Third Place - Murray Ledger & Times, Staff

Category 12 - Entertainment/Dining

First Place - Corbin Times Tribune, Rick Peace
Second Place - Murray Ledger & Times, Mary Ann Orr
Third Place - Madisonville Messenger, Cindi Ashby

Category 13 - Special Sections

First Place - Madisonville Messenger, Staff
Great!!!
Second Place - Richmond Register, Staff
Third Place - Corbin Times Tribune, Staff

Category 14 - Group Promotions

First Place - Madisonville Messenger, Cindi Ashby, Tim Trice
Black and white wins again!
Second Place - Winchester Sun, Teresa Mobley
Third Place - Richmond Register, Perry Stocker

Category 15 - Holiday Greeting Ads

First Place - Commonwealth Journal, Brenda Bowling
An original idea. Excellent job!
Second Place - Winchester Sun, Terah Shelton
Very, very creative!! Great job!!
Third Place - Richmond Register, Perry Stocker, Kelly Chumley
Very good layout and idea. Good job.
Honorable Mention - Murray Ledger & Times, Slone Cansler
Great photo!

Category 16 - Agriculture/Lawn and Garden

First Place - Madisonville Messenger, Jamie Knight, Mary Anne Siria
Black and white more effective than color.
Second Place - Commonwealth Journal, David Compton
Third Place - Madisonville Messenger, Cindi Ashby, Mary Anne Siria

Category 17 - Classified Page/Section

First Place - Richmond Register, Mayme Foland, Melissa Francis
Second Place - Murray Ledger & Times, Julie Brown, Jill Stephens
Third Place - Richmond Register, Sherrie Hawn, Kelly Chumley

Category 18 - Special Publications

First Place - Commonwealth Journal, David Compton
Nice layouts and color advertising is consistent with Health theme.
Second Place - Richmond Register, Staff
Good advertising layout and strong color image. Nice cover shot.
Third Place - Madisonville Messenger, Staff
Beautiful printing, nice page layouts, would have liked to see a little variety. Cover is weak in design.

Category 19 - Best Use of Color

First Place - Richmond Register, Staff
Great use of color and images!
Second Place - Winchester Sun, Camilla Bagley

Continued on Page 12



Top, left: Slone Cansler, of the Murray Ledger & Times, picked up first place honors with this entry in the Clothing Stores category in the Daily Class 1 division. Bottom, left: Commonwealth Journal's Brenda Bowling was the first place winner in the Holiday Greeting Ads category with this entry the judges called "an original idea." Bottom, right: This winning entry by The Madisonville Messenger's Cindi Ashby and Tim Trice in the Group Promotions category also helped them pick up first place General Excellence in the Daily Class 1 division.

Page 12 - 2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 10

Perfect use of color for material.

Third Place - Corbin Times Tribune, Rick Peace

Car ads tend to be extremely busy, not the case on this ad. Great use of "feel good" colors.

Category 20 - Best Ad Series

First Place - Corbin Times Tribune, Cathy Tomlinson

Simple, yet very effective.

Second Place - Winchester Sun, Carol S. Parker

Third Place - Corbin Times Tribune, Cathy Tomlinson, Lisa Harrison

Category 21 - General Miscellaneous

First Place - Richmond Register, Sherrie Hawn

Second Place - Murray Ledger & Times, Mary Ann Orr

Great use of color!

Third Place - Madisonville Messenger, Karen Dame

Nice black and white.

Category 22 - Sporting Goods/Athletics

First Place - Corbin Times Tribune, Cathy Tomlinson

Second Place - Corbin Times Tribune, Lisa Harrison

Third Place - Corbin Times Tribune, Lisa Harrison

Category 23 - Special Events

First Place - Commonwealth Journal, David Compton

Good visual piece.

Second Place - Commonwealth Journal, David Compton

Great graphics and good use of color.

Third Place - Winchester Sun, Carol S. Parker

Graphic's good, clean layout.

Honorable Mention - Corbin Times Tribune, Cathy Tomlinson

Category 25 - Best Newspaper Promotion

First Place - Corbin Times Tribune, Jason McNeely

Crisp, clean.

Second Place - Richmond Register, Clarissa Williams

Third Place - Madisonville Messenger, Debbie Littlepage

DAILY CLASS 2

Category 1 - Department/Discount/Jewelry Stores

First Place - Elizabethtown News Enterprise, Jennifer Cobb, Bill Mathers

Bold and beautiful! Pops out on page.

Second Place - Kentucky New Era, Lee Ann Seitz, Kelly Austin

Simple and clean looking, one diamond stands out and looks great on the background.

Third Place - Elizabethtown News Enterprise, Jennifer Cobb, Bill Mathers

Reverse background calls attention to the ad.

