

COMMUNITY EVENT

Nondaily Division 1

FIRST PLACE

Derby Informer

Monica Woolard

Well-chosen artwork, makes you want to see what's going on.

SECOND PLACE

Larned Tiller & Toiler

Susan Shank

Makes you hungry - right to the point.

THIRD PLACE

Chapman & Enterprise News-Times

Becky Rathbun

Contains all the info you need.

THEY'RE BACK! WANTED

The Derby Community Foundation Round-up
Don "The Preacher Man" Mayberry WANTS YOU !!



Saturday, September 19, 2009
6 pm-11 pm • Mattox Arena in Derby
4418 E. 83rd St. South

- **Silent Auction Featuring Local Artists**
- **Live Music with The Matt Engels Band**

Plus: Cash Bar • Buffet by Abuelo's
• Horse Shoes • and MORE!

Tickets available – \$35 donation or table of 8 for \$250 donation – at these locations: Plaza Real Estate, Derby Informer, Rainbow Valley Veterinary Clinic, from any Foundation Board member, and online at www.derbycf.org. Call 788-9815 for more info.

Proceeds go to funding the Foundation's Community Enrichment Grant Program (awarding up to \$10,000 annually to local non-profits)

COMMUNITY EVENT

Nondaily Division 2

FIRST PLACE

Russell County News

Randy Johnson

Nice use of photos to carry the reader attention.

SECOND PLACE

Osawatomie Graphic

Lori Massey


Well balanced ad and use of graphics to draw readers eye into text.

THIRD PLACE

Russell County News

Randy Johnson

Nice use of color ad graphics.



44TH ANNUAL LURAY FRIENDSHIP DAY

SUNDAY, SEPTEMBER 6, 2009


SCHEDULE OF EVENTS

YELLOW DOG SALOON	Saturday 12:00p
(Bar, football, hot dogs, two bands - Saturday only)	
COMMUNITY WORSHIP	Sunday 9:45a
FOOD STAND & BEER GARDEN	11:00a
ICE CREAM STAND	11:00p
PARADE	1:00p
B-BALL FREE THROW	2:00p
KID'S GAMES	2:30p
SLING SHOT WATER BALLOONS	3:00p
(sponsored by Fire Department)	
BINGO (Community center)	3:00p
FRISBEE GOLF	4:00p
FREE BARBEQUE	5:30p
(Drawing for cash prizes... Coin set and saving bonds sponsored by UMB Bank)	
FIREWORKS	9:30p

MUSIC

All day starts at **11:00a**
(Bring your lawn chairs)

Bands include folk music with a comic edge, classic rock, cutting-edge country, Kentucky blues...
Something for everyone!!



Sponsored By All Your Good Friends At Luray | Luray City Park, Luray Kansas

COMMUNITY EVENT

Nondaily Division 3

FIRST PLACE

Southwest Times

Joshua Hinton

Nice ad! Like the use of burst.

SECOND PLACE

Southwest Times

Katie Taylor

Good layout and use of color.

THIRD PLACE

Southwest Times

Ashli Perry

Nice layout and use of space.

COMMUNITY EVENT

Daily Division 1

FIRST PLACE

High Plains Daily Leader

Rhett Wettstein

Strong headline, strong graphic, strong color.

SECOND PLACE

Ottawa Herald

Sheila Holle

Need a stronger headline.

THIRD PLACE

Fort Scott Tribune

Sara Simonds

This ad is busy but it has eye appeal.

COMMUNITY EVENT

Daily Division 2

FIRST PLACE

Garden City Telegram

Makayla Eiland

Ad is to the point yet informative.

SECOND PLACE

Garden City Telegram

Krystal McGray

Lots of information here.

THIRD PLACE

Great Bend Tribune

Karma Byers

Sponsors could have been set so easier to read.

COMMUNITY EVENT

Daily Division 3

FIRST PLACE

Salina Journal

Jamie Jeffries

Clean easy to read and people will read it.

SECOND PLACE

Hutchinson News

Josh Hernandez

Lots going on but it works.

THIRD PLACE

Hutchinson News

Scott Oswatt

Eye appealing.

HOUSE AD

Nondaily Division 1

FIRST PLACE

Larned Tiller & Toiler

Susan Shank

Great way to showcase impossible list of awards. Good color and layout on the ad.

SECOND PLACE

Baldwin City Signal

Strong, bold ad. Good color.

THIRD PLACE

Larned Tiller & Toiler

Susan Shank

Very good design, good elements and color.

We're not just Good, We're One of the Best!

The Tiller & Toiler received numerous awards at the Kansas Press Association's Award of Excellence Advertising Contest 2009.

Here are the winners...

