

MEET THE 2012 BEST AD CONTEST





2013 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

Kyle Stephens
The Times-Leader
Grifton
Watermelon Festival

Judge's comments:
Eye-catching ad makes me think there will be lots of activities. The coupon helps attract festival goers.



DIVISION C

Jennifer Canosa
The Mountain Times
Boone
Peabody's Wine



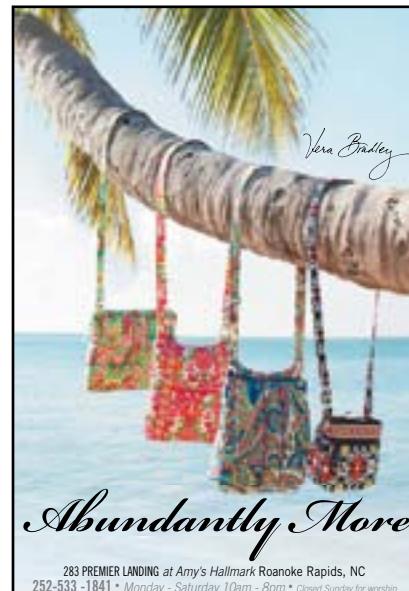
DIVISION B

**Pamela Bullock,
Mary Wayt**
The Roanoke Beacon
Plymouth
Memorial Day



DIVISION D

Rhonda Irby
The Daily Herald
Roanoke Rapids
Abundantly More - Very Bradley
Judge's comments:
Great display of a well-known brand. Gorgeous!

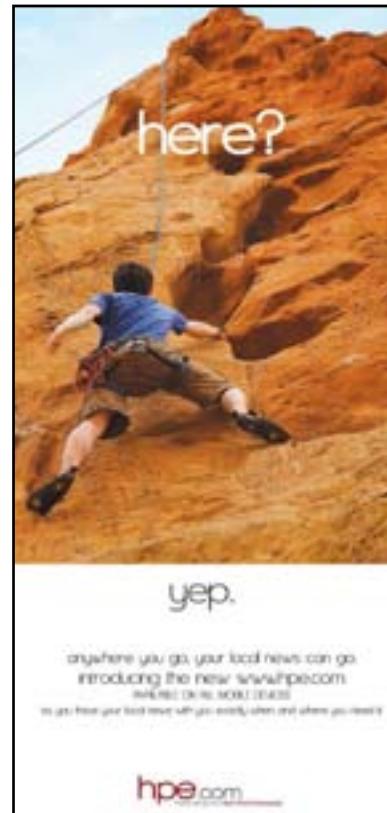


DIVISION E

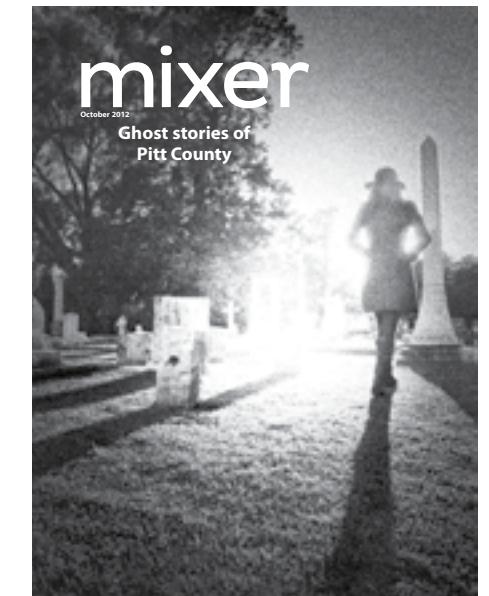
Leslie Long
The High Point Enterprise
High Point
Website Promotion

Judge's comments:

Great series gets the point across with great concept, art.



BEST OVERALL NICHE PUBLICATION



Staff
The Daily Reflector
Greenville
Mixer

Judge's comments:
Nice cover, stirring images and clean design. Plus I liked the content.

DIVISION F

**Richard Boyd,
Justin Gomez**
Winston-Salem Journal
Winston-Salem
We Were There

Judge's comments:

Clear winner. Great series of creative, well thought-out ads. I like the juxtaposition of old and new, use of B&W and color and smart copy. Great job!



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

Tideland News
Swansboro

DIVISION D

The Daily Herald
Roanoke Rapids

DIVISION B

The State Port Pilot
Southport

DIVISION E

The Times-News
Burlington

DIVISION C

The Pilot
Southern Pines

DIVISION F

The Fayetteville Observer
Fayetteville

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DIVISION A

Community newspapers under 3,500 circulation

BEST REAL ESTATE AD

1st Place
Tideland News
Swansboro
Michelle Dobbs, Jennifer Pearce
Bluewater - Live by the Shore

BEST MOTOR VEHICLE AD

1st Place
Tideland News
Swansboro
Michelle Dobbs, Jennifer Pearce
Sanders - Customer Appreciation Day
Nice use of color with great offers and incentives throughout the ad!

