2014 ADVERTISEMENT OF THE YEAR

The Deer Creek Pilot

Natalie Perkins

“We don’t just look at x-rays”

The MPA Advertising Committee created the Advertisement of the Year Award in 2011 to recognize the single best entry in the Better Newspaper Contest. First Place winners in certain categories dealing with single or series of advertisements are re-judged to select an overall “Best in Show.” The winner receives a $500 cash prize.
Lafayette County Limited Edition Rifle
For more information visit
Hunters Hollow
An Authorized Historical Armory Dealer

2602 W Oxford Loop
Oxford, MS 38655
Monday - Saturday: 8am - 6pm

Daily A & B
First Place
Enterprise-Journal
LaVar Foreman
"Make It McCarty"
Love the eye-catching outline of the state. Really stands out.
Second Place
The Commercial Dispatch
Jackie Taylor
"If we can fit"
Third Place
The Natchez Democrat
Justin Clarkston
"Thank You"

Daily C
First Place
The Oxford Eagle
Wade Griffin
"Hunter’s Hollow Rifle" Great use of white space to grab readers’ attention. Effective use of photo.
Second Place
The Daily Leader

Weekly A
First Place
The Rankin County News
Michael Bolls
"That Special Touch" Attractive ad. Photos of products are nice.
Second Place
GrenadaStar
Anta Turner & Jonathan Golden
"Jingle all the Way"
Third Place
The Panolian
Margaret Buntin
"After Christmas Sale"

Daily B
First Place
The Magee Courier
Nancy Brown
"Ole Brook Exterminating" Eye catcher – great black and white ad.
Second Place
The Itawamba County Times
Gaynell Jackson & Shelley Ozbirn
"Spring Spectacular"
Third Place
Southern Sentinel
Tina Campbell Meadows
"Ripley Feed"

Weekly B
First Place
The Sun-Sentinel
Krista McFerrin
"Pinecrest Direct"
Second Place
The Clarksdale Press-Register
Paul Byzet & Tracey Hankins
"Queen City Furniture"
Third Place
Southern Advocate
Tina Campbell Meadows
"Mid South Co-op"
INSTITUTIONAL ADVERTISEMENT | BLACK & WHITE

We’ve provided financial services to our customers since 1903.

ALWAYS BUILDING ON TRADITION, STRENGTH AND STABILITY.

- Seven Convenient Locations
- ATM’s
- Express Phone Banking
- Online Banking
- Mobile Banking

Open your own branch today!

Help Wayne Academy’s football program by being a part of its Live Auction

When: Saturday, July 12
Time: Approximately 2:30 p.m. (shortly after the golf tournament ends)

Some of the items available in the auction include:

- History in the Air
- Third Place
- The Daily Leader
- Tracy McCulliffe
- “Veteran’s Day”

Weekly A

First Place
The Natchez Democrat
Catherine Boone
“Since 1903”

Love the photo in the ad. Caught my attention.

Second Place
The Natchez Democrat
Lynn Smith
“Join the Trinity Family”

Third Place
Enterprise-Journal
LeWair Foreman
“Night at the Museum”

Daily C

First Place
The Vicksburg Post
Angela Ross & Melissa Scallions
“Summer Camp”

Nice layout. Clean. Artwork attracts the eye on a page with several other ads.

Second Place
The Vicksburg Post
Shelia Marz & David Grant

“Blessing of the Backpacks”

Weekly B

First Place
The Wayne County News
Paul Keane
“Wayne County Auction”

Second Place
The Wayne County News
Paul Keane
“Thank You”

Third Place
Southern Advocate
Tina Campbell Meadows
“Springdale Revival”

Weekly C

First Place
The Darkside Press Register
Brinda Kedar & Tracey Hanks
“Wonderful Life”

This is a beautiful page.

Second Place
Southern Advocate
Tina Campbell Meadows
“Benton County”

Third Place
The Gazebo Gazette
Jace Ponder
“Trinity Episcopal”

OLD DOMINION
CHRISTIAN SCHOOL
“For the sake of our children”

100 Carrollton St. West, MS
Hwy 12 E, (at Nauche Trace Parkway) Kosciusko, MS
(662)289-5703

- Clean Moral Environment
- Strong Academics
- Athletic Programs
- National Accreditation
- Dedicated Staff

Local or Home School
Dr. William G. Suratt
Administrator
olddominion@bellsouth.net
All Dailies
First Place
The Natchez Democrat
Lynn Smith
"Reclaim Your Day"
Small space ad is very clean and uncluttered
Second Place
The Oxford Eagle
Kathy Wile
"Oxford Nursery"
Third Place
The Natchez Democrat
Justin Clarkson
"Braces"
Weekly A
First Place
The Natchez Democrat
Lynn Smith
"We make loans"
Love the white space and simple message
Second Place
The Natchez Democrat
Catherine Boone
"Need help"
Third Place
The Natchez Democrat
Catherine Boone
"Dream vacation"
Weekly B
First Place
The Panolian
Cassie White
"In need of a loan?"
Dominant photo – clean ad and easy to read.
Second Place
The Panolian
Margaret Burden
"Failing short on cash?"
Third Place
The Panolian
Anita Turner & Jonathan Golden
"Get your tax"
Weekly C
First Place
The Greenwood Commonwealth
Jim Stallings & Demario Greer
"Fidelity National Loans"
Art sets off ad. Good headline.
Second Place
The Greenwood Commonwealth
Jim Stallings & Demario Greer
"Fidelity Loans"
Third Place
The Itawamba County Times
Gaynell Jackson & Shelley Ozbirn
"School supplies"
Weekly D
First Place
The Wayne County News
Doris Kaane
"Joiner Sigler Insurance"
Second Place
The Itawamba County Times
Gaynell Jackson & Shelley Ozbirn
"School supplies"
Weekly E
First Place
The Natchez Democrat
Lynn Smith
"Reclaim Your Day"
Small space ad is very clean and uncluttered
Second Place
The Oxford Eagle
Kathy Wile
"Oxford Nursery"
Third Place
The Natchez Democrat
Justin Clarkson
"Braces"
Weekly F
First Place
The Panolian
Cassie White
"In need of a loan?"
Dominant photo – clean ad and easy to read.
Second Place
The Panolian
Margaret Burden
"Failing short on cash?"
Third Place
The Panolian
Anita Turner & Jonathan Golden
"Get your tax"
“Divert It!”

