

# POLITICAL

## Daily Division 1

### FIRST PLACE

#### **Great Bend Tribune**

Attention grabbing with opening question. Good copy writing.

### SECOND PLACE

#### **Great Bend Tribune**

Good response, ad setting record straight with good visual and message.

### THIRD PLACE

#### **Great Bend Tribune**

Nice design element.

No image provided

# POLITICAL

## Daily Division 2

### FIRST PLACE

#### **Salina Journal**

Clean look. Message clear. Good font choice.

### SECOND PLACE

#### **Lawrence Journal-World**

Compelling ad with best of supporters however too many font types. A little distracting.

### THIRD PLACE

#### **Hutchinson News**

I like the definition at the top. Informative. Photos should detail members interacting directly with the community.

THE COMMON VALUES WE SHARE  
THE UNCOMMON LEADERSHIP WE NEED  
Vote Josh Svaty, Tuesday, November 4th

Adv. Paid for by "Josh Svaty for the House" campaign committee.  
Cherie Sauer, treasurer.

# POLITICAL

## Nondaily Division 1

### FIRST PLACE

#### **Russell County News**

Great use of color! Very eye-catching.

### SECOND PLACE

#### **Louisburg Herald**

Stands out. Quotes are really great for ads.

### THIRD PLACE

#### **Chapman News-Times**

Great use of space. Picture stands out. Effective copy.

2 Date

COMMUNITY

Paper Name

**Your Country.  
Your Vote. Your Duty.**



# VOTE Republican

It s your patriotic duty to vote on November 4 and make a difference in the political landscape of our country. Show your appreciation for our democratic system by choosing to make your voice heard!



John McCain  
President



Sarah Palin  
Vice President



Pat Roberts  
U.S Senator



Jerry Moran  
1st Dist. Congress



Larry Salmans  
State Senator



Dan Krug  
County Attorney



Mary Nuss  
County Clerk



Dee Ann Matheson  
Register of Deeds



John Fletcher  
County Sheriff



Judy Corley  
County Treasurer

**Russell County Republicans  
invite all registered  
voters to cast their vote on**

★ **Tuesday** ★

**November 4th**



Steve Boxberger  
County Commissioner

This political ad is paid for by the Russell County Republican Central Committee, Morris Krug, Treasurer.

# POLITICAL

## Nondaily Division 2

### FIRST PLACE

#### Linn County News

Excellent idea. Effective use of copy to mimic non-ad editorial. Pictures match the message.

### SECOND PLACE

#### Linn County News

The signatures sell this piece.

### THIRD PLACE

#### Ellsworth County Independent/Reporter

Great way to link Obama to America's famous past presidents.

## ★ Your Pro-Life, Pro-Family, Pro-Business Candidate ★

### NFIB endorses Lynne Oharah

Candidate's Strong Stance on Small Business Issues Earns Nod

TOPEKA, Kan., August 29, 2008 - The National Federation of Independent Business, Kansas' leading small business association today announced its endorsement of Lynne Oharah and in his bid for the Kansas House. Oharah secured the group's endorsement because of his strong stance on small business issues critical to Main Street. "NFIB is proud to endorse Lynne Oharah because he has a clear understanding of the needs of small business owners. He understands the importance of protecting their rights as well as fighting to keep unnecessary regulations from adding to the burden of running a successful business," said Derrick Sontag, NFIB/Kansas state director. "Oharah knows that small business is the engine that

drives Kansas' economy, and he will work to provide the tools small business owners need," Sontag said.

NFIB's endorsement of Oharah brings with it the powerful support of thousands of small business owners from across the state. "Our members know and appreciate the importance of an ally in the legislature," Sontag said. "Just as we know Oharah will work hard for the interests and rights of small business, NFIB members will work hard to send him to Topeka."

Today's endorsement comes from the Kansas SAFE (Save America's Free Enterprise) Trust, NFIB's political action committee. The National Federation of Independent Business bases its political support on candidates' positions and records on small business issues.

