

AGRICULTURAL AD

Nondaily Division 1

FIRST PLACE

Louisburg Herald

Ashlee Mejia

Nice clean looking.

SECOND PLACE

Phillips County Review

Kirby Ross and Irene DeWitt

Like this idea of showing each brand for each farm, well balanced and clean for this much information.

THIRD PLACE

Phillips County Review

Irene DeWitt

Nice design.

AGRICULTURAL AD

Nondaily Division 2

FIRST PLACE

Russell County News

Randy Johnson and Pam Soetaert

Great caption and photo.

SECOND PLACE

Osawatomie Graphic

Lori Massey

Fabulous colors; eye catching; great use of space.

THIRD PLACE

Atchison Globe

AGRICULTURAL AD

Nondaily Division 3

FIRST PLACE

High Plains Journal

Special Projects Team

Great use of space; eye catching; nice image.

SECOND PLACE

Osage County Herald-Chronicle

Kendra Harnden

Catchy phrase!

THIRD PLACE

High Plains Journal



Who is your hero?

People involved in agriculture are known to have big hearts and helping hands. It isn't hard to find stories in ag communities of neighbors helping neighbors or people going out of their way for one another. Through a new special feature in *High Plains Journal* called Harvest Heroes, you now have the chance to recognize and thank the everyday heroes that make a harvest possible.

 **HARVEST
HEROES™**

To view more or nominate at hero, visit
www.HarvestHeroes.com

FIRST PLACE

Parsons Sun

Jan Strait and Justin Martin

Clean layout.

SECOND PLACE

Leader & Times

Trevor Feldhausen

Great use of color; sharp image.

THIRD PLACE

Winfield Daily Courier

RULES

Continued from Page 7.

9 Judges reserve the right to place all exhibits as they see fit regarding placing and ribbons.

10 The Labette County Fair Association is the legally organized county fair of Labette County under the General Statutes of Kansas, General Statute Supplement, 1947, Laws of 1949, Chap. 1 and 201.

11 Premium money must be picked up on the last Saturday of the fair from 8 a.m. until noon at the Labette County Fair Secretary Office located in the beef barn. Premium money can be picked up by the exhibitor or their representative. Checks not cashed within 90 days of the date they are issued will be voided.

ATTENTION ALL FARMERS
Be outstanding in your field..
not left out standing in your field

SERVICE YOUR RADIATORS NOW!
 Large or small...we do them all!


Radiators-R-Us

815 S. 21st, Parsons • 423-8144 • M-F 8am-5pm
 Sat. by appt.
 After Hours & Emergency - 423-8144

We are here for you 24/7




**THE SIDE-BY-SIDE
 THAT MAKES BIG
 JOBS SEEM
 DOWNRIGHT
 SMALL.**



BIG RED.™

Smith's Cycle Center
 301 E. 4th • Pittsburg, KS • (620) 231-4450



bigred.honda.com BIG RED IS ONLY FOR DRIVERS 16 YEARS AND OLDER. MULTI-PURPOSE UTILITY VEHICLES CAN BE HAZARDOUS TO OPERATE. FOR YOUR SAFETY, BE RESPONSIBLE. ALWAYS WEAR A HELMET, EYE PROTECTION AND APPROPRIATE CLOTHING. ALWAYS WEAR YOUR SEAT BELT AND KEEP THE SIDE NETS AND DOORS CLOSED. AVOID EXCESSIVE SPEEDS AND BE CAREFUL ON DIFFICULT TERRAIN. ALL NEW DRIVERS SHOULD WATCH THE SAFETY VIDEO. CALL FOR PROPER UTILITY VEHICLE & GUIDE TO SAFE OPERATION AND READ THE OWNER'S MANUAL. BEFORE OPERATING THE VEHICLE, NEVER DRIVE UNDER THE INFLUENCE OF DRUGS OR ALCOHOL. ON PUBLIC ROADS, OR WITH MORE THAN ONE PASSENGER, DRIVER AND PASSENGER MUST BE TALL ENOUGH FOR SEAT BELT TO FIT PROPERLY AND TO BRACE THEMSELVES WITH BOTH FEET FIRMLY ON THE FLOOR. PASSENGER MUST BE ABLE TO GRASP THE HANDHOLD WITH THE SEAT BELT ON AND BOTH FEET ON THE FLOOR. RESPECT THE ENVIRONMENT WHEN DRIVING. Big Red™ is a trademark of Honda Motor Co., Ltd. ©2009 American Honda Motor Co., Inc. 01/09 09-989

YOUR LOOK IN THE FIELD

Clemens INSURANCE AGENCY
Serving Kansas Since 1985

Let us review your farm policies
 PROPERTY • LIABILITY • LIVESTOCK • POLLUTION

401 N. 16th • Parsons, KS 67357
 Office (620) 421-9999
 Fax (620) 421-0274

www.clemensinsurance.net Mon-Fri 8am-6pm




FIRST PLACE

Great Bend Tribune

Nick Grubbe

Great photo - love the employee signatures.