My household recycles a lot. The ad caught my attention immediately!

“Faces You Know”

Second Place

Enterprise-Journal

First Place

The Vicksburg Post

Angela Ross & Melissa Scallions

“They’re Swarming”

Second Place

The Panolian

Margaret Buntin

“Farm Insurance”

Dominant photo, easy to read ad

Third Place

The Wayne County News

Paul Keane

“Classy but sassy”

Weekly A

First Place

The Itawamba County Times

Gaynell Jackson & Shelly Ozbirn

“Main Street Storage”

Very effective use of art to draw attention to the ad

Weekly B

First Place

The Daily Leader

Kris Carter

“Barbe Drugs”

Third Place

The Vicksburg Post

Sheila Mantz & Melissa Scallions

“Why choose mobile pet grooming?”

Weekly C

First Place

The Clarksdale Press Register

Brenda Keller & Tracey Hankins

“Meridith-Nowell Funeral Home”

This ad has feeling.

Second Place

The Clarksdale Press Register

Brenda Keller & Tracey Hankins

“Custom Core Cleaners”

Third Place

The Clarksdale Press Register

Brenda Keller & Tracey Hankins

“National Funeral Home”

THEY'RE SWARMING!

A Termite Horror Story

Paul Masset Post-Services, Inc.

One of Valdosta’s Best Termite Control Companies For The Past 30 Years

DIVERGENT

WE CAN MAKE A DIFFERENCE!

at HOME - SCHOOL - WORK

Don't throw it all away!

PICK-UP EACH WEDNESDAY

CURBSIDE RECYCLING

We can make a difference!

Meredith-Newell Funeral Home

314 East Second Street • Clarksdale, MS 38624 • 662-624-6218

Meredith-newellfuneralhome.com

FARM INSURANCE

Protect your family farm from the unexpected.

Caldwell Insurance

662-563-4567

PUBLIC SQUARE • P.O. BOX 469 • SATESVILLE, MS 38666

OUTGROWN

YOUR STORAGE SPACE?

WE HAVE THE PERFECT SPACE FOR YOU!

Main Street Mini Storage

510 E. Main St. • Fulton, MS • 662-231-1350

Sizes available include 5 x 10 • 10 x 10 • 10 x 20

6 2014 Better Newspaper Contest
Daily A & B
First Place
Enterprise-Journal
LeWair Foreman
"Score Big"
Simple message. Clean ad. Easy to read

Second Place
Enterprise-Journal
LeWair Foreman
"Now! Sushi"

Third Place
The Natchez Democrat
Lynn Smith
"87 Years"

Daily C
First Place
The Oxford Eagle
Kathy Wilie
"OUC Happy Hour"

Second Place
The Daily Leader
Tracy McGuffee & Michael Granger
"Ciao Down"

Weekly A
First Place
Grenada Star
Anita Turner & Jonathan Golden
"Ju Ju’s"
Heading very eye-catching.

Second Place
The Sea Coast Echo
Jason Platz
"Seafood Etc."

Third Place
The Scott County Times
Jeanie Warren
"El Flato"

Weekly B
First Place
Southern Sentinel
Tina Campbell Meadows
"Ripley Grocery"
Well designed for the space.

Second Place
Southern Sentinel
Tina Campbell Meadows
"JuJu’s Market"

Third Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Rest Haven"

Weekly C
First Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Rest Haven"

Second Place
The Sun Sentinel
Krista McFerrin
"Hodge’s Grocery"

Third Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Hodge’s Grocery"
All Dailies

First Place
Delta Democrat Times
Leanne Hughes
"Betty Watkins"
Content is great.

Second Place
Enterprise-Journal
Erin McKenzie
"Vote for change"

AUTO ADVERTISEMENT | COLOR

Daily A & B

First Place
Enterprise-Journal
Vicky Deere
"Prices are falling"
Great design, easy to read, eye-catching.

Second Place
Daily Journal
Bill Spencer & Dale Braddock
"Dwayne Blackmon Chevrolet"

Third Place
Enterprise-Journal
"You Are Cordially Invited"

Daily C

First Place
Greenwood Commonwealth
Demario Greer & Linda Bassie
"Kirk Brothers"
Great job!

Second Place
Delta Democrat-Times
Eka Cannon
"Kossman's"

Third Place
Delta Democrat-Times
Eka Cannon
"James Ceranti"

AUTO ADVERTISEMENT | BLACK & WHITE

All Weeklies

First Place
The Yazoo Herald
Stella Trimm Young
"Make your vote count!"
Gets readers' attention. Delivers the message through simplicity, no mistaking the message. Good use of negative space.

Second Place
GrenadaStar
Anita Turner & Jonathan Golden
"Elect"*

Third Place
Copiah County Courier
Ice Coates
"To the Voters of Ward 1"

AUTO ADVERTISEMENT | BLACK & WHITE

All Dailies

First Place
Enterprise-Journal
Vicky Deere
"Monster deals"
Interesting design. Stands out!

Second Place
Enterprise-Journal
Vicky Deere
"You Are Cordially Invited"

Third Place
The Wayne County News
Kim Gingell
"Supplier pricing for everyone"

AUTO ADVERTISEMENT | BLACK & WHITE

All Weeklies

First Place
The Winona Times
Martha Engle & Wanda Roché
"Kirk Toyota"
Great design, easy to read.

