

SPECIAL SECTION

Daily Division 1

FIRST PLACE

Dodge City Daily Globe

Glossy is great. Lots of ads. Good stories!

SECOND PLACE

Dodge City Daily Globe

Interesting stories. Great ads with creative headlines.

THIRD PLACE

High Plains Daily Leader

So cute. Love the letters - hilarious! Good ads. I'm sure this is read by all.

No image provided

SPECIAL SECTION

Daily Division 2

FIRST PLACE

Salina Journal

Wonderful idea. Stories were touching and inspirational.

SECOND PLACE

Topeka Capital-Journal

Great idea. Lots of family- to-dos.

THIRD PLACE

Topeka Capital-Journal

I liked the idea of stories about the winners.

"Last May, however, my luck changed
when I was diagnosed with breast cancer."

"There is always hope."

"I am so blessed- I have a great life..."

"I was afraid, but finally
decided that life must go on."

"I'm grateful that I'm alive
to be with my kids."

"I was one of the lucky ones"

"Cancer doesn't have to
make us give up everything!"

"My diagnosis was very bright"

"They are a real inspiration to me"

"At this point, you just
say sure, whatever it takes."

"I was in shock but never
thought of it as a
death sentence."

"I could live without a breast but
I couldn't live without seeing my
children grow up."

"In a single breath, with the utterance of
three small words, my life was forever changed."

October is Breast Cancer Awareness Month

They are mothers, fathers, daughters, friends and co-workers...
everyone knows someone who has had their life affected by breast cancer.

Salina Journal
We give you more

SPECIAL SECTION

Nondaily Division 1

FIRST PLACE

Larned Tiller and Toiler

Interesting and informative. The use of white heavy paper makes the section pop. Adding the reader response was a plus.

SECOND PLACE

Louisburg Herald

Very informative.

THIRD PLACE

Larned Tiller and Toiler

Informative section.



SPECIAL SECTION

Nondaily Division 2

FIRST PLACE

Miami County Republic

Huge resource for new people and residents.

SECOND PLACE

Shawnee Dispatch

Beautiful ads and layout

THIRD PLACE

Atchison Globe

Good revenue for such small publication. Ads were all related to content.



2008 RESOURCE BOOK for Residents & Visitors
A SPECIAL SECTION OF MIAMI COUNTY NEWSPAPERS

SPORTS SPECIAL SECTION

Nondaily Division 1

FIRST PLACE

Russell County News

Imaginative use of front page to maximize revenue - great photo reproduction - easy to follow format.

SECOND PLACE

Larned Tiller and Toiler

Nice front page graphics - well executed content inclusion of some junior teams was nice.

THIRD PLACE

Russell County News

Building on the winter issue was a good idea and again nice format (best of both worlds). Good overall execution.



SPORTS SPECIAL SECTION

Nondaily Division 2

FIRST PLACE

Miami County Republic

Great layouts. Clean look. Good coverage. Nice keepsake for athletes and parents.

SECOND PLACE

Southwest Times

So great to see a special section that doesn't involve high school sports, local festivals or real estate. Great idea.

THIRD PLACE

Atchison Globe

Good coverage.

A SPECIAL SECTION OF THE MIAMI COUNTY WEEKEND

FALL SPORTS



LOUISBURG'S LOSSES:

Wildcats have many holes to fill after losing all but one starter from their 13-1 state runner-up team a year ago

STORY ON 2

SCHOOL BY SCHOOL: » LOUISBURG WILDCATS 4 » OSAWATOMIE TROJANS 9

» SPRING HILL BRONCOS 13 » PAOLA PANTHERS 18 » PRAIRIE VIEW BUFFALOS 24

» JAYHAWK-LINN JAYHAWKS 27 » PLEASANTON BLU-JAYS 30

SPORTS SPECIAL SECTION

Daily Division

FIRST PLACE

Dodge City Daily Globe

Huge size. Great ads. I like how now they are grouped by teams.

SECOND PLACE

Hays Daily News

Great way to generate revenue. Easy to read.

THIRD PLACE

Great Bend Tribune

Lots of ads. I like how ads are close to their school's stories.

No image provided

COMMUNITY EVENT

Daily Division 1

FIRST PLACE

Dodge City Daily Globe

This quarter sized magazine is full of great feature stories and advertising that give great information on them even with great supporting ads.

