

MCNA In House Ad	Advertising Design	Layout	Idea	Impact	Total	Rank	Comments
	25 pts	25 pts	25 pts	25 pts	100 pts		
Beausejour - The Clipper Weekly - Put your money where your house is! - Page 8, Sept 24 2020 - Kim MacAulay	16	18	15	15	64		Great ad caption!
Dauphin Herald - No Herald at your place? You big disgrace! Getting fake news all over the place! Bobby Mercury - Page A20, Sept 22 2020 - Samantha Gallaway	24	20	23	23	90	1	Love the play on the song! I hope this is the publisher or a staff member who was willing to play along! Great work. Fun layout. Great idea!
Headingley Headliner - It truly shows the heart of our communities! - Page 12, December 16 2020 - Karen Spence	20	20	24	23	87	3	Love the idea! Nice, eye catching layout and design.
Killarney Guide - Lookin' Good - Page 15, April 24 2020 - Wendy Johnston	18	18	20	15	71		Fun concept, but images lack connection with the message.
Neepawa Banner & Press - We're on the move! - Page 2, April 17 2020 - Diane Warner	15	15	20	20	70		If using colour for the logo, add some colour to the text! Match the logo colour for the ad headline.
Pilot Mound - Sentinel Courier - Ho Ho BOGO Sale - Page 7, November 17 2020 - Katie McInnes	23	19	22	24	88	2	LOVE the layout! Great gift to your advertisers, hope it brought in some good revenue too!
Selkirk Record - Calling all Bakers and Cooks! 2020 Holiday Family Favorites Cookbook - Page 4, Oct 1 2021 - Lucy Kowalchuk	20	18	15	20	73		Use of red or green in the important text would have added more attention, especially since you are using colour for the images.
Stonewall Teulon Tribune - Celebrating 10 years of Publishing - Pages 14 & 15, Sept 3 2020 - Nicole Kapusta	15	15	20	20	70		Photos are too dark. A graphic element added would have made it more flashy and eye catching.
Swan Valley Star and Times - Plug into the power of the local newspaper - Swan Valley Star and Times - Page B16, May 12 2020 - Danielle Gordon-Broome	15	15	15	15	60		Concept is good, but images lack impact and don't represent the message as well as it could.
The Pas - Opasquia Times - Plug into the Power of the local newspaper - Opasquia Times - Page 7, April 1 2020 - Letita Ferland	15	15	15	15	60		Concept is good, but images lack impact and don't represent the message as well as it could.
Virden Empire-Advance - Page 1, Feb 14 2020 - Extra! Extra! The Empire-Advance is 135 years old! - Candice McLauchlan	20	20	20	20	80		Then & Now photo vs. Two "Then" photos would have been nice.
Winkler Morden Voice - Searching for customers? We can help you find them - Page 17, March 19 2020 - Nicole Kapusta	20	15	20	15	70		Cute concept. Change wording to not be a question: We can help you reach the customers you're searching for!
Winnipeg - Sou'Wester - Canstar Community Newspapers wish all our loyal readers and business clients a safe, happy and prosperous New Year! - Page 2, January 6 2020 - Debbie Wilson	16	15	20	20	71		Canstar Community Newspapers gets lost as the same font and not on it's own line. No branding. Should have used the logo instead of regular text.
Winnipeg - The Herald - Health Care Aide Day Oct 18, 2020. Thank-you to all our local Healthcare Workers! From Canstar Community News - Page 13, Oct 14 2020 - Debbie Wilson	0	0	0	0	0		Not really a house ad, but more of a special section/feature.
Winnipeg - The Lance - Happy New Year & All the Best in 2021. Proudly serving you for 100 years! - Page 16, Dec 30 2020 - Karen Spence	18	20	15	20	73		Nice way to ring in the new year and familiarize your readers with your faces.
Winnipeg - The Metro - Canstar Community News, Valentine's Love the One You're with CONTEST - Page 8, February 5 2020 - Debbie Wilson	20	20	15	15	70		Details for contest lacking. I didn't understand how the process worked. More instruction would have been nice: Enter your name and address, ask for a photo or story, something...
Winnipeg - The Times - Don't do print? We do! - Page 5, May 6 2020 - Karen Spence	15	20	15	15	65		Does this mean we believe in print, Or Trust your source, or something else? It confused me, but my husband suggested it means print is the way to go. So make the message super clear.