2nd Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
A hard shot to make
Love this unconventional approach to attracting automotive shoppers.

3rd Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
Asheville Chevrolet

BEST FOOD AD

1st Place
The Pender-Topsail Post & Voice
Burgaw
Katie Pettigrew
Carol Sue Blueberry Farm
Great graphic for this ad. It says simple and tasty to me.

2nd Place
Tideland News
Swansboro
Michelle Dobbs, Jennifer Pearce
Fresh Fruit Bouquet - Say I Love You

3rd Place
The Times-Leader
Grifton
Addie Best
Piggly Wiggly of Grifton

BEST RESTAURANT/ENTERTAINMENT AD

1st Place
Tideland News
Swansboro
Michelle Dobbs, Jennifer Pearce
4J's Coffee - We're Moving
Clear with all information needed.

BEST COLOR RESTAURANT/ENTERTAINMENT AD

1st Place
The Times-Leader
Grifton
Kyle Stephens
Watermelon Festival
Eye-catching ad makes me think there will be lots of activities, and the coupon helps attract festival goers.

2nd Place
The Times-Leader
Grifton
Kyle Stephens
Bum's Restaurant
Ad gives the reader a full idea of what to expect at Bum's. Illustrations are mouth watering.

3rd Place
The Pender-Topsail Post & Voice
Burgaw
Katie Pettigrew
2013 NC Blueberry Festival

BEST COLOR HOME FURNISHINGS AND APPLIANCES AD

1st Place
The Havelock News
Havelock
Jennifer Harrell, Kelsey Bryant
Furniture Distributors - Labor Day Sale

2nd Place
Hendersonville Lightning
Hendersonville
Paula Roberts, Denise Ward
Year End Clearance Sale

3rd Place
Hendersonville Lightning
Hendersonville
Paula Roberts, Denise Ward
4th of July Sale

BEST APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Farmville Enterprise
Farmville
Addie Best
Williams Jewelry
The ad is crisp.

BEST COLOR APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
We Put the Art in Sweetheart

BEST INSTITUTIONAL AD

1st Place
Crossroads Chronicle
Cashiers
Puckette McDonald
MADCO Mom
Great use of visuals. Illustrates a compelling reason to buy the product. Clean, accessible layout.

2nd Place
Tideland News
Swansboro
Michelle Dobbs, Jennifer Pearce
Buglisi Eye Care

BEST COLOR INSTITUTIONAL AD

1st Place
The Pender-Topsail Post & Voice
Burgaw
Katie Pettigrew
Touchstone Energy Pender County
Football Jamboree 2013
Great use of colors and font.

2nd Place
Tideland News
Swansboro
Michelle Dobbs, Jennifer Pearce
Eye Care Center
Good layout and graphics.

3rd Place
The Pender-Topsail Post & Voice
Burgaw
Katie Pettigrew
Thank You from the NC Blueberry Festival
Big thank you with lots of white space. Great idea.

BEST COLOR RETAIL AD

1st Place
Crossroads Chronicle
Cashiers
Puckette McDonald
WOW Her With Something Spectacular
Good use of color and fonts.

2nd Place Hendersonville Lightning

Hendersonville
Denise Ward
Looking for Adventure

3rd Place The Pender-Topsail Post & Voice

Burgaw
Katie Pettigrew
FOFF Resale & Consignment Store

BEST USE OF COLOR

1st Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
Chief's Challenge
Great looking ad.

2nd Place The Cherokee One Feather

Cherokee
Scott Brings Plenty
Valentine's Day
Very eye catching.

BEST USE OF HUMOR

1st Place
Hendersonville Lightning
Hendersonville
Paula Roberts, Denise Ward
The Darn Cat
Good humor and great art for this ad series.

2nd Place Tideland News

Swansboro
Michelle Dobbs, Jennifer Pearce
Flying Bridge Sub
Good humor in a small space ad.

3rd Place The Cherokee One Feather

Cherokee
Scott Brings Plenty
Zombies

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
Pro Wrestling

BEST NEWSPAPER PROMOTION

1st Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
Website in Space

DIVISION A

2nd Place

Crossroads Chronicle

Cashiers
Puckette McDonald
2013 Dining & Lodging House Ad

BEST SPECIAL SECTION

1st Place Hendersonville Lightning

Hendersonville
Paula Roberts, Denise Ward
67th Annual North Carolina Apple Festival 'Harvest of Fun'
Informative and colorful, great section!

