

MCNA In House Ad	Advertising Design	Layout	Idea	Impact	Total	Rank	Comments
	25 pts	25 pts	25 pts	25 pts	100 pts	1,2,3	
Beausejour - The Clipper Weekly - Loyal to Local - Kim MacAulay - pg 8, Aug 8 2019	20	20	16	19	75		Include your contact info. Support local advertising with the Clipper, phone email
Boissevain Recorder - Hop on this advertising opportunity - Anna Latimer - pg 8, April 12 2019	20	16	16	16	68		I thought it was an Easter special. ??
Dauphin Herald - You think this is risky? Try running a business without advertsing - Jeff Gilroy - pg A8, April 16 2019	20	18	20	20	78		Eye catching photo! Text might be better if placed on the other side of the man, so he is more shockingly hanging. Text could read: Book your ad with Samantha or Bret...
Gimli Express Weekly News - Local Matters. Support the proud advertisers that power your community voice - Nicole Kapusta - pg 12 & 13, May 9 2019	15	15	20	20	70		Loved this Local Matters National campaign. Great local tie with the column and testimonials.
Headingly - The Headliner - Send us your team photos - Debbie Wilson - pg 15, April 3 2019	16	16	20	20	72		Great way to engage and give a sense of community to the readers.
Minnedosa Tribune - Back 2 School - Heather Horner - pg 16, Aug 16 2019	15	15	15	15	60		No headline, wasn't sure if it was a special section ad, or what. Add a headline - Stock up on back to school supplies at the Tribune. Make sure to include contact info, street address, phone, email.
Pilot Mound Sentinel Courier - We do design and print - Katie McInnes - pg 9, April 23 2019	20	15	14	18	67		Nice samples. Crisp, clean ad.
Selkirk Record - Readers' choice pet of the Year Contest - Lucy Kowalchuk - pgs 14 & 15, Jan 31 2019	20	17	18	20	75		Fun reader involvement! Great way to engage with the community. Nice to have the advertising support too.
Shoal Lake - Crossroads This Week - Summer Holidays - Ryan Nesbitt - pg 12A, Aug 2 2019	16	20	15	18	69		Include your contact info. Support us so we can support you. phone email
Stonewall Teulon Tribune - National Newspaper Week - Nicole Kapusta - pg 21, Oct 3 2019	22	20	20	20	82	1	Great way to give yourselves a pat on the back. Love the testimonials and use of the stats.
Swan Valley Star and Times - Take the \$100 Challenge to strengthen your community - Danielle Gordon-Broome - pg B12, March 26 2019	20	20	20	20	80	3	Get local, support local, love local! Local matters! Love it!! Always include your contact info, you need to be supported too.
The Pas - Opasquia Times - (Blank Page) This is the kind of local coverage you can expect if you don't support your local newspaper - Jenn Cook - pg 6, Mar 22 2019	21	15	25	20	81	2	Include contact info of some kind so potentials can get coverage.
Virden Empire-Advance - Digital Subscriptions - Candice McLauchlan - pg 9, March 15, 2019	20	20	15	16	71		Good reminder to readers of your alternate delivery options. Nice, clean, easy to read ad.
Winnipeg - The Herald - When I grow up...keepsake memory, Canstar - Debbie Wilson - pg 15, Aug 28 2019	17	17	22	18	74		Fun idea. Great way to engage with readers. Did you include the child's name? That isn't included in the list.
Winnipeg - The Metro - Canstar Community News Reach Readership - Karen Spence - pg 21, March 27 2019	19	21	17	13	70		Headline could say something like: Canstar Advertising Reach. Text in graphs needs to be bigger.
Winnipeg - The Lance - Community Shopper Ad - Karen Spence - pg 4, March 6 2019	15	15	18	18	66		2 Ads - 2 Papers - 1 Price, was hard to figure out what your deal was. Had to read everything, and then read it again.
Winnipeg - The Sou'Wester - It's Canstar Night at the Races - Debbie Wilson - pg 16, June 26 2019	17	13	15	15	60		Good community support.
Winnipeg - The Times - Read your community newspaper online! Canstar - Debbie Wilson - pg 2 (inside wrap), Feb 20 2020	16	16	14	14	60		