SECOND PLACE

Dodge City Daily Globe

Great feature stories and advertising supporting this local event.

THIRD PLACE

Fort Scott Tribune

Good graphics and simple layout give reader information and a call to action. Good design in supporting advertising.

No image provided

COMMUNITY EVENT

Daily Division 2

FIRST PLACE

Hutchinson News

Events layed out in easy to read format. Eye-catching phogo.

SECOND PLACE

Salina Journal

Eye-catching photo. Good promo ad for this event.

THIRD PLACE

Salina Journal

Great idea to bring shoppers downtown and to give merchants a presence in the paper.

No image provided

COMMUNITY EVENT

Nondaily Division 1

FIRST PLACE

Russell County News

Very nice use of space/graphics/pics. Schedule laid out nicely, easy to read. Good flow.

SECOND PLACE

Larned Tiller and Toiler

Great presentation and use of spacing. Photo works very well for ad.

THIRD PLACE

Louisburg Herald

Nice layout. Fantastic idea. Really like the combo listings with map. Good going.



Russell County Free Fair

\$10 Carnival Wristbands

Available every night Tuesday - Saturday, 6 p.m. until 11 p.m.

Wednesday, July 15th:
Flying Debris
6:30 and 8:30 p.m. on the Free Stage
Karaoke Contest
9:30 p.m. on the Free Stage
Thursday, July 16th:
Deal or No Deal
7:00 p.m. on the Free Stage
Friday, July 17th:
Ten Day Wish Band
8:00 p.m. on the Free Stage
Saturday, July 18th:
Mud Run
at 3:00 p.m.
General Admission
Tickets \$10
Saturday, July 18th:
Blaine Younger Band
8:00 p.m. on the Free Stage

visit us at russellfair.org for more information

COMMUNITY EVENT

Nondaily Division 2

FIRST PLACE

Atchison Globe

Beautifully done content portion. Ads and content unified through burned edge design. Ad portion is not overwhelmingly busy, yet each ad has uniqueness. Great job!

SECOND PLACE

Osage County Herald Chronicle

Exciting! Almost like a movie poster. Great font choices and photoshop work! Would have been beautiful in color.

THIRD PLACE

Marysville Advocate

Wow! That's a lot of garage sales! Very organized. Easy to scan so readers can see and decide which ones they want to attend.

4th Annual Juneteenth Celebration

June 20-21

L.F.M. Park, 7th & "L" Atchison, Kansas

Juneteenth is one of the oldest known celebrations commemorating the end of slavery in the United States.

Originating in Galveston, Texas, it was Major General Gordon Granger who first brought the news that the war had ended and all the enslaved were free. It was on this date on June 19, 1865 the celebration began. This news came two and a half years after President Lincoln's Emancipation Proclamation, which had become official on January 1, 1863. Today, the Juneteenth Celebration is not only a reflection of the history of slavery and the African American Freedom, but it is a time where all Americans can join one another to promote respect, self-development and the unity of people of all races, nationalities and religions.

The Atchison Community is invited to this celebration with family and friends on June 20 and 21.

Saturday, June 20, 2009

10:00 A.M. - Basketball Tourney

5 on 5 Basketball tournament for ages 9 and up. Entry deadline is at 9:00 A.M. June 20. For more details, call George Ross, Sr. 367-2149, or 370-7137 or Phyllis Downing at 367-1929 or 426-6384.

12:00 P.M. - Juneteenth March

Everyone is invited to meet at 8th & Division & march to the LFM Park. The Juneteenth Youth Essay winners, the Buffalo Soldiers, NEK-CAP Benefit Poker Run (motorcycles), the Atchison River Rock Car Club, and the K.C. Marching Falcons will join us in the march.

1:00 P.M. - What is Juneteenth Program

The program consists of some wonderful African American speakers discussing the importance of celebrating freedom and unity in Atchison. Also, don't miss the awesome performance by the K.C. Marching Falcons.

2:00 P.M. to 2:15 P.M. - Intro NEK-CAP

Best of Show Motorcycle & 4-wheel vehicle

2:15 P.M. to 2:45 P.M. - Special Tribute to the Buffalo Soldiers

2:00 P.M. - Games & Activities Begin

Enjoy the inflatable attractions from the Carnival Times, Toss "hangman" spot, Bingo for ages 15 & up, a prize walk, volleyball, T-shirt art, and more. Visit with the informational booths, car and motorcycle show

2:00 P.M. to 8:00 P.M. - Free Food & Drink

Enjoy a variety of our homemade food selections, soda, pop, juice, or bottled water. Popcorn & cotton candy will be served throughout the day.