SECOND PLACE

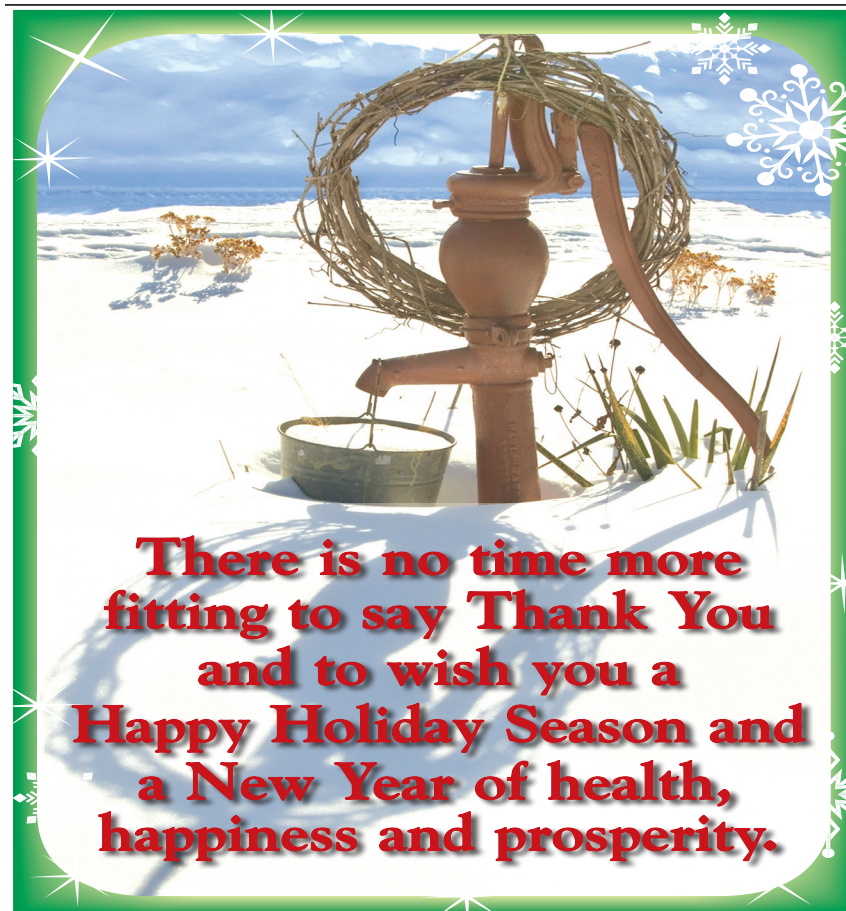
Great Bend Tribune

Nick Grubbe

Like Toy Sale tie into the tractors.

THIRD PLACE

Garden City Telegram



Perry Kier *Melinda Hoyer* *Bruce Battenhall* *Mike Scott*
Scott Richter *Dustin Jahn* *Austin Zink*
Carol Hopkins *Tom Clayton* *Sam Hays* *Brandon*
Steve *Joe* *James* *Duane*
Rocky *Phil* *James* *Brandon*
Steve *Eric* *Paul* *Steve*
Eric *Eric* *Eric* *Eric*



 JOHN DEERE

S Hwy. 281, Great Bend, Ks • 620-793-3509 • 800-817-3509
www.gbfarm.com

AGRICULTURAL AD

Daily Division 3

FIRST PLACE

Hutchinson News

Design Staff

Very organized with layout. Nice seed background makes you look.

SECOND PLACE

Hutchinson News

Scott Oswalt

Neat clean layout nice use of color. Ad pops!

THIRD PLACE

Hutchinson News

Kim Hoskinson

Nice use of color!

CONGRATS Farm Families OF THE YEAR!
Bill & Mary Love • Derek & Michelle Zongker • C.J. & Beckie Blew

from **Kauffman Seeds**

"Seed and Service that make a World of Difference"

Midland Corn • Midland Soybean • Midland Grain Sorghum • Midland Forages

Wheat

- 2137
- Overley
- Fuller
- Everest
- Endurance
- OK Bullet
- Duster
- Centerfield CL
- Billings
- Art
- Hawken
- PostRock
- Rust Buster South
- Rust Buster North
- Jackpot
- CJ
- Sy Gold
- Longhorn

Forages

- Alfalfa
- Wheat
- Oats
- Brome
- Native Grasses
- Barley
- Bermuda Grass
- Cover Crops

Cover Crop for No-Tillers

- Sun Hemp
- Lentils
- Forage Peas
- Soybeans
- Hairy Vetch
- Austrain Winter Peas
- Oil Seed Radish
- Brassicas
- Cowpeas
- Spring Peas
- Forage Soybeans
- Annual Ryegrass
- Turnips
- Clovers
- Canola
- Millets

Alfalfa

- America's Alfalfa
- Cimarron VL 400
- Dairyland

Kauffman Seeds
7508 South Mayfield Rd. • Haven, KS 67543
(620) 465-2245 • 1-800-634-2836 • Fax: (620) 465-3565
Email: kaufseed@speednet.com

AD SERIES OR CAMPAIGN

Nondaily Division 1

FIRST PLACE

Bonner Springs Chieftain

Cheryl Batrez

Clever theme, clearly gives kudos to both advertiser and student, good design, great local contest takes it beyond just being an ad.

SECOND PLACE

Derby Informer

Monica Woolard

Original idea to highlight animal patients; great local content.

THIRD PLACE

Baldwin City Signal

Cleat design, great local content, cheerful photos.

AD SERIES OR CAMPAIGN

Nondaily Division 2

FIRST PLACE

Miami County Republic

Teresa Morrow

Amazing series. Loved it!

SECOND PLACE

Marion County Record

Melvin Honeyfield

Eye catching; nice color.

THIRD PLACE

Atchison Globe

Great use of space; no color.

AD SERIES OR CAMPAIGN

Nondaily Division 3

FIRST PLACE

Osage County Herald-Chronicle

Kendra Harnden

Very heart appealing, like the use of simple photos, makes you want to read every ad.

AD SERIES OR CAMPAIGN

Daily Division 1

FIRST PLACE

Leader & Times

Earl Watt

Great focus on different types of businesses with tags to let readers know the full range of businesses in Liberal.

SECOND PLACE

Junction City Daily Union

Heather Rikoric

Good use of photos to personalize the ads, and to show product. Limiting the services listed to 5 keeps copy from overwhelming message.

THIRD PLACE

Winfield Daily Courier

Marsha Wesseler

Use of plain folks with testimonials a good way of getting readers to focus on and consider contributions they wouldn't normally think about.

AD SERIES OR CAMPAIGN

Daily Division 2

FIRST PLACE

Hays Daily News

Joleen Fisher

Excellent campaign using both large and smaller ads, frequency and a nice touch of ad products with front page strip and post-it included. The message of the ad was not lost in a lot of verbiage or graphics. The reference to the online ad was a good touch that is often neglected.

SECOND PLACE

Garden City Telegram

Krystal McCray

Good use of real people for student success stories.

THIRD PLACE

Garden City Telegram

Kelsey Hamilton

Use of big space and color to communicate a few selling points was a good idea.



MONSTER SALE
Storewide 31% Savings

Interest Free 'til January 2012 ^{WAC}

Sale Good Oct. 1-31, 2010

CARPET ONE
America's Largest Carpet Retailer
By **VITZUM**
Decorating Center, Inc.

113 East 13th, Hays, KS • 785-625-5623 • 1-800-786-8319
Hours Mon.- Fri. 8 a.m.-5:30 p.m. or by appointment
Family Owned and Operated
Serving Hays & Western Kansas Since 1945
Excludes pad, granite, installation and other promotions

CHECK OUT THE "MONSTER SALE" ONLINE AT WWW.HDNEWS.NET

AD SERIES OR CAMPAIGN

Daily Division 3

FIRST PLACE

Hutchinson News

Rebekah Starkey

Nice use of large space; easy to read; covers all media and demographics.