Category 2 - Automotive

First Place - Elizabethtown News Enterprise, John Tebault, Kimberly Morgan

Originality!

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

Rich colors, good layout.

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

Good use of graphics.

Honorable Mention - Elizabethtown News Enterprise, Matt English, Jamie Bryan, Matt Barnes

Category 3 - Hardware/Appliance Stores

First Place - Danville Advocate Messenger, Lou Wilkerson, Adam Willoughby

Excellent type treatment for headline with good use of photography and subject.

Second Place - Kentucky New Era, Lee Ann Seitz, Kelly Austin

Fun, colorful headline and art. Ad gets a little lost on comics page though.

Third Place - Henderson Gleaner, Shannon Royster, Ruth Ann Risley

Good layout and use of color. A little busy.

Category 4 - Financial

First Place - Elizabethtown News Enterprise, John Tebault, Kimberly Morgan

Clever idea and use of ad space.

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

Nice graphics and layout.

Third Place - Danville Advocate Messenger, Jerry Dunn, Jenny Upton

Good bold photo and use of space.

The clip art is distracting.

Category 5 - Professional Services

First Place - Danville Advocate Messenger, Karen Ross, Jenny Upton

Second Place - Kentucky New Era,

Mary Chambers, Kelly Austin

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

Category 6 - Food, Drug, Liquor

First Place - Ashland Independent, Kellie DeLaney

Nice tinted background and layout.

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

Good use of photo for holiday theme.

Third Place - Danville Advocate Messenger, Lou Wilkerson, Jenny Upton

Bright and colorful.

Category 7 - Furniture

First Place - Henderson Gleaner, Janet Morgan, Cheryl Martin

Original. Eye catching.

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

Beautiful graphics, elegant ad.

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

Beautiful graphics.

Category 8 - Real Estate

First Place - Danville Advocate Messenger, Robert Cunningham, Jenny Upton

Beautiful background while incorporating ads and entry form.

Second Place - Elizabethtown News Enterprise, Kristy Gardner, Sonya Foster

Nice border treatment and type design.

Third Place - Elizabethtown News Enterprise, Kristy Gardner, Sonya Foster

Fun background graphic and type treatment.

Category 9 - Clothing Stores

First Place - Henderson Gleaner, Kristen Freeman, Brian McKinley

Second Place - Elizabethtown News Enterprise, Judy Martin, Bill Mathers

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

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Ashland Independent, Kellie DeLaney

Original, clean, nice presentation concept.

Second Place - Henderson Gleaner, Staff

Layout and artwork good.

Third Place - Danville Advocate Messenger, Robert Cunningham, Holly Turney, Staff

Color made ad stand out, good use of pages, great concept of Friday 13th.

Category 11 - Creative Use of the Newspaper

First Place - Henderson Gleaner, Staff

Wonderful layout, great use of type for an overall design.

Second Place - Kentucky New Era, Ted Jatzcak

Bold colorful background.

Ties in well with wagon theme, Kelly Austin

Fun, strong ad.

Category 12 - Entertainment/Dining

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

Eye-appealing, pulls you in to ad.

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

Ties in well with wagon theme.

Third Place - Henderson Gleaner, Janet Morgan, Ruth Ann Risley

Color and border works well with ad.

Category 13 - Special Sections

First Place - Bowling Green Daily News, Ad Staff

Great idea to show past names of newspaper. Just overall great job! We loved this!!

Second Place - Henderson Gleaner, Staff

Great way to preserve the history of Henderson County. Excellent cover!

Third Place - Danville Advocate Messenger, Robert Cunningham, Staff

Great design and layout. Needed a little more color.

Category 14 - Group Promotions

First Place - Henderson Gleaner, Debbie Martin, Joey Samples

Very strong ad! Attention grabbing!

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

Good clean use of space, very informative.

Third Place - Elizabethtown News Enterprise, Judy Martin, Bill Mathers

Original font header. Good composition and good, clear images.

Category 15 - Holiday Greeting Ads

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

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

Third Place - Elizabethtown News Enterprise, Kimberly Morgan


Category 16 - Agriculture/Lawn and Garden

First Place - Henderson Gleaner, Janet Morgan

Second Place - Henderson Gleaner,

Continued on Page 14

*Romance of a lifetime...
Honeymoon of your dreams*



We understand how precious your love is. We offer many honeymoon destinations to fulfill your dreams. Best of all you can leave the details to us!

Call today...
Carlson Wagonlit
Travel

Thomas TRAVEL INC.
1522 Lebanon Road Danville, Ky. • 859-256-0000 • 1-800-633-8003

*All packages will be subject to government rates and fees.

**Dazzle Her
This Christmas**



For your Plan, Proposal & Party. Prices as low as \$2000. Available for HCT, HCT & Platinum.