Printed Sept. 10, 2008  
Kim Gentry Stern

### Senator Sam Brownback endorses Republican 4<sup>th</sup> District Candidate Lynne Oharah

Senator Sam Brownback issued a statement endorsing Lynne Oharah for the 4<sup>th</sup> District House of Representative seat. "Lynne Oharah is the Republican who knows the way to prosperity for all Kansas is through limited government and lower taxes. He has always been a strong advocate for the rights of the unborn and supporter of the Second Amendment. Lynne's

leadership and tenacity truly represents the 4<sup>th</sup> District's determination to grow and succeed," stated Senator Brownback. "I am extremely proud to receive this endorsement from Senator Brownback's stated Oharah. This endorsement is a reflection of my commitment to the 4<sup>th</sup> District and Kansas"

Printed Sept. 24, 2008  
Kim Gentry Stern



### NRA-PVF gives Lynne Oharah an "A" Rating

See NRA's Rating of Lynne Oharah in a section of this edition.



### ★ Pro-Family



### Americans for Prosperity applauds Kansas State House candidate Lynne Oharah

-Signs No Climate Tax Pledge-

TOPEKA, Kan. - The Kansas chapter of the grassroots free market group Americans for Prosperity (AFP-KS) today applauded Kansas State House Candidate Lynne Oharah (4th District) for signing the group's "No Climate Tax Pledge." By doing so, Oharah pledges to "oppose legislation relating to climate change that includes a net increase in state revenue."

"The one thing elected officials should be able to agree on is that global warming shouldn't be used as an excuse to hike taxes on citizens and businesses," said AFP-KS State Director Alan Cobb. "We encourage all of Kansas elected officials and candidates for elected office to sign the pledge."

Proposed cap-and-trade legislation on the federal level, introduced by Sens. Joe Lieberman (I-CT) and John Warner (R-VA), is scored by the Congressional Budget Office as a net revenue increase of \$1.2 trillion within

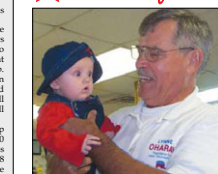
just the first 7 years the bill is in effect. "Using the guise of climate change to transfer dollars from hard-working citizens to bureaucratic big government is unacceptable," said Cobb. "Regardless of their stance on global warming, this should be common ground for all of our elected officials at all levels of government. Kansas stands to lose up to 16,000 jobs by 2020 and a reduction in gross state product of up to \$1.8 billion per year, in the same period. Additionally, gas and electricity prices would soar over 21 percent and 31 percent respectively, according to a study by the American Council on Capital Formation. The pledge is available online at [www.NoClimateTax.com](http://www.NoClimateTax.com). AFP does not endorse candidates. All elected officials and candidates are encouraged to sign the pledge and go on the record in opposition to using the climate change issue to increase taxes and grow the size of government."

Printed Sept. 17, 2008  
Kim Gentry Stern

### ★ Pro-Business



### ★ Pro-Life



### Letter to the Editor Oharah speaks out

Dear Editor: The importance of attendance can sometimes overshadow the importance of involvement. As your 4<sup>th</sup> District Representative during the 2007/2008 legislative sessions, I made the decision to travel, with Governor Kathleen Sebelius, to Fort Scott after the fire that devastated a large portion of its rich historical downtown. Kansas was later saddened with the loss of one her sons, Gordon Parks. As his family and childhood community gathered to pay their respects I too attended his funeral to honor the man that paved the way for many generations to come. My dedication to my family brought me to my wife Marla's side during her surgery that had resulted from an accident. That same dedication took me to my daughter Katie's high school graduation from Uniontown. Too often people forget that dedication begins at home. As your Representative, my dedication begins at home and carries over to my duties in representing you. It is

impossible to fully understand the needs of the communities I represent if I do not come to them during their time of need. During each of my absences from the House for reasons given above, I was available to give my vote. I am your pro-family, pro-life, pro-business candidate. I can say this with confidence because I still have the same priorities and values you honor. Those same priorities and values guided me in voting in favor of such legislation as the Marriage Amendment, protection of property rights, increased educational funding and protection of your Second Amendment Rights. I continue to be a champion for the unborn child and continually press forward on legislation to help Agri-business. While some others strive for a better understanding of the needs of the persons in the district they represent.

