



Raleigh in awe as 295 advertising awards are given at state press luncheon

Latest News

1,025 entries received

43 news organizations participate

More than 200 judges across four states help decide the winners

Member videos shine a light on #NCPA2017

SPONSORED CONTENT



AARP Real Possibilities
North Carolina

President Dunn discusses her Olympic dreams in windsurfing and sailing

Videos



Arts & Entertainment
Phil and the Flops on the amazing rise of their video careers



Travel & Leisure
StarNews in Wilmington heads to Raleigh



Style
Debby Barden, Montgomery Herald, on career looks that work!



Education
Are we prepared for the future?



Politics/Government
Will ad taxes become a reality in NC?



Our Opinion
GateHouse Coastal Group on the "office"

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2016 Best Ad Contest Best In Show Winners

Here are the entries chosen as the Best of Show in each division. All of the first-place winners are judged against each other regardless of category.

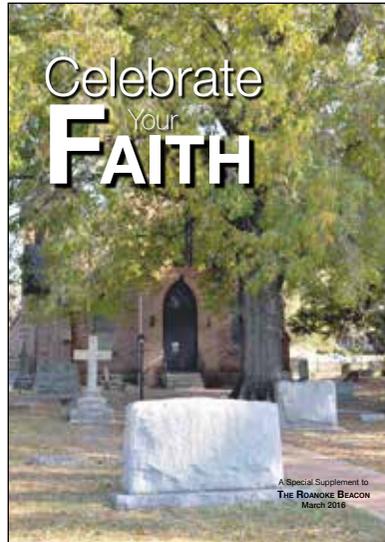
DIVISION A

**Ali Mizell, Pam Bullock,
Mary Wayt**

Roanoke Beacon
Plymouth

Celebrate Your Faith

Judge's Comments: This piece gives most readers an opportunity to find a home for their faith. Well done.



DIVISION B

Meleah Bryan, Rick Tobin

Watauga Democrat
Boone

Beech Mountain Resort

Judge's Comments: Copy and photos work well together to clearly position the resort to readers.



DIVISION C

Scott Yancey

The Pilot
Southern Pines
Reading Rocks

Judge's Comments: Well who doesn't want to get one of these chairs after seeing this ad? Great color and photos.

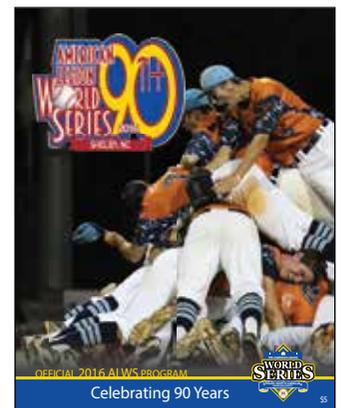


DIVISION D

DJ Short, Natasha Alexander, Staff

The Star
Shelby
American Legion World Series

Judge's comments: The clear winner. A true labor of love. Great editorial content. Great ad support. A true keepsake for all fans in attendance. Excellent.



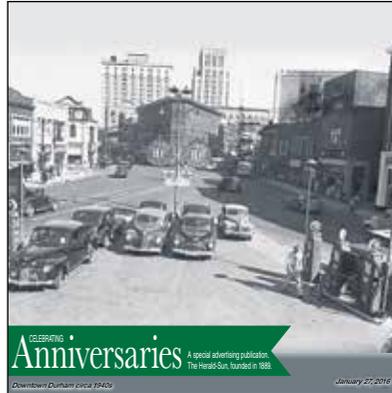
DIVISION E

Staff

The Herald-Sun
Durham

Anniversaries

Judge's Comments: A clever concept - anniversaries - is a great way for businesses to advertise and show pride in their longevity, and their place in history, at the same time.



BEST OVERALL NICHE PUBLICATION



All About Women Staff

Watauga Democrat
Boone

All About Women - Wedding Edition

Judge's comments: Creative "contents" page. Photos capture the essence of every subject. Great design! Well done, great job!

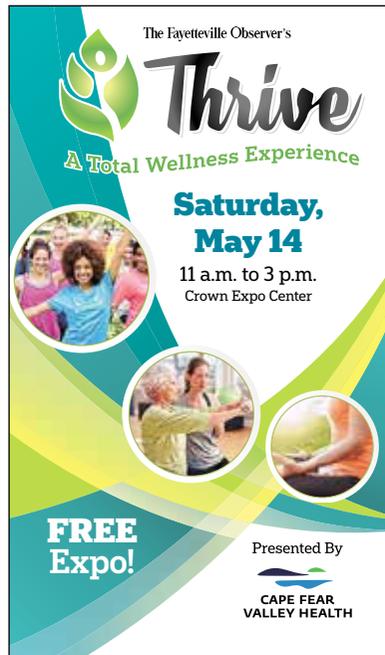
DIVISION F

Jennifer Fisher, Jason Beck

Fayetteville Observer
Fayetteville

Thrive

Judge's Comments: Consistently good-looking ads that seamlessly accompany the sophisticated page design. A section to be proud of.



Metro Creative Graphics Plus Business Winners



These awards are given to the newspaper in each division that accumulated the most points in the regular contest categories.

DIVISION A

Roanoke Beacon
Plymouth

DIVISION D

The Daily Herald
Roanoke Rapids

DIVISION B

The State Port Pilot
Southport

DIVISION E

Hickory Daily Record
Hickory

DIVISION C

The Pilot
Southern Pines

DIVISION F

StarNews
Wilmington

BEST FOOD AD

1st Place

The Highlander

Highlands

Stephanie Mason

Pizza Place

Very well thought out design, covers all the bases. Clearly a talented graphics designer. Very appealing ad.

2nd Place

The Crossroads Chronicle

Cashiers

Zena Lynch

El Manzanillo

Creative use of space.

BEST B&W RESTAURANT/ ENTERTAINMENT AD

1st Place

The Highlander

Highlands

Staff

OTV

Multiple photos guarantees that the reader spends some time looking at the ad. Copy manages to highlight the scenic location and music along with the food.

2nd Place

Blowing Rocket

Blowing Rock

Brandon Carini, Brenda Minton

Subway

You can't miss the FREE offer to kick off the Grand Opening. And the recognizable logo of Subway is prominent. This would certainly get the attention of Subway fans and bargain hunters!

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

Herring Festival

Excellent idea using a pink ticket. Nice work.

2nd Place

The Highlander

Highlands

Stephanie Mason

Literacy Council

This is a well designed ad which we could not pass up as a winner. This design does justice to ads in community newspapers.

3rd Place

The Roanoke Beacon

Plymouth

Mary Wayt

Peanut Festival

BEST HOME FURNISHINGS/ APPLIANCES AD

1st Place

The Highlander

Highlands

Stephanie Mason, Josh Smith

Stephen Baldwin

It is the up-lit photo that just really grabs your eye. And smart use of the golden text color to play off the lighting. Spot on!

2nd Place

The Roanoke Beacon

Plymouth

Pamela Bullock, Mary Wayt

Schewel

The "negative" space is what makes this ad look sooo nice. No need to make photos massive and text huge, when this proves that you can tone things down and get even more eyes to take notice.

3rd Place

Crossroads Chronicle

Cashiers

Zena Lynch

Bounds Cave's Rug Gallery

Nice, simple, attractive ad. Really like the fonts too.

BEST APPAREL, JEWELRY & ACCESSORIES AD

1st Place

Perquimans Weekly

Hertford

Bev Alexander, Creative Staff

Vaughan's Jewelry

2nd Place

The Roanoke Beacon

Plymouth

Pamela Bullock, Mary Wayt

Jewel Shoppe

3rd Place

Crossroads Chronicle

Cashiers

Zena Lynch

Robin's Nest

BEST B&W INSTITUTIONAL AD

1st Place

Crossroads Chronicle

Cashiers

Zena Lynch

Hampton Inn & Suites

2nd Place

Perquimans Weekly

Hertford

Bev Alexander, Creative Staff

Chowan Animal Hospital

BEST COLOR INSTITUTIONAL AD

1st Place

The Roanoke Beacon

Plymouth

Pamela Bullock, Mary Wayt

Farmer Grain

Use of the blue makes the grain mills pop out. Excellent.

2nd Place

The Cherokee One Feather

Cherokee

Scott Brings Plenty

Battle of the Nations

The use of the gold is extremely attention getting. Nice job.

3rd Place

The Roanoke Beacon

Plymouth

Pamela Bullock, Mary Wayt

SHIIP

The reverse and the person's skin tone---very good. The logo color pops out with contrast.

BEST USE OF COLOR

1st Place

Crossroads Chronicle

Cashiers

Zena Lynch

Firemoss Pottery

This ad has such a calmness to it. It really gives you a sense of the personal touch that goes into each piece. Wonderful photo and use of type style.

2nd Place

The Highlander

Highlands

Staff

Palillos

This ad reflects the beauty of the craftsmanship shown in the photos. Very warm colors and use of borders draws your eye through the entire ad. Great job.

3rd Place

The Cherokee One Feather

Cherokee

Robert Jumper

Yeah Baby Yeah

Hard to resist an ad that uses the old school tie-dye look and the word "groov-a-licious".

The students look so formal and then you are jolted with the ad.

BEST INNOVATIVE CONCEPT

1st Place

The Roanoke Beacon

Plymouth

Ali Mizell, Pam Bullock, Mary Wayt

Celebrate Your Faith

To get all of these churches to participate is an amazing achievement onto itself. Well done.