1st Place Awards - Non-daily Division 1

SPECIAL SECTION

REAL ESTATE
REEP

PROFESSIONAL SERVICE
Lifetime

HEALTH & EDUCATION
Panorama of Progress 2009
The Tiller & Toiler

COMMUNITIES & GOVERNMENT
Panorama of Progress 2009
The Tiller & Toiler

BUSINESS & INDUSTRY
Panorama of Progress 2009
The Tiller & Toiler

AGRICULTURE
Panorama of Progress 2009
The Tiller & Toiler

ENTERTAINMENT
Finally... FIREWORKS
Panorama of Progress 2009
The Tiller & Toiler

2nd Place Awards -

- TMC - Central Kansas Rocket
- Fashion - Inspiranza Designs
- Hardware - Doerr's Ace Hardware
- Community Event - Doo-Wopin' with The Diamonds
- Sports Special Section - Spring Sports 2009

3rd Place Awards -

- Healthcare - A Healthy Choice Clinic
- Agricultural - Great Bend Farm Equipment
- Entertainment - Rowdy Roundup
- Adaptable Promotion - Pet of the Week
- Ad Series - Escape Women's Expo
- Special Section - Health, Wellness & Beyond

Get Your Business or Service Noticed with an Award Winning Design by The Tiller & Toiler

A Special Thanks to All of Our Advertisers who Made this Possible!

Kansas Press Association

HOUSE AD

Nondaily Division 2

FIRST PLACE

Atchison Globe

Christy McKibben

Great use of color - liked the addition of the gift certificates on the side

SECOND PLACE

Marion County Record

Mel Honeyfield

Attractive/organized ad

THIRD PLACE

Atchison Globe

Christy McKibben

Very nice - simple and easy to read ad.

HOUSE AD

Nondaily Division 3

FIRST PLACE

Miami County Republic

Lori Massey

Excellent Layout! Good use of color and space.

SECOND PLACE

Osage County Herald-Chronicle

Kendra Harnden

Liked layout and placement of ad on page.

THIRD PLACE

Southwest Times

Nice layout, but watch color. Some of the ad was hard to read.

Your Hometown. Your News.



Order your subscription to the
Miami County Republic
We're your best source for
local news, sports and activities.

\$50 *a year*

Call Us at (913) 294-2311.

HOUSE AD

Daily Division 1

FIRST PLACE

High Plains Daily Leader

Rhett Wettstein

The layout set the promotion apart from the rest. Good promo idea also.

SECOND PLACE

Arkansas City Traveler

Arty Hicks

I like the series of ads with the countdown to going live. The fact that each of the countdown ads were different made it even better.

THIRD PLACE

Ottawa Herald

Sheila Holle

You can't miss this ad - very eye catching. Good PR mix with the classified promotion.

HOUSE AD

Daily Division 2

FIRST PLACE

Hays Daily News

Desi Hammett

Very informative - nice layout.

SECOND PLACE

Great Bend Tribune

Mary Hoisington

Compelling artwork. Would love to see this in half/full page.
Needs phone number to subscribe to.

THIRD PLACE

Great Bend Tribune

Karma Byers

Again no closure - no phone number.



DISCOVER THE WORLD THROUGH NEWSPAPERS

THE HAYS DAILY NEWS SENDS APPROXIMATELY 1700 NEWSPAPERS EVERY WEEK TO SCHOOLS ALL OVER ELLIS COUNTY AND SURROUNDING COUNTIES IN NORTHWEST KANSAS, TO PROVIDE THE NEWSPAPER AS A TEACHING TOOL IN THE CLASSROOM.

THIS PROGRAM IS MADE POSSIBLE THROUGH THE HAYS DAILY NEWS AND OUR CORPORATE SPONSOR




Lenora • Hays

THE NEWSPAPER IN EDUCATION PROGRAM COVERS MATH, LANGUAGE ARTS, READING, WRITING, SOCIAL SCIENCE, BASIC JOURNALISM, AS WELL AS GEOGRAPHY.

THE NEWSPAPER – A “CURRENT TEXTBOOK” TEACHING HISTORY AS IT HAPPENS



LEADERS IN THE FIELD



NAVIGATING NEWS & INFORMATION



THE SEA OF LIFE

HERE IS WHAT A FEW OF OUR PARTICIPATING TEACHERS HAD TO SAY:

"WE HAVE USED EDITORIALS AND LETTERS TO THE EDITOR TO HELP WITH PERSUASIVE WRITING."

BECKY WHITNEY
LOGAN ELEMENTARY

"THE STUDENTS ARE MORE AWARE OF THE COMMUNITY AND HOW THINGS IMPACT US AND THE REGION SINCE USING THE NEWSPAPER."