SECOND PLACE

Lawrence Journal-World

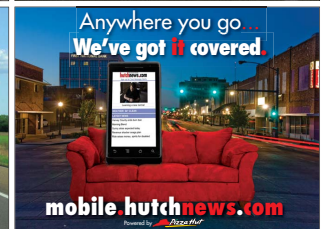
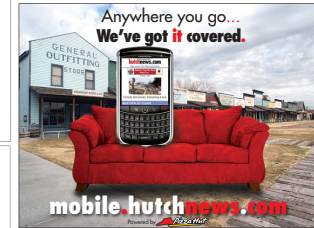
Funny; eye catching; very consistent in layout.

THIRD PLACE

Hutchinson News

Rebekah Starkey

Everything big; nice use of image with the word BIG.



COMMUNITY EVENT

Nondaily Division 1

FIRST PLACE

Larned Tiller & Toiler

Susan Shank

Good use of white space. Clear and concise copy.

SECOND PLACE

Ellis Review

Nickole Byers

Good layout. Good use of color.

COMMUNITY EVENT

Nondaily Division 2

FIRST PLACE

Ellsworth County Independent/Reporter

Bill Beckmeyer

Nice use of space with such large amounts of information;
nice flow.

SECOND PLACE

Ellsworth County Independent/Reporter

Bill Beckmeyer

Beautiful colors; nice layout.

THIRD PLACE

Ellsworth County Independent/Reporter

Bill Beckmeyer

Great use of color.

COMMUNITY EVENT

Nondaily Division 3

FIRST PLACE

Wamego Smoke Signal

Shannon Fritz

Nice group ad.

SECOND PLACE

Wamego Smoke Signal

Shannon Fritz

Nice layout. Easy to read.

THIRD PLACE

Osage County Herald-Chronicle

Kendra Harnden

Cute picture.

The Bells of St. Marys

"A Small Town Christmas" Downtown
Friday, Nov. 26

5 p.m. - City Lights are on; Community Bells Ring
 5 p.m. - Musical Entertainment*
 5 p.m. - Chili and Potato Soup Supper*
 5 p.m. Train Ride \$1/person*
 5 p.m. - Santa's Workshop (1st 75 Children Receive Free Bell)*
 6 p.m. - Snow Ball Drop for Merchants Discounts and Prizes*
 6 p.m. - Carriage Rides Start*
 6:30 p.m. - Santa Arrives*

* Activities at the George J. Perry Memorial Armory

**Shop all Day Long!
 Stay All Evening Long!**

Please bring canned goods for the St. Marys Food Pantry, which serves the USD 321 area

FOX SELF STORAGE
 614 Lasky Street
 St. Marys, KS 66536
 (785)437-2792
 (785)437-6473

Unit Sizes
 10x10, 10x15, 10x20, 10x25

Jerry and Marley Fox

Gambino's PIZZA
 You're Good... Love It!

107 E. Bertrand (HWY 24)
 St. Marys, KS
 785-437-2900

Kincaid UPHOLSTERY
 Randy Kincaid
 Bus. (785) 437-5108

REUPHOLSTERY
 COMMERCIAL AUTO
 MARINE

Over 35 years experience.

Teresa's Sew Creative
 624 W. Bertrand St. Marys, KS 66536

Friday After Thanksgiving Open
 9am - 12:30 pm and 3 to 9 pm.

Come in for making orders or pickup Christmas orders.
 All Fabric, 50% Off!
 Check out website for more of our specials!
 First 7 customers get \$1 off a purchase of \$25 or more!

St. Marys Veterinary Services, P.A.
 803 Jesuit Lane
 St. Marys, KS
 66536-9736
 437-6619

RUSTIC TREASURES & RENAISSANCE CELLARS WINERY
 Try Our Holiday Spiced Wine, MARLEY'S GHOST!
 CHRISTMAS OPEN HOUSE
 Nov. 26 & 27, TH. 9:00PM
 HOLIDAY HOURS:
 10 TO 6 THURS-THURS, 10 TO 9 FRI-SAT
 9AM-5PM SUNDAY, 10AM-5PM MONS. (785)437-2828

B&B Cafe
 SAINT MARYS, KS

Share with me as I bring fresh baked and style to *Desserts & Baking!*
 408 Bertrand, St. Marys
 785-437-2150
 Open Tues. - Fri.
 (Call for reservations)

Mandy DeVolder
 Receive a gift with your first purchase of \$15. Mandy!

DeVader Liquor Store
 425 W. Bertrand St. Marys, KS 66536
 (785) 437-6300
 Retail - Wholesale

Proprietors: Robert and Trina Est. 1988

FOX TILE
 FOX CONTRACT TILE INC.
 COMMERCIAL TILE CONTRACTOR
 Granite Porcelain Stone
 NKCE 1971

KEVIN FOX, INC.
 900 W. 2nd St. St. Marys, KS 66536
 785-437-2200
 Fax: 785-437-2202
 kfox@foxtile.com

FARMERS
 Trisha Vinhal
 Annette Engel, CSR
 Trisha's Insurance Agency
 610 W. Bertrand
 St. Marys, KS 66536
 785-437-2302
 Fax: 785-437-2303
 tvinhal@farmersgroup.com

NAPA AUTO PARTS
 NAPA of St. Marys
 909 E. Jesuit Lane St. Marys, KS 66536 Phone: (785) 321-8624 (6672)

Stop by for some Free Coffee 7AM-9AM Monday-Friday

Enjoy your time downtown at *The Bells of St. Marys*

Stop by the concession stand for some warm popcorns!

Kaw Valley State Bank

In-N-Out Liquor
 104 Duane Lane • St. Marys, KS 66536
 (single off of Hwy 24) 785-437-6300

Great selection of wines, spirits, and craft beer.

Make sure to stop and in and pick out something for your holiday cheer!

Get your liquor quicker at In-N-Out Liquor

Join Custom Wood Products in supporting our local businesses at The Bells of St. Marys!!