2nd Place

Crossroads Chronicle

Cashiers

Staff

A Year in Cashiers calendar

Beautiful landscape and nature photography should give this calendar a place on many readers' walls.

3rd Place

The Highlander

Highlands

Stephanie Mason, Brad Spaulding

Make A Splash Flyer

Simplicity creates power. This flyer makes it easier for advertisers to choose the ad campaign that is right for them.

BEST SPECIAL SECTION

1st Place

The Roanoke Beacon

Plymouth

Pamela Bullock, Mary Wayt

Senior Focus

2nd Place

The Highlander

Highlands

Staff

Summer Calendar Insert

3rd Place

The Roanoke Beacon

Plymouth

Staff

First on Scene

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place

Crossroads Chronicle

Cashiers

Staff

Hometown Heroes

2nd Place

Perquimans Weekly

Hertford

Bev Alexander, Creative Staff

Martin Luther King Tribute

3rd Place

Perquimans Weekly

Hertford

Bev Alexander, Creative Staff

Memorial Day Tribute

BEST SMALL AD

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt

Flea Market

Nicely Done! Love the lack of a border. Clean, sharp and not clutter. Stands out.

DIVISION A

Community newspapers under 3,500 circulation

2nd Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

In it to Win

Cute. Catchy. Nice use of color also.

3rd Place

The Highlander

Highlands

Stephanie Mason, Josh Smith

Wits End

Clean, eye-appealing, nice fonts. Stands out on the page.

BEST AD CAMPAIGN

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt

DDA

Great campaign. Every ad was eye catching and attention grabbing. Well done!

2nd Place

Crossroads Chronicle

Cashiers

Zena Lynch

Firemoss Pottery

Good use of artwork and use of white space in the ads to not make it too cluttered. Great job.

BEST NICHE PUBLICATION

1st Place

The Roanoke Beacon

Plymouth

Staff

Discover Washington County

I loved this one! Great use of photos. Ads were beautiful. Very informative and inviting. Great job!!

2nd Place

Blowing Rocket

Blowing Rock

Staff

WinterFest 2016

Although it was not entirely in color the photos were so interesting it made you want to read the stories. I like the snowflakes used throughout also. Good job!!

3rd Place

The Highlander

Highlands

Staff

Legacy Leaf

Very well done. Photos capture the essence of this entire piece and you know it's Fall. I loved it all. Ads were well placed also.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place

The Highlander

Highlands

Stephanie Mason, Brad Spaulding

Pat Allen

2nd Place

The Roanoke Beacon

Plymouth

Mary Wayt

Somerset

3rd Place

The Highlander

Highlands

Stephanie Mason, Brad Spaulding

Blair Realty

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place

The Highlander

Highlands

Stephanie Mason, Josh Smith

OTV

The contrast between the background photo and the steak dinner helps the food to pop off of the page. Copy line "Dinner, Wine, Cocktails, View" is short yet powerful. Elegant tone of ad gives the reader a clear expectation of the restaurant.

2nd Place

The Roanoke Beacon

Plymouth

Pam Bullock, Mary Wayt

Peanuts

Says a lot in a small space with minimal copy. Easy to read, easy to understand.

3rd Place

The Highlander

Highlands

Stephanie Mason

Pizza Place

BEST REAL ESTATE AD

1st Place

The Blowing Rocket

Blowing Rock

Brandon Carini, Jordan Eggen

Mountain Construction

Powerful use of photos. Bold large ad.

BEST MOTOR VEHICLE AD

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

Edenton Motors Winter

This is the winner. Like the arched header. Good sky photo too.

2nd Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

Edenton Motors Blowout

Very patriotic ad with the colors and the cars and text!

3rd Place

The Cherokee One Feather

Cherokee

Amble Smoker

Asheville Chevy

Nice family shot... and refreshing to not always have to see an automobile prominent in a car ad.

BEST RETAIL AD

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

Pools Unlimited

Vibrant and eye catching.

2nd Place

The Highlander

Highlands

Stephanie Mason

Reign-Easeley Artist

3rd Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

Shutter Factory

BEST USE OF HUMOR

1st Place

The Cherokee One Feather

Cherokee

Robert Jumper

What we really want

BEST NEWSPAPER PROMOTION

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt

Super Hero

This simply draws your attention in and tells you a lot about this community and what it believes in. Very powerful and says SO much, without having a bunch of text to make it happen. All about feeling!

2nd Place

The Highlander

Highlands

Staff

16 Newspaper Promo-Hs Ad

This "We're Improving" promo ad is fantastic. What a great way to promote their online presence. Wonderful graphics showing the adaptability to different mobile devices is very smart.

3rd Place

Crossroads Chronicle

Cashiers

Zena Lynch

Classified picture sales

This literally proves that a picture speaks louder than just words. It just makes perfect "cents" out of common sense!

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place

The Highlander

Highlands

Stephanie Mason, Josh Smith

Hil Lawn Garden & Wilson Gas

Attractive ad with valuable information included, but not cluttered.

2nd Place

The Roanoke Beacon

Plymouth

Mary Wayt, Pam Bullock

Pig

Caught my attention!

BEST FOOD AD

1st Place

The State Port Pilot

Southport

Linda Lash, Mindy Ellinger

The Grape & Ale

Very well designed! Layout, font, and art choices make this b/w ad feel colorful. Excellent work!

2nd Place

Roanoke-Chowan News-Herald

Ahoskie

Crystal Parker

Bakers Peanuts

Layout, image choice, font, colors, all are spot-on. Great job.

3rd Place

The State Port Pilot

Southport

Joey Robinson, Ben Frazier

Moore Street Market

Great use of color, graphics, and font to fit a lot of information. Food images were good choices.

BEST B&W RESTAURANT/ ENTERTAINMENT AD

1st Place

The Avery Journal Times

Newland

Kristin Obiso

Newland Business Association

The illustration tells the reader immediately that this is a Halloween ad, followed by a clearly laid out calendar of events and contact information. This ad includes everything the reader needs to know!

2nd Place

The State Port Pilot

Southport

Linda Lash, Ben Frazier

The Wine Rack

This ad clearly lays out the benefits of attending the event in a small space.

3rd Place

The State Port Pilot

Southport

Linda Lash, Mindy Ellinger

Bella Cucina

Appealing photo with a lot of information.

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place

Chatham News & Record

Siler City

Jason Justice

Kimbrells

Obviously a full-page, but it certainly grabs your attention and makes you feel like you just won the Golden Willy Wonka ticket.

2nd Place

The Franklin Press

Franklin

Liz Birolin

Mountain Spring Spas & Pool

Dynamite photo with the snow capped railing and pines, making you instantly feel the warmth of the spa. Contact info, logo, hours. Let the photo get the attention.

3rd Place

The State Port Pilot

Southport

Joey Robinson, Mindy Ellinger

Feathered Nest

Smart use of a strong border for such a small ad. By having it be so ribbon-stylish, it allows a way of creating a grand amount of white space... which makes the ad stand out. Cute graphic in center too. Well thought out!

BEST APPAREL, JEWELRY AND ACCESSORIES AD

1st Place

The State Port Pilot

Southport

Joey Robinson, Mindy Ellinger

Renee's Fine Jewelry

2nd Place

Watauga Democrat

Boone

Kristin Obiso, Megan Sheppard

Watsonatta Western World

3rd Place

The Courier-Times

Roxboro

Carol Garrett

The Bootery - Last Call

BEST BLACK AND WHITE INSTITUTIONAL AD

1st Place

The Franklin Press

Franklin

Liz Birolin

Macon County GOP

2nd Place

The State Port Pilot

Southport

Joey Robinson, Carol Magnani

CommWell Health

3rd Place

Roanoke-Chowan News-Herald

Ahoskie

Crystal Parker

Albemarle Urgent Care

BEST COLOR INSTITUTIONAL AD

1st Place

Roanoke-Chowan News-Herald

Ahoskie

Crystal Parker

Garrett-Sykes Funeral Service

Color coordinating makes everything pop.

2nd Place

The State Port Pilot

Southport

Linda Lash, Carol Magnani

Dosher Memorial Hospital

The blue background behind all of the doctors' faces draws you into the ad. Excellent

3rd Place

The State Port Pilot

Southport

Joey Robinson, Ben Frazier

Old Baldy Foundation

You can't miss this ad on the page. Nice color contrast

BEST USE OF COLOR

1st Place

The State Port Pilot

Southport

Joey Robinson, Carol Magnani

801 Ocean

This ad is fabulous. Great use of the color of the dresses in the photo. Big graphic sells it. I would think that 801 Ocean increased the beach wedding business because of this ad. Loved it!

2nd Place

Roanoke-Chowan News-Herald

Ahoskie

Crystal Parker

Red Barn Market

Grocery type ads can be hard because of the use of the space but this ad really hits all the marks with the vivid colors and simple layout. This ad make grocery shopping exciting. Well done.

3rd Place

The Franklin Press

Franklin

Liz Birolin

Stewarts Jewelry

Ads don't have to be big to get the message across. This ad is so simple in the heading and graphics. Nice and neat.

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place

The Courier-Times

Roxboro

Carol Garrett and Sandra Coghill

Personality Festival 2016 Spadea Wrap

This double spadea idea is one that won't irritate readers. Well laid out. of the event.

2nd Place

The State Port Pilot

Southport

Staff

2016 Cape Fear Coast Business Card

Directory

Newcomers and visitors to the community will find this to be a valuable service. Great participation and a straightforward layout make it effective.

