Daily Division 1

#### FIRST PLACE

# **Garden City Telegram**

Not just another glitzy, full color automotive ad. Nothing fancy but it works. The message counts.

#### SECOND PLACE

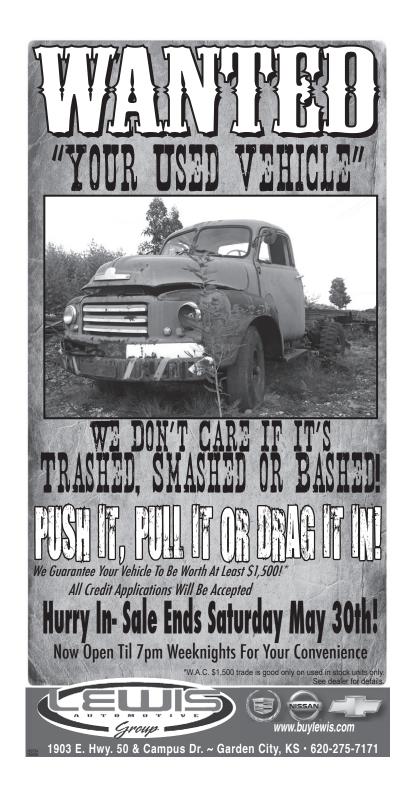
## **Garden City Telegram**

Nice clean layout - good use of color. Not too many vehicles cluttering the ad hindering readership.

#### THIRD PLACE

## **Iola Register**

Just had to give them credit. Great headline.



# Daily Division 2

FIRST PLACE

## **Hutchinson News**

Great layout - unique - simple but effective.

SECOND PLACE

## **Hutchinson News**

Organized layout - colorful - effective.

THIRD PLACE

## **Hutchinson News**

Not too heavy - easy to scan.

**Nondaily Division 1** 

#### FIRST PLACE

#### **Larned Tiller and Toiler**

Muscle car picture really sells this ad. Strong presentation. Blue on Blue is an issue, need different color background. Nice typefront for header.

#### SECOND PLACE

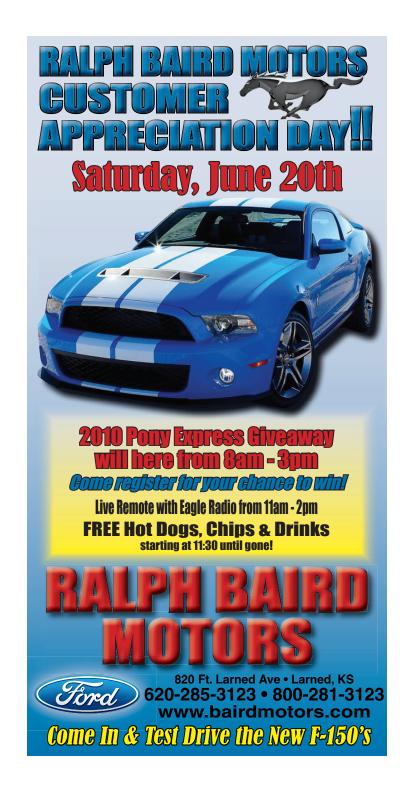
# **Louisburg Herald**

Good layout for presentation of prints. Nice evening photo to open ad, good strong header.

#### THIRD PLACE

## **Hoisington Dispatch**

Nice attempt with graphics. Good layout of car stock. Broken corners nice touch, breaks from the norm. Helps focus.



**Nondaily Division 2** 

FIRST PLACE

## **Ellsworth County Independent/Reporter**

Headline is attention getting. Brands illustrated good with any information. Logo placed well in ad.

SECOND PLACE

## **Osawatomie Graphic**

First glance tells you what the offer is.

THIRD PLACE

## **Marysville Advocate**

Headline great attention getter.



# Daily Division 1

#### FIRST PLACE

#### **Great Bend Tribune**

Nice design, pictures good quality and big enough to see the property well. Like the creative use of the side headlines. I will have to see the prices on properties in ad.

#### SECOND PLACE

#### **Great Bend Tribune**

Clean and easy to read and good quality picture. Good description of the properties, but I would want to know the price before picking up the phone or going to visit the property to make sure it's in my price range.

#### THIRD PLACE

# **Garden City Telegram**

Beautiful ad. Agents identified well and I like the web address in big easy to read type. Not sure if it would make me call if I was was looking for property unless I would know an agent in the ad.

Daily Division 2

FIRST PLACE

#### Salina Journal

This ad makes me want to call Jessica. Good design and easy to read. Testimonial ads are effective in a market where real estate agents are only one in a thousand.

#### SECOND PLACE

#### Salina Journal

Good, clean design. Just enough information provided and pictures are good quality



buying our first home easy and fun. She was extremely patient and took the time to really listen to our needs. Jessica was very professional and the entire process was smooth from start to finish.

Together we found exactly what we wanted! We are very happy with our experience and highly recommend Jessica to other first time buyers!"

**Cathy Cash** 



Jessica Decker
Realtor®
785-342-0935
jessica@ra.kscoxmail.com
realtyassociateskansas.com

**Nondaily Division 1** 

#### FIRST PLACE

#### **Larned Tiller and Toiler**

Nice presentation of product. Product location, info and contact, good order. Reads well - top to bottom. Eyes do not roam.

#### SECOND PLACE

## **Louisburg Herald**

Nice play on photos to aid subject / sell. Website typeface not good hard to read, elongated fonts are bad. Red font needed, make header smaller if need.