SHERRI BERTRAND
OSBORNE JR./SR. HIGH

"ESPECIALLY USEFUL TO MY GOVERNMENT CLASS IN DISCUSSING VARIOUS ASPECTS OF PUBLIC POLICIES AND ACTIONS."

DON HAGEMAN
TMP-MARIAN

TO BECOME AN NIE CLASSROOM OR TO BECOME A SPONSOR CONTACT 785-628-1081



HOUSE AD

Daily Division 3

FIRST PLACE

Wichita Eagle

Kay McGurry

Good, fun ad!

SECOND PLACE

Wichita Eagle

Colette Hunt

Artwork walks you through this ad.

THIRD PLACE

Salina Journal

Janice Jeffries

Nice to see employees honored.

The image shows a white, vintage payphone booth with a red base, standing in a field. The booth's door is open, revealing a black interior. The word "phone" is written in blue on the top of the booth. In the background, there are several red farm implements, including what looks like a plow or harrow, and some bare trees under a clear blue sky. The overall scene suggests a rural or agricultural setting.

Outlived its charm?

Advertise in a market that never closes

Classified\$ / Kansas.com

The Eagle | 262-7355 | 1-800-825-639

Nondaily Division 1

FIRST PLACE

Larned Tiller & Toiler

Janet Stegman

Caught my attention as a promotion. I'd like to try. I'm sure it brings reader attention each week.

SECOND PLACE

Baldwin City Signal

Very adaptable to other markets and a good way to really help your advertisers.

THIRD PLACE

Larned Tiller & Toiler

Janet Stegman and Susan Shank

Very unique idea. Have never seen this idea before.

LARNED INDIANS

vs. Ulysses
Kickoff at 7:30pm

Notes from the Coach:

"Pratt, Scott City and Ulysses are all good teams. You do not prepare the same way for those teams. Ulysses will pose problems.

"We are still healthy. The kids are still raring to go and want this to be a turning point season."

- Coach Al Troyer, Larned Head Coach

Brought to you by these sponsors

PAWNEE HEIGHTS TIGERS

vs. Logan
Kickoff at 7pm

Notes from the Coach:

(No coach comment)

Pawnee Heights will now have an uphill fight to make the playoffs. The Tigers will host Logan on Friday at the Rozel High Football Field. Victoria and Otis-Bison are 1-0 in districts and the Tigers have one loss. The Tigers will have a very key game, against Otis-Bison, on October 16 in Otis.

Brought to you by these sponsors

Schedule

After game is completed the score will replace date Larned's score appears first		
LaCrosse	20-36	Ulysses Oct. 9
Kinsley	30-0	Smoky Valley Oct. 16
TMP	36-26	Concordia Oct. 23
Pratt (Homecoming)	13-71	Colby Oct. 29
Scott City	0-45	BOLD DENOTES HOME GAMES

Schedule

After game is completed the score will replace date Pawnee Heights' score appears first		
Greensburg	28-13	Logan Oct. 9
Fowler	54-8	Otis-Bison Oct. 16
Bucklin (Homecoming)	56-3	Natoma Oct. 23
Haviland	26-30	Palco Oct. 29
Victoria	14-64	BOLD DENOTES HOME GAMES

Stapleton Insurance Services

Helvie-Cowell Law Offices

Bank of the West

Mull Farms & Feeding

Roth Equipment

OPI Larned & Great Bend

Larned Veterinary Clinic

Von Feldt, Bauer & Von Feldt

BTI - Ness City

Hanston Insurance Agency

Golden Belt Telephone

Emmett J. Bauer Ins.

Hanston State Bank

Generations Design & Photography

Rucker Bros Flying Service

American State Bank & Trust Co.

Member FDIC

Delaney Implement

ADAPTABLE PROMOTION

Nondaily Division 2

FIRST PLACE

Sabetha Herald

Nikki McAfee

Great work - reaches all ages, attractive and excellent job - color and creativity.

SECOND PLACE

Atchison Globe

Excellent idea - very appealing - great job on make-up.

THIRD PLACE

Atchison Globe

All-around winner for both community and advertisers.

ADAPTABLE PROMOTION

Nondaily Division 3

FIRST PLACE

Miami County Republic

*Jane Hines, Jennie Pearce, Lori Massey, Ashely
Matta*

Well layout promo. Like the layout of ads and use of color.

SECOND PLACE

Miami County Republic

*Jane Hines, Jennie Pearce, Lori Massey, Ashely
Matta*

Very nice layout for grouping and good use of color.

THIRD PLACE

Southwest Times

James Gutzmer, Katie Taylor and Josh Hinton

Nice Layout.