2:30 P.M. to 4:15 P.M. - O.J.T. plus B Jazz Band

3:00 P.M. - NEK-CAP Poker Run (exit)

3:00 P.M. - Water Balloon Toss

4:00 P.M. - Super Soaker Water Gun Fight

Bring your soaker and get ready for battle!

4:30 P.M. to 5:00 P.M. - Tip & Go/Rap Artist Duo

5:00 P.M. - Talent Show (register by 4:00 P.M.)

6:00 P.M. - NEK-CAP Poker Run Returns

6:00 P.M. to 7:45 P.M. - Thomas Brother's Blues & R & B Band

6:00 P.M. - Cake Walk

8:00 P.M. to 9:45 P.M. - Touch of Jazz & R & B Band

10:00 P.M. to 11:00 P.M. - D.J.

African American Heritage Trolley Tour

(Patty Baldridge narrates)

Saturday:

10:00 - 11:30 A.M.
1:00 - 2:30 P.M.
3:30 - 5:00 P.M.

Trolley rides available in front of "Small Town" 8th & "L" St. No food or drink allowed. (Due to limited space, we are open to ADULTS ONLY.)

Sunday, June 21, 2009

10:00 A.M. - Sunday School

Interdenominational Sunday School will be held at LFM Park. Pastor and Mr. Samuel Kyser from Campbell Chapel A.M.E. Church will lead Sunday School for all ages.

11:00 A.M. to 12:30 P.M. - Interdenominational Worship Hour

Pastor Kevin Harris, from New Vision Christian Church, KCMO, will once again be guest speaker, along with the New Vision Christian Choir. An offering will be taken towards the 2010 Juneteenth Celebration. (Please remember to give your offering to your church as well.)

1:00 P.M. - Lunch & Inflatable Attraction Begin

2:00 P.M. - Presentation of Juneteenth Awards

2:30 P.M. - Gospel Explosion Program

5:00 P.M. - Relay Races

(Ad by Atchison Globe)
Artwork in upper left corner by "Patty Baldridge"
Represents: "Chains that have been broken"

Ball Bros. Drug 504 Commercial 367-0332	 BENEDICTINE COLLEGE www.benedictine.edu 1020 N. 2nd 367-5340	Bank of Atchison 701 Kansas Ave. Atchison, Kansas 367-2400 Member FDIC
The Home Team of Kansas Working together to meet your Home Care Needs 117 N. 5th St., Atchison 1-866-395-2041 www.hometeamks.com	MADDEN OIL 4th & Hwy. 59 Atchison, KS Fast, Friendly, Convenient Open 24 hrs. a day	UMB Count on more. umb.com Atchison 320 Commercial St. 360.6060
United Bank of Kansas Genuine Creative Solutions Your friendly neighborhood bank 734 Commercial • 367-1130 Member FDIC	MEDICAL LODGES Atchison 1637 Riley, Atchison, KS 66002 913-367-6066 SKILLED NURSING • RESPIRE • REHAB	Atchison 1620 Main St 367-3335  A Community Store and a Whole Lot More
Shoes So Awesome They Are Irresistible! Purses Too! 711 Commercial 367-0100 TLK	SUBWAY eat fresh. 301 S. 5th • 367-7505	24 hour nursing care that feels like home! Atchison Senior Village 1419 N. Sixth • (913) 367-1905
 Village ESTATES Residential Real Estate in Atchison Call us today for more information 913-886-6400	Atchison Family Medicine John R. Eplee, M.D. Jeri Stephenson, PAC Johanning Family Practice Chad Johanning, M.D. 1172 North 2nd Street • 913-367-1522	The Exchange NATIONAL BANK & TRUST 367-6000 Member FDIC
 TATE PLUMBING & CONSTRUCTION 367-1209 Atchison, Kansas		

CLASSIFIED PROMOTION

Nondaily Division 2

FIRST PLACE

Osage County Herald Chronicle

Love this idea. Very eye catching. Simple and sweet!

SECOND PLACE

Osage County Herald Chronicle

Cute idea to capitalize on the popularity of the roaming gnome. Stands out but doesn't overwhelm the rest of the page for paying advertisers.