Lynne Oharah  
Uniontown  
Printed Oct. 8, 2008  
Kim Gentry Stern



**Elect Lynne Oharah**

**Republican for State Representative**

★ ★ ★ [www.oharah.com](http://www.oharah.com) ★ ★ ★

# ENTERTAINMENT

Daily Division 1

## FIRST PLACE

**Garden City Telegram**

Good photo. Nice reverse type. Eye catching.

## SECOND PLACE

**Great Bend Tribune**

Nice photo spread. Showcases the hotel.

## THIRD PLACE

**Garden City Telegram**

Good logo placement. Good use of color.



Have a **HOMEMADE** meal at Hanna's!



*Hanna's  
Corner*

186363

Summer Hours: Closed Mon.  
Tues-Thurs. 5:30 a.m. - 8:30 p.m.  
Fri. & Sat. 5:30 a.m.-9:00 p.m.  
Sun. 6:00 a.m. - 1:30 p.m.

2603 N. Taylor  
Garden City, KS  
**620-276-8044**

# ENTERTAINMENT

## Daily Division 2

### FIRST PLACE

#### **Salina Journal**

Bigger is not always better. Great example of small space ad, copy points, art and color all leads up to a terrific ad.

### SECOND PLACE

#### **Salina Journal**

Unique layout adjacent to copy scores points. Not attractive but doesn't need to be. People in ads are a very effective use of space.

### THIRD PLACE

#### **Hays Daily News**

Forget size and color - this ad gets to the point. Again showcasing local folks is very effective. Message is short and sweet but to the point.

No image provided



# ENTERTAINMENT

Nondaily Division 1

## FIRST PLACE

### Larned Tiller and Toiler

Great use of color and art to attract readers attention to the most important message in the ad.

## SECOND PLACE

### Russell County News

Headline bold and effective with concise information.

## THIRD PLACE

### Larned Tiller and Toiler

Great art for border as this is the theme of the ad.

**Finally**  
**FIREWORKS**

*It's been 30 years without fireworks in Larned.  
After a lot of hard work, it's finally legal to sell and shoot off  
fireworks in the City of Larned.*

**Please Join the Smith Family in  
Celebrating Our Nations Independence!**

**Located in Larned at  
4th & Broadway**

**June 28<sup>th</sup> ~ July 4<sup>th</sup>**

**Register for  
Free \$100<sup>00</sup>  
Block Buster Assortment!**

*Portion of the proceeds will go to the  
Larned Noon Lions Club.*

*Something for  
Everyone!*

# ENTERTAINMENT

Nondaily Division 2

## FIRST PLACE

**Linn County News**

Eye-catching design, contemporary, easy to read.

## SECOND PLACE

**Atchison Globe**

Easy on the eyes. Not overloaded with information. Would look great larger.

## THIRD PLACE

**Osage County Herald Chronicle**

Great design. Reminiscent of retro burger joints. Not cluttered.



# Now Open!

# 5M GRILL

(former Opie's Pizza location)

*Come in & check out our*

*Bring in this ad on  
Thurs. Feb. 5  
& Thurs. Feb. 12  
to get FREE pop  
with a purchase of  
Burger & Fries.*

*Daily  
Specials*



## Hours:

**10:30 a.m. - 9:00 p.m. Mon. - Thurs.**

**10:30 a.m. - 10:00 p.m. Fri. - Sat. • Closed Sunday**

**603 Holly, Pleasanton, KS • 913-352-8796**



# AGRICULTURAL

## Daily Division 1

### FIRST PLACE

#### **Great Bend Tribune**

Great use of color. Very eye catching.

### SECOND PLACE

#### **Great Bend Tribune**

I like how the photos are arranged! Great choice of green color.

### THIRD PLACE

#### **Garden City Telegram**

Catchy headline! I like the red on the tractor. Great use of space.

No image provided

# AGRICULTURAL

Daily Division 2

FIRST PLACE

**Salina Journal**

Full page is great - but more importantly message gets through. Design is good!

SECOND PLACE

**Hutchinson News**

Color works.

THIRD PLACE

**Hays Daily News**

Good smaller space ad.



A large wooden sign with a white oval center. Inside the oval is a silhouette of a tree and the text "DAVIDSON TREE FARM" in blue. The sign is set in a grassy field with trees in the background.