2nd Place The Farmville Enterprise

Farmville
Staff
Farmville Magazine
Excellent section, beautifully laid out.

3rd Place The Standard Laconic

Snow Hill
Staff
Greene Living
Great layout and design.

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place Tideland News

Swansboro
Jennifer Pearce, Michelle Dobbs
Happy Valentine's Day

2nd Place Tideland News

Swansboro
Michelle Dobbs, Jennifer Pearce
Flying Bridge Sub
Good humor in a small space ad.

3rd Place The Cherokee One Feather

Cherokee
Scott Brings Plenty
Zombies

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
Pro Wrestling

BEST NEWSPAPER PROMOTION

1st Place
The Cherokee One Feather
Cherokee
Scott Brings Plenty
Website in Space

BEST SMALL AD

1st Place Crossroads Chronicle

Cashiers
Puckette McDonald

Center for Plastic Surgery and Old Edwards Inn
Great choice of image and layout. Ad stands out and is very appealing. Message is clear.

BEST NICHE PUBLICATION

1st Place Crossroads Chronicle

Cashiers
Puckette McDonald
2013 Best of Cashiers Magazine
Nice cover design. Interesting use of wood graphic to identify each area of the magazine.

2nd Place The Times-Leader

Grifton
Staff
Winterville Magazine
Good color combinations used. It is evident time was spent in page design to accomplish some interesting layouts.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place Crossroads Chronicle

Cashiers
Puckette McDonald
Building Relationships. Delivering Dreams.

BEST RESTAURANT/ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place The Farmville Enterprise

Farmville
Addie Best
Marabella Old World Pizza

2nd Place The Times-Leader

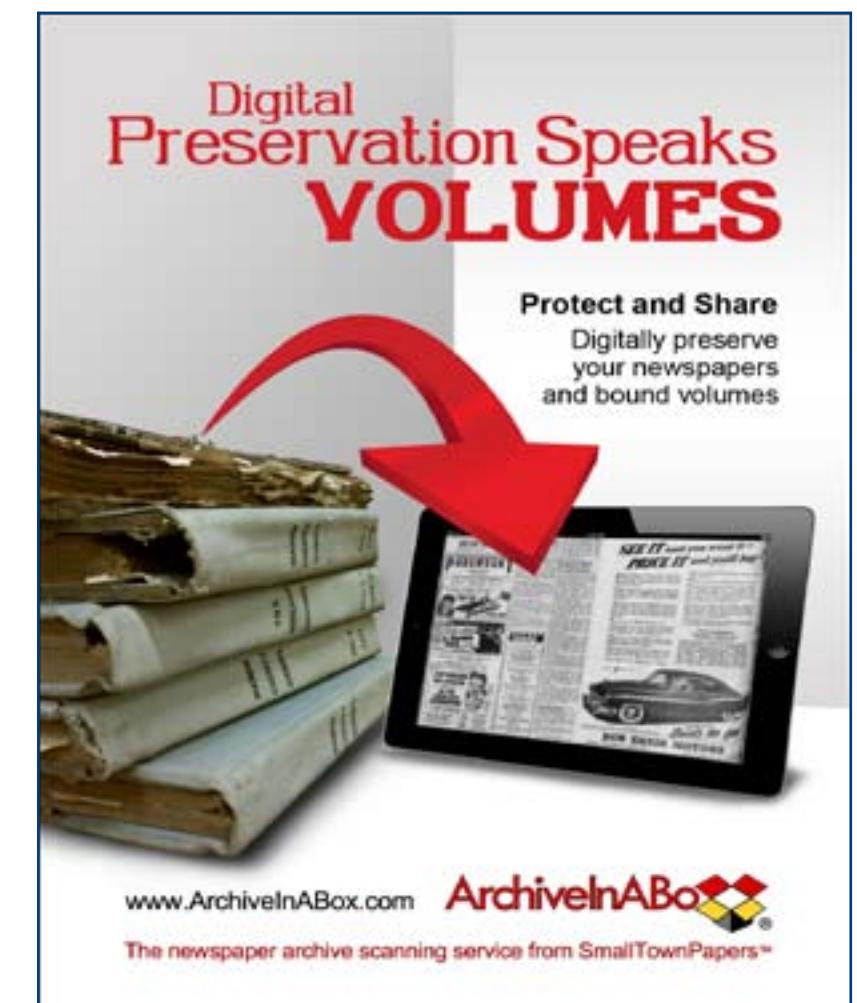
Grifton

Kyle Stephens

Winterville Chamber of Commerce

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May 8, 2014

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Chapel Hill

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If you could PRINT better quality color...

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Could you SELL more color?