3rd Place

Cherokee Scout

Murphy

David Brown, Ann Koles, Donna Cook

2016 Business Honor Roll

A great money-maker during a slow month.

BEST NEWSPAPER PROMOTION

1st Place

Cherokee Scout

Murphy

David Brown, Ann Koles

Cherokee Scout Names Published

Back to basics does it. You can almost hear someone say "Hey, look. My name is in the paper AGAIN!" What a nice presentation this is, too - clean and all about the people.

BEST SPECIAL SECTION

1st Place

The State Port Pilot

Southport

Staff

Cape Fear Coast, Fall 2016

2nd Place

Roanoke-Chowan News-Herald

Ahoskie

Staff

Breast Cancer Awareness Tab

3rd Place

The Enquirer-Journal

Monroe

Advertising Team

2016 Police Special Advertising Section

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place

Cherokee Scout

Murphy

Donna Cook, Dave Stevens, Ann Koles

Shop Local Save Big

2nd Place

The State Port Pilot

Southport

Staff

Mother's Day 2016

3rd Place

The State Port Pilot

Southport

Staff

Valentine's Day 2016

BEST SMALL AD

1st Place

The Franklin Press

Franklin

Liz Birolin

Appalachian Animal Rescue 37308

Great ad! Who can't resist looking at a dog?

Clear, easy to read and eye-catching.

2nd Place

The State Port Pilot

Southport

Linda Lash, Mindy Ellinger

The Hive

Wow! Great impact for such a small ad.

3rd Place

The State Port Pilot

Southport

Joey Robinson, Carol Magnani

Lantana's Gallery and Fine Gifts

Nice layout. Good use of screens.

BEST ADVERTISING CAMPAIGN

1st Place

The State Port Pilot

Southport

Joey Robinson, Linda Lash, Carol

Magnani

Dosher Memorial Hospital

Exceptional ad campaign... Ads were informative but not too wordy. I feel each ad was attention grabbing and were well executed. Great job.

2nd Place

The State Port Pilot

Southport

Joey Robinson, Linda Lash, Mindy

Ellinger

Stewart's Hardware

Artwork was fun and creative and made each ad stand out. Great job.

3rd Place

Up & Coming Weekly

Fayetteville

Sara Smith

Evolution Ink

Great message. Great artwork. Very well done.

BEST ONLINE ADVERTISING

1st Place

The State Port Pilot

Southport

Joey Robinson, Linda Lash, Carol

Magnani

Cat on a Whisk

Different concept. Well balanced.

BEST NICHE PUBLICATION

1st Place

Watauga Democrat

Boone

All About Women Staff

All About Women Wedding Edition 2016

2nd Place

Montgomery Herald

Troy

Staff

Uwharrie Bound

Nice choice of photos. Very informative and easy to read. Great job!

3rd Place

Cherokee Scout

Murphy

Staff

Peaks and Valleys 2016

Very inviting. Makes me want to visit this area. Interesting choice of stories and beautiful choice of photos. Nicely designed.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place

Roanoke-Chowan News-Herald

Ahoskie

Crystal Parker

Kee Builders

2nd Place

Cherokee Scout

Murphy

Dave Stevens, Ann Koles

Bobby Clayton Realty and Construction

Inc.

3rd Place

Roanoke-Chowan News-Herald

Ahoskie

Loretta Lomax

Duke Roofing

BEST RESTAURANT/ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place

Watauga Democrat

Boone

Meleah Bryan, Rick Tobin

Beech Mountain Resort

2nd Place

Cherokee Scout

Murphy

Donna Cook, Ann Koles

Valley River Brewery and Eatery

Clearly identifies the key selling proposition - Murphy's Only Craft Brewery. If you're interested in visiting a brewery, you need look no further than this ad!

BEST SHARED PAGE IN A NICHE PUBLICATION

1st Place

Watauga Democrat

Boone

Meleah Bryan, Megan Sheppard, Rick

Tobin

Thing We Love page

Very clean design. Well done.

1st Place

Cherokee Scout

Murphy

Dave Stevens, Ann Koles

Courtyard Jewelry, Bobby Clayton

Realty and A Andrews Mini Storage

Clever ad content.

BEST REAL ESTATE AD

1st Place

The State Port Pilot

Southport

Joey Robinson, Carol Magnani

Margaret Rudd and Associate

Great creative ad. Use of the one spot color speaks volumes to this ad. Subtle, yet powerful in its low-key placement. Strong photography, clean fonts. Top player for sure!

2nd Place

The State Port Pilot

Southport

Linda Lash, Carol Magnani

St. James Open House

Even without color, this ad is great. Perfect way to execute this.

3rd Place

The State Port Pilot

Southport

Joey Robinson, Carol Magnani

Leesa Snyder – Southport Realty

Ad stands out on page. Not text heavy. Gives the info you need and bold contact info. Nice!

BEST MOTOR VEHICLE AD

1st Place

Ashe Mountain Times

West Jefferson

Meleah Bryan, Jordan Eggen

Ross Chrysler Jeep Dodge Ram

This ad is awesome. Love the idea of the faces around the community. The outstanding amount of negative space is unheard of, and a designers dream. Love this!

2nd Place

The Courier-Times

Roxboro

Carol Garrett

University Ford – Ford Truck Month

Bold, strong ad. Like the brick wall backing and the pickup line up of trucks as the header.

3rd Place

The Franklin Press

Franklin

Liz Birolin

Ambassador Automotive

Just to prove the point that size isn't everything... this small ad really impacts the page.

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st Place

The State Port Pilot

Southport

Joey Robinson, Carol Magnani

Fishy Fishy Café

Small ad that makes a big impact. Very nice!

2nd Place

The State Port Pilot

Southport

Linda Lash, Mindy Ellinger

Bella Cucina

3rd Place

Up & Coming Weekly

Fayetteville

Sara Smith

Trail of Terror

BEST RETAIL AD

1st Place

The Chowan Herald

Edenton

Staff

WE Nixon's Welding and Hardware

2nd Place

The State Port Pilot

Southport

Linda Lash, Carol Magnani

The Painted Mermaid

3rd Place

Watauga Democrat

Boone

Brandon Carini, John Goheen

Kudzu Music

BEST USE OF HUMOR

1st Place

The Courier-Times

Roxboro

Sandra Coghill

Eddie & Laura Burton Keller Williams – Real Estate Team with Personality

By far the best ad in the group. Fun and I like that they are making fun of themselves a bit.

2nd Place

The State Port Pilot

Southport

Joey Robinson, Ben Frazier

Hippy Chick Granola

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place

The Franklin Press

Franklin

Liz Birolin

Noah's Ark Animal Hospital

Good use of color. Photo of romping dog helps convey positive feelings.

2nd Place

Roanoke-Chowan News-Herald

Ahoskie

Crystal Parker

Ellen's Hair Affair 2

Provides a lot of useful information while also drawing attention with the colors and photo.

3rd Place

Watauga Democrat

Boone

Meleah Bryan, Rick Tobin

Northern Parker Interiors

Attractive.

MOBILIZING
YOUR
WORLD™



Bringing innovation home

All across North Carolina, we're helping communities to thrive and grow by bringing together locally diverse cultures and ideas that spark innovation. Using the latest technology, we are connecting people and communities with each other and the world. Whether lending our support to advance education initiatives, giving area businesses an edge in the global marketplace, or putting the brakes on distracted driving, we're working to make a difference in the lives of all our friends and neighbors.

We're proud to call North Carolina home and are committed to building a better tomorrow for everyone.

Congratulations to the NCPA 2016 Advertising Contest winners.



Proud of our Work

Congratulations to our award-winning staff!



THE PILOT

910-692-7271 | www.thepilot.com

2016 NCPA EDITORIAL AWARDS

- 5 First Place
- 5 Second Place
- 5 Third Place

2016 NCPA ADVERTISING AWARDS

- 8 First Place
- 4 Second Place
- 3 Third Place

2016 HIGHLIGHTS

For the second year in a row, The Pilot was awarded 1st place for general excellence in or division by the National Newspaper Association.

Become a member-owner... join North Carolina Press Association Federal Credit Union!

As an employee of North Carolina newspapers who belong to the NC Press Association, you and your family can become member-owners of NCPA Federal Credit Union!

A sampling of services...

Deposit Accounts

Share (Savings) Accounts, Checking Accounts, CashPoints® Global Accounts, Money Market Share Accounts, IRAs & HSAs, Share Term Certificates, Youth Accounts

Loan Products

Mortgages – (Fixed & Adjustable Rates), Vehicle Loans – (New & Used), Visa® Credit Card, Personal Loans

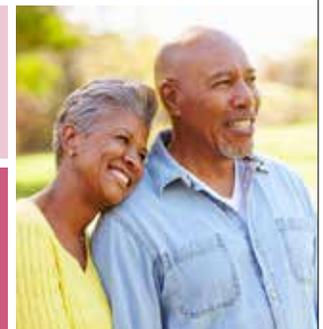
Financial Advisory Services

Tax Preparation, Insurance, Investments, Retirement & Education Planning, Trust & Estate Planning Services, Financial Counseling

Convenience

24/7 Member Services, Over 255 Branch Locations, 1,100 No-Surcharge CashPoints® ATMs, Online Member & Mobile Access, Online BillPay

Federally insured by NCUA



Visit www.ncpafcu.org for a complete listing of branch locations or call 24/7 Member Services via phone at 1-888-732-8562 for more information.