CUSTOM WOOD PRODUCTS
 ST. MARYS, KANSAS
 1-800-477-3130 www.cwonline.com

ST. MARYS PHARMACY
 Your Locally Owned Pharmacy
 • Registered Supplier for Respiratory Products and Oxygen Products by Incentive
 • Supplier for Hospital Beds, Support Cushions
 • Diabetic Shoes and Supplies by Dr. Comfort
 • Ostomy & Catheter Supplies
 • Incontinence Supplies
 • Bed Sling products by Incentive
 • Lift Chairs
 • Wheel Chairs - Several Styles by Incentive
 • Rollators, Walkers, and Crutches
 • Roll-in Shower Seats
 Please call for information on any of the above

Phone: 785-437-2907
 or 1-866-403-6219

SMI sb
 ST. MARYS STATE BANK
 P.O. Box 188
 ST. MARYS, KS 66536

Phone: 785-437-2271
 Fax: 785-437-6471
 www.smbk.org

St. Mary's Auto Sales
 113 W. Bertrand St. Marys, KS
 785-437-2478
Chris or Nick Siebert
 See us online at stmarysauto.com

THE BELLS OF ST MARYS AT FLORENCE ADAMS

20%

OFF STOREWIDE*
 VALID 10:00am - 8:00pm
 FRIDAY, NOVEMBER 26th
 *EXCLUDES BOSCH PRODUCTS

WTC
 Quick, local and knowledgeable

1009 Lincoln St Wamego, KS 66547 785-456-1000
 702 W Bertrand Ave St. Marys, KS 66536 785-437-3168

877.WTC.1912
www.wtcs.com

ST MARYS LUMBER CO INC
 785-437-2268

Large enough to serve you...
 Small enough to know you.

COMMUNITY EVENT

Daily Division 1

FIRST PLACE

Chanute Tribune

Brenda Pitts and Dianna Litzel

Beautiful!

SECOND PLACE

Leader & Times

Trevor Feldhausen

Great use of graphics.

THIRD PLACE

Chanute Tribune

Brenda Pitts

Good use of color!

COMMUNITY EVENT

Daily Division 2

FIRST PLACE

Great Bend Tribune

Nick Grubbe

Fantastic. Looks good! Makes me want to go!

SECOND PLACE

Hays Daily News

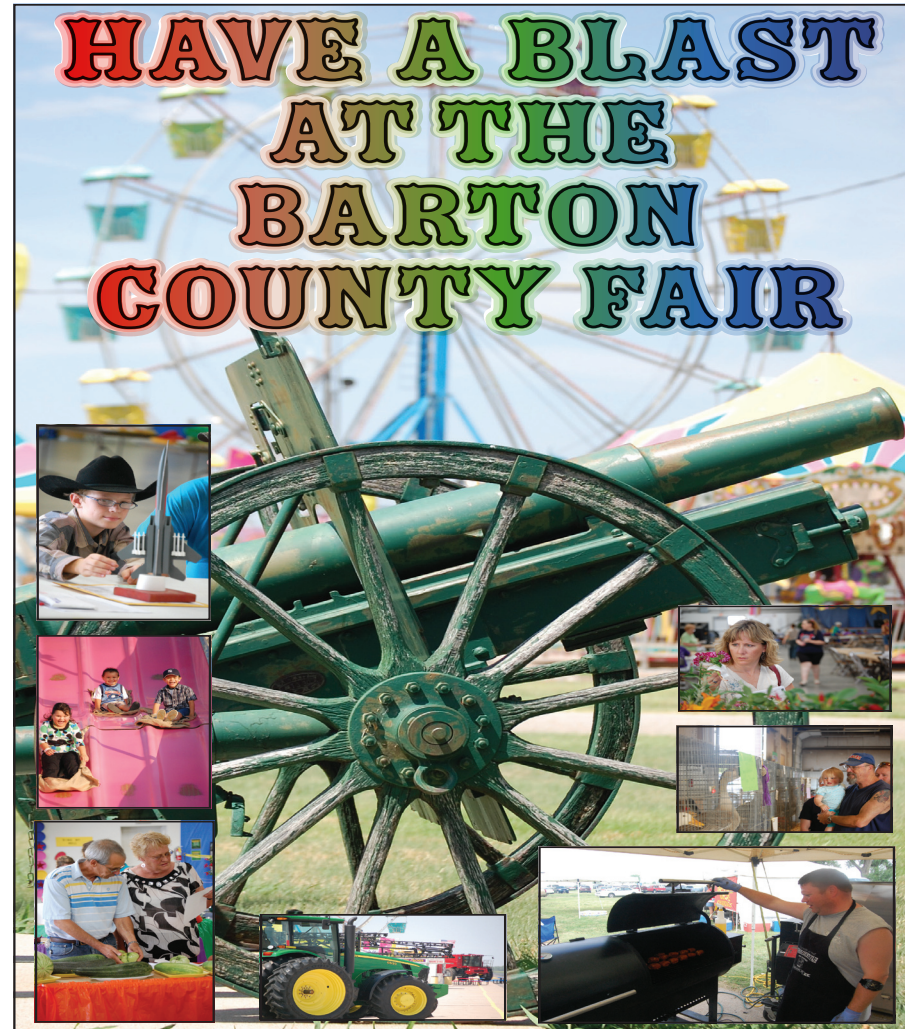
Way to promote community!

THIRD PLACE

Great Bend Tribune

Karma Byers

Great use of graphics. Clean layout for all copy included.



Come out with your friends and family to enjoy a day filled with fun and excitement for all!

281 S. Hwy
Great Bend,
Kansas



GBFE

620-793-3509
1-800-817-9921

**GREAT BEND FARM EQUIPMENT
A Service You Can Believe In!**

COMMUNITY EVENT

Daily Division 3

FIRST PLACE

Hutchinson News

Rebekah Starkey

4 page section - surely makes a statement - appeals to all.

SECOND PLACE

Hutchinson News

Rebekah Starkey

Clean looking, great color, very eye appealing.

THIRD PLACE

Hutchinson News

Scott Oswald

Dominant headline, has all the information needed.



PRETTY PRAIRIE Rodeo

WEDNESDAY, JULY 21st
through
SATURDAY, JULY 24th

KANSAS' LARGEST NIGHT RODEO
Every Night

- **Rockin' Robbie Hodges & Rodney Hayes The Texas Kid**
- **Petting Zoo & Carnival Rides!**
- **Justin Boots MUTTON BUSTIN'**
for the Kids (65lb Weight Limit)
- Sponsored By Marcella's -
Call 620-459-6205 for entry details.