Southern Lithoplate salutes the 2013 Advertising & Design Contest Winners!



print
PROFITABILITY

DIVISION B

Community newspapers 3,500-10,000 circulation

BEST REAL ESTATE AD

1st Place
The State Port Pilot
 Southport
 Joey Robinson
 Margaret Rudd & Associates Realtors
 Very classy, colorful and informative!

2nd Place
Duplin Times
 Kenansville
 Alan Wells, Bryan Pinkey
 Take a Spin... Home Connections
 Very creative!

3rd Place
The Roanoke Beacon
 Plymouth
 Mary Wayt

Roper Farm
 Bright and cheerful ad!

BEST MOTOR VEHICLE AD

1st Place
The State Port Pilot
 Southport
 Carol Magnani, Joey Robinson
 Ocean City Chevrolet
 Clean, good looking ad with lots of offers.

2nd Place
The Roanoke Beacon
 Plymouth
 Mary Wayt, Pamela Bullock
 Edenton Pre-Owned
 Well designed ad - really jumps off the page!

3rd Place
The Roanoke Beacon
 Plymouth
 Mary Wayt, Pamela Bullock
 Edenton Motors
 Another well designed ad with lots of offers.

BEST FOOD AD

1st Place
The State Port Pilot
 Southport
 Mindy Ellinger, Joey Robinson
 Clem's Seafood

2nd Place
The Cherokee Scout
 Murphy
 Staff
 17th Annual Chili Cookoff

3rd Place
The State Port Pilot
 Southport
 Mindy Ellinger, Linda Lash
 Oak Island Farmers Market

BEST RESTAURANT/ENTERTAINMENT AD

1st Place
The State Port Pilot

Southport
 Mindy Ellinger, Linda Lash
 Bella Cucina - Wine Dinner

2nd Place
Duplin Times
 Kenansville
 Marlane Carcopo, Bryan Pinkey
 Rose Hill's Annual Christmas Celebration

3rd Place
The Roanoke Beacon
 Plymouth
 Alicia Bryant, Mary Wayt
 Turkey Shoot

BEST COLOR RESTAURANT/ENTERTAINMENT AD

1st Place
Mitchell News-Journal
 Spruce Pine
 Chris Wilson

Rotary BBQ
 Eye-catching graphics and art... snappy and fun copy writing! Like the use of the QR Code.

2nd Place
Duplin Times
 Kenansville
 Marlane Carcopo

Now Open - Lucky Spot
 Good use of photography. Simple design allows the reader to get the complete message without seeming busy or cluttered.

3rd Place
The Roanoke Beacon
 Plymouth
 Mary Wayt, Pamela Bullock

Main Street Eatery
 Great example of a small space ad that works!

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place
The State Port Pilot
 Southport
 Carol Magnani, Joey Robinson

Talefeathers Home Decor

2nd Place
The State Port Pilot
 Southport
 Mindy Ellinger, Linda Lash

Renee's Fine Jewelry
 Pristine and clean.

3rd Place
The Cherokee Scout
 Murphy
 Mindy Ellinger, Linda Lash

Cox Bedding Center

3rd Place
The State Port Pilot
 Southport
 Mindy Ellinger, Linda Lash

Beach Road Furniture

BEST COLOR HOME FURNISHINGS AND APPLIANCES AD

1st Place
The State Port Pilot

Southport
 Mindy Ellinger, Linda Lash
 The McNeill Company

2nd Place
Duplin Times
 Kenansville
 Bryan Pinkey

Made in America Sale - Highland Furniture

3rd Place
The State Port Pilot
 Southport
 Carol Magnani, Linda Lash, Joey Robinson

Bed Land Mattresses & Bedrooms

BEST APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The State Port Pilot
 Southport
 Carol Magnani, Joey Robinson

China Town Chic

2nd Place
Duplin Times
 Kenansville
 Kayla Johnson, Alan Wells

Beulaville Area COC - After Hours Social

2nd Place
The Cherokee Scout
 Murphy
 Donna Cook, Staff

Need to Pay Your Taxes?

BEST COLOR APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Roanoke Beacon
 Plymouth
 Mary Wayt, Pamela Bullock

Main Street Eatery

Great example of a small space ad that works!

2nd Place
The State Port Pilot
 Southport
 Carol Magnani, Joey Robinson

A. Hutcheson Photography

3rd Place
The Roanoke Beacon
 Plymouth
 Mary Wayt

Washington County Hospital Christmas

BEST COLOR INSTITUTIONAL AD

1st Place
The Roanoke Beacon
 Plymouth
 Pamela Bullock, Mary Wayt

Kids Fest

2nd Place
Duplin Times
 Kenansville
 Kayla Johnson, Alan Wells

Beulaville Area COC - After Hours Social

3rd Place
Duplin Times
 Kenansville
 Gary Scott

James Sprunt - Small Business

BEST COLOR RETAIL AD

1st Place
The Roanoke Beacon
 Plymouth
 Pamela Bullock, Mary Wayt

Enduring Beauty

Good use of color and fonts.