Marshall's
JEWELERS
ELIZABETHTOWN - BARDSTOWN

Open Sunday 1-5

What do you stand on?

If someone asks what you stand on, what do you say? The short answer is Mannington. The look you love. For the life you lead.

MANNINGTON
HARDWOOD | PORCELAIN TILE | LAMINATE | RESILIENT

A Rebate Worth Standing On!
Come in and ask about **MANNINGTON'S \$50.00 REBATE** on laminate, hardwood, resilient and porcelain floors.
See Open Air Details.

MEUTH CARPETS

10000 Highway 100
Bardonia, TN
878-624-7221 1000 Highway 100
Bardonia, TN
878-624-7221

Member, The Carpet & Tile Institute of America
1-800-233-5888

Top, left: Karen Ross and Jenny Upton took home top honors for the Danville Advocate Messenger with this entry in the Professional Services category. Bottom, left: "Original" and "eye catching" were the words judges used to describe this first place entry in the Furniture category by Henderson Gleaner staffers Janet Morgan and Cheryl Martin. The newspaper also took home first place General Excellence in the Weekly Class 2 division. Top, right: Elizabethtown News-Enterprise's Jennifer Cobb and Bill Mathers were the big winners in the Department/Discount/Jewelry Stores category.

Page 14 - 2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 12

Kristen Freeman
Third Place - Danville Advocate Messenger, Robert Cunningham, Adam Willoughby

Category 17 - Classified Page/Section

First Place - Elizabethtown News Enterprise, Staff
Second Place - Kentucky New Era, Staff
Third Place - Danville Advocate Messenger, Karen Ross, Jenny Upton

Category 18 - Special Publications

First Place - Bowling Green Daily News, Sales Staff
Love the cover shot (wish it were my bath). Beautiful photography through out publication.
Second Place - Bowling Green Daily News, Sales Staff
Third Place - Bowling Green Daily News, Sales Staff
Love the index page. Makes you want to turn the pages.

Category 19 - Best Use of Color

First Place - Henderson Gleaner, Robin Conley, Bob Canada
Second Place - Kentucky New Era, Danny Vowell
Third Place - Henderson Gleaner, Robin Conley, Bob Canada

Category 20 - Best Ad Series

First Place - Kentucky New Era, Kelly Austin
Very creative!
Second Place - Kentucky New Era, Kelly Austin
Nice!
Third Place - Danville Advocate Messenger, Robert Cunningham, Adam Willoughby
Classy!

Category 21 - General Miscellaneous

First Place - Henderson Gleaner, Janet Morgan, Cheryl Martin
Second Place - Henderson Gleaner, Debbie Martin, Joey Samples
Third Place - Kentucky New Era, Mary Chambers, Kelly Austin

Category 22 - Sporting Goods/Athletics

First Place - Henderson Gleaner, Staff
Wow!!
Second Place - Henderson Gleaner, Staff
Wow again!
Third Place - Ashland Independent, Kellie Delaney

Category 23 - Special Events

First Place - Henderson Gleaner, Blaine Henry
Great color. Best ad I have judged all day!
Second Place - Danville Advocate Messenger, Lou Wilkerson, Adam Willoughby
Third Place - Danville Advocate Messenger, Robert Cunningham, Jenny Upton

Category 25 - Best Newspaper Promotion

First Place - Elizabethtown News Enterprise, Staff
Very slick!
Second Place - Kentucky New Era, Kelly Watson
Nice.
Third Place - Kentucky New Era, Kelly Austin

DAILY CLASS 3

Category 1 - Department/Discount/Jewelry Stores

First Place - Lexington Herald Leader, Jason Gregory
Classy ad! Nice use of color.
Second Place - Owensboro Messenger Inquirer, Russella Jones, Charlotte Harley
Good theme. Layout flows well.
Third Place - Kentucky Enquirer, Mandy Alfrey, Erin Murphy
Good use of well known phrase.

Category 2 - Automotive

First Place - Lexington Herald Leader, Julie Lowe
Clever headline, nice color and layout.
Second Place - Lexington Herald Leader, Julie Lowe
Nice graphic hook. Clean.
Third Place - Louisville Courier-Journal, Kim Giffin, Robert Pieroni
Good use of space.

Category 3 - Hardware/Appliance Stores

First Place - Lexington Herald Leader, Billy French
Good use of color. Ad looks "soft" for lighting.
Second Place - Owensboro Messenger Inquirer, Hope Kuegel, Vickie Nelson
Good use of artwork.
Third Place - Owensboro Messenger Inquirer, Hope Kuegel, Vickie Nelson
Nice layout. Needed some appliance, etc. art.