THIRD PLACE

Ellsworth County Independent/Reporter

This is really funny and intense.

No image provided

CLASSIFIED PROMOTION

Daily Division

FIRST PLACE

Topeka Capital-Journal

Continuation of theme was good - ads definitely stand out.
Attention grabbing.

SECOND PLACE

Topeka Capital-Journal

The stretched money is an attention grabber - good
illustration of how the advertiser can literally stretch their
budget by using the classifieds.

THIRD PLACE

Hutchinson News

Grabs attention at the top of the page - good explanation of
how the advertiser can make money. Good use of
arithmetic.

No image provided

CLASSIFIED SECTION

Daily Division

FIRST PLACE

Lawrence Journal-World

Clean, extremely easy to read, good layout/sprinkling of ads. Great font!

SECOND PLACE

High Plains Daily Leader

THIRD PLACE

Great Bend Tribune

No image provided

CLASSIFIED SECTION

Nondaily Division

FIRST PLACE

Russell County News

Easy to read, large enough type and spacing, good logo/slogan.

SECOND PLACE

Atchison Globe

The numbering system with the classifieds categories are not self-explanatory for someone new to this paper.

No image provided

HOUSE AD

Daily Division 1

FIRST PLACE

Great Bend Tribune

Very catchy headline in today's economy. Creative way to make a not so challenging job sound like a great idea for anyone.

SECOND PLACE

Great Bend Tribune

Ads re-enforce how important newspapers are in the "technology world". Gives the prospective advertiser something to think about. Nice design - creative!

THIRD PLACE

Junction City Daily Union

Graphic and prominent headline really draws the reader into the ad. Good information and nicely designed.

No image provided

HOUSE AD

Daily Division 2

FIRST PLACE

Topeka Capital-Journal

Attractive ads - like the use of past winners to build anticipation to see who wins 2009.

SECOND PLACE

Salina Journal

Great ad to bring attention to carriers.

THIRD PLACE

Hutchinson News

Colorful ad - good use of white space - good call to action.

No image provided

HOUSE AD

Nondaily Division 1

FIRST PLACE

Russell County News

Elegant design - proportion of the ad is perfect. Headline and graphic tell the story. Copy tells benefits and gives a call to action.

SECOND PLACE

Hoisington Dispatch

Eye-catching graphic, copy layout is good. Has a strong benefit message and a strong motivation in the call to action.

THIRD PLACE

Louisburg Herald

Strong benefit story in the four word headline. Graphics provide more information ready about benefits. Good call to action, good design in layout.

We Know Advertising



1st Place

Advertising Photography 2009
National Federation of Press Women

2 Time

Sweepstakes Award from Kansas Press Association

Let our award winning design team help
you get your message across.



958 E. Wichita, Russell . russell@mainstreetmedia.us

HOUSE AD

Nondaily Division 2

FIRST PLACE

Miami County Republic

Clean look, good size, easy to skim.

SECOND PLACE

Atchison Globe

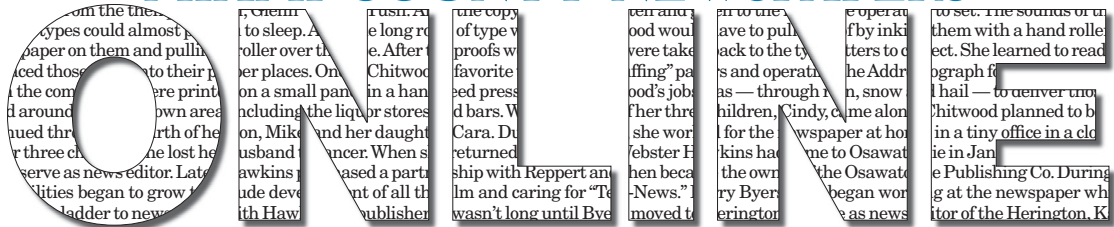
Really like the design. Did not like the placement on a jump page, but upon second thought it may have been great placement because it looks so out of place.

THIRD PLACE

Osawatomie Graphic

Great concept. It's good to keep coffee and newspapers associated.

MIAMI COUNTY NEWSPAPERS



We're more than just print. Check out our new Web site daily for breaking news and up-to-date information on local news, sports and events in your area.