2nd Place
Montgomery Herald
 Troy
 Tammy Dunn

Hair Safari and Tanning
 For a small ad, this is eye-catching. Nice use of a duotone.

3rd Place
The Roanoke Beacon
 Plymouth
 Pamela Bullock, Mary Wayt

Beautiful Blooms

Elegant ad. Nice use of color.

BEST USE OF COLOR

1st Place
The Roanoke Beacon
 Plymouth
 Pamela Bullock, Mary Wayt

John Gay Studio

Great subtle use of color. It isn't overpowering yet still catches my eye.

BEST INSTITUTIONAL AD

1st Place
The State Port Pilot
 Southport
 Carol Magnani, Joey Robinson

The Bureau of Ocean Energy Management

The spacious, crisp layout really draws the eye, and the information is presented in a clear, effective way.

DIVISION B

2nd Place

The State Port Pilot

Southport

Kim Adams

Subscribe for a Friend
 Cute graphic, strong use of color, great headlines.

3rd Place

Duplin Times

Kenansville

Bryan Pinkey, Staff

Anderson Garden Center

I like the gradient effect of the background and

how it causes the main part of the ad to pop.

3rd Place

The Roanoke Beacon

Plymouth

Mary Wayt

Washington County Hospital Christmas

Great use of color, good headline, good graphic.

3rd Place

The Roanoke Beacon

Plymouth

Hot Off the Press

Very eye catching.

1st Place

The Roanoke Beacon

Plymouth

Mary Wayt

Hot Off the Press

Very eye catching.

BEST ADVERTISING CAMPAIGN

1st Place

The State Port Pilot

Southport

Staff

Cape Fear Coast Holidays 2012

Beautiful, creative front cover! Full of creative,

colorful ads and easy-to-read recipes. The

perfect holiday guide.

2nd Place

Duplin Times

Kenansville

Staff

Duplin County Remembers: Black

History

3rd Place

Duplin Times

Kenansville

Staff

Life & Health - 2013

Excellent information designed into a beauti-

ful, easy-to-read section.

3rd Place

The Roanoke Beacon

Plymouth

Alicia Bryant, Pamela Bullock, Mary Wayt

Celebrate Your Faith

Creative, colorful ads. Excellent source of infor-

mation in a format that is easy to read.

BEST ONLINE ADVERTISING

1st Place

The State Port Pilot

Southport

Linda Lash, Carol Magnani

Ocean City Chevrolet

BEST NICHE PUBLICATION

1st Place

Duplin Times

Kenansville

Staff

Duplin County Welcome Guide

2013-2014

Engaging photography. A newcomer or a long

time resident would find useful

information in this guide.

2nd Place

Duplin Times

Kenansville

Bryan Pinkey, Staff

Duplin County Schools Bright Spots

This is a good, clean piece that has been

organized well.

3rd Place

The Cherokee Scout

DIVISION C

Community newspapers over 10,000 circulation

BEST REAL ESTATE AD

1st Place
The Pilot
Southern Pines
Maegan Lea, Peggy Marsh
Locust Lumber
Just beautiful!

2nd Place
The Mountain Times
Boone
Jennifer Canosa, Mark Mitchell
Echota
An ad that makes you wish you were there!

3rd Place
Mooresville Tribune
Mooresville
Dan Linder, Dee Marshall
Keller Williams Realty
Lots of information and color!

BEST MOTOR VEHICLE AD

1st Place
The Mountain Times
Boone
Jennifer Canosa, Rex Goss
Ashe County Ford
Very creative and clean - draws the eyes in immediately!

2nd Place
Independent Tribune
Concord
Dan Linder, James Hunter
Hilbush Ford
Well-designed colorful ad.

3rd Place
The News Reporter
Whiteville
TJ Enzor, John Fonvielle
Mud Tested, Hunter Approved
Great ad to target this market.

BEST FOOD AD

1st Place
The Mountain Times
Boone
Jennifer Canosa
Peabody's Wine & Beer Merchants

2nd Place
The Pilot
Southern Pines
Maegan Lea, Darlene McNeil-Smith
Sandhills Green Farmer's Market

3rd Place
The News Reporter
Whiteville
John Fonvielle
Proud of our Tradition of Great Food & Low Prices

BEST RESTAURANT/ENTERTAINMENT AD

1st Place
The Mountain Times
Boone
Meleah Bryan, Rick Tobin
The Rock Sports Bar & Grill
Eye-catching. Clearly conveys what client is advertising in allotted space.