Category 4 - Financial

First Place - Louisville Courier-Journal, Sara Clark, D. Scott Dudgeon
Clever ideal Creative.
Second Place - Louisville Courier-Journal, Sara Clark, D. Scott Dudgeon
Nice layout, good use of white space.
Third Place - Louisville Courier-Journal, Sara Clark, D. Scott Dudgeon
Same as others, creative and clean layout.

Category 5 - Professional Services

First Place - Owensboro Messenger Inquirer, Krystal Roark, Katrina Watts
Tells a good story in an easy to read layout.
Second Place - Lexington Herald Leader, Chip Holtzhauer
Makes its point right away!
Third Place - Lexington Herald Leader, Julie Lowe
Great use of art.
Honorable Mention - Louisville Courier-Journal, Britany Baker, Jessie Hosch
Cute!
Honorable Mention - Louisville Courier-Journal, Sam Ward, Heather Hemelgarn
Great use of space and color in small ad.

Category 6 - Food, Drug, Liquor

First Place - Louisville Courier-Journal, Debbie Rose, Juanita Turpin
Great combination of graphic and text.
Second Place - Owensboro Messenger Inquirer, Julie Bridgmon, Angie Chinn
Great graphic hook.
Third Place - Lexington Herald Leader, Savannah Hinds
Great headline!
Honorable Mention - Louisville Courier-Journal, Sam Ward, Robert Pieroni
Good use of color.

Category 7 - Furniture

First Place - Louisville Courier-Journal, Bruce Thomas, Robert Pieroni
Clean, good use of color.
Second Place - Lexington Herald Leader, Missy Murdock
Nice large graphics, warm colors.
Third Place - Louisville Courier-Journal, Karen Kelly, Sharon Deadwyler
Good use of texture with picture.

Honorable Mention - Owensboro Messenger Inquirer, Hope Kuegel, Vickie Nelson
Framed art and colors work well.

Category 8 - Real Estate

First Place - Louisville Courier-Journal, Robert Pieroni
There is no doubt what is being sold. Headline was great. Excellent.
Second Place - Lexington Herald Leader, Kay Allen Wilson
Design was elegant as well. Beautiful.
Third Place - Louisville Courier-Journal, Kathy Helm, Sharon Deadwyler
Very creative and good use of color.

Category 9 - Clothing Stores

First Place - Lexington Herald Leader, Billy French
Like large graphics, color looks masculine.
Second Place - Louisville Courier-Journal, Debbie Rose, Sharon Deadwyler
Great headline that ties in with art.
Third Place - Louisville Courier-Journal, Britany Baker, Stacy Ross
Appropriate colors, nice pictures, great layout!
Honorable Mention - Louisville Courier-Journal, Debbie Rose, Sharon Deadwyler
Like use of bright colors.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - Louisville Courier-Journal, Tom Jackson, Juanita Turpin, Steve Stivers
Great ad. Clever, attention to detail. Eye-stopper. Good job!
Second Place - Paducah Sun, Tonya Parrott, Jen Adams
Nice layout for multiple advertisers without clutter. Art carries out theme.
Third Place - Owensboro Messenger Inquirer, Kathleen Hensley, Kerry Driskell
Great local photo brings ad together.

Category 11 - Creative Use of the Newspaper

First Place - Owensboro Messenger Inquirer, Beck Glenn, Stephanie Flowers
Great idea. Great clip. Excellent.
Second Place - Louisville Courier-Journal, Juanita Turpin, Steve Stivers
Very clever art, great work!
Third Place - Owensboro Messenger Inquirer, Beck Glenn, Stephanie

Continued on Page 16

2005 KSA Advertising Contest
 Category: Agriculture and Lawn and Garden
 Winner: Lexington Herald-Leader

Perennial Garden Party

PLEASE JOIN US IN CELEBRATING ANOTHER GREAT SPRING!

ANNUAL CLEARANCE
1/2 Price
 4" POTS
 More \$1.99 and up.
HANGING BASKETS
 More \$9.99 and up.
PLANTS OF ANNUALS
 \$4.99 and up.

PERENNIAL SALE!
BUY 2, GET 1 FREE!
 PERENNIALS
 HERBS
 More \$1.99
\$1.99 each!

STIMMER SHRUB COLOR
 • Forsythia (Black) \$4.99
 • Aralia \$4.99
 • Hebe (Orange) \$4.99
 • Forsythia \$4.99

ALL ROSES
 includes Armkour
1/2 Price
 Great Selection

Container Tree Sale
30% off
 SHADE • FLORIDING • FRUIT

LANDSCAPE SPECIALS
30-75% off
 Select Trees & Shrubs!
 1 Year Guarantee!