BEST MOTOR VEHICLE AD

1st Place

Independent Tribune

Concord

Tanya White, Cathy Helms
Carolina Auto Sports
Loved the bold graphic.

2nd Place

Mooreville Tribune

Mooreville

Kent Boggs, Melani Archie, Kasey Wells
Black Buick GMC of Statesville
Crisp. Clean. Clear.

2nd Place

The Mountaineer

Waynesville

Matthew Tucker, Lauren Wood
Taylor Ford

3rd Place

The Pilot

Southern Pines

Perry Loflin, Brad Bead
Dieffenbach

BEST FOOD AD

1st Place

The Mountaineer

Waynesville

Tristan Collins, Jennifer Allen
Waynesville Oil & Vinegar
Great use of color and imagery to make an appealing ad. Map is a great touch.

BEST B&W RESTAURANT/ ENTERTAINMENT AD

1st Place

Mooreville Tribune

Mooreville

Kent Boggs, Melissa Neiderer
Fusion Bowl
There's a lot included with this ad - discounts, specials, catering, contact information and a photo of the food. Yet it all manages to tie together nicely without looking cluttered or confusing.

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st Place

The Pilot

Southern Pines

Scott Yancey
The Carolina Philharmonic
Not even close.... This is the top of the class. She came, she saw, she conquered.... Wow. Perfectly placed, beautiful photo for this text design around the violinist.

2nd Place

Mooreville Tribune

Mooreville

Crystal Doster, Elizabeth Barnes
Chandleys Chalk & Cue
A great ad is one that tells you what it is in one quick glance. Billiards indeed.

3rd Place

YES! Weekly

Greensboro

Alex Eldridge
High Point Theatre
That's a lot of color.

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place

The Pilot

Southern Pines

Ginny Trigg, Scott Yancey
Tracy's Carpet
Come on... this is perfect in every way possible. Super strong outlined headline, minimal text, explains exactly what they offer, and the young man masked to overlay the headline is outstanding.

2nd Place

Independent Tribune

Concord

Kasey Wells, Bruce Barker
Bare Furniture
Super way to go. Small space ad that says EXACTLY all it needs to say, and grabs your attention. The sofa and chair minus any background, the Lazboy logo that everyone is familiar with and the store logo and contact info. DONE!!!

3rd Place

The Mountaineer

Waynesville

Tristan Collins, Lauren Wood
Massie Furniture
Clean, simple, nice tan blur from the top to allow for easy way to read the text. Looks good.

BEST APPAREL, JEWELRY AND ACCESSORIES AD

1st Place

Mountain Xpress

Asheville

Staff
Ad Lib clothing for real women

2nd Place

The Mountaineer

Waynesville

Matthew Tucker, Lori Gilbert
Wick & Greene The Year of You

3rd Place

The Mountaineer

Waynesville

Matthew Tucker, Lori Gilbert
Wick & Greene Jewelers

BEST BLACK & WHITE INSTITUTIONAL AD

1st Place

Duplin Times

Kenansville

Alan Wells
Cruise In Kenansville Baptist Church

2nd Place

The News Reporter

Whiteville

Hanne Richards, John Fonvielle
Letter of Thanks - Becky Murray

BEST COLOR INSTITUTIONAL AD

1st Place

Yes! Weekly

Greensboro

Alex Eldridge
Health and Style Institute
Beautiful skin tones and accent color makes this stand out and get noticed.

2nd Place

The Mountaineer

Waynesville

Matthew Perusi, Jennifer Allen
Mountain Radiance
Beautiful skin tones and spot color to focus on certain parts of the ad

3rd Place

Independent Tribune

Concord

Kasey Wells, Cathy Helms
First Impressions Family Dentistry
Nice use of soft color to make you feel that you don't have to be afraid of the dentist

BEST USE OF COLOR

1st Place

The Pilot

Southern Pines

Scott Yancey
Reading Rocks
Well who doesn't want to get one of these chairs after seeing this ad? Great color and photos.

2nd Place

Independent Tribune

Concord

Amber Griffin, Tiffany Hovis
Carolina Balloon Fest
The hardest ad to make look good is a sponsor listing ad but this one really gets it done. The graphic pulls your eye to the businesses but still gets the event information across.

3rd Place

The Mountaineer

Waynesville

Tristan Collins, Jennifer Allen
Crawford Ray

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place

The Pilot

Southern Pines

Staff
PS Profiles
In a competitive class with high quality work, the striking photos employed in this entry made the difference. Each draws the reader in to learn about the person behind the image.

2nd Place

The News Reporter

Whiteville

Staff
954
This massive piece is a credit to all who contributed. Excellent news content, advertising support and layout.

3rd Place

Independent Tribune

Southern Pines

Kasey Wells, Matt Tyree
2017 Concord Calendar
The interesting photos in this calendar will draw attention throughout the year. This is a keepsake for those interested in the history of the area.

BEST NEWSPAPER PROMOTION

1st Place

The Pilot

Southern Pines

Kathryn Galloway
Subscription
Exceptional. While clean and inviting, this house ad stirs a holiday feeling inside. With the properly placed emphasis on NEWS, the message also serves a duo purpose of reminding readers what it is we are all about. This is definitely a case of less is more. Great job!

2nd Place

Duplin Times

Kenansville

Debbly Scott
Out of Sight, Out of Mind
Wow. What a reminder. This ad is sure to wake advertisers up. Great concept. Hope it did a good deal of business for the paper.

BEST SPECIAL SECTION

1st Place

Independent Tribune

Concord

Kent Boggs, Advertising Staff
Holiday Flavors

2nd Place

Mooreville Tribune

Mooreville

Crystal Doster, LeAnna Dunlap
Live & Play Lake Norman

3rd Place
The Pilot
Southern Pines
Staff
Best of the Pines

BEST COMMUNITY SERVICE SIGNATURE PAGE/ BEST SHARED PAGE

1st Place
Duplin Times
Kenansville
Gary Scott, Alan Wells, Becky Wetherington
100 Years of Policing in Wallace

2nd Place
The News Reporter
Whiteville
Staff
2016 Boy Scout Week Double-Truck

3rd Place
Duplin Times
Kenansville
Gary Scott, Staff
Heart and Soul of the Black Community

BEST SMALL AD

1st Place
The Pilot
Southern Pines
Ginny Trigg, Scott Yancey
RSVP
Stands out as the winner in this category. Well designed, Easy to read. Color on each side draws eye to message.

2nd Place
The Pilot
Southern Pines
Ginny Trigg, Scott Yancey
Cameron Antique
Well balanced ad. Appropriate fonts.

3rd Place
The News Reporter
Whiteville
Hanne Richards, John Fonvielle
Whiteville First Pentacostal Holiness Church Easter Communion
Clean and eye-appealing. Message comes through loud and clear.

BEST ADVERTISING CAMPAIGN

1st Place
The Pilot
Southern Pines
Kathryn Galloway
Best of the Pines Promo
Excellent campaign. Colors and graphics were very eye catching and the message was clear and noticeable. Very well done!

BEST NICHE PUBLICATION

1st Place
The News Reporter
Whiteville
Staff
Columbus County Visitor and Relocation Guide
Excellent, classy looking piece. Great photos. Put together very well. Easy to read and flowed nicely. I like the white space. Good job!!

2nd Place
The Pilot
Southern Pines
Staff
O'Henry Seasons
Loved the cover. I like the use of photos in information pages. Well designed ads. Easy to read. Nice job.

3rd Place
The Pilot
Southern Pines
Staff
Pinestraw May 2016
Great cover. Nice variety of stories. Beautifully designed. Very nice ads.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place
Mountain Xpress
Asheville
Staff
The Matt and Molly Team, Best of WNC
2016

2nd Place
The Pilot
Southern Pines
Perry Loflin, Brad Bead
Clark

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place
Mooresville Tribune
Mooresville
Amber Griffin, Melissa Neiderer
Soluna
Very clearly explains the benefits of the restaurant and the service. Easy to know at a glance if the reader is the target audience.

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Pilot
Southern Pines
Ginny Trigg, Scott Yancey
Bella Bambini

2nd Place
The Pilot
Southern Pines
Darlene McNeil-Smith, Scott Yancey
Cool Sweats

3rd Place
Mooresville Tribune
Mooresville
Jessica Coffey, Tiffany Hovis
Beth & Company

BEST REAL ESTATE AD

1st Place
The Mountaineer
Waynesville
Matthew Tucker, Lori Gilbert
Carolina Mountain Sales
Stunning, eye-catching ad. Use of photo in the back and the luxurious font selections make it a top runner!

BEST RETAIL AD

1st Place
The Mountaineer
Waynesville
Matthew Tucker, Lori Gilbert
Marthalers
Simplicity is always best. Eye-catching.

2nd Place
The Pilot
Southern Pines
Ginny Trigg, Scott Yancey
Casino Guitars
Nice branding and style. Simple, but all the info is there.

3rd Place
Mountain Xpress
Asheville
Staff
Grab some new Bröo
Nice style.

BEST USE OF HUMOR

1st Place
The Mountaineer
Waynesville
Tristan Collins
Cars 828 4WD
Funny.

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We have you covered!