Second Place
The Sea Coast Echo
Jason Platz
"Soldier Salute"

Third Place
The Petal News
Emily Hall
"McMullan Motors"
Daily A & B

First Place
The Natchez Democrat
Justin Clarkston
"New Spring Arrivals" Beautiful design

Second Place
The Natchez Democrat
Justin Clarkston
"Once upon a time"

Third Place
Daily Journal
Amy Speck & Dale Braddock
"Reed's"

Weekly A

First Place
The Northside Sun
Holly Dean
"Interiors Market"
Nice job with watercolor effect – turning an ad for home interior store into artwork. Good creativity.

Second Place
The Star-Herald
Jennifer McCaskill
"Claude Julian’s North Face"

Third Place
The Northside Sun
Lauren Breaux & Nikki Hodum
"Circle Seven"

Weekly B

First Place
The Yazoo Herald
Sheila Trimm Young
"Holiday Open House"

Second Place
The Yazoo Herald
"Welcome to Grace Hardware"

Third Place
The Columbian-Progress
Kim Gingell
"TeDavi"

Weekly C

First Place
The Petal News
"Merle Norman"

Second Place
The Conservative
Amanda Sexton Ferguson
"Pickett Fence"

Third Place
The Deer Creek Pilot
Natasha Perkins
"Lee’s Cotton Picker"

"New Spring Arrivals are here"

"Check out the Cool Deals throughout The Market"

"Forget the flowers... Moms will love these gifts!"

"Holiday Open House"

"Simple Girls Boutique & Gift Shop Too!"

"It’s not too late to order your Prom flowers!"

"Weekly A"

First Place
Delta Democrat-Times
Laurie Hughes
"Sportsman’s Mother’s Day"
Unique ad. Great headline and effective use of color

Second Place
Greenwood Commonwealth
Jim Stalings & Demario Greer
"Conley’s"

Weekly C

First Place
Greenwood Commonwealth
Jim Stalings & Demario Greer
"Phil’s Squire Shop"

Third Place
Greenwood Commonwealth
Jim Stalings & Demario Greer
"Conley’s"

Second Place
The Natchez Democrat
Justin Clarkston
"New Spring Arrivals" Beautiful design

Second Place
The Natchez Democrat
Justin Clarkston
"Once upon a time"

Third Place
Daily Journal
Amy Speck & Dale Braddock
"Reed’s"

Weekly A

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Nice job with watercolor effect – turning an ad for home interior store into artwork. Good creativity.

Second Place
The Star-Herald
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"Claude Julian’s North Face"

Third Place
The Northside Sun
Lauren Breaux & Nikki Hodum
"Circle Seven"

Weekly B

First Place
The Yazoo Herald
Sheila Trimm Young
"Holiday Open House"

Second Place
The Yazoo Herald
"Welcome to Grace Hardware"

Third Place
The Columbian-Progress
Kim Gingell
"TeDavi"

Weekly C

First Place
The Petal News
"Merle Norman"

Second Place
The Conservative
Amanda Sexton Ferguson
"Pickett Fence"

Third Place
The Deer Creek Pilot
Natasha Perkins
"Lee’s Cotton Picker"
Daily A & B

First Place
Enterprise-Journal
Debbie Best
"Don’t be a bump on a log”
Attention grabbing – excellent reproduction. Good use of color.

Second Place
The Natchez Democrat
Lynn Smith
"Have faith"

Third Place
The Natchez Democrat
Justin Clarkston
"Hey Mom"

Daily C

First Place
Greenwood Commonwealth
Susan Montgomery
"Painting with friends”
Practical use of colors. Doesn’t overwhelm ad copy and purpose.

Second Place
The Daily Leader
Wisl Carver & Michael Granger

Weekly A

First Place
The Rankin County News
Michael Bolls
"Brandon Parks and Recreation”
Good reproduction. The kid grabs the readers’ attention.
Lots of info without being too busy.

Second Place
The Sea Coast Echo
Jason Platz
"Jazz in the Pass”

Third Place
The Lamar Times
Emily Hall
“YMCA”

Weekly B

First Place
The Magee Courier
Nancy Brown
"Simpson County Schools”

Weekly C

First Place
The Clarksdale Press Register
Brenda Keller & Tracey Hankins
"Your world starts here”
Nice use of space. Very creative.

Second Place
The Conservative
"Coahoma County Sheriff Department”

Third Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Coahoma County Sheriff Department”

INSTITUTIONAL ADVERTISEMENT | COLOR
WE DO WINDOWS.

For exceptional vision care, precision and personal attention, our skilled specialists employ the latest technologies to deliver state-of-the-art vision services. Call to schedule a comprehensive exam today!

- Comprehensive eye care exams
- Pediatric eye care
- Diabetic examinations
- Full service optical lab
- Glaucoma treatment and surgical co-management
- Extensive contact fitting, including bifoal, toric and sports vision lenses
- Great selection of affordable and designer frames
- MS Sports Vision Clinic

Family Vision Clinic
Complete Eye Care For The Entire Family
Dr. Steven Reed • Dr. Michael Reed • Dr. Alvaro Moreno
450 5th Avenue, SW • Magee
601-849-5004

They Say The Eyes Are The Windows To The Soul...

Visit us online at www.MyTGH.com

Do Any Of These Describe Your Child?
- Difficulty reading or sounding-out words
- Difficulty understanding what he or she reads
- Difficulty following directions
- Difficult spelling, even simple words
- Difficulty understanding what others say
- Failed the Dyslexia screener at school

These are some of the characteristics of language learning difficulties.These difficulties, if appropriately identified, can be treated. Call (801) 833-5654 for more information or to schedule an evaluation.

Speech Pathology Associates, Inc.
Tuesday - Thursday 10 a.m. - 5:30 p.m.
(801) 833-5654
facebook.com/speechpathologyassociates

Weekly A
First Place
Enterprise-Journal
LaWair Foreman
"Wait at home, not the ER"
Good overall design easy to read

Second Place
Enterprise-Journal
LaWair Foreman
"Bundles of joy"

Third Place
The Natchez Democrat
Lynn Smith
"Podiatry Group"

Weekly B
First Place
Grenada Star
Anita Turner & Jonathon Golden
"Surgical Unit"
Ad does a good job of conveying the services. It is coherent throughout the page.