2nd Place
The News Reporter
Whiteville
Abigail Spach, Dean Lewis
BBQ on the Bluff
Information well placed in size of ad - catches the eye.

3rd Place
The Pilot
Southern Pines
Stacey Yongue, Johnsie Tipton
Whispering Woods Golf Club
Good content. Clearly conveys information.

BEST COLOR RESTAURANT/ENTERTAINMENT AD

1st Place
Mountain Xpress
Asheville
John Zara
Local Taco - Now Open
Clean design highlights food and concept of restaurant. Great use of color.

2nd Place
YES! Weekly
Greensboro
Alex Eldridge
Cooper's
Well organized. Sports fans and beer drinkers will read this ad and respond!

3rd Place
Up & Coming Weekly
Fayetteville
Alicia Miller
Little Italy
Food photo draws attention to a well designed ad. Subtle colors. Good copy.

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place
The Brunswick Beacon
Shallotte
Anne Hewett, Dorrie Brennan
Kimballs Furniture
I like the clean lines and concept of the ad. It has a modern look.

BEST COLOR HOME FURNISHINGS AND APPLIANCES AD

1st Place
Mountain Xpress
Asheville
Sarah Riddle
Mobilia

2nd Place
Lincoln Times-News
Lincolnton
Kristina Stroupe, Susan Farmer, Andrew Blakeley
Carolina Furniture Mart

3rd Place
The Pilot
Southern Pines
Maegan Lea, Darlene Smith
Elmore Furniture

BEST APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Pilot
Southern Pines
Kathryn Galloway, Darlene Stark
Framer's Cottage
Crisp and simple. Draws attention to the product the customer wants to sell.

2nd Place
The Pilot
Southern Pines
Maegan Lea, Kerry Hooper
Honeycutt Jewelers
Good ad for Valentine's Day. Clearly know what is available for purchase.

3rd Place
The News Reporter
Whiteville
Abigail Spach, Amelia Sasser
Oasis Boutique
Layout is good for such a small space.

BEST COLOR APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Pilot
Southern Pines
Maegan Lea, Peggy Marsh
Brenda's Jewelers
Elegant and understated.

2nd Place
Up & Coming Weekly
Fayetteville
Cynthia Deere
Hinkamp Jewelers
Beautiful ad. Less is more.

3rd Place

Lake Norman Citizen
Huntersville
Ashlie DeCaron, Fran Hook
Carolina Diamond Company
Great graphics and color.

BEST INSTITUTIONAL AD

1st Place
The Mountain Times
Boone
Jennifer Canosa, Mark Mitchell
Green Park Inn
Great placement of a fun picture to advertise the party. Nice design elements throughout.

2nd Place
Watauga Democrat
Boone
Meleah Bryan, Deck Moser
Watauga Humane Society

3rd Place
The Transylvania Times
Brevard
Leigh Trapp
City of Brevard Survey Ad

BEST COLOR INSTITUTIONAL AD

1st Place
Lake Norman Citizen
Huntersville
Ashlie DeCaron, Steve Podielsky
Lake Norman Performing Arts

2nd Place
YES! Weekly
Greensboro
Alex Eldridge
Health & Style

3rd Place
Independent Tribune
Concord
Amber Griffin, Cathy Helms
Cabarrus Spay & Neuter Clinic

BEST COLOR RETAIL AD

1st Place
Mountain Xpress
Asheville
John Zara
Echoview Fiber
Excellent balance of earthy colors and photos. Typefaces complement the subject matter.
Nice use of white space.

2nd Place
The Pilot
Southern Pines
Kathryn Galloway, Deborah Fernsell
Gingham 'n Grace
Colorful, playful use of background and photo in frame. Nice choice of typefaces.

DIVISION C

Community newspapers over 10,000 circulation

BEST NEWSPAPER PROMOTION

1st Place
The Pilot
Southern Pines
Maegan Lea, Darlene Stark
Future of News - House Ad
Strong graphics, type matches theme of ad.

2nd Place
Lincoln Times-News
Concord
Kent Boggs, Cathy Helms
Farm Equipment Auction

2nd Place
Lincoln Times-News
Lincolnton
Kristina Stroupe, Susan Farmer, Andrew Blakeley
Wild Bird Mart

3rd Place
The Courier-Times
Roxboro
Carol Garrett, Wendy Wrenn
Presidents' Day Weekend Sale

BEST SPECIAL SECTION

1st Place
The Transylvania Times
Brevard
Leigh Trapp, David Metcalfe, Derek McKissock, Skip Hirsh
Autumn Magazine 2013
Informative and entertaining to read!