For complete details, visit:
www.pprodeo.com

Fan Friendly...
...Tented Beer Garden with Big Screen showing rodeo on closed circuit
...More aisles to make it easier to get in & out of seats
...New Restrooms

Photo by: Travis Morrison
The Hutchinson News

KANSAS POST
CHAMPIONSHIP RODEO SERIES

SCHEDULE OF EVENTS

RODEO STARTS 8:00 P.M. ALL 4 NIGHTS
(Gates open at 6:00 p.m.)

Professional Rodeo Action and Great Family Entertainment Every Night:

Wednesday & Thursday

- Kids 12 & Under admitted FREE!
- First 500 Kids through the gate get a Cowboy Back Number! These numbers are announced all evening for prizes!
- Freddie's Frozen Custard Pony Rides 6-7:30PM (50lb Weight Limit, Free pony ride tickets available at Freddie's Frozen Custard in Hutchinson & Wichita)
- Get a FREE autographed picture from the rodeo clowns
- Free DJ Dance for the whole family after the rodeo

Friday & Saturday

- Every Ticket is a Reserved Seat (Save on Advance Purchases) Kids & Adults Same Price
- Dance to "Turnback Creek" on Friday & Saturday Nights FREE with Rodeo Ticket.
- Friday Night is "Tough Enough To Wear Pink" night. With the Reno County Cancer Society. Everyone wear something pink to show support for breast cancer awareness.

TICKET INFO

Ticket Prices
(*Save \$2.00 per ticket on advance purchase)

Wednesday & Thursday
\$8.00 - \$12.00 (SW Section)

Friday
\$9.00* - \$12.00*
\$12.00 (SW Section)

Saturday
\$10.00 - \$12.00*
\$15.00 (SW Section)

No Advance Discount on SW Section
Call 1-800-638-2702
or Longs in Hutchinson
663-1561 or Vanderbilt's of
West Wichita 316-721-7753


Laird Noller

THE HUTCHINSON NEWS
AN ADVERTISING SUPPLEMENT
WEDNESDAY, JULY 21, 2010

HOUSE AD

Nondaily Division 1

FIRST PLACE

Belle Plaine News

Eye catching to the reader; great photo!

SECOND PLACE

Osawatomie Journal

Elana Bell

Creative, thought provoking.

THIRD PLACE

Phillips County Review

Irene DeWitt

Colorful; nice house ad.

HOUSE AD

Nondaily Division 2

FIRST PLACE

Atchison Globe

Staff

Visual imagery absolutely grabs the eye, exciting and motivating ad great use of color to jump off the page.

SECOND PLACE

Miami County Republic

Lori Massey

Fresh, clean design highlights winning ads well, incorporates a large amount of text in a very appealing way.

THIRD PLACE

Atchison Globe

Good target to marketing and a clear call to action. Great use of full-page ad format.

HOUSE AD

Nondaily Division 3

FIRST PLACE

Osage County Herald-Chronicle

Kendra Harnden

Very creative!

SECOND PLACE

Osage County Herald-Chronicle

Kendra Harnden

Eye catching.

THIRD PLACE

Osage County Herald-Chronicle

Kendra Harnden

Nice use of space!



HOUSE AD

Daily Division 1

FIRST PLACE

Ottawa Herald

Tommy Felts

Good revenue generating ad speaks to people looking for cars.
Great dominant art combined with helpful information.

SECOND PLACE

Ottawa Herald

Tommy Felts

Cheerful, local photos highlight the positive. Clean ad design.
Feels original and friendly.

THIRD PLACE

Iola Register

Sarah Stansbury

Good use of full page and color. Community involvement is
clear. Very eye catching.

HOUSE AD

Daily Division 2

FIRST PLACE

Hays Daily News

Doug Kepka

Beautiful series of ads, great use of color, fantastic photos of people, great news quality in these ads.

SECOND PLACE

Garden City Telegram

Krystal McCray

Great use of white space to illustrate an idea.

THIRD PLACE

Great Bend Tribune

Karma Byers

Good filler ad that could be used in any market. Very eye-catching.

Kansas Press Association 2010 Sweepstakes

Award of Excellence

Our people make us winners!

Patrick Lowry - As publisher, I have the best job you could imagine. I make sure there are good people in all the departments — and then try to stay out of the way so they can do their jobs. They deliver on a daily basis with consistency, creativity and a commitment to excellence. And that gives me the time to write editorials and columns, sign checks and contracts, negotiate deals and help plan the paper's future. The cats here need no herding.

This year, the HDN was named the top newspaper in the state by the Kansas Press Association — but that standard of excellence is nothing new. For more than 80 years, The Hays Daily News has been the community's trusted voice for northwest Kansas news, sports and business information. And, whether in print or online, the HDN staff will continue to be The Voice of the High Plains for generations to come. That is our promise — and our business.

THE HAYS DAILY NEWS VOICE OF THE HIGH PLAINS

507 Main • Hays, Kansas • 785-628-1081 • www.HDNews.net

HOUSE AD

Daily Division 3

FIRST PLACE

Hutchinson News

Rebekah Starkey

Clearly shows product and call to action with a clever, inviting theme. Very local photography and totally unique imagery.

SECOND PLACE

Lawrence Journal-World

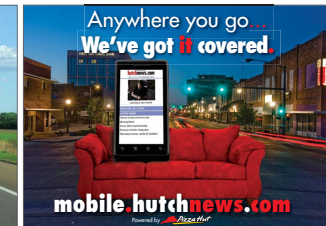
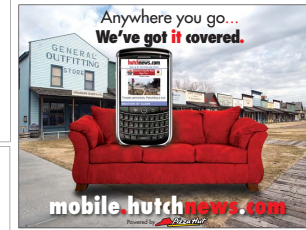
Good incorporation of information with clear design.

THIRD PLACE

Hutchinson News

Rebekah Starkey

Good dominant graphic catches the eye and clever language.



ADAPTABLE PROMOTION

Nondaily Division 1

FIRST PLACE

Louisburg Herald

Lori Massey

Very colorful; nicely laid out.

SECOND PLACE

Louisburg Herald

Lori Massey

Great use of space; creative; nice job with color.

THIRD PLACE

Larned Tiller & Toiler

Susan Shank

Readable; nice layout.

