

Welcome. Here are the winners of the 2017 Better Ad Ideas Contest

Category Name	Circ Group(s)	Award	Organization
Best advertising headline	group C	Third Place	Keizertimes
		Second Place	Keizertimes
		First Place	Keizertimes
Best advertising headline	groups A - B	Third Place	The News-Review
		Second Place	The News-Review
		First Place	News-Register
Best black and white ad	group C	Third Place	Hood River News
		Second Place	Keizertimes
		First Place	Daily Journal of Commerce
Best black and white ad	groupa A - B	Third Place	Grants Pass Daily Courier
		Second Place	Mail Tribune
		First Place	Grants Pass Daily Courier
Best institutional section	group C	Third Place	Ashland Daily Tidings
		Second Place	Keizertimes
		First Place	Hood River News
Best institutional section	group A - B	Third Place	The Daily Astorian
		Second Place	News-Register
		First Place	Mail Tribune

Best institutional/image ad	group C	Third Place	Blue Mountain Eagle
		Second Place	Daily Journal of Commerce
		First Place	Hood River News
Best institutional/image ad	groups A - B	Third Place	News-Register
		Second Place	The News-Review
		First Place	The News-Review
Best merchandising section	group C	Third Place	Ashland Daily Tidings
		Second Place	Hood River News
		First Place	Ashland Daily Tidings
Best merchandising section	group A - B	Third Place	The Daily Astorian
		Second Place	Mail Tribune
		First Place	The Daily Astorian
Best multi-color merchandising Ad	group C	Third Place	Keizertimes
		Second Place	Cottage Grove Sentinel
		First Place	Keizertimes
Best multi-color merchandising Ad	groups A - B	Third Place	Mail Tribune
		Second Place	The News-Review
		First Place	Grants Pass Daily Courier
Best multi-sponsor ROP ads	group C	Third Place	Hood River News
		Second Place	Molalla Pioneer
		First Place	Hood River News
Best multi-sponsor ROP ads	groups A - B	Third Place	Mail Tribune
		Second Place	Mail Tribune
		First Place	Grants Pass Daily Courier

Best overall advertising (non-dailies)	groups A- C	Third Place Second Place First Place	Canby Herald Keizertimes Hood River News
Best series	groups A - C	Third Place Second Place First Place	Grants Pass Daily Courier The News-Review The News-Review
Best single house ad	group C	Third Place Second Place First Place	Keizertimes Keizertimes Keizertimes
Best single house ad	groups A - B	Third Place Second Place First Place	The Oregonian The Oregonian The News-Review
Best use of media	group C	Third Place Second Place First Place	Ashland Daily Tidings Hood River News Ashland Daily Tidings
Best use of media	groups A - B	Third Place Second Place First Place	The News-Review News-Register Mail Tribune
Best section cover	group C	Third Place Second Place First Place	Ashland Daily Tidings Daily Journal of Commerce Ashland Daily Tidings
Best section cover	groups A - B	Third Place Second Place First Place	News-Register Mail Tribune Mail Tribune

Best use of one color and black	groups A - C	Third Place Second Place First Place	Grants Pass Daily Courier Grants Pass Daily Courier Keizertimes
Most effective use of small space	group C	Third Place Second Place First Place	Hood River News Daily Journal of Commerce Baker City Herald
Most effective use of small space	groups A - B	Third Place Second Place First Place	The News-Review Grants Pass Daily Courier East Oregonian
Best private party ad	groups A - C	Third Place Second Place First Place	Grants Pass Daily Courier Grants Pass Daily Courier The News-Review
Best private party promotion	groups A - C	Third Place Second Place First Place	Grants Pass Daily Courier Grants Pass Daily Courier Grants Pass Daily Courier
Best promotion of the classified section	groups A - C	Third Place Second Place First Place	Grants Pass Daily Courier Grants Pass Daily Courier Grants Pass Daily Courier
Best online animated ad	groups A - C	Second Place First Place	The Oregonian Grants Pass Daily Courier
Best online rich media ad	groups A - C	Third Place Second Place First Place	Grants Pass Daily Courier Hood River News The Oregonian

Best online house ad or campaign

groups A - C

Second Place
First Place

Grants Pass Daily Courier
The Oregonian

Best campaign using print and online

groups A - C

Second Place
First Place

Grants Pass Daily Courier
The Oregonian