OPEN GOVERNMENT

- ✓ public records
- ✓ open meetings
- ✓ open courts and judicial proceedings

LIBEL

- ✓ prepublication/prebroadcast review
- ✓ strategic planning and response
- ✓ litigation defense

SUBPOENAS

- ✓ anticipatory response to avoid issuance
- ✓ objections and motions to quash
- ✓ Reporter's shield law

ONLINE COUNSELING

- ✓ terms of use/terms of service
- ✓ privacy policies
- ✓ response to take-down demands
- ✓ Communications Decency Act, DMCA planning, management and response

ADVERTISING

- ✓ contract drafting and review
- ✓ content review
- ✓ political ad compliance
- ✓ statutory and regulatory compliance



Hugh Stevens



Amanda Martin



Matt Vaughn



Mike Tadych



stevens martin vaughn & tadych, PLLC
attorneys at law

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BEST REAL ESTATE AD

1st Place

The Daily Herald

Roanoke Rapids

Linda Foster

Real Estate Marketplace

I like the idea behind this "marketplace" with multiple listings from several different realty companies. The bottom portion highlighting an individual realtor is a superb draw. Nicely executed. Allows you to get to see many options within the area.

2nd Place

The McDowell News

Marion

Kasey Wells, Tiffany Coates

Clear Creek Realty

This airy design is a nice change. We already tend to pack ten lbs. of verbage into five lbs. of space. Like the sale and rental sharing of the ad too.

3rd Place

Statesville Record & Landmark

Statesville

Chuck Slivensky, Julia Davis

Lake Norman Realty

BEST MOTOR VEHICLE AD

1st Place

The News Herald

Morganton

Kasey Wells, Whitney Wade

John Greene

Clear message- graphics are not distracting.

1st Place

The Daily Advance

Elizabeth City

Rich Houghton, Creative Staff

Carolina Chrysler Dodge Jeep

Clean easy to read. Clear message!

2nd Place

The Daily Herald

Roanoke Rapids

Rhonda Irby

Overby Marine

Makes me wish summer lasted longer!

2nd Place

The News Herald

Morganton

Kent Boggs, Whitney Wade

Crossroads Ford

Screams excitement!

3rd Place

Statesville Record & Landmark

Statesville

Crystal Doster, Lisa Tarlton

Randy Marion of Statesville

Clever graphic and headline.

3rd Place

The Daily Dispatch

Henderson

Diane Robbins

Auto Mart

Like the money graphic.

BEST FOOD AD

1st Place

The News Herald

Morganton

Kasey Wells, Tyler Barnhardt

Food Matters Market

Clean, clear, great use of color, imagery and font.

2nd Place

The Daily Herald

Roanoke Rapids

Martha Neville

Angus Prime Rib

Great food image, good use of color, clear and to the point.

3rd Place

Sanford Herald

Sanford

Matt Dilworth

Piggly Wiggly

Surprisingly clear given how much information is packed in it!

BEST B&W RESTAURANT/ ENTERTAINMENT AD

1st Place

Tryon Daily Bulletin

Tryon

Magan Etheridge

New Favorite

The tease between the headline and the graphic will get a smile from the reader. The rest of the ad is clear and hits the high point of the sell.

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st Place

Statesville Record & Landmark

Statesville

Kasey Wells, Melani Archie

Mivano's Pizza

2nd Place

The Daily Herald

Roanoke Rapids

Toni Meeks

San Jose

3rd Place

Sanford Herald

Sanford

Matt Dilworth

Bay Breeze Seafood Restaurant of

Sanford, NC

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place

Statesville Record & Landmark

Statesville

Kent Boggs, Janet Messer, Tiffany Hovis

Anne Roland Furniture

WOW... fabulous color. Really appreciate the simplicity of this ad. Proves that a furniture ad doesn't have to be packed full to try and make a point. This is the perfect example of "less really says more!" this way!

2nd Place

The Shelby Star

Shelby

Matt Blanchard, Lisa Lilly

Classic Lamp

Love this ad due to the overall look and warmth. The use of the overlapping photographs in the collage format is a really nice touch. Good use of fonts and sizing. Not overpowering. Great strong ad for an accent furniture, accessories and home decor shop. Gorgeous!

3rd Place

The Daily Advance

Elizabeth City

Taz Gammell, Creative Staff

Davis Furniture

Like how you get the feel of the antique (almost auctioneer) sorta vibe from this vintage style ad. Perfect amount of text without going overboard. Really like the spindle line graphic to contain the actual text and photos from the header and footer. Well done!

BEST APPAREL, JEWELRY AND ACCESSORIES AD

1st Place

Sun Journal

New Bern

Staff

Thornbury Brides

2nd Place

Sanford Herald

Sanford

Matt Dilworth

Lucas Jewelry

3rd Place

Sanford Herald

Sanford

Erin Poe

Tara's Jewelry

BEST BLACK & WHITE INSTITUTIONAL AD

1st Place

The News Herald

Morganton

Ty Wetz, Whitney Wade

Heritage Funeral Home & Crematory

2nd Place

Sanford Herald

Sanford

Laura Powers

Myres Animal Hospital

3rd Place

Sanford Herald

Sanford

Laura Powers

Myres Animal Hospital

BEST COLOR INSTITUTIONAL AD

1st Place

The Shelby Star

Shelby

Robin Isenhour, Lisa Lilly

ENT Carolina

Nice layout, clear message, good use of space.

2nd Place

The Shelby Star

Shelby

Matt Blanchard, Lisa Lilly

Stamey Funeral Home

Professional and well done.

3rd Place

The Shelby Star

Shelby

Vee Lindsay, Lisa Lilly

Habitat for Humanity

Pops off the page. Lots of information in a small space.

BEST RETAIL AD

1st Place

The Daily Advance

Elizabeth City

Taz Gammell, Creative Staff

Belcross Farms

Great use of colors and small ad space. Your eye goes right to the ad and little time is needed to draw you in.

2nd Place

The Daily Advance

Elizabeth City

Rich Houghton, Creative Staff

First Christian Church

The colors are bright and the message is clear!

3rd Place

The News Herald

Morganton

Crystal Doster, Whitney Wade

CBS Sports

The use of color, photos, and logos created a clear and readable ad that manages to be appealing while encompassing loads of copy!

BEST USE OF COLOR

1st Place

Sanford Herald

Sanford

Laura Powers

Myres Animal Hospital

2nd Place

The McDowell News

Marion
Jessica Coffey, Sales Staff
Caribbean 5K Run

3rd Place
Statesville Record & Landmark
Statesville
Amber Griffin, Marsha Greene
I Love My Mom Because

BEST USE OF HUMOR

1st Place
The Courier-Tribune
Asheboro
Rebecca Craven, Samantha Fields
WZOO

2nd Place
The Daily Herald
Roanoke Rapids
Martha Neville
Martin Exterminating

3rd Place
The News Herald
Morganton
Kasey Wells, Sales Staff
We're All Ears

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The Shelby Star
Shelby
DJ Short, Natasha Alexander, Staff
American Legion World Series

2nd Place
Sun Journal
New Bern
Staff
Garden Center
Well-organized and to the point. Good ad.

3rd Place
The Shelby Star
Shelby
DJ Short, Natasha Alexander, Staff
Shelby High School

BEST NEWSPAPER PROMOTION

1st Place
Statesville Record & Landmark
Statesville
Cindy McKown, Sales Staff
Picture in the Newspaper House Ad

2nd Place
The McDowell News
Marion
Amber Griffin, Sales Staff
Holiday Recipe Guide Promotional Ad

3rd Place
The McDowell News

Marion
Tanya White, Sales Staff
Shop at Home for the Holidays

BEST SPECIAL SECTION

1st Place
The Daily Advance
Elizabeth City
Staff
The Daily Advance
Beauty and function meet in this elegant supplement. An important cause and the support of the community that cares.

2nd Place
The McDowell News
Marion
Tanya White, Creative Services, Sales Staff
Best of McDowell 2016
The many colorful and lively ads help to make this section a winner. Gave me a good idea of what the community offers.

3rd Place
The Courier-Tribune
Asheboro
Staff
Adult Coloring Book
A great idea for an advertising supplement. The simplicity of design makes it impossible to overlook the ads.

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
The Sampson Independent
Clinton
Brenda McCullen
Memorial Day

2nd Place
The Courier-Tribune
Asheboro
Brenda Willard, Classifieds Staff
Breast Cancer Awareness

3rd Place
The Courier-Tribune
Asheboro
Brenda Willard, Advertising Staff
Halloween Safety

BEST SMALL AD

1st Place
The Sampson Independent
Clinton
Clay Boney
Hinton Buildings
I LOVE how the graphics are prominent and bold in color and do most of the talking with follow up smaller text for more information. VERY well done!

2nd Place
Statesville Record & Landmark

Statesville
Kent Boggs, Karen Lyle
Parker's Greenhouse
This ad was bold and demonstrates the perfect use of black and white. The "farmstand" style and brand was communicated immediately with choice of graphics and font. I also liked the placement of elements and use of space. Very well done!

3rd Place
The Daily Herald
Roanoke Rapids
Rhonda Irby
LG Dog Boarding
There is a lot of information in this ad, yet the hierarchy of elements makes it easy to read through and the graphics are fun. Background color brings out the pets as well. Nice work!

BEST ADVERTISING CAMPAIGN

1st Place
Sun Journal
New Bern
Staff
Cookie Contest
Well designed ads. Appealing to any reader, eye catching and color scheme was great! Well done.

2nd Place
The Courier-Tribune
Asheboro
Rebecca Craven
12 Days Of Christmas
Great campaign and way to keep the readers involved during the holidays. Very fun idea and great concept.