2nd Place
The Pilot
Southern Pines
Kathryn Galloway
Sandhills Dining Guide

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The Mountain Times
Boone
Staff
Summer Times

2nd Place
The Pilot
Southern Pines
Where in the World

3rd Place
The Franklin Press
Franklin
Chris Wilson
Top 10 Sports

2nd Place
The Transylvania Times
Brevard
Staff
Valentines Contest - Shared Page Promotion

3rd Place

The Mountain Times
Boone
Jennifer Canosa, Mark Mitchell
Beyond Category Cycling/Blowing Rock Produce & Provisions

BEST SMALL AD

1st Place
The Pilot
Southern Pines
Kathryn Galloway, Deborah Fernsell
C-Cups Cupcakery
I wish I lived near this cupcakery. I would definitely respond to this ad!

2nd Place
Lincoln Times-News
Lincolnton
Susan Farmer, Kristina Stroupe, Andrew Blakeley
Lincolnton Animal Hospital

3rd Place
The News Reporter
Whiteville
TJ Enzor, John Fonvielle
Summer Fun at Wanda's
Great image. Lots of information but good organization.

BEST ADVERTISING CAMPAIGN

1st Place
The Pilot
Southern Pines
2013 PS Bride & Groom
Interesting concept - to use local weddings to feature local talent in the bridal industry. This has a nice clean design and looks very nice.

2nd Place
Mooresville Tribune
Mooresville
Nikki Boone
Tinsel
Eye catching front cover. Lovely colorful ads!

3rd Place
Lincoln Times-News
Lincolnton
Kristina Stroupe, Susan Farmer, Andrew Blakeley
Sweet Fire BBQ

3rd Place
Mountain Xpress
Asheville
John Zara
Classified Ad Series

1st Place
The Pilot
Southern Pines
Staff
2013 Buggy Festival
Reader-friendly layout and design.

2nd Place
The Transylvania Times
Brevard
Staff
Photos draw attention to the homes for sale and create interest. Nice layout, good use of color. Rotating ads are effective.

2nd Place

The Pilot
Southern Pines
Clay Culberson, Karen Triplett
Tarheel Drug
Direct and clear message helps distinguish this advertiser from the competition.

3rd Place
Watauga Democrat
Boone
Jennifer Canosa, Lisa Randolph
The Pet Place

BEST NICHE PUBLICATION

1st Place
Watauga Democrat
Boone
Meleah Bryan, Jennifer Canosa, Tom Mayer, Sherrie Norris
All About Women
The magazine has the necessary elements that make it unique, but enough consistency to keep it all one complementary piece.

2nd Place
The Mountaineer
Waynesville
Staff
Lake Junaluska Centennial Magazine
This is a very interesting piece that feels professionally designed. It is simple, yet consistent.

3rd Place
The Pilot
Southern Pines
2013 PS Bride & Groom
Interesting concept - to use local weddings to feature local talent in the bridal industry. This has a nice clean design and looks very nice.

BEST REAL ESTATE AD IN A NICHE PUBLICATION
1st Place
The Pilot
Southern Pines
Clay Culberson, Michelle Palladino
Baker Real Estate
Loved how they used indoor photos of homes, very inviting and welcoming.

2nd Place
The Mountaineer
Waynesville
Michelle Schumacher
Haywood Builders Supply
Love the blues in the skies and mountaintops - draws your eye in.

3rd Place
The Pilot
Southern Pines
Staff
Prudential GOS Real Estate

Continued on page 18



Congratulations

to the Wilson Times advertising staff on

13

North Carolina Press Association Best Ad Contest Awards

First Place Best Color Retail Ad **Lisa Pearson** Vaughan's Jewelers

First Place Best Innovative Concept/Wild Card **Staff** High School Football Player of the Week

Second Place Best Motor Vehicle Ad **Carol Smithwick & Sonja Hayes** Hubert Vester Honda

Second Place Best Color Home Furnishings & Appliances Ad **Beth Robbins & Carol Smithwick** Hope's Furniture

Second Place Best Color Retail Ad **Beth Robbins & Carol Smithwick** Davis TV

Second Place Best Use of Humor **Beth Robbins** Churchwell's Jewelers

Second Place Best Special Section **Bradley Hearn & Staff** Veteran's Day

Second Place Best Small Ad **Cynthia Collins & Carol Smithwick** Redding's Watercare

Second Place Best Online Advertising **Lisa Pearson** Wilson Tobs

Third Place Best Color Retail Ad **Lisa Pearson & Tara Godwin** Wilson Hardware

Third Place Best Innovative Concept/Wild Card **Shana Hoover** Thanksgiving Weekend Contest

Third Place Best Newspaper Promotion **Staff** NC Press Editorial Contest Winner List

Third Place Best Retail Ad in a Niche Publication **Lisa Pearson** Creations by Culbreth



DIVISION D

BEST REAL ESTATE AD

1st Place

The Star

Shelby

Greg Thompson, Lisa Lilly
Susan Schneck - Allen Tate

Very bright and easy to notice ad! Nice color!