Second Place
The Northside Sun
Kathy Agnew & Nikki Hodum
"Homecare Plus"

Third Place
The Pontotoc Progress
Shelia Taylor
"Red Medi"

Weekly C
First Place
The Magee Courier
Nancy Brown
"OB/GYN"

Second Place
The Magee Courier
Nancy Brown
"Magee General Hospital"

Third Place
The Magee Courier
Nancy Brown
"Oakland Medical Clinic"

Daily A & B
First Place
Enterprise-Journal
LaWair Foreman
"Wait at home, not the ER"
Good overall design easy to read

Second Place
Enterprise-Journal
LaWair Foreman
"Bundles of joy"

Third Place
The Natchez Democrat
Lynn Smith
"Podiatry Group"

Daily C
First Place
The Daily Leader
Kristi Carver & Michael Granger
"Speech pathology"
Good use of color as an accent layout

Second Place
The Magee Courier
Nancy Brown
"Family Vision Care"
Beautiful color. Nice, clean ad.

Third Place
Grenada Star
Anita Turner & Jonathon Golden
"Swingbed Unit"
12 | 2014 Better Newspaper Contest

SERVICE ADVERTISEMENT | COLOR

VOLUNTEER
TO MAKE A DIFFERENCE IN OUR COMMUNITY
2014 DAY OF CARING

THANK YOU to almost 200 volunteers from local businesses and entities who gave their time and resources to make such a dramatic difference for our Annual Day of Caring.

HURRICANE
Preparedness Tips

- Prepare Emergency Kits
- Make an Evacuation Plan
- Follow us on Facebook for Storm Updates

A distributor of electric power in Southwest Mississippi since 1938
Visit us on our Website: www.magnoliapla.com
3012 Hwy. 98 • McComb, MS 39648 • 601-684-4011

He’s been with you through thick & thin.
Make sure you return the favor.

GIVE ADVOCATE, VOLUNTEER
LIVE UNITED.

Daily A & B
First Place
Enterprise-Journal
Erin McKenzie
“Hurricane Preparedness Tips”
Great design and layout. Easy to read. Colors make it stand out. Eye-catching.

Second Place
Enterprise-Journal
Erin McKenzie
“Keep your pet happy”

Third Place
Daily Journal
Ricky Kimberil & Courtney Sims
“Color my World”

Daily C
First Place
The Vicksburg Post
Sheila Mantz & David Grant
“2014 Day of Caring”

Second Place
Delta Democrat-Times
LaKee Hughes
“Hair Tenders”

Weekly A
First Place
The Star-Herald
Jennifer McCaskill
“Alterations Magic”
An ad doesn’t have to be big and bold to do a good job of selling. Good offer. Great idea.

Second Place
The Star-Herald
Jennifer McCaskill
“Lavish Locks”

Third Place
The Grenada Star
Anita Turner & Jonathon Golden
“Welcome Ed”

Weekly B
First Place
Newton County Appeal
“Newton County Animal Clinic”

Weekly C
First Place
The Gazebo Gazette
Jace Ponder
“Watters Architecture”
Simple, simple, simple!

Second Place
The Deer Creek Pilot
Natalie Perkins
“Fireplace Chimney Sweep”

Third Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
“Cutting Up”

Alterations on SCHOOL CLOTHING OFF FOR THE NEXT 3 WEEKS.
This offer is good July 24th - Aug. 16th, 2014
Call or come by today!
662.792.4100
205 W. Washington Street • Kosciusko

20%
POLITICAL ADVERTISEMENT | COLOR

2014 Better Newspaper Contest | 13

First Place
The Daily Leader
Kristi Carver & Michael Granger
"Brookhaven for Thad"
Clear, decisive message. Clean design.

Second Place
Enterprise-Journal
Kathleen Teasley
"Donovan Hill"

Third Place
Enterprise-Journal
Kathleen Teasley
"Donovan Hill"

All Dailies
First Place
GrenadaStar
Anita Turner & Jonathon Golden
"Vote"
Faux sticky note – quite effective!

Second Place
The Sea Coast Echo
Jason Platz
"Vote"

Third Place
Grenada Star
Anita Turner & Jonathon Golden
"A new voice"

All Weeklies
First Place
GrenadaStar
Anita Turner & Jonathon Golden
"Vote"
Faux sticky note – quite effective!

Second Place
The Sea Coast Echo
Jason Platz
"Vote"

Third Place
Grenada Star
Anita Turner & Jonathon Golden
"A new voice"

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Celebrate Dad!
Say thanks for the coaching, driving lessons, extra cash and迭jodging up!

Find something special at...

---

Why pay for storage when you can own the storage?

---

REWARD $200
White Boxer – 6 months old
"Brown Spot" with large blue eye and Ear – Last Seen at Back Springs Road in Mickeys, MS on September 17, 2013
Please help bring her back to her family.
Call 601-345-8222

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Look what’s happening at Allen’s Fine Jewelry!

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Natchez Mall
358 John H. Finch Drive, Natchez • www.natchezmall.net
Printed by Merchants Association

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20th Better Newspaper Contest | 14

A New Voice - A New Day!
Experienced Leadership
Proven Results
VOTE
Tuesday Nov. 5th
Carlos Moore
School Board District 4

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Small Space Ad | BW

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Daily A & B
First Place
The Natchez Democrat
Katherine Boone
"Celebrate Dad!"

Second Place
The Daily Mississippian
Justin Clarkson
"Father’s Day Giveaway"

Third Place
The Daily Leader
Kathy Wiz
"Sugar Magnolia"

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Daily C
First Place
The Oxford Eagle
Kathy Wiz
"Sugar Magnolia"

Second Place
Delta Democrat-Times
Ella Cannon
"Washington County Baptist Aunty"

Third Place
The Star-Herald
Jennifer McCaskill
"Central Mississippi Fair"

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Weekly A
First Place
GrenadaStar
Anita Turner & Jonathon Golden
"Look"

Second Place
GrenadaStar
Anita Turner & Jonathon Golden
"Dolly’s 1/2 Off Sale"

Third Place
The Star-Herald
Jennifer McCaskill
"Central Mississippi Fair"

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Weekly B
First Place
North Mississippi Herald
Melody Smith
"Why pay for storage?"