ADAPTABLE PROMOTION

Nondaily Division 2

FIRST PLACE

Atchison Globe

Packed with local content and photos, lots of well-designed ads, feels very welcoming and has a fun, sassy attitude, adaptable and profitable.

SECOND PLACE

Sabetha Herald

*Nikki McAfee, Julie Holthaus and
Tim Kellenberger*

Interesting concept, something new to present to advertisers, good design, would have liked to see ads from locations featured.

THIRD PLACE

Osawatomie Graphic

Lori Massey

ADAPTABLE PROMOTION

Nondaily Division 3

FIRST PLACE

Osage County Herald-Chronicle

Kendra Harnden

Adaptable to any market. Great community driven content. Great draw for reader and advertiser. Loved the photos.

SECOND PLACE

Shawnee Dispatch

Janella Williams

Great event piece. Great selection of advertisers. Love the map!

THIRD PLACE

Osage County Herald-Chronicle

Kendra Harnden

Great section full of ads. Would love to see more color ads. Nice slick color.



Christmas On Us!

2010
\$3,000
in prizes

Two Grand Prizes of \$1,000 each
Two winners will receive \$250 | 10 Instant winners will receive \$50

All prizes will be scrip money redeemable at participating sponsors only. No change will be given.

START COLLECTING TICKETS FROM THESE AREA MERCHANTS THIS THURSDAY!



ADAPTABLE PROMOTION

Daily Division 1

FIRST PLACE

Augusta Daily Gazette

Rhonda Zinn

Easily adaptable for any market, packed with ads, handy format.

SECOND PLACE

Chanute Tribune

Brenda Pitts

Could be done in most markets, bright, eye-catching layout, lots of ads with good design.

THIRD PLACE

Winfield Daily Courier

Staff

Adaptable for some markets. Might be a tougher sell unless it had more graphics and color, good to see lots of ads.

ADAPTABLE PROMOTION

Daily Division 2

FIRST PLACE

Hays Daily News

Staff

Adaptable for any market, lost of community support to gather so many photos, timely, clear and eye-catching design. Good revenue!

SECOND PLACE

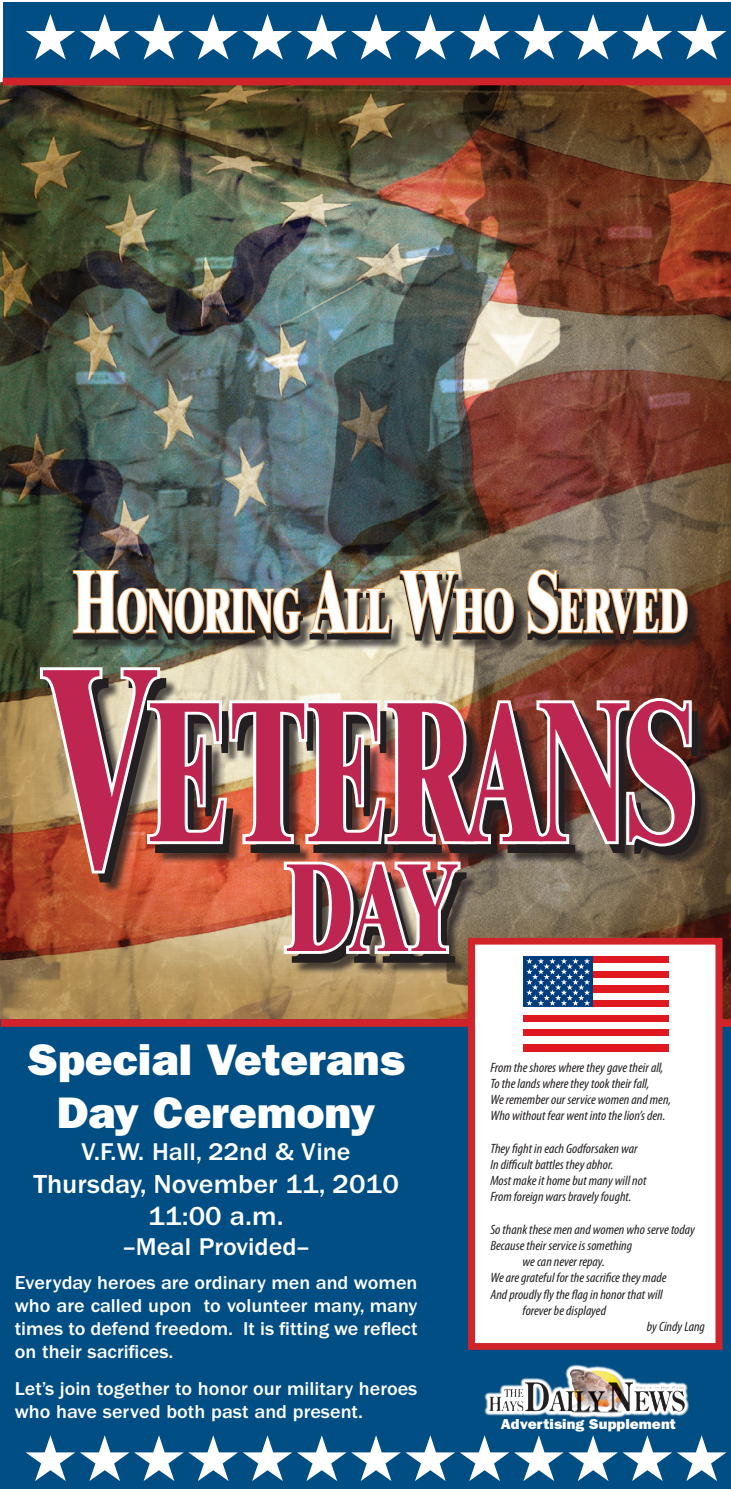
Hays Daily News

Very adaptable design, handy size, ads are attractive and colorful. Good job designing in small space, lots of ads!

THIRD PLACE

Great Bend Tribune

Would work in any market, great community support, great job getting sponsors.



The graphic features a background of a crumpled American flag. At the top and bottom are horizontal borders of white stars on a blue background. The text 'HONORING ALL WHO SERVED' is in a white, serif font with a drop shadow. Below it, 'VETERANS DAY' is written in large, bold, pink letters with a white outline and a drop shadow. In the bottom right corner, there is a white box with a red border containing a small American flag, a poem, and the logo for 'THE HAYS DAILY NEWS Advertising Supplement'.