3rd Place
Sun Journal
New Bern
Staff
Thornbury Brides
Great images and good use of white space.

BEST SINGLE SHEET INSERT

1st Place
Statesville Record & Landmark
Statesville
Kent Boggs, Tiffany Hovis
Coldwell Banker

BEST NICHE PUBLICATION

1st Place
Tryon Daily Bulletin
Tryon
Betty Ramsey, Claire Sachse, Gwen Ring
Visitors Bulletin September 2016
Really well put together- great photos, love that there is historical content as well, and that they took the time to include features in this guide. It really adds another level of depth.

2nd Place
The Sampson Independent
Clinton

Staff
Home Grown
This is great- a pub that focuses on the local, small operation ag. Really neat stories, and it highlights how these businesses and endeavors are a part of keeping an area vibrant.

3rd Place
Tryon Daily Bulletin
Tryon
Betty Ramsey, Claire Sachse, Gwen Ring
Life in Our Foothills, July 2016
Great, well-rounded, magazine, lots of great content and photos. A variety of topics for content that will be appealing to many.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place
The Daily Herald
Roanoke Rapids
Toni Meeks
Watson Builders

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place
The Daily Dispatch
Henderson
Rachel Hedrick
Middleburg Steak & Seafood
This ad is surprisingly readable given all the information that is included. Great job in presenting and organizing the copy and all of the services available.

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Shelby Star
Shelby
Matt Blanchard, Lisa Lilly
Ora Market
Eye catching! Literally...with those blue eyes on black!

2nd Place
Tryon Daily Bulletin
Tryon
Staff
Landrum

3rd Place
The Shelby Star
Shelby
Robin Isenhour, Lisa Lilly
Cleveland County Fair



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If you don't think *Real Possibilities* when you think AARP, then you don't know "aarp."

Learn more about AARP in North Carolina at aarp.org/nc.

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AARP Real Possibilities
North Carolina

BEST MOTOR VEHICLE AD

1st Place

Hickory Daily Record

Hickory

Kent Boggs, Vickie Reeves
Cloninger Ford of Hickory
Bold and exciting.

1st Place

The Daily News

Jacksonville

Patsy Beckelhimer
Moore GMC
Clear and easy to read!

1st Place

The Daily News

Jacksonville

Patsy Beckelhimer, Francine Wood
National Dodge
Timely, HOT!

1st Place

The Daily News

Jacksonville

Patsy Beckelhimer
National Subaru
I want that blue car.

2nd Place

Hickory Daily Record

Hickory

Chuck Slivensky, Vickie Reeves
Cloninger Ford of Hickory
Nice graphic. Clear message.

2nd Place

The Daily News

Jacksonville

Patsy Beckelhimer
National Dodge
Timely graphic & message.

2nd Place

The Daily News

Jacksonville

Patsy Beckelhimer
National Dodge
Ads themed around holidays are very eye catching. Makes me want to read them.

3rd Place

The Daily News

Jacksonville

Patsy Beckelhimer
Sanders Ford
Non-threatening offer to help! Great graphic.

3rd Place

The Daily News

Jacksonville

Patsy Beckelhimer
National Dodge
Looks tough, rough and ready!

3rd Place

Gaston Gazette

Gastonia

Nathan Hartness, Cindy Nardozzi

Toyota of Gastonia

Graphics are very clear.

BEST FOOD AD

1st Place

Hickory Daily Record

Hickory

Amber Griffin, Jennifer Carroll
Hildebran Farmer's Market
Great use of imagery, color and font to make a clear ad that is so chock full of information. Not easy. Great job!

2nd Place

Gaston Gazette

Gastonia

Emerald Rabb, Shannon Jones
Saltwater Market
Enticing, makes me want seafood tonight.

3rd Place

The Herald-Sun

Durham

Joy Miller
Big Bundts
Simple can make an ad stand out, and this is clean and crisp and gets the job done.

BEST B&W RESTAURANT/ ENTERTAINMENT AD

1st Place

The Herald-Sun

Durham

Joy Miller
C&H Cafeteria

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st Place

Hickory Daily Record

Hickory

Jim Litchfield, Amanda Bowen
Dos Amigos

2nd Place

The Daily Reflector

Greenville

Tom Little and Rick Glosson
Angus Grill

3rd Place

The Daily Reflector

Greenville

Tom Little and Randy Yiu
Marabella

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place

Hickory Daily Record

Hickory

Ty Wetz, Jennifer Carroll
Sherrill Furniture
Stunning ad. One simple photo, fabulous color of the word SALE that complements the fabrics in the photo. Super clean and extremely well-

proportioned text make this the top runner!

2nd Place

The Daily Reflector

Greenville

Tom Little and Jessica Harris
Sweet Basil Interiors LLC
Beautiful logo, great name, love the muted backdrop of the woodgrain, the block of body copy is perfect as the designer bleached out the wood even more to keep it clean and easy to read. There is a lot packed into this ad, but it still holds it neatly and that is impressive!

3rd Place

The Daily Reflector

Greenville

Tom Little and Rick Glosson
Home Traditions
Digging the overall feel. Amish handcrafted, with the chisel and the wood planer... bordering what you know is TOP NOTCH furniture that everyone wants in their home... to pass down for generations. Beautiful!

BEST APPAREL, JEWELRY AND ACCESSORIES AD

1st Place

Hickory Daily Record

Hickory

Amber Griffin, Danielle Bernard
Ever a Woman Boutique

2nd Place

Hickory Daily Record

Hickory

Amber Griffin, Vickie Reeves
The Bisnar Co.

3rd Place

The Daily News

Jacksonville

Patsy Beckelhimer, Ken Warren
Ann Lynn's Hairtage Salon & Spa

BEST BLACK & WHITE INSTITUTIONAL AD

1st Place

The Herald-Sun

Durham

Connor Elledge
Seasons At Southpoint

2nd Place

High Point Enterprise

High Point

Christian Saunders
Center Vet Best Of

BEST COLOR INSTITUTIONAL AD

1st Place

Hickory Daily Record

Hickory

Cindy McKown, Amanda Bowen
Unifour Pain Treatment Physicians
Excellent use of red to make the pain pop off

the page.

2nd Place

High Point Enterprise

High Point

Roger Boyd
HP Christian Academy Open House
Terrific use of graphics to get the message out.

3rd Place

Gaston Gazette

Gastonia

Hayam Elgowainy, Shannon Jones
Steve Davis Heating and Air Conditioning
Really sharp ad.

BEST RETAIL AD

1st Place

The Herald-Sun

Durham

Meghan Blackwell
Better Hearing Rehabilitation Center
Great choice to have a bright smiling face as the focus to draw you in to this ad. Good use of white space too!

2nd Place

High Point Enterprise

High Point

Christian Saunders
Archdale Bakery Valentine
Good colors and layout.

3rd Place

The Herald-Sun

Durham

Joy Miller
Brightleaf Square
This ad just works! Simplistic design, colors, and copy.

BEST USE OF COLOR

1st Place

Gaston Gazette

Gastonia

Wanda Haskin, Shannon Jones
City of Gastonia

2nd Place

Hickory Daily News

Hickory

Jessica Coffey, Randy Knauf
Viewmont Page

3rd Place

The Daily News

Jacksonville

Patsy Beckelhimer, Mike McHugh
Redfearn's Nursery

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place

The Herald-Sun

Durham

Meghan Blackwell
Carolina Air

SHERRILL FURNITURE
from our hands to your home



FALL WAREHOUSE
SALE

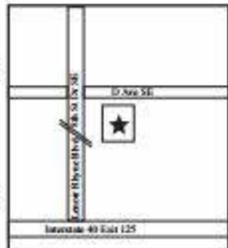
factory to you SAVINGS

Saturday ONLY, Oct. 24th
 8am to 12 noon

NEW LOCATION!

From Asheville take I-40 East to Exit 125. Turn left on Lenoir Rhyne Boulevard and travel approximately 1.8 miles. Turn right at the stop light on Highland Avenue Southeast. Building is on the right.

From Statesville take I-40 West to Exit 125. Turn right on Lenoir Rhyne Boulevard and travel approximately 1.6 miles. Turn right at the stop light on Highland Avenue Southeast. Building is on the right.



WWW.SHERRILLFURNITURECOMPANIES.COM

810 D Avenue SE, Hickory, NC 28602

1st Place, Best Home Furnishings & Appliances Ad -
 Ty Wetz & Jennifer Carroll, Hickory Daily Record, Hickory

Cheers to this year's winners!!
 from your NCPA/NCPS staff team



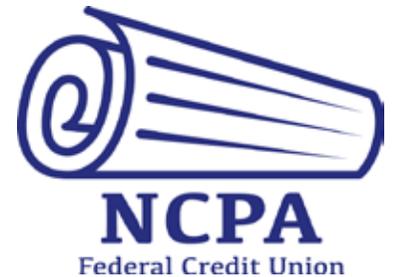
#WELOVENEWSPAPERS #GLADYOUCAMETORALEIGH



Supporting newspapers takes a village...

Like NCPA, our partners are making a difference for North Carolina's newspapers all year long.

Please join us in thanking Host Sponsors **AARP** and **AT&T**; our Advertising Award Luncheon Host **TV Guide**; our Break Hosts **Affinity Underwriters Group** and **NCPA Federal Credit Union**; our Welcome Partner, the **News & Observer**; Session Hosts **Southern Lithoplate**, **RBC Wealth Management** and **Creative Circle Media**; our conference WiFi Host **Lane Press**; and longtime partners the **NC Bar Association** and **Associated Press**. A special thanks thanks to the **North Carolina Press Foundation** for their generous support in bringing a world-class conference program to life!