**14th Anniversary Sale**  
14 Varieties of Maples 1 for Every Year

Present This Coupon For

**\$50.00**

**Discount Coupon**  
Choose From Any of  
14 Varieties of Maples.

*Expires 8/31/2009*

*Choose your larger shade trees now for fall spading.*

Large Trees Reg. Price \$400.00-\$500.00 ea.  
Ornamental Trees \$225.00 and up

CALL TO SCHEDULE AN AUGUST APPOINTMENT!

**Davidson Tree Farm**  
**3365 W. State St.**  
**785-823-1208**

# AGRICULTURAL

Nondaily Division 1

FIRST PLACE

**Russell County News**

Strong typography, bold look with reverses!

SECOND PLACE

**Russell County News**

Nice color, good layout.

THIRD PLACE

**Larned Tiller and Toiler**

Strong! Bold! Graphic! Clean!



**Farmers,  
To You We Salute!**

With several convenient locations,  
we are trying to better serve  
your agricultural needs.

**MIDWAY**  
CO-OP, INC.

Serving the Agriculture Community for over 100 years!

**Luray Service Station  
Full Service Station  
24 Hour Fueling • Bulk Farm Fuel  
(785) 698-2411**

**Luray Elevator  
Feed • Grain  
Farm Supplies • Fertilizer  
(785) 698-2311**

# AGRICULTURAL

Nondaily Division 2

FIRST PLACE

**Southwest Times**

I like the color scheme.

SECOND PLACE

**Atchison Globe**

Well-designed.

THIRD PLACE

**Atchison Globe**

Well-Designed.

# Kubin Aerial

**Equipped with satellite guidance  
for precision application accuracy**



**For applications of  
agricultural chemicals,  
seeding and fertilizing**

**Greg & Deb Kubin  
620-598-2356**

**Fax: 620-598-2594 • Box 63 Moscow, Ks  
e-mail : [kubinair@pld.com](mailto:kubinair@pld.com)**

# AD SERIES

## Daily Division 1

### FIRST PLACE

#### **High Plains Daily Leader**

Great idea behind presentation.

### SECOND PLACE

#### **High Plains Daily Leader**

Great use of color, content and presentation.

### THIRD PLACE

#### **High Plains Daily Leader**

Color use is good, simple layout and presentation. Very important in small space ad campaigns.

No image provided



# AD SERIES

## Daily Division 2

### FIRST PLACE

#### **Salina Journal**

Great use of small, consistent ads. Color changes catches eye. Frequency, consistency in small doses works.

### SECOND PLACE

#### **Hutchinson News**

Wonderful promotion idea! Ad design is great, but the idea and execution hits the target.

### THIRD PLACE

#### **Hays Daily News**

Strip ads work! Good use of color and copy elements.

We Can Save Your  
Business Money.

Paragon  
business forms

“Your One Stop Shop”

[www.paragonpromos.com](http://www.paragonpromos.com)

[www.checksrus.com](http://www.checksrus.com)

785-826-9800



# AD SERIES

Nondaily Division 1

## FIRST PLACE

### **Russell County News**

I like the different sports covered. Good use of space. Great use of color.

## SECOND PLACE

### **Hoisington Dispatch**

Great teaser ads! Not too crowded. Full page ad has great color. Easy to read.

## THIRD PLACE

### **Larned Tiller and Toiler**

Quotes are so great! I like how you change it up!



**Got a Game Plan?**

**The *team* at United National Bank**

**Will help you with**

**Trust Services • Loans • CDs & IRAs • Checking • Savings**

**At United National Bank,  
“We Support the Home Team!”**

**PROUD SUPPORTERS  
OF THE  
RUSSELL BRONCOS  
AND THE  
NATOMA TIGERS**



**UNITED *National* BANK**

[www.united-national.org](http://www.united-national.org)  
483-2300 • 436 N. Main St. • Russell  
885-4234 • 702 N. 2nd St. • Natoma

FDIC

# AD SERIES

## Nondaily Division 2

### FIRST PLACE

#### **Osage County Herald Chronicle**

Looks great. I bet this is a highlight each issue for the residents.

### SECOND PLACE

#### **Linn County News**

No image provided