Second Place
The Deer Creek Pilot
Natalie Perkins
"Come see Skylar Laine"

Third Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Hicks"

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Weekly C
First Place
Southern Advocate
Tina Campbell Meadows
"Annual BBQ"

Second Place
The Deer Creek Pilot
Natalie Perkins
"Come see Skylar Laine"

Third Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Hicks"
We have an App for that!

Bank of Brookhaven has an iPhone App and an Android App for mobile banking. Just search for Bank of Brookhaven in the App Store or the Android Market and download it free today!

Now more than ever... At Bank of Brookhaven, it’s all about you!

Mark your calendars.

✔ 2014 BNC Editorial Division Deadline
   Deadline for entries is Tuesday, March 24, 2015. Entry packets available at mspresscontest.org

✔ 2015 LPA-MPA Joint Convention
   June 18-20, 2015, Loews Hotel, New Orleans

✔ 2015 BNC Advertising Division Deadline
   Deadline for entries is Tuesday, Oct. 6, 2015
**Weekly C**

First Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Guadalajara"
Nice looking. Clean ad.

Second Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Church’s"

Third Place
Simpson County News
Marsha Bratcher
"Hungry"

---

**McDade’s**

Second Place
The Columbian-Progress
Wright Nichols
"Back door"

Third Place
Southern Sentinel
Tina Campbell Meadows
"Chicken Supreme"

Weekly C

First Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Guadalajara"
Nice looking. Clean ad.

Second Place
The Clarksdale Press Register
Paul Byzet & Tracey Hankins
"Church’s"

Third Place
Simpson County News
Marsha Bratcher
"Hungry"

---

**Weekly A**

First Place
GrenadaStar
Anita Turner & Jonathon Golden
"Grand Opening"
Lots to learn in this ad including the Donut Shop sells more than donuts. Such a happy ad.

Second Place
The Northside Sun
Katy Agraw & Nikki Hodum
"Guadalajara"

Third Place
The Northside Sun
Amy Forsyth
"McDade’s Market"

Weekly B

First Place
The Yazoo Herald
John Sullivan
"McDade’s"

Second Place
The Columbian-Progress
Wright Nichols
"Back door"

Third Place
Southern Sentinel
Tina Campbell Meadows
"Chicken Supreme"

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**McDade’s Munchies Gift Card**

A Perfect Gift for any Occasion

Gift Card

**McDade’s Market**

925 Commerce Plaza (Next to Sears)

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**Guadalajara Mexican Restaurant**

662-701-FOOD (3663)

2014 Better Newspaper Contest | 15
GROCERY OR RESTAURANT ADVERTISEMENT | COLOR

**Lunch Favorites**

GARDEN CHEF SALAD
with chicken or shrimp, chopped lettuce blend with 1/2 red bell pepper, crumbled bacon, green onion and home made dressing $9.99

NEW ORLEANS DINNER PCR 1950
Our famous New orleans style red beans & rice cooked with ham, celery, onions, bell peppers, and lots of seasonings. Served with baked beans and home made potato salad $9.99

PEONY FRIED CALIFORNIA
Mississippi chicken filet, glazed in a house made teriyaki sauce, served over jasmine rice $9.99

CREAMY CAJUN SEAFOOD PASTA
Gulf shrimp, crawfish, andouille sausage, mushrooms, tomatoes, corn, and pepper, tossed in a creamy cajun sauce, served over linguini $12.99

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**If It’s Been a While…Come Back to See Us**

1010 N. Gloster • Tupelo • 662-205-8751 • restaurantsouth.com
First Place
The Natchez Democrat
“Citizen of the Year”
The use of a heavier paper stock makes for a clean special edition.

Second Place
Enterprise-Journal
“52nd Annual Recipe Edition”

Third Place
The Natchez Democrat
“Health Care”

Daily A & B
First Place
The Natchez Democrat
“Hurricane Preparedness”
The use of a heavier paper stock makes for a clean special edition.

Second Place
Enterprise-Journal
“52nd Annual Recipe Edition”

Third Place
The Natchez Democrat
“Health Care”

Daily C
First Place
Picayune Item
“Hurricane Preparedness”

Second Place
The Panolian
Margaret Buntin & Cassie White
“Class of 2014”

Third Place
The Panolian
Margaret Buntin & Cassie White
“Black History Month”

Weekly A
First Place
The Lamar Times
“Our Home”
Excellent content of a varied nature. Good advertising support.

Second Place
The Panolian
Margaret Buntin & Cassie White
“Class of 2014”

Third Place
The Panolian
Margaret Buntin & Cassie White
“Black History Month”

Weekly B
First Place
The Clarksdale Press Register
“Profile 2014”

Second Place
The Clarksdale Press Register
“Women in Business”

Third Place
The Conservative
“Diamond Days”

Weekly C
First Place
The Clarksdale Press Register
“Profile 2014”

Second Place
The Clarksdale Press Register
“Women in Business”

Third Place
The Conservative
“Diamond Days”
All Dailies

First Place
The Natchez Democrat
Football 2014
Lots of ads, very consistent theme throughout. Exciting! Ads support the football theme very well. Clean layouts. Obvious a lot of time and effort went into this. Good job!

Second Place
Daily Journal
“The Source 2014”

Third Place
Enterprise-Journal
Beverly Kinzie & Advertising Staff
“SMRMC”

All Weeklies

First Place
Southern Sentinel
The Campbell Meadows, Tim Watson & Barry Cook
“Tippah Vibe”
Excellent cover

Second Place
The Natchez Democrat
Jimmie Sweat
“Our Town”

Third Place
The Northside Sun
Jimmie Sweat & Wanda McCain
“Gardens of Madison County”

Daily A & B

First Place
Enterprise-Journal
Kathleen Teasley
“Make Sure Her Vision”
Great design

Second Place
Daily Journal
Ricky Kimbrell & Courtney Sims
“Endville Bakery”

Third Place
The Natchez Democrat
Justin Clarkston
“Since 1946”

Daily C

First Place
The Daily Leader
Tracy McCuffee
“We Frame It”
Great photo and call to action.