BEST NEWSPAPER PROMOTION

1st Place
Rocky Mount Telegram
 Rocky Mount
 Quasha McNeal
 Rocky Mount Telegram Back To School Drive

2nd Place
Hickory Daily Record
 Hickory
 Cindy McKown, Sales Staff
 Bliss Promo

BEST SPECIAL SECTION

1st Place
The Herald-Sun
 Durham
 Staff
 Anniversaries

2nd Place
Hickory Daily Record
 Hickory
 Kent Boggs, Melanie Armino
 Spotlight on Health + Physicians Directory
The sophisticated look of the ads perfectly accompany the high level of overall design in this impressive section.

3rd Place
The Herald-Sun
 Durham
 Staff
 Everything Orange
Clean, playful design makes this celebration of Orange County fun to look through. The ads fit right in, in keeping with the tone.

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
The Daily Reflector
 Greenville
 Staff
 The Daily Reflector Business Directory

2nd Place
Rocky Mount Telegram
 Rocky Mount
 Staff
 Summer Fun for the Entire Family

3rd Place
The Daily Reflector
 Greenville
 Staff
 Uptown Greenville

BEST SMALL AD

1st Place
The Herald-Sun
 Durham

Meghan Blackwell
 Durham Garden Center
Love the photo. Draws attention right away and tells the viewer what the ad is about. Great use in dividing information and making the contact information bold. I also like the social logos for more information.

2nd Place
The Daily Reflector
 Greenville
 David Singleton and Wendy Gurganus
 Jefferson's
A 10 for creativity and standing out! Great job thinking outside the ad box.

3rd Place
High Point Enterprise
 High Point
 Staff
 Christian Saunders
Kudos to the ad rep for convincing the business that color on a bw dominated page would make their ad stand out. A big congrats to the designer as well for the creative placement of graphics and use of trending colors. The information is neatly set up, bold and professional. GREAT TEAM WORK!

BEST ADVERTISING CAMPAIGN

1st Place
The Daily Reflector
 Greenville
 Kevin Gallagher and Rick Glosson
 Chico's Mexican Restaurant
Awesome job! Every ad was fun, great artwork selection and extremely eye catching. Great way to draw attention and new audiences. Exceptional job.

2nd Place
Rocky Mount Telegram
 Rocky Mount
 Chris Taylor & Advertising Staff
 Business Blast
Great platform to highlight your featured business.

BEST NICHE PUBLICATION

1st Place
Gaston Gazette
 Gastonia
 Lisa Zyble, Natasha Alexander, Staff
 Explore Gaston
Really great community piece- looks like it was produced either in conjunction with, or for, the regional chamber. Really nice layout- great use of photography, the features really highlighted what made the community special, and touched on many different aspects. Nicely done!

2nd Place
Rocky Mount Telegram
 Rocky Mount
 Bryan Wilson, Lewis Smith & Staff
 Brew Scene
Neat pub.

3rd Place
The Daily Reflector
 Greenville
 Staff
 Greenville, Life in the East
Really fun publication- very local, which makes this awesome for me- lots of history, current events (collard King), and interesting tidbits on what makes the area unique.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place
High Point Enterprise
 High Point
 Amanda Duncan
 Atlantic Realty Thank You

2nd Place
High Point Enterprise
 High Point
 Sandy Southards
 Keller Williams

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place
The Herald-Sun
 Durham
 Craig Chappell
 El Patron
Good use of a small space. The bursts help to focus the reader and the line "Fine Authentic Mexican Food" is important."

BEST REAL ESTATE AD

1st Place
The Jacksonville Daily News
 Jacksonville
 Tracy Nisbet, Latoya Cardona, Jennifer Fryer
 Realtor of the Week
Outstanding! Wow... What can I say? Dynamic design work here really makes this stand out. And the concept of highlighting Betty Davis like that... and having her family photos. Then with the directory. Fabulous!

2nd Place
Hickory Daily Record
 Hickory
 Kent Boggs, Jennifer Carroll
 Realty Executives
This is a great way of showcasing homes for sale. Giving equal spacing isn't usually my thing, but it really makes sense with this page. Great to see a clear photo of each home too, along with a headshot of the agent.

3rd Place
The Daily Reflector
 Greenville
 David Singleton and Jasmine Blount
 Bill Clark Homes
Equal spacing working well. Like the clean house photos with the rounded edges.

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Daily Reflector
 Greenville
 Pierce Sturgill and Rick Glosson
 Baby Bump
Like the use of chopped-off corners and overlays of the ad. On a page with other ads, this one stands out!

2nd Place
High Point Enterprise
 High Point
 Jack Moriarity
 Steak Street for your Wedding
Was effective in achieving the advertiser's request.

3rd Place
The Herald-Sun
 Durham
 Meghan Blackwell
 Wentworth & Leggett

BEST FOOD AD

1st Place
News & Record
 Greensboro
 Jasmine Hitchins, Ethel Newman Koshary
Familiar techniques with a creative spin. Fun and inviting, but still gets the message across. Great job.

2nd Place
Fayetteville Observer

Fayetteville
 Staff
 Carlie C's \$1500 Grocery Giveaway
This is a case where simple is the best choice for the client and the target. Good job.

3rd Place
Fayetteville Observer

Fayetteville
 Andrew Bradley
 Edible Arrangements

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st Place
Winston-Salem Journal

Winston-Salem
 Lisa Kennedy
 Milners Southern

2nd Place
Winston-Salem Journal

Winston-Salem
 Lisa Kennedy
 App State Basketball

3rd Place
Fayetteville Observer

Fayetteville
 Andrew Bradley
 El Burrito

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place
News & Record
 Greensboro
 Lisa Kennedy, Damon Crone Priba
No brainer with this one. STUNNING. Gorgeous, fabulous color of the logo, the heading, the info banner at the bottom... all playing off the white on white furniture, carpet, walls... perfection!

BEST APPAREL, JEWELRY AND ACCESSORIES AD

1st Place
News & Record
 Greensboro
 Lisa Kennedy, Alan Sharpe
 Gaia

2nd Place
Fayetteville Observer

Fayetteville
 Andrew Bradley
 John Allen Shoes

3rd Place
News & Record

Greensboro
 Tanya Roberts, Teresa Ridge
 SpringOver

BEST COLOR INSTITUTIONAL AD

1st Place
News & Record
 Greensboro
 Lisa Kennedy, Graham Sheridan
 NC Works GSO Thrives
Striking ad, great layout, grabs your attention

2nd Place
The Fayetteville Observer

Fayetteville
 Andrew Bradley
 Fayetteville State University
Wow, really gets noticed.

3rd Place
The Fayetteville Observer

Fayetteville
 Andrew Bradley
 Fayetteville Technical Community College

BEST RETAIL AD

1st Place
The Fayetteville Observer

Fayetteville
 Andrew Bradley
 Pet Starz

2nd Place
Winston-Salem Journal

Winston-Salem
 Latisha Coleman
 Christie's Hallmark

BEST USE OF COLOR

1st Place
The Fayetteville Observer

Fayetteville
 Eddie Harris
 Evolution Ink

2nd Place
News & Record

Greensboro
 Lisa Kennedy, Whitney Cork
 Eden Riverfest

3rd Place
The Fayetteville Observer

Fayetteville
 Katie Pequigney, Faun Finley
 Mountaire Farms Better Carolina Award

BEST USE OF HUMOR

1st Place
Winston-Salem Journal
 Winston-Salem
 Latisha Coleman
 Wallburg Mulch

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
Fayetteville Observer
Fayetteville
 Jennifer Fisher
 Tri-State Wine Festival Invitations
Putting on a wine testing festival is a challenge in itself. The invitation makes it clear that this is going to be a top-notch event, not to be missed. Well done.

2nd Place
Winston-Salem Journal

Winston-Salem
 Eric McKay
 Golf punch card
A great way to bring golfers and courses together. Measurable. Effective.

3rd Place
Winston-Salem Journal

Winston-Salem
 Richard Boyd II
 Elevator Music poster
This is an effective method to build ties with the entertainment community.

BEST NEWSPAPER PROMOTION

1st Place
Fayetteville Observer
Fayetteville
 Jennifer Fisher
 Readers' Choice Awards Voting

2nd Place
News & Record
 Greensboro
 Jasmine Hitchins, Faun Finley
 Prom

BEST SPECIAL SECTION

1st Place
Fayetteville Observer
Fayetteville
 Jennifer Fisher, Jason Beck
 Thrive
Consistently good-looking ads that seamlessly accompany the sophisticated page design. A section to be proud of.

2nd Place
News & Record
 Greensboro
 Special Sections, Advertising
 Greensboro Thrives 2016
Well-designed ads blend nicely into the smart-looking pages, reflecting and expanding on the subject of the section.

3rd Place
News & Record
 Greensboro
 Special Sections, Advertising
 Explore Rockingham 2016
Chock-full of ads, but not so many to overwhelm the editorial content. Gives the impression of a healthy economy!