2nd Place

The Daily Herald

Roanoke Rapids

Carol Crittenden
Wilkie Real Estate

Nice ad design!

3rd Place

The News Herald

Morganton

Ty Wetz, Kerri McFalls
McCombs & Hoke Real Estate

Very nice ad!

BEST RESTAURANT/ ENTERTAINMENT AD

1st Place

The News Herald

Morganton

Amber Griffin, Tiffany Coates
Christmas Bazaar & Annual Cookie Walk

Eye-catching with all information for an ad of its size.

2nd Place

Tryon Daily Bulletin

Tryon

Harry Forsha
The Orchard Inn

2nd Place

The Daily Herald

Roanoke Rapids

Linda Foster
Chick-Fil-A

3rd Place

The Daily Herald

New Bern

Sandy McKinney, Michael Credle
Tidewater Appliances Discover Saving

BEST COLOR HOME FURNISHINGS AND APPLIANCES AD

1st Place

The Star

Shelby

Debbie Childers, Tressa Norris
Kimbrels Furniture

2nd Place

The Wilson Times

Wilson

Beth Robbins, Carol Smithwick
Hope's Furniture - Eggcellent Selection of Furniture

3rd Place

Sun Journal

New Bern

Sandy McKinney, Michael Credle
Tidewater Appliances Discover Saving

3rd Place
Statesville Record & Landmark
Statesville
Jordan Garren, Tiffany Hovis
R. Gregory Jewelers
Unique ad displays jewelry well.

BEST INSTITUTIONAL AD

1st Place

Tryon Daily Bulletin

Tryon

Kevin Powell
Pro Physical
Bold use of visuals and a clear, simple message really sell the client's services.

BEST COLOR INSTITUTIONAL AD

1st Place

The Daily Herald

Roanoke Rapids

Stephen Conger
Polley Clinic

2nd Place
The Star
Shelby
Greg Thompson, Lisa Lilly
Carolina Chiropractic

3rd Place
The Daily Herald
Roanoke Rapids
Rhonda Irby
Rhythm and Brews - South Hill Chamber
Nice logo and good use of color. Lots of information, but segmented well. People will read this ad.

2nd Place
The Star
Shelby
Debbie Childers, Lisa Sheely
Chens Chinese

Great use of a small space front page ad. Strong photograph makes you want to order tofu wraps!

3rd Place
The Star
Shelby
Debbie Childers, Tressa Norris
Fashion Corner
Good use of color.

2nd Place
The Wilson Times
Wilson
Lisa Pearson
Vaughan's Jewelers - Spring Sale

Very colorful. Good use of type. Nice touch sending some of the flowers outside of the ad box.

3rd Place
The Wilson Times
Wilson
Beth Robbins, Carol Smithwick
Davis TV - Roses are Red, Violets are Blue...

Very nice Valentine's ad and cute use of Cupid. Good cut-out.

3rd Place
The Wilson Times
Wilson
Lisa Pearson, Tara Godwin
Wilson Hardware - Come Home for the Holidays

Colorful ad but has a good use of white space. Good cut-outs.

BEST FOOD AD

1st Place

The Daily Herald

Roanoke Rapids

Linda Foster
King's Seafood

2nd Place

The Star

Shelby

Tressa Campbell, Earl Brackett
Standard Distributors

3rd Place

The Daily Herald

Roanoke Rapids

Dawn Barmer
Community Drive In

BEST HOME FURNISHINGS AND APPLIANCES AD

1st Place

The Daily Herald

Roanoke Rapids

Martha Neville

Shell Furniture

I like the use of one large picture in the ad. Good use of type.

2nd Place

The Daily Dispatch

Henderson

Nicole Brooks, Deborah Tuck

Sams Furniture

Good job with all the info and pictures the advertiser wanted in this ad. He got his money's worth in space.

BEST COLOR APPAREL - JEWELRY AND ACCESSORIES AD

1st Place

The Daily Herald

Roanoke Rapids

Rhonda Irby

Abundantly More - Vera Bradley Great display of a well-known brand. Gorgeous!

2nd Place

The Star

Shelby

DJ Short, Barbra Peeler
Arnolds Jewelry
Love the color!

DIVISION D

Daily newspapers under 12,500 circulation

BEST USE OF COLOR

1st Place
The News Herald
 Morganton
 Jordan Garren, Shannon Willingham
 Valdese Cleaners

2nd Place
The McDowell News
 Marion
 Kasey Wells, Susan Gossett
 Old Fort Fall Festival

3rd