#### THIRD PLACE

## **Russell County News**

Very nice header layout, nice type face. Great idea to present all home.



# 615 State - Larned

GREAT PRICE ON THIS ROOMY one and a half story home with nice large rooms and nice floor plan. The first floor features a living room, dining room bedroom/den, full bath, utility area, and a large remodeled kitchen. The second level offers 3 bedrooms, and additional storage. Call us today! \$59,900.

# REEP real estate



606 Topeka, Larned

Office - 285-6317

www.reeprealestate.com

Joan Reep Lisa Schartz Realtor Realtor 285-3318 285-5887

# Nondaily Division 2

#### FIRST PLACE

# **Osage County Herald Chronicle**

Perfect picture for the ad. Very "open" clean design.

#### SECOND PLACE

# **Miami County Republic**

Good use of yellow. Has a warm, friendly feel.

#### THIRD PLACE

## **Atchison Globe**

Very easy to read listing. Good Design.

Daily Division 1

FIRST PLACE

# **Garden City Telegram**

Good photo, compelling message, nice use of space.

SECOND PLACE

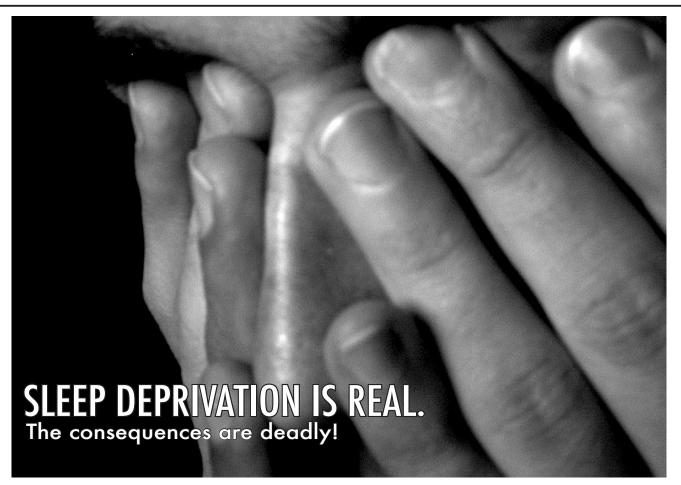
## **Great Bend Tribune**

Cohesive message, photo fits message, nice use of space.

THIRD PLACE

#### **McPherson Sentinel**

Clever use of work and photos.



# Sleep Resolutions LLC Is Recognizing National Better Sleep Month

- 8 million people have sleep apnea
- 90% of people with sleep apnea remain untreated or not yet diagnosed
- Obstructive sleep apnea sufferers are 3 times more likely to be involved in a motor vehicle accident

1506 Taylor Plaza Garden City Kansas dreamteam@wbsnet.org



Call about our easy FREE screening process! 620-271-9400 • 866-758-9400

Fully accredited by the American Academy of Sleep Medicine. Dr. Suzanne Stevens Medical Director.

186213

Daily Division 2

FIRST PLACE

## **Hutchinson News**

Eye-catching, good photo, good use of color.

SECOND PLACE

# **Topeka Capital-Journal**

Clean ad good description of job.

THIRD PLACE

Salina Journal

Good use of testimonials.

## Nondaily Division 1

#### FIRST PLACE

## **Russell County News**

Strong graphic directs readers eyes to the ad on the page, although the copy is black reverse the copy design and use of color are very good. Strong headline.

#### SECOND PLACE

# **Russell County News**

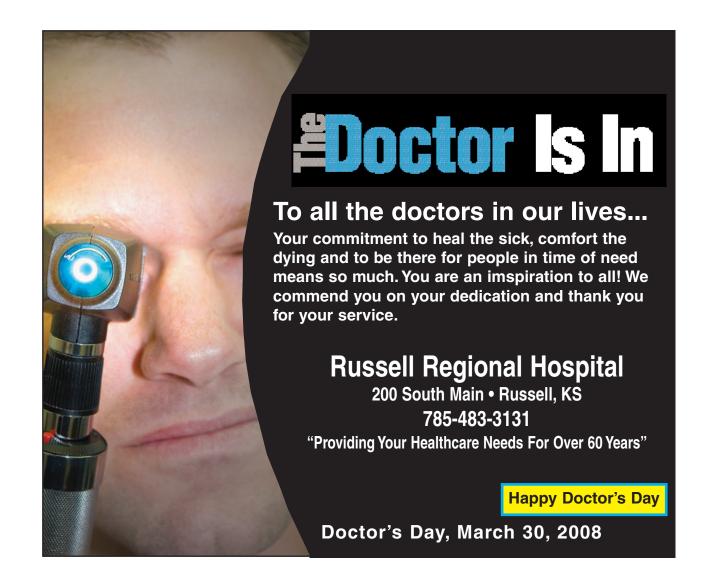
Eye contact of child directs readers eyes to the ad on the page. Subtle flow in the graphic leads the reader's eye through the various copy blocks.

#### THIRD PLACE

## **Larned Tiller and Toiler**

Great headline and graphics tell a strong benefit story.

Great use of color and good layout design. Subtle but good call to action.



# Nondaily Division 2

#### FIRST PLACE

# **Osage County Herald Chronicle**

Fantastic use of color. The photos of people are a great way to make readers identify with the advertiser.

#### SECOND PLACE

# **Ellsworth County Independent/Reporter**

Effective, attention-grabbing use of photos. This ad is also easy to scan.

#### THIRD PLACE

## **Osawatomie Graphic**

Nice color. Easily readable and not too cluttered.