FREE PERENNIAL DESIGN TALK
 SAT. & SUN. 2 PM

King's Gardens
 Landscape & Nursery

FREE
 Pony Rides
 Good Music

Above: Judges said this winning entry in the Agriculture/ Lawn and Garden category, by the Lexington Herald-Leader's Jason Gregory, jumps off the page. Right, top: The Louisville Courier-Journal's Mimie Bradberry and Juanita Turpin picked up first place with this ad in the Special Events category. The judges said the headline was clever and the color and picture were great. The Courier-Journal also took home first place General Excellence in the Daily Class 3 division. Right, bottom: This entry in the Creative Use of the Newspaper category won the top award for the Owensboro Messenger-Inquirer's Beck Glenn and Stephanie Flowers.

The Forecast?

On April 17th there is a 100% chance of rain (and) fun with some of the best fishing tournaments. Take it with scores of fishing buddies gone.

SPYGLASS
 UPS
 Ford

The Ultimate Keepsake

Get your own CD with the Messenger-Inquirer's coverage of Southern Little League's history-making 2004 season. (Includes articles & photos)

Only \$20

To order call Glen Gray
 891-7239 or 1-800-645-2008
 ext. 7239

MESSENGER INQUIRER
 Home News. World Wide.

Includes photos not published in the Messenger-Inquirer

Continued on Page 16

Photo by Jim Strick for our page

Page 16 - 2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 14

Flowers
Creative testimonial. Good job!

Category 12 - Entertainment/Dining

First Place - Louisville Courier-Journal, Brent Schmidt, William S. Wiist

Great use of color!

Second Place - Lexington Herald Leader, Chip Holtzhauer

Creative, funny.

Third Place - Louisville Courier-Journal, Clair Alexander, Robert Pieroni

Creative, clean ad.

Honorable Mention - Louisville Courier-Journal, Robert Pieroni

Category 13 - Special Sections

First Place - Louisville Courier-Journal, Creative Services

Beautiful full color book. Clean, creative ads.

Second Place - Louisville Courier-Journal, Creative Services

Beautiful full color book. Clean, creative ads.

Third Place - Louisville Courier-Journal, Creative Services

Beautiful book, just not as many as in number one.

Honorable Mention - Owensboro Messenger Inquirer, Special Publications, Advertising

Creative concept. Nice presentation. It doesn't look like an advertorial.

Category 14 - Group Promotions

First Place - Lexington Herald Leader, Teresa Vander Molen, ACS

Clean. Great layouts and use of color.

Second Place - Lexington Herald Leader, Chip Holtzhauer

Pulled all businesses together in nice layout.

Third Place - Owensboro Messenger Inquirer, Advertising Staff

Good theme helped tie all ads in together.

Honorable Mention - Louisville Courier-Journal, Jessica Hosch, D. Scott Dudgeon

Honorable Mention - Owensboro Messenger Inquirer, Sean Johnson, Jean Clarke, Charlotte Harley

Category 15 - Holiday Greeting Ads

First Place - Louisville Courier-Journal, D. Scott Dudgeon, Sunny Evans

Good use of artwork and color. Good use of white space.

Second Place - Lexington Herald Leader, Chip Holtzhauer

Cute!

Third Place - Owensboro Messenger Inquirer, Justin Bridgmon, Jean Clarke

Great use of color in a small space.

Category 16 - Agriculture/Lawn and Garden

First Place - Lexington Herald Leader, Jason Gregory

Jumps off page, great use of white space. Excellent!!

Second Place - Louisville Courier-Journal, Sharon Deadwyler

Bold use of white space, great graphic.

Third Place - Owensboro Messenger Inquirer, Hope Kuegel, Vickie Nelson

Graphic and headline works. Great job.

Honorable Mention - Louisville Courier-Journal, Larry Stewart, Robert Pieroni

Bright vibrant colors.

Category 17 - Classified Page/Section

First Place - Louisville Courier-Journal, Staff

Great section. Ties each category together very well.

Second Place - Owensboro Messenger Inquirer, Kerry Driskell, Classified Staff

Clean, good layout. Could use a little color.

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

Nice real estate section.

Category 18 - Special Publications

First Place - Louisville Courier-Journal, Creative Services

Great quality, beautiful ads!!

Second Place - Louisville Courier-Journal, Creative Services

Great quality and ads.

Third Place - Owensboro Messenger Inquirer, Special Publications

Nice package. Quality color works!

Category 19 - Best Use of Color

First Place - Louisville Courier-Journal, Robert Pieroni

Bold, vibrant use of color.

Second Place - Paducah Sun, Cindy Smith, Donna Phillips

Great use of color and design.

Third Place - Paducah Sun, Caroly Ezell, Jennifer Adams

Color works well with theme of ad.

Category 20 - Best Ad Series

First Place - Owensboro Messenger Inquirer, Beck Glenn, Stephanie

Flowers

Very creative, gets message across.

Second Place - Lexington Herald Leader, Julie Lowe

Great graphic hook.

Third Place - Paducah Sun, Lisa Heine, Jennifer Adams

Nice centered theme. Clean layout.