GET IT FAST

- ▶ **Breaking News:** Find out the latest news.
- ▶ **Photo Galleries:** View slideshows from stories, events.
- ▶ **Local:** Review the news from around the county and surrounding area.
- ▶ **Sports:** Discover what's going on in area high school sports.
- ▶ **Submit Your Own:** Calendar items, birth, engagement and wedding announcements.
- ▶ **Blogs:** Read what others have to say and offer your opinions.
- ▶ **Polls:** New question every week.
- ▶ **Register To Customize:** Change the Web sites to your own preference.
- ▶ **Classifieds:** Find a job, buy, sell.
- ▶ **Mobile Edition:** Take the newspaper with you wherever you go.



www.republic-online.com www.herald-online.com www.graphic-online.com www.micoweekend.com



ADAPTABLE PROMOTION

Daily Division 1

FIRST PLACE

McPherson Sentinel

Good idea - tribute to local businesses and growing revenue at the same time.

SECOND PLACE

Great Bend Tribune

Good idea for incremental revenue and plus for advertisers.

THIRD PLACE

Junction City Daily Union

Great effective use of small, consistent advertising space.

No image provided

ADAPTABLE PROMOTION

Daily Division 2

FIRST PLACE

Topeka Capital-Journal

Great idea. Revenue builder yet very much community oriented.

SECOND PLACE

Topeka Capital-Journal

Another great idea based on readership value and commitment to community.

THIRD PLACE

Topeka Capital-Journal

Good idea, not just a “one time” shot.

No image provided

ADAPTABLE PROMOTION

Nondaily Division 1

FIRST PLACE

Sabetha Herald

Great graphics

SECOND PLACE

Louisburg Herald

Great design, great idea that combines print and online.

THIRD PLACE

Larned Tiller and Toiler

Photo of pet in each ad is a real attention grabber.

No image provided

ADAPTABLE PROMOTION

Nondaily Division 2

FIRST PLACE

Atchison Globe

The restaurant guide has substantial longevity and excellent selling power. Well thought out.

SECOND PLACE

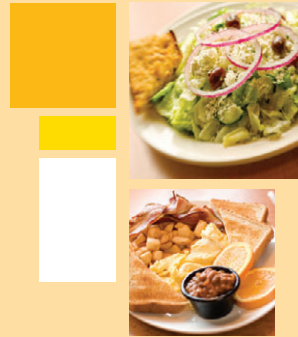
Osawatomie Graphic

Fantastic way to keep ads in front of the eyeballs for a substantial period of time. Super design.

THIRD PLACE

Miami County Republic

Original idea. Useful. Will likely stay around the house for a while as a local business reference.



Atchison Dining Guide 2009



Restaurant
Listings
& Menus



A Special Supplement To

Atchison

GLOBE



TMC

Daily Division 1

FIRST PLACE

Junction City Daily Union

Nice balance of news and advertising. Content is varied but probably does gain reader interest. Hard to do for a TMC.

SECOND PLACE

High Plains Daily Leader

Great product for targeted audience. Advertisers can reach an audience to their well being.

THIRD PLACE

High Plains Daily Leader

07.09.09-07.15.09 **FREE**

GO!
Twenty-four/Seven

GOING WILD

JASON ROBERTS: GO! BACKSTAGE WITH: CIMINO. PAGE SIX

WILD TIMES
CULTURE & EVENTS:
SUNDOWN SALUTE IN
PHOTOS. PAGE SEVEN

SHAMROCK STAR
DINING OUT: O'QUIGLEY'S A
NICE SURPRISE. PAGE TEN

CHECK OUT
hot Spots
The place to be
WEEKLY
BAR SPECIALS
PAGE 8

TMC

Daily Division 2

FIRST PLACE

Hutchinson News

Good color reproduction, tons of ads including classified puzzles for a change of pace - maybe increase reader interest.

SECOND PLACE

Topeka Capital-Journal

Lots of coupons - all ads nice and large. Nice tie-ins on front page with Valentine's Day and Boy Scouts Day.

THIRD PLACE

Lawrence Journal-World

Excellent reproduction - lots of coupons but only submitted one issue instead of three as required by contest.