Second Place
Greenwood Commonwealth
Linda Bassie & Anne Miles
“Old Time Farmer’s Market”

Weekly A

First Place
The Rankin County News
Lisa Medina
“Landon Birthday”

Second Place
The Deer Creek Pilot
Natalie Perkins
“Missing your NCIS?”

Weekly B

First Place
The Magee Courier
Nancy Brown
“Ole Brook”
Great photo and call to action.

Second Place
The Sun-Sentinel
Krista McFerrin
“Dr. Ronald Roberson”

Third Place
The Magee Courier
Jean Butler
“Hand’s Nursery”

Weekly C

First Place
The Deer Creek Pilot
Natalie Perkins
“Missing your NCIS?”

Second Place
The Sun-Sentinel
Krista McFerrin
“Dr. Ronald Roberson”

Third Place
The Deer Creek Pilot
Natalie Perkins
“Consign, donate, bale”
Daily A & B

First Place
Daily Journal
"Fall Bridal"

Second Place
The Natchez Democrat
"In Their Honor"

Third Place
Daily Journal
"Spring Home Lawn & Garden"

Daily C

First Place
The Vicksburg Post
"Who’s The Best - Readers’ Choice"

Second Place
The Lamar Times
"Oak Grove Football Champs"

Third Place
The Oxford Eagle
"Best of Oxford"

Weekly A

First Place
The Lamar Times
"Oak Grove Football Champs"

Second Place
Daily Journal
"Spring Home Lawn & Garden"

Weekly B

First Place
The Vicksburg Post
"Best of Oxford"

Weekly C

First Place
The Petal News
"Santa Letters"

Second Place
The Sun-Sentinel
"Class of 2014"

Third Place
The Sun-Sentinel
"Letters to Santa"

All Dailies

First Place
The Natchez Democrat
"Dining Guide"

Second Place
Daily Journal
"Bridal Journal"

Third Place
The Vicksburg Post
"Health Services Directory"

All Weeklies

First Place
The Northside Sun
"The Look"

Second Place
The Northside Sun
"Northside Holidays"

Third Place
The Rankin County News
"Traditions"
SERIES OF ADS

Daily A & B

First Place
The Natchez Democrat
Justin Clarkston
“Natchez Inc.”
Strong design and use of typography (Inc.). Very good photography All good. Clean choices. Simple is better here. Would love to see these ads in color!

Second Place
Daily Journal
Amy Sparks & Dale Braddock
“Ted’s Easter”

Third Place
The Natchez Democrat
Rita Brooks
“UMB”

Daily C

First Place
The Oxford Eagle
Kathy Whitten
“Neilson’s”
Simple absolutely works here! The reverse type pops off the page. My eye immediately went to this ad. Very clean and easy to read. No need for image, the message communicates fine without one.

Second Place
The Daily Leader
Kristi Carver
“Aston Court”

Third Place
The Vicksburg Post
Angela Ross & Melissa Scallions
“Better sleep tips”

Weekly A

First Place
The Star-Herald
Jennifer McCoal
“Central Mississippi Fair”
Theme is very strong. Consistent and recognizable throughout. Full page was wonderfully designed. Nice font and color choices. Even black and white looked just as strong as color. Theme and design works for any color or size or format.

Second Place
The Lamar Times
David Gustafson
“Venture Church”

Third Place
The Northside Sun
Katya Agnew
“Maison Weiss”

Weekly B

First Place
The Magee Courier
Nancy Grown
“Leaf River Vet”
Great set of ads. They stand out. Good job tying the photos of the animals into the individual theme of the ads.

Second Place
The Winona Times
Amanda Sexton Ferguson
“Hi Grad”

Third Place
The Magee Courier
Nancy Brown
“Trustmark”

Weekly C

First Place
The Sun-Sentinel
Krista McFerrin
“Exceptional Care Here At Home”
Wonderful series promoting “care at home.” Connects doctors and nurses with hometown people.

Second Place
The Sun-Sentinel
Krista McFerrin
“Bill Mann Service Hero of the Month”

Third Place
The Deer Creek Pilot
Natalie Perkins
“Lower Delta Talks”

INDUSTRIAL RECRUITMENT
Natchez Inc.
COUNTRY DEVELOPMENT
For Natchez Adams County
211 MAIN STREET 601-446-0266 www.natchezinc.com

INDUSTRIAL RECRUITMENT
Natchez Inc.
COUNTRY DEVELOPMENT
For Natchez Adams County
211 MAIN STREET 601-446-0266 www.natchezinc.com

You’ll Flip Over Our Exceptional Vet Care

LEAF RIVER VETERINARY SERVICES
Linda Alnessworth, D.V.M. - 601-785-6910
8804 SCHR 19, Taylorsville, MS 38668

Quality Care Unleashed

We offer the most modern, full service animal care facility around. Find out why your friends and neighbors are trusting their pet care to us.
We Provide High Quality Veterinary Care At Affordable Prices.

LEAF RIVER VETERINARY SERVICES
Linda Alnessworth, D.V.M. - 601-785-6910
8804 SCHR 19 - Taylorsville, MS 38668

Exceptional Care
Here at Home

Dr. Rob Carter

We are pleased to have Dr. Carter practicing in Natchez. He is Board certified in Emergency and Critical Care medicine. He is a graduate of St. Louis University School of Medicine and completed a residency and Critical Care Surgery Fellowship at the University of Kentucky. He is a member of the American College of Veterinary Emergency and Critical Care. He has been in practice in Natchez for 5 years.

647-8000

REWARD FOR CHARGES!

New and old charge customers will earn a credit for 1.75% of purchases made from February through October.

Let’s keep it local. Existing charge customers and new charge customers, use your Neilson’s charge and we’ll reward you with a credit for 1.75% of purchases made from February through October. The credit will appear on your November statement.