Honorable Mention - Owensboro Messenger Inquirer, Stephanie

Flowers, Beck Glenn

Category 21 - General Miscellaneous

First Place - Louisville Courier-Journal, John Laswell, Demetrius Booker

Great layout and good headline that ties with art.

Second Place - Owensboro Messenger Inquirer, Sean Johnson, Jean Clarke

Good graphic pix.

Third Place - Owensboro Messenger Inquirer, Russella Jones, Katrina Watts

Great, creative headlines.

Category 22 - Sporting Goods/Athletics

First Place - Owensboro Messenger Inquirer, Yvette Nelson, John Shelton

Nice use of big lead in art.

Second Place - Lexington Herald Leader, Jason Gregory

Creative layout with artwork.

Third Place - Owensboro Messenger Inquirer, Sean Johnson, Jean Clarke

Great use of local names and faces.

Category 23 - Special Events

First Place - Louisville Courier-Journal, Mimie Bradberry, Juanita Turpin

Clever headline, great color and picture.

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

Art ties theme of ad together well.

Third Place - Owensboro Messenger Inquirer, Chivonne Ratman, Cheryl Horlander

Graphics blends into copy well. Great fair shots.

Category 25 - Best Newspaper Promotion

First Place - Louisville Courier-Journal, Sharon Deadwyler

Great idea and great promotional ad!!

Second Place - Owensboro Messenger Inquirer, Advertising Staff

Great series to drive the point. Good use of graphics.

Third Place - Owensboro Messenger

Inquirer, Advertising Staff

Clean, good use of color. Informative.

ASSOCIATE NEWSPAPERS

Category 1 - Department/Discount/Jewelry Stores

First Place - Ft. Campbell Courier, Richard Wimsatt, Mary Reid

Second Place - Williamson Daily News, Misty Collins

Third Place - Ft. Campbell Courier, Shelly Creekmur, Regina Henderson

Category 2 - Automotive

First Place - Williamson Daily News, Melissa Ratliff

Second Place - Ft. Campbell Courier, Dawn Granstaff

Third Place - Ft. Campbell Courier, Shelly Creekmur, Donna Cumbee

Category 3 - Hardware/Appliance Stores

First Place - Adair County Community Voice, Sarah Durbin, Mindy Yarberry

Second Place - Williamson Daily News, Melissa Ratliff

Third Place - Williamson Daily News, Leslie Dotson

Category 4 - Financial

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

Second Place - Williamson Daily News, Misty Collins

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

Category 5 - Professional Services

First Place - Ft. Campbell Courier, Shelly Creekmur, Regina Henderson

Second Place - Murray State News, Tonya Wirgan

Third Place - Williamson Daily News, Leslie Dotson

Category 6 - Food, Drug, Liquor

First Place - Williamson Daily News, Leslie Dotson

Great color and layout.

Second Place - Williamson Daily News, Misty Collins

Third Place - Williamson Daily News, Misty Collins

Category 7 - Furniture

First Place - Ft. Campbell Courier, Shelly Creekmur, Donna Cumbee

Second Place - Ft. Campbell Courier, Shelly Creekmur, Regina Henderson


Continued on Page 18

304 Bedrooms, 132 Apartments, 11 Buildings, 4 Bedroom Apartments, 2 Floors, 7 Bedroom Apartments.

One Great Place To Live.

At Western Place you get the best of both worlds. The security, privacy & convenience of a modern apartment building with all the amenities you need to make your life easier. And the convenience of your own home with the freedom of a private yard and patio.

When it comes to your lifestyle, we're committed to providing the best of both worlds. At Western Place, you get the best of both worlds. The security, privacy & convenience of a modern apartment building with all the amenities you need to make your life easier. And the convenience of your own home with the freedom of a private yard and patio.



• 2 Bedrooms • 4 Bedrooms
 • 2 Bathrooms • 4 Bathrooms
\$330
 per month plus tax
 • Private Yard & Patio
 • All Utilities Included
 • In-Unit Laundry
 • Great Location

Western Place
 12700 Hwy 41 • 37043

Search your favorite newspaper and find the best deals on real estate. Visit www.westernplace.com

No Deposit Required
 (Offer subject to credit review and approval. Some restrictions may apply. Contact Western Place at 931-648-1607 for more information.)