No image provided

TMC

Nondaily Division

FIRST PLACE

Southwest Times

SECOND PLACE


Larned Tiller and Toiler

THIRD PLACE





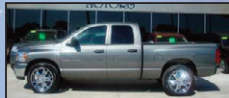





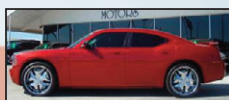




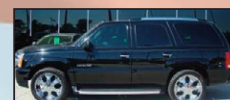




Atchison Globe

2250 N. Kansas • Liberal, KS 67901
Hours: M-F 9am-6pm • Sat. 10am-4pm

ELITE MOTORS
620-624-AUTO (2886)
Se Habla Español
www.elitemotorsliberal.com



4.95% FINANCING AVAILABLE • Professional Window Tint Installation • For Qualified Buyers

 2008 Avenger SE 30K, 4 Cyl, Auto, Cloth int, Gas Saver! Spoiler, Factory Warranty Only \$13,950	 2005 Mazda 66K, V6, Tinted, Cloth, Keyless Entry, S Trim, Sunroof, Spoiler Only \$13,950	 2008 Sebring LX 31K, 4 Cyl, Cloth Int., Tinted Windows, Keyless Entry Only \$14,950	 2006 Trailblazer LS 37K, V6, 4x4, Cloth Int., Tinted Windows, C.D. 22" Chrome wheels Only \$15,950
 2007 Ram SLT 36K, 4.7L, Auto, V8, Cloth int., Tinted, 22" Chrome Wheels Only \$17,950	 2008 Focus SE 13K, V4, Tinted, Cloth, Keyless Entry, Sirius satellite radio, Factory Warranty Only \$17,950	 2008 Avenger R/T 37K, V8 RWD, Navigation, XM, Sunroof, Leather int., Tinted Only \$18,950	 2006 Envoy Denali 37K, V8 RWD, Navigation, XM, Sunroof, Leather int., Tinted Only \$18,950
 2008 Altima S 30K, 2.5L 4 Cyl, Tinted, Cloth Interior, Keyless Entry Only \$19,950			 2007 Pathfinder 46k, 4.0L V6, Cloth int., Tinted, Keyless, 3rd Seat, 22" Chrome Rims, Running Boards Only \$19,950
 2008 Charger 22k, V6, Cloth int., Factory Warranty Tinted, 22" Chrome Wheels Only \$19,950	 PABLO Sales	 GILBERTO Sales	 IVAN Sales
		 RUBEN Tint	 2004 Escalade 56k, V8, RWD, Leather int., Tinted, Chrome Wheels, 3rd Seat Only \$20,950
 2007 300 Touring 31k, V6, Leather int., Factory Warranty Tinted, 22" Chrome Wheels Only \$20,950	 2007 Maxima 31k, 3.5L V6, Cloth int., Tinted, Sunroof Only \$21,950	 2007 Suburban 51K, V8, RWD, Cloth, 20" Chrome Wheels, Rear Air, 3rd Seat, Tint Only \$23,950	 2008 Cadillac CTS 14K, V6, Auto, Leather, Sunroof, Factory Warranty, Tinted Only \$32,950

THE SHOPPER'S WEEKLY

16 S. KANSAS AVE. • LIBERAL, KS 67901 • 620.626.5083 OR 1-800-279-5826 • FAX 620.624.0735

SERVING SW KANSAS & THE OKLAHOMA PANHANDLE

October 29, 2008

ONLINE ADS

Daily Division 1

FIRST PLACE

Great Bend Tribune

Stood out, very visual.

SECOND PLACE

Iola Register

Very visual, explained the sale, date and time.

No image provided

THIRD PLACE

Great Bend Tribune

Love the hands building the page, very colorful simple but great.

ONLINE ADS

Daily Division 2

FIRST PLACE

Salina Journal

Really stands out; adding animation really made a huge difference.

SECOND PLACE

Topeka Capital-Journal

All 3 ads were beautiful - colors just "popped" off the page - would love to see live on a page.

THIRD PLACE

Hutchinson News

Simple, yet very visible! Really caught my eye.

Win The Use Of This New Car For One Year!

Click to print this ad and register!

All First Bank Kansas locations will be offering great deals on CDs, car loans, personal & business checking accounts & more!

Salina • Assaria • Kanopolis
Ellsworth • McPherson • Abilene

FIRST BANK KANSAS

Click to print this ad and register!

personal checking accounts & more!
great deals on CDs, car loans, personal &
All First Bank Kansas locations will be offering

ONLINE ADS

Nondaily Division

FIRST PLACE

Osage County Herald Chronicle

Clean, simple, sharp

SECOND PLACE

Osage County Herald Chronicle

THIRD PLACE

Osage County Herald Chronicle

No image provided