HONORING ALL WHO SERVED

VETERANS DAY

Special Veterans Day Ceremony
V.F.W. Hall, 22nd & Vine
Thursday, November 11, 2010
11:00 a.m.
-Meal Provided-

Everyday heroes are ordinary men and women who are called upon to volunteer many, many times to defend freedom. It is fitting we reflect on their sacrifices.

Let's join together to honor our military heroes who have served both past and present.

THE HAYS DAILY NEWS
Advertising Supplement

*From the shores where they gave their all,
To the lands where they took their fall,
We remember our service women and men,
Who without fear went into the lion's den.*

*They fight in each Godforsaken war
In difficult battles they abhor.
Most make it home but many will not
From foreign wars bravely fought.*

*So thank these men and women who serve today
Because their service is something
we can never repay.
We are grateful for the sacrifice they made
And proudly fly the flag in honor that will
forever be displayed*
by Cindy Lang

ADAPTABLE PROMOTION

Daily Division 3

FIRST PLACE

Hutchinson News

Kim Hoskinson

Single promotion, easy to sell in other markets, find your own pot of gold in sales.

SECOND PLACE

Hutchinson News

Design Staff

Though not a new idea, piece is well designed to take to other communities.



**Win A
pot o'
gold**

from
**THE HUTCHINSON NEWS
CLASSIFIEDS**

*Feeling lucky? Play Pot O'Gold and you could
take home the riches this St. Patrick's Day.*

2 grand prize winners!

**EACH WINNER WILL RECEIVE \$100
IN LOTTERY SCRATCH OFF TICKETS!**

Each ticket could be worth up to hundreds and thousands of dollars!

2 ways to enter
POT O' GOLD 

For Our Customers:
For just \$2.00 more when placing your line ad, we will place a Pot O' Gold header above your ad for the 1st day it runs. You are then automatically entered. The more ads you place the better chance of winning.

For Our Readers:
Search the Hutchinson News Classified and find the Pots O' Gold

- Count each pot and write the number for that day ONLY in the entry form below. Use a new entry form for each day. The customer with the most number right will win. Must be 18 to enter.
- Mail or drop off entry forms to:
The Hutchinson News Classifieds
300 West 2nd
Hutchinson, KS 67501

Please hold on to all entries and submit together!

Contest Ends Sunday, March 14th.
You will have until noon on Friday, March 19th to get your entries in. Winners will be drawn at 1:00pm on Friday, March 19th. Winners will be notified by phone.

POT O' GOLD  **Official Entry Form**

Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____

Date _____

Number of Pots

Rules: No purchase necessary. To enter, complete an Official Entry Form available in The Hutchinson News from March 1 - 14, 2010. Entries must include name, address and daytime telephone number and the number of pots of gold in that day's Hutchinson News and be mailed to or dropped off at: The Hutchinson News Classifieds, 300 West 2nd, Hutchinson, KS 67501. Federal, state, local and municipal laws and regulations apply. Void where prohibited. One entry per household per day. Employees of The Hutchinson News, each of their respective affiliated subsidiaries, companies or agencies and the immediate family members of, and any persons domiciled with such employees, are not eligible. By entering, each entrant accepts and agrees to the contest rules. Original and hand-written entries only. Winners selected by random drawing. In the event of a dispute, the decision made by The Hutchinson News is final and binding. Winner agrees to the use of his/her name and likeness without any additional compensation by sponsors for publicity. Odds of winning based on number of entries received. Deadline for entry: noon on Friday, March 19, 2010 Winner will be notified by phone. All prizes awarded as stated. No substitutions.

ONLINE AD (STATIC)

Nondaily Division

FIRST PLACE

Osage County Herald-Chronicle

Jeremy Gaston

Nice ad - good photo, glad to see you used a kid from Santa Fe Trail.

Search our stacks
of photos...



Order prints at
oche.zenfolio.com

ONLINE AD (STATIC)

Daily Division 1

FIRST PLACE

Iola Register

Sarah Stansbury

Okay for a generic informational type of ad. Nothing to really grab your attention. Maybe "Everything to build anything" should have been at the top where the location is.

SECOND PLACE

Iola Register

Sarah Stansbury

Logo should have been much larger. Background is a bit busy.

THIRD PLACE

Iola Register

Sarah Stansbury

Way to busy of an ad for an online ad. The schedule should have been left out and the website much larger. It would make a great print ad.

2661 Nebraska Rd.,
LaHarpe, KS

Diebolt Lumber & Supply

We Deliver!

1-888-444-4346

DIEBOLT LUMBER & SUPPLY

"Everything To Build Anything"

Open Mon.-Sat. 7 a.m. to 6 p.m.
OPEN SUNDAY 10 a.m. to 5 p.m.

Kitchens & more

We Know What a Kitchen's For!

Open Mon.-Sat. 9 a.m.
to 6 p.m. or by appointment.
Toll free 888-265-7677

ONLINE AD (STATIC)

Daily Division 2

FIRST PLACE

Hays Daily News

Staff

Great ad! Very cool, very modern. The colors really stand out.

SECOND PLACE

Garden City Telegram

Krystal McCray

Great photo. Really eye-catching. Simple message and good use of colors. Phone number is too big.

THIRD PLACE

Great Bend Tribune

Joe Barron

Very simple and to the point banner. Good use of small space.



ONLINE AD (STATIC)

Daily Division 3

FIRST PLACE

Hutchinson News

Scott Oswalt

Nice banner, good use of art and space. Simple and to the point.

SECOND PLACE

Hutchinson News

Scott Oswalt

Good simple message, good art. I would not have included phone number, instead I would have included what “Bogey’s” is. At first I thought it was a store. Not sure about the hours.

THIRD PLACE

Hutchinson News

Scott Oswalt

Nice colors. Really cool logo. This would have made a good animated ad. It’s #3 because it had too much text.



ONLINE AD (MOTION)

Nondaily Division

FIRST PLACE

Osage County Herald-Chronicle

Jeremy Gaston

The ad kept my interest to see what it was promoting. Simple and good use of art and color.

SECOND PLACE

Osage County Herald-Chronicle

Jeremy Gaston

Basic animated ad with flashing text. Could have used some type of art and perhaps more color.



ONLINE AD (MOTION)

Daily Division 1

FIRST PLACE

Junction City Daily Union

Jacob Keehn

Good use of motion re: copy coming into ad from all different way.