MIAMI COUNTY
NEWSPAPERS
Wednesday,
Nov. 11, 2009

Body & More 50+

+ 7 gadgets for
fit boomers

Falling for pets

Food ... only healthy

It's a stretch (or 4!)

Better, Happier, Longer

*Age isn't just a number, it's a lifestyle –
and vital living for the over 50 set has never
been easier. Learn how to:*

- Add 77 years to your life
- Save (don't skimp) on health care
- Have quality over quantity

ADAPTABLE PROMOTION

Daily Division 1

FIRST PLACE

Junction City Daily Union

Tracy Sender

Testimonials are a great way to prove advertising works and this series does an excellent job of using local merchants to prove it.

SECOND PLACE

Colby Free Press

It took a lot of work to round up the history on these businesses and I am sure it was a very well read section of the paper.

THIRD PLACE

Fort Scott Tribune

Melanie Wislon, Sara Simonds, Vickie Morgan

Nice salute and recognition of Veteran's day.

ADVERTISING WORKS FOR

Main Street Tee Company

"Advertising in the Daily Union helped expose our new business."

IT CAN WORK FOR YOU TOO!

- Beverly Davis

Specializing in

- Custom T-Shirts •
- Digital Screen Printing •
- Embroidery •
- Gift Shop •



TO ADVERTISE IN THE **THE DAILY UNION**. CONTACT OUR ADVERTISING DEPARTMENT AT **785-762-5000**.

623 N. Washington St., Junction City, KS 66441

(785) 762-4455 Email: msteecompany@yahoo.com

ADAPTABLE PROMOTION

Daily Division 2

FIRST PLACE

Hays Daily News

Mary Karst

Awesome, tremendous. Great job!

SECOND PLACE

Hays Daily News

Doug Kepka

Wonderful cover.

THIRD PLACE

Great Bend Tribune

Anthony Smith

Everyone enjoys a letter from Santa. Although the point size was small.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

HONORING ALL WHO SERVED

VETERANS DAY

THE HAYS DAILY NEWS
Advertising Supplement

Special Veterans Day Ceremony
V.F.W. Hall, 22nd & Vine
Wednesday, November 11th, 11:00 a.m.

Everyday heroes are ordinary men and women that 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.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ADAPTABLE PROMOTION

Daily Division 3

FIRST PLACE

Salina Journal

Well done.

SECOND PLACE

Hutchinson News

Josh Hernandez

Something everyone can do.

THIRD PLACE

Wichita Eagle

Kay McGurry

Love the theme.

ONLINE AD (STATIC)

Nondaily Division

FIRST PLACE

Southwest Times

Joshua Hinton

Clean ad. May have been even better with a white or lighter color background.

SECOND PLACE

Southwest Times

Joshua Hinton

Bold ad. The logo is a little small and the info at the right of the ad is hard to read but otherwise - good job.

ONLINE AD (STATIC)

Daily Division

FIRST PLACE

Iola Register

Sarah Weide

Wonderful colors! Great use of fonts.

SECOND PLACE

Junction City Daily Union

Tracy Sender

I like the use of color and the wise use of white space. Good job using two stores for one ad.

THIRD PLACE

Hutchinson News

Jenny Burgett

I love this ad. Very elegant. I like the gold and blue color usage.



ONLINE AD (MOTION)

Nondaily Division

FIRST PLACE

Osage County Herald-Chronicle

Jeremy Gaston

Nice use of color and transitions to communicate a simple message.

SECOND PLACE

Osage County Herald-Chronicle

Jeremy Gaston

THIRD PLACE

Osage County Herald-Chronicle

Jeremy Gaston



ONLINE AD (MOTION)

Daily Division

FIRST PLACE

Great Bend Tribune

Anthony Smith

A little too much animation for my taste, but clearly the best in class. Nice color selection. Flowers of dollar signs would have done the trick, but both are a little over the top. Nice job.

SECOND PLACE

Junction City Daily Union

Jacob Keehn

Nice job.

THIRD PLACE

Hays Daily News

Desi Hammett

Nice job on message ads.

Want to earn some money for the summer?

(click for more)

Great Bend Packing, Inc.



ONLINE PROMOTION

Daily Division

FIRST PLACE

Great Bend Tribune

Anthony Smith

Nice idea and execution. This is the kind of thing we need to see in more newspaper websites.

SECOND PLACE

Hays Daily News

Desi Hammett

Nice idea and execution.

gbtribune.com

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SantaMail

DEAR SANTA,

I have been really really really good
and for Christmas I would like a
sling shot so I can better aim
iceballs at my brother when he
catches me walking Berry Lou home
from school and tries to start a
snowball fight. I will leave you
cookies and milk.

Your Best Bud,
Billy

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

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FIREFOX