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
The Fayetteville Observer
Fayetteville
 Mariano Santillan, Jennifer Fisher
 Readers' Choice Awards Ballot

2nd Place
The Fayetteville Observer
Fayetteville
 Jennifer Fisher
 Home Sweet Home Contest

BEST SMALL AD

1st Place
The Fayetteville Observer
Fayetteville
 Jennifer Fisher
 Das Bavarian Haus
Great use of product photo to attract the audience. I instantly understood the feel and type of event without having to read it. Nice work.

BEST ADVERTISING CAMPAIGN

1st Place
The Fayetteville Observer
Fayetteville
 Jennifer Fisher, Eddie Harris
 Ladies Night Out
What a fun, creative and strong campaign. There was something new in each ad that made you keep on reading. Exceptional job, well thought out. Fantastic.

2nd Place
The Fayetteville Observer
Fayetteville
 Jennifer Fisher
 Thrive
Great use of images and smart way of getting the word out to all generations. Great white space use and well thought out message campaign.

3rd Place

Winston-Salem Journal

Winston-Salem

Mark C. Vogler

Woods of Terror

Scary, but great use of artwork! The colors are exceptional, very eye catching to the reader.

BEST ONLINE ADVERTISING

1st Place

Winston-Salem Journal

Winston-Salem

Eric McKay

Boyles Furniture & Rugs banner ad

Very clean design. Classy and gets the point across. Made me want to shop there. Well done.

2nd Place

Winston-Salem Journal

Winston-Salem

Eric McKay

ParCard

This was put together nicely. You guide my eyes around the ad in the way that it is supposed to. Well done.

3rd Place

Winston-Salem Journal

Winston-Salem

Eric McKay

App State Basketball promo

VERY CLEAN. Love the use of photography as well.

BEST NICHE PUBLICATION

1st Place

Winston-Salem Journal

Winston-Salem

M. Hannah Fish

Carolina Weddings -- Fall/Winter 2016

2nd Place

The Fayetteville Observer

Fayetteville

Staff

Paraglide

3rd Place

The Fayetteville Observer

Fayetteville

Jennifer Fisher, Jason Beck

Retail Therapy Holiday Gift Guide

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place

The Fayetteville Observer

Fayetteville

Andrew Bradley

Addison Ridge

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place

Winston-Salem Journal

Winston-Salem

Latisha Coleman

Erik Herman

BEST SHARED PAGE IN A NICHE PUBLICATION

1st Place

The Fayetteville Observer

Fayetteville

Jennifer Fisher

Westwood Shopping Center

I like the design. Well done.

BEST REAL ESTATE AD

1st Place

News & Record

Greensboro

Terry Savoy, Kristie Kennedy

Allen Tate

Super clean, strong layout. Like the shadow effect. Space to allow movement. Easy readable fonts.

BEST MOTOR VEHICLE AD

1st Place

Fayetteville Observer

Fayetteville

Eddie Harris

FO Autos

The car ads were very well done and very consistent. Easily recognizable for "FO Autos."

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place

Winston-Salem Journal

Winston-Salem

Lisa Kennedy

LunasTrail

Really got a sense of the place with the use of photos. Liked the burlap background. Will attract brides looking for that type of wedding.

2nd Place

Winston-Salem Journal

Winston-Salem

Lisa Kennedy

Camilles

Simple yet elegant.

3rd Place

Fayetteville Observer

Fayetteville

Eddie Harris

Unfinished Furniture Outlet

Creative use of the unfinished wood background for the listing.



1st Place, Best Small Ad - Jennifer Fisher, Fayetteville Observer



EARN REVENUE THROUGH NCPS AD NETWORKS

How you can earn revenue? By upselling current customers into regional and statewide network buys. It is a great way for advertisers to increase their reach on a budget.

It's Simple Really!

Here are answers to FAQs. Have more questions? Contact us: ads@ncpress.com or 919-516-8000

How To Sell NC Newspaper Networks

1) Who can I sell these network ads to? We've had success selling these networks to many different types of advertisers: tourist events, festivals, auctions, vacation rentals, employment, education, law firms and non-profits. Network options are affordable and can be a great "add-on" to an advertisers' current campaign.

2) I have someone interested in advertising in one of the networks. What do I do next? Check out the sales fliers for more details. Don't have one? Contact NCPS.

1. Advertisers choose the market.(statewide or region)
2. Advertisers choose the week. (Ad runs 1x in each newspaper based on a Monday-Sunday schedule.)
3. Bill your customer as you normally would - for the full cost of the ad.
4. Send NCPS the ad order along with the ad copy. We will confirm the order and send you an invoice.

3) How does my newspaper benefit from selling one of these network ads? You make money!

Your paper keeps 50% of the cost of a 2X2, 2X4 or Classified ad, or 15% of the cost of a 1/4 Page Display

\$187.50 for every line ad sold
\$747.50 for every 2x2 sold
\$1,487.00 for every 2x4 sold
\$4,500 for every 1/4 page sold
It adds up quickly

Are you part of the network? If not, call NCPS today and start earning more revenue. 919-516-8000



BH MEDIA GROUP Publishing Solutions

BH Media Publishing Solutions group manages the printing of most of the company's 30 daily newspapers as well as over 200 other

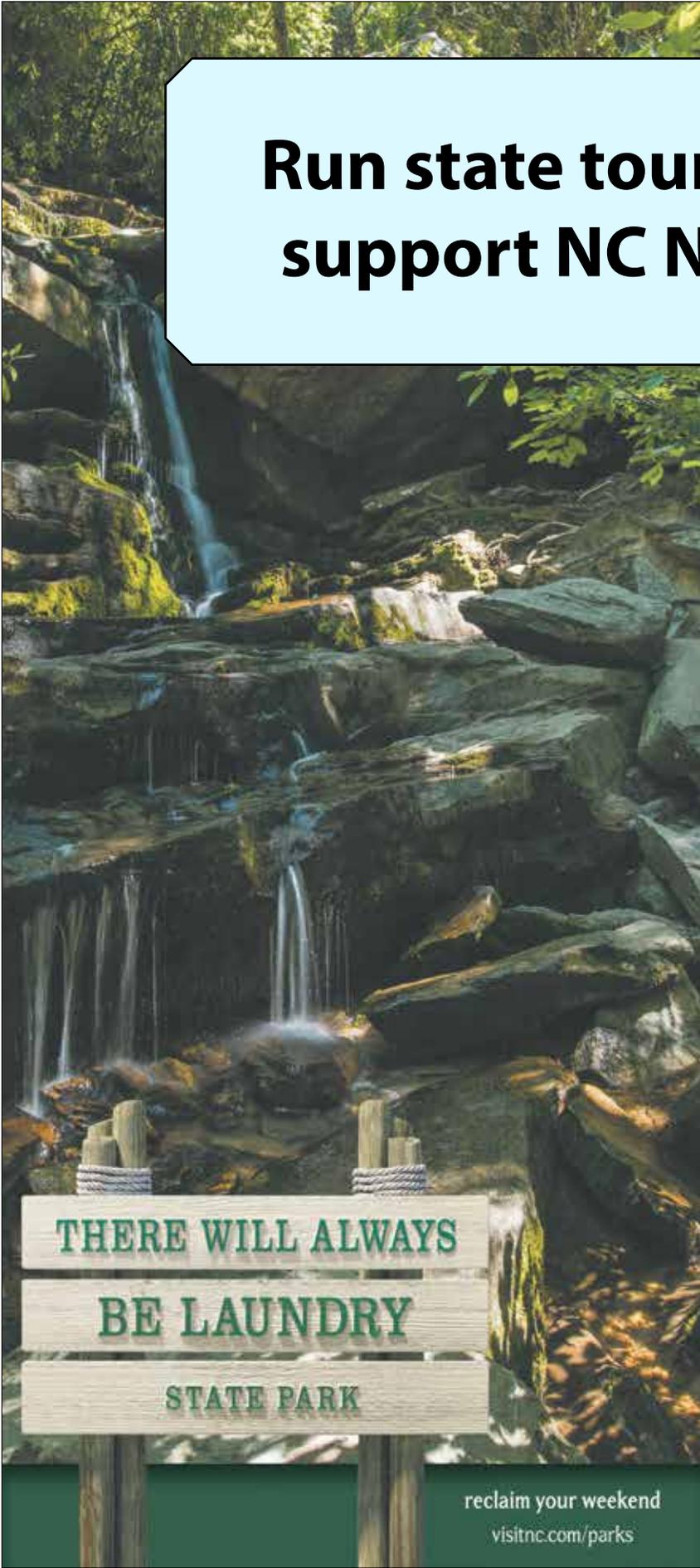
weekly newspapers and other specialty publications.

We offer complete printing solutions that can meet almost any web offset need at one of our state-of-the-art printing facilities in the United States.

For more information,
please call, Mike Sewell,
828-446-8261
Msewell@bhmginc.com



A Berkshire Hathaway Company



Run state tourism ads and support NC Newspapers!

Each year the NC Department of Tourism provides a grant to the NC Press Foundation in exchange for members newspapers running tourism ads. That grant directly benefits YOUR newspaper with education, resources and other things.

To access the online ad library go to "www.ncpix.com." Under "New Users?" click "Create Account" and then fill in your information. When the site asks for a registration code enter "ncpress."

Once you're logged in, you'll be able to access the In-State Vault Ad library using the navigation links on the far left side of the screen. You'll also have access to division logos, and other assets as needed.

So why not do something to benefit YOUR newspaper today? And remember to tell us you're running the ads -- that way we can provide the state with tearsheets and keep our grant working for you!



reclaim your weekend
visitnc.com/parks