Neilson’s

Where Trends Meet Tradition

“See store for details”

Fairest of the Fair - Festival

FAIREST OF THE FAIR - FESTIVAL
THURSDAY - AUGUST 14TH - 6:00PM
Mata DeSavoy Stage

FAIREST OF THE FAIR - FESTIVAL
THURSDAY - AUGUST 14TH - 6:00PM
Mata DeSavoy Stage
2014 Better Newspaper Contest

THEME PAGE

Daily A & B
First Place
Daily Journal
Leigh Knox
"Finishing Touches"
For a multi-advertiser page, this is very clean and pleasing to the eye.

Second Place
The Natchez Democrat
"Cartoon map"

Third Place
The Commercial Dispatch
Jackie Taylor & Ernest Rogers
"Shop locally"

Daily C
First Place
Greenwood Commonwealth
"Halloween Coloring Contest"
Consistent theme. Good way to use content and ads to engage the readers and community. Very cute and clever way to incorporate advertiser logos with Halloween imagery and theme. Good execution.

Second Place
The Rankin County News
Lisa Medina & Michael Bolds
"Thanksgiving Blessings"

Third Place
The Sea Coast Echo
Jason Frazee
"Harbor Salute"

Weekly A
First Place
The Fanolian
Margaret Burnett & Cassie White
"Cutest Pet Contest"
Cute! Two color really pops. Simple grid layout with cute design elements really work together well with ads. Strong theme! Fun and clever way to generate revenue and get readers and advertisers engaged. Good work!

Second Place
The Daily Leader
Kristi Carver
"Christmas Open House"

Third Place
Picayune Item
"Shop Local"

Weekly B
First Place
The Chronicle
I like the idea of getting the readers involved in identifying the steeples.

Second Place
Newton County Appeal
"Still on Top"

Third Place
The Petal News
"4th of July"

Weekly C
First Place
Simpson County News
Marsha Bratcher
"55th Annual Banquet"
Good idea to promote local chamber and benefit from it as well.

Second Place
The Petal News
"Art of July"

Third Place
The Deer Creek Pilot
Natalie Perkins
"Congratulations Feds"

ONLINE ADVERTISEMENT

All Dailies
First Place
Daily Journal
Sandra Hendrix & Chris Elkins
"Barkley Travel"
Clean design. smooth animation. Smart use of design elements. Very engaging. I followed that bus the entire way across the ad. Everything came together well.

Second Place
The Natchez Democrat
Lynn Smith
"Trinity School"

Third Place
Daily Journal
Darla Webb & Dale Braddock
"Tamihouse"

All Weeklies
First Place
The Lamar Times
"Subscribe"
Very creative. Nice use of simple, iconic imagery and message. Smart to incorporate logos.

Second Place
The Clarksdale Press Register
Paul Bywat & Tracey Hankins
"Guadalupe"

Third Place
The Petal News
"Subscribe"

All Weeklies-As-For-Weekly
First Place
The Lamar Times
"Subscribe"

Second Place
The Clarksdale Press Register
Paul Bywat & Tracey Hankins
"Guadalupe"

Third Place
The Petal News
"Subscribe"
All Dailies
First Place
Daily Journal
Use of color on the headers is very easy on the eye.
Second Place
The Oxford Eagle
All Weeklies
First Place
The Columbus-Progress
Susan Amundson
Very attractive and easy-to-read line ads. Nice leading and typefaces.
Second Place
The Lamar Times
Third Place
The Rankin County News
Lisa Medina

All Dailies
First Place
Daily Journal
Lynn Smith
“New ’15 Chrysler
Clean, informative, easy to read
Second Place
The Oxford Eagle
Shannon Johnson
“Crye-Leike’
Third Place
The Commercial Dispatch
Krista McFerrin
“Brewer’s Store’
Third Place
The Winona Times
Amanda Sexton Ferguson
“Nursery Worker’

All Weeklies
First Place
The Magee Courier
Jean Butler
“Dachshund’
The photo says it all
Second Place
The Sun-Sentinel
Krista McFerrin
“Brewer’s Store’
Third Place
The Lamar Times
David Gustafson
“MPA Awards’

COUPLES

The NEW
’15 Chrysler 200
IS HERE!
HERITAGE
Chrysler - Dodge - Jeep - Ram

FOR SALE
AKC Crown Dachshund
short & long haired
Male & Female
601-733-2386

The Wayne County News

A local newspaper with global reach
and a hometown touch
A number of servicemen and women from this area like to live The Wayne County News send to them is a way to stay in touch with their hometown. With no digital edition is available, our military personnel can stay in touch with what’s happening from easily and quickly.

The Wayne County News

BY THE NUMBERS

12 daily newspapers
submitted 652 entries
30 non-daily newspapers
submitted 1,254 entries
Total entries: 1,906

Our thanks to volunteers from the Louisiana Press Association for judging this year’s advertising contest.

All Dailies
First Place
Daily Journal
Shane Whittaker
“News Profiles’
effective way to connect to community
Second Place
Greenwood Commonwealth
Joseph Cotton
“Beat Bill’
Third Place
Enterprise-Journal
Bradley Crain
“Summer Fun Pulse’
All Weeklies
First Place
The Wayne County News
Paul Keane
“Local Newspaper’
A celebration of the impact of the newspaper and its importance to those away from home. Nice tribute to service members as well. Global reach with hometown touch is a great slogan, too.
Second Place
The Pontotoc Progress
Ghela Taylor
“Sports’
Third Place
The Lamar Times
David Gustafson
“MPA Awards’

2014 Better Newspaper Contest
21
CLASSIFIED PAGE OR SECTION
CLASSIFIED DISPLAY AD

By ThE NuMBERS
12 daily newspapers
submitted 652 entries
30 non-daily newspapers
submitted 1,254 entries
Total entries: 1,906

Our thanks to volunteers from the Louisiana Press Association for judging this year’s advertising contest.
HOUSE AD | CIRCULATION