Heaven Sent

Children's Specialty Shop
 South Side Mall • 237-4386

Back To School Sale

Take An Additional **50% off**
 All Summer Apparel
 Layaway & Gift Certificates Available

Check Out Our New Fall Arrivals
 Boys & Girls Newborn to Size 16

Now Featuring:

- Cach Cach
- Plum Pudding
- Peaches 'N Cream
- Le Top
- Hartstrings
- Corley & Co. Coats
- Zoodles
- Flap Happy
- Chicken Noodle
- Biscotti
- Little Me

"Before You Were Forged In The Furnace, I Knew You."
 Jeremiah 1:5



2501 Hwy 41-A Bypass
 Clarksville, TN 37043
 931-648-1607

OPEN
 Mon-Sat
 Sun-Close

Sat, November 13th

Military Appreciation Day

20% OFF in-stock Merchandise
 with valid Military I.D.
 (Excluding motorcycles & labor)

*Honoring our nations heroes,
 not just today but everyday.*

Top, left: Matt Roundtree, of Western Kentucky University's College Heights Herald, took top honors with this entry in the Real Estate category in the Associate Division. Bottom, left: This winning entry in the Clothing Stores category was submitted by Williamson Daily News' Misty Collins. Above: This ad in the General Miscellaneous category captured first place for Dawn Granstaff and Mary Reid of the Ft. Campbell Courier. The Ft. Campbell Courier was also the first place General Excellence winner in the Associate Division.

Page 18 - 2005 Advertising Excellence in Kentucky Newspapers

Continued from Page 16

Third Place - Ft. Campbell Courier, Janea Johnson, Kelly Austin

Category 8 - Real Estate

First Place - College Heights Herald, Matt Rountree
Good use of color.
Second Place - Inside the Turret, Bill Anderson, Sandra Logsdon
Really jumps. Good use of color.
Third Place - Inside the Turret, Bill Anderson, Sandra Logsdon
Good art.

Category 9 - Clothing Stores

First Place - Williamson Daily News, Misty Collins
Second Place - Kentucky Kernel, Danielle Cause
Third Place - Williamson Daily News, Misty Collins

Category 10 - Multiple Advertiser/ "Sig" Page

First Place - Williamson Daily News, Staff
Good use of color. Great design.
Second Place - Williamson Daily News, Staff
Good content, good color.
Third Place - Williamson Daily News, Staff
Good use of graphics.

Category 11 - Creative Use of the Newspaper

First Place - College Heights Herald, Rachel Griffin, Michael Reuter
Great ad. Really gets your attention.
Second Place - College Heights Herald, Michael Reuter, Rachel Griffin
Great series.
Third Place - Williamson Daily News,

Renee Kessler
Great idea!

Category 12 - Entertainment/Dining

First Place - Adair County Community Voice, Sharon Burton, Mindy Yarberry
Second Place - College Heights Herald, Matt Rountree
Third Place - College Heights Herald, Michael Reuter

Category 13 - Special Sections

First Place - Murray State News, Tonya Wirgan
Great content and idea concept!
Second Place - Kentucky Kernel, Staff
Great look and design, could improve a little on content.
Third Place - College Heights Herald, Spring 2004 Staff
Great design and layout.

Category 14 - Group Promotions

First Place - Ft. Campbell Courier, Staff, Mary Reid
Very clean.
Second Place - Ft. Campbell Courier, Staff, Mary Reid
Third Place - Williamson Daily News, Misty Collins

Category 15 - Holiday Greeting Ads

First Place - Williamson Daily News, Leslie Dotson
Great design.
Second Place - Williamson Daily News, Leslie Dotson
Good layout.
Third Place - Williamson Daily News, Misty Collins
Great ad concept.

Category 16 - Agriculture/Lawn and Garden

First Place - Ft. Campbell Courier,

Shelly Creekmur, Regina Henderson

Category 17 - Classified Page/Section

First Place - College Heights Herald, Amelia Farmer
Very clean and a great design.
Second Place - Ft. Campbell Courier, Mary Reid, Staff
Good, but needs a little more jump.
Third Place - Ft. Campbell Courier, Mary Reid, Staff

Category 18 - Special Publications

First Place - College Heights Herald, Staff
Great design.
Second Place - Ft. Campbell Courier, Staff, Mary Reid

Category 19 - Best Use of Color

First Place - Ft. Campbell Courier, Dawn Granstaff
Second Place - Murray State News, Tonya Wirgan
Third Place - Williamson Daily News, Misty Collins

Category 20 - Best Ad Series

First Place - Ft. Campbell Courier, Dawn Granstaff, Mary Reid
Very, very nice layout!
Second Place - Williamson Daily News, Renee Kessler
Third Place - Williamson Daily News, Renee Kessler

Category 21 - General Miscellaneous

First Place - Ft. Campbell Courier, Dawn Granstaff, Mary Reid
Second Place - College Heights Herald, Rachel Griffin
Third Place - College Heights Herald, Daniel Byrd, Katie Hollenkamp

Category 22 - Sporting Goods/

Athletics

First Place - Ft. Campbell Courier, Mary Reid, Richard Wimsatt
Second Place - Ft. Campbell Courier, Shelly Creekmur
Third Place - Ft. Campbell Courier, Dawn Granstaff

Category 23 - Special Events

First Place - College Heights Herald, Spring 2004 Staff
Second Place - Ft. Campbell Courier, Donna Cumbee, Richard Wimsatt
Third Place - Murray State News, Tonya Wirgan

Category 25 - Best Newspaper Promotion

No Entries

WEEKLY - TMC

Category 24 - Best TMC Product

First Place - TMC - Cynthia Democrat, Staff
Amazingly clean layout of 100 percent advertising.
Second Place - TMC - Morehead News, Brad Toy
Nice treatment of advertorial at top of front page.
Third Place - TMC - Central Kentucky News Journal, Staff
Nice to see calendar of events on front page.