SECOND PLACE

Junction City Daily Union

Jacob Keehn

small version of large banner.

ONLINE AD (MOTION)

Daily Division 2

FIRST PLACE

Great Bend Tribune

Joe Barron

Very eye-catching. Good simple messages, good color contrast.

SECOND PLACE

Great Bend Tribune

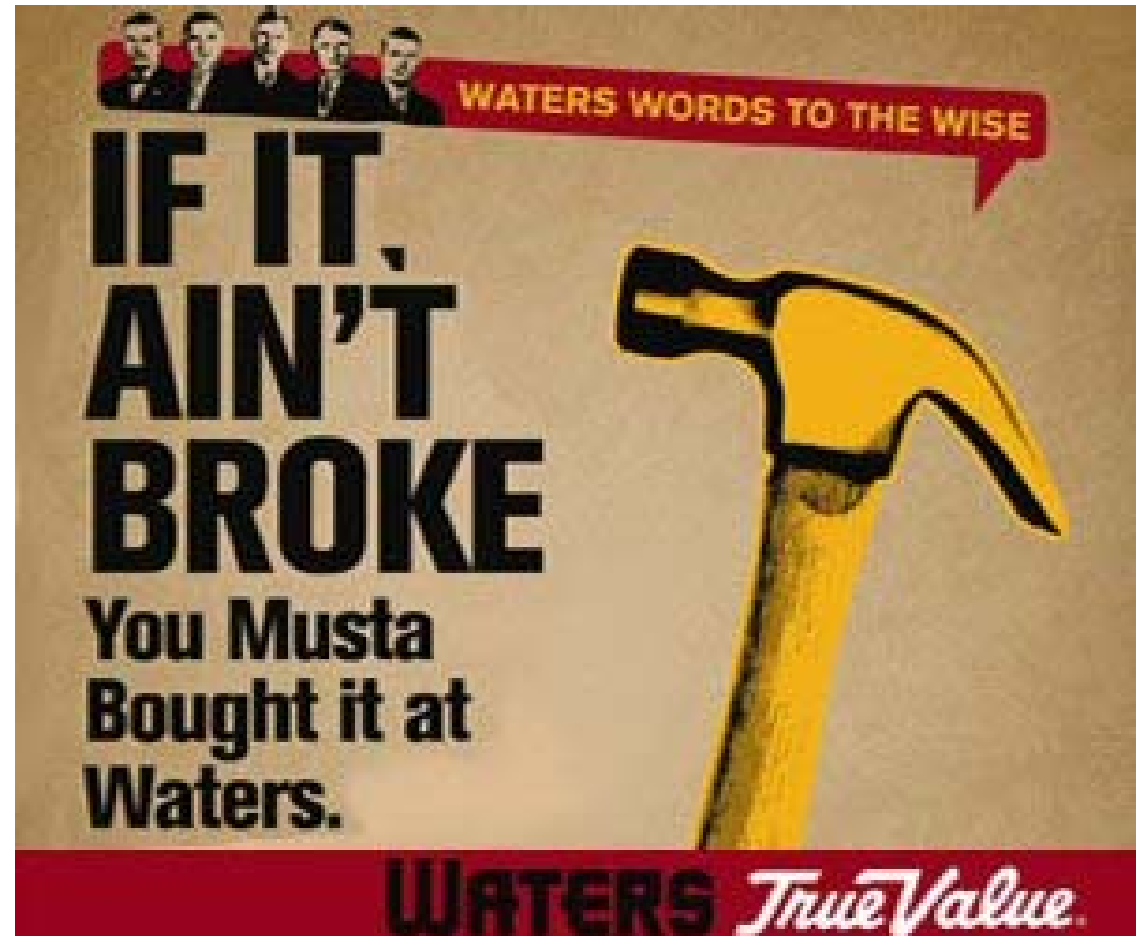
Joe Barron

Good use of small space that's not overloaded with information. I like the way the logo "spins" into the ad.

THIRD PLACE

Great Bend Tribune

Joe Barron



ONLINE AD (MOTION)

Daily Division 3

FIRST PLACE

Lawrence Journal-World

John VanSickel

A really good animated ad - very creative- quick flashing leading to a good simple message. Great idea!

SECOND PLACE

Lawrence Journal-World

John VanSickel

Good animation, good message, simple and to the point. Nice “flow” of ad, kept my interest.

THIRD PLACE

Hutchinson News

Rebekah Starkey

Great intro and good use of space for this “leaderboard” (banner) type of ad. Simple message and to the point.

ONLINE PROMOTION

Nondaily Division

FIRST PLACE

Marion County Record

Nice campaign. Very eye catching ads. Simple and to the point.

SECOND PLACE

Miami County Republic

Nice ad. Eye catching photo. Good use of color.

THIRD PLACE

Louisburg Herald

Lori Massey

Another nice ad. Simple message.

ONLINE PROMOTION

Daily Division

Letter To Santa

Page 1 of 1


FIRST PLACE

Great Bend Tribune

Anthony Smith

Great partnership with online and print. Cute online ads.
Good way to get readers (family members) together with both medias.

HOME COMMUNITY CLASSIFIEDS FREE ONLINE CLASSIFIEDS DINING GUIDE ASK THE EXPERT NIE YOUR ACCOUNT
LOG IN REGISTER SUBSCRIBE ADVERTISE WITH US



92°F
Cloudy
10:04:42 am

NEWS SPORTS BARTON CO. PAWNEE CO. OPINION OBITUARIES LOCAL LIFE LIFESTYLES MULTIMEDIA GAMES SUBSCRIBERS eTRIBUNE CONTACT US
BooCoo

Get Phone, Internet and TV Service
FREE for 3 Months!



DEAR SANTA,

Don't forget your first name, grade, teacher's name and school.

SantaMail

Hey Kids!
You can win a \$50 gift certificate!
Color the NexTech elves and return it to your local Nex-Tech/Rural Telephone store by December 15 for your chance to win a \$50 gift certificate!



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<http://gbtribuneextra.com/santa.php>

3/28/2011

Sweepstakes

NonDaily Division 1

The Mirror

NonDaily Division 2

Atchison Globe

NonDaily Division 3

Osage County

Herald - Chronicle

Daily Division 1

Ottawa Herald

Daily Division 2

Hays Daily News

Daily Division 3

Hutchinson News