All Dailies
First Place
Greenwood Commonwealth
Anne Miles
“Never too young”
Catches, grabs reader.
Second Place
Greenwood Commonwealth/Demarco Green
“Black Friday Sale”

HOUSE AD | ADVERTISING

All Dailies
First Place
Greenwood Commonwealth
Larry Alderman
“Color Works”
Simple yet effective to promote use of color.
Second Place
Enterprise-Journal
Bradley Crain
“Congratulations”

All Weeklies
First Place
The Sun-Sentinel
Krista McFerrin
“Wanted: Single White Box”
I love the simplicity. Simple, but it conveys the message – stands out and calls attention to the message.
Second Place
The Yazoo Herald
Sheila Trimm Young
“I smell a bargain”
Third Place
The Magee Courier
Nancy Brown
“Advertising pays”

HOUSE AD | WEBSITE

All Dailies
First Place
Greenwood Commonwealth
Larry Alderman
“Busiest Local Site”
Great way to promote both the website and local advertisers.
Second Place
Daily Journal
Jolene Whitaker
“Too good to be free”
Third Place
Daily Journal
Jolene Whitaker
“Are you a print subscriber?”

All Weeklies
First Place
The Columbian-Progress
Wright Nichols
“Breaking News”
Great design.
Second Place
The Commercial Dispatch
Jackie Taylor
“Pancake Breakfast”
Third Place
The Clarksdale Press Register
Sandy Hite & Tracey Hankins
“Valentine’s Day Greetings”

HOUSE AD | PROMOTION

All Dailies
First Place
The Natchez Democrat
“Football Pages 2014”
Great idea. Used in many markets, but really well here.
Second Place
Enterprise-Journal
Bradley Crain
“Perspective 2014”
Third Place
The Commercial Dispatch
Jackie Taylor
“Pancake Breakfast”

All Weeklies
First Place
The Sun-Sentinel
Krista McFerrin
“Cutest Kids Photo Contest”
Definitely a win-win! Great way to get everyone in the holiday spirit.
Second Place
The Clarksdale Press Register
Sandy Hite & Tracey Hankins
“Valentine’s Day Greetings”
Third Place
The Columbian-Progress
“Big Buck Contest”
2014 Better Newspaper Contest

MAAGAZINE ADVERTISEMENT

First Place
Enterprise-Journal
Katrin Teasley
"Let us help"
Beautiful, clean and simple.

Second Place
The Natchez Democrat
Lynn Smith
"Felix"

Third Place
Daily Journal
Darla Webb & Dale Braddock
"Ernest B"

Daily C
First Place
Greenwood Commonwealth
Susan Montgomery
"Greenwood Utilities"
Water image is very eye-catching. Very clean and easy to read.

Second Place
The Oxford Eagle
Wade Griffin
"Something Southern"

Weekly A
First Place
The Pontotoc Progress
Dwilla Taylor
"Market Basket"
Clean and informative

Second Place
The Pascian
Margaret Hearst
"L3 Media"

Third Place
The Star-Herald
Jennifer McCauley
"Sweet Flour"

Weekly B
First Place
The Winona Times
Amanda Sexton Ferguson
"Winona Schools"
Unusual ad; grabs attention! Well done.

Second Place
The Chronicle
"Paws Claus"

Third Place
The Columbian-Progress
Kim Singh
"Sweet Flour"

Weekly C
First Place
The Prone Times
Emily Hall
"ENT & Facial Plastic Surgery"
What can you say? Great ad!

Second Place
The Petal News
"Neal House"

Third Place
The Clarksdale Press Register
Paul Byrnes & Tracey Hankins
"Campbell Family Clinic"

SILVER DOLLAR IDEA

All Dailies
First Place
The Oxford Eagle
"VIP Program"

Second Place
The Natchez Democrat
"Football pages"

Third Place
The Clarksdale Press Register
Jesse Wright & Tracey Hankins
"Bingo"

All Weeklies
First Place
The Columbian-Progress
"Class of 2026"
Great, heart-warming idea. Good for the community.

Second Place
The Columbian-Progress
"The Hunt"

Third Place
The Clarksdale Press Register
Jesse Wright & Tracey Hankins
"Bingo"
**Daily A & B**

**First Place**
The Commercial Dispatch
Jackie Taylor, Ernest Rogers & Stacy Clark
"Catfish Alley"
Beautiful covers; layout of magazine is very clean. Nice content.

**Second Place**
The Natchez Democrat
"Natchez – The Magazine"

**Third Place**
Enterprise Journal
"Buy and Sell"

**Daily C**

**First Place**
StarVille Daily News
Don Norman & Sarah Vaughn

"Town & Gown"
Like the use of large pictures throughout

**Second Place**
Delta Democrat-Times
LeAnne Hughes & Ella Cannon
"Delta Focus"

**Third Place**
Greenwood Commonwealth
"Leflore Illustrated"

**Weekly A**

**First Place**
The Northside Sun
Jimmye Sweat
"Northside Sun Magazine"
Great layout and community articles

**Second Place**
The Lamar Times

**Weekly B & C**

**First Place**
The Wayne County News
"Home Turf"
Quality work for small market. Well put together.

**Second Place**
The Petal News
"Southern"

**Third Place**
The Petal News
"Pine Belt Sports"

**All Dailies**

**First Place**
The Natchez Democrat
"Community Calendar"
Great, useful tool for reader engagement

**Second Place**
Delta Democrat-Times
LeAnne Hughes & Ella Cannon
"Medical Guide"

**Third Place**
The Commercial Dispatch
Jackie Taylor & Ernest Rogers
"Dining Guide"

**All Weeklies**

**First Place**
The Columbian-Progress
"Cutest Kids Calendar"
Love the concept. Photos are fabulous.

**Second Place**
The Pontotoc Progress
Sheila Taylor & Angie Quarles
"Welcome to Bodick"

**Third Place**
Southern Sentinel
Tina Campbell Meadows, Barry Cook & Tim Watson
"Tips Country Fair"