DAILY - TMC

Category 24 - Best TMC Product

First Place - TMC - Richmond Register, Staff
Second Place - TMC - Corbin Times Tribune, Staff
Third Place - TMC - Middlesboro Daily News, Staff

Don't forget to pick up extra copies of the contest tab to take home to members of your award-winning advertising staff!

NEW
HARRISON SHOPPER
 Call (606) 234-5127
 MONDAY - FRIDAY 8:00 AM - 5:00 PM
 SATURDAY 8:00 AM - 1:00 PM
 SUNDAY 10:00 AM - 1:00 PM
 1000 N. MAIN ST. HARRISON, KY 40303
 Mon. 2.2. 2004

YOU'LL SCORE BIG SAVINGS

11.99/10oz Super Chili Pop 3/\$7
 10.99/10oz Vegetables 10/\$3
 11.99/10oz Fritos Corn Chips 10/\$3 FREE
 11.99/10oz Sparkle Towels \$4.99
 11.99/10oz Northern Bath Tissue \$6.99
 11.99/10oz Mixers 3/\$1
 11.99/10oz Jumbo Cantaloupes \$1.99
 11.99/10oz USDA INSPECTED Ground Beef 3 lb. pkg. or more \$4.39/lb.
 11.99/10oz Turkey Breast \$3.99/lb.
 11.99/10oz Cottage Cheese 2/\$3
 11.99/10oz 100% White Light Bulbs 98¢

Valid thru effective week of March 22, 2004
 And don't forget our **SUPER SATURDAY SALE, MARCH 27.**

GOLD POINTS
 YOU'VE EARNED BIG GOLD POINTS
 EVERY TIME YOU SHOP AT KIM'S
 Only every 100 points your accumulation can be redeemed for \$1.00 OFF your next grocery bill. No good till-up. See store for details.

Kim's NEW MARKET
 304 S. CHURCH STREET • (606) 234-5125

Above: The Cynthiana Democrat Staff won first place for the Best TMC Product with this entry. The judges said the entry had an "amazingly clean layout of 100 percent advertising."

Below: The Richmond Register staff won first place for this entry in the Best TMC Product category in the Daily Division.

JACK BURFORD on the highway in richmond 888-623-3300 or 1-800-338-8803

MADISON COUNTY ADVERTISER

GO Music Center in Berea has everything you need

Announcing **Silver Cliff Landscaping's ANNUAL FALL PLANT SALE!**
 Saturday, October 9th 8 - 5 PM
 • Fruit Trees and Perennials
BUY ONE, GET ONE FREE
 • All other Nursery Stock is **20% OFF**
 (installation not included in sale price)

Join our **Bird Club** and receive an additional **10% off** bird food, feeders, & houses
Bird Club meets Saturday, October 9th at 10:00 AM at the Silver Cliff Garden Center

Silver Cliff Landscaping, Inc.
 623-1200


Local Number (809) 626-9190
TOLL FREE 888-958-3300

GENERAL EXCELLENCE

WEEKLY CLASS 1

1ST  2ND BATH COUNTY NEWS OUTLOOK
3RD BRACKEN COUNTY NEWS

WEEKLY CLASS 2

1ST  2ND LAUREL NEWS JOURNAL
3RD BEREA CITIZEN

WEEKLY CLASS 3

1ST  2ND PULASKI NEWS JOURNAL
3RD CYNTHIANA DEMOCRAT


MULTI-WEEKLY

1ST  2ND KENTUCKY STANDARD
3RD CENTRAL KENTUCKY NEWS


DAILY CLASS 1

1ST  2ND CORBIN TIMES TRIBUNE
3RD RICHMOND REGISTER


DAILY CLASS 2

1ST  2ND KENTUCKY NEW ERA
3RD ELIZABETHTOWN NEWS ENTERPRISE

DAILY CLASS 3

1ST  2ND LEXINGTON HERALD LEADER
3RD OWENSBORO MESSENGER INQUIRER

ASSOCIATE

1ST  2ND WILLIAMSON DAILY NEWS
3RD COLLEGE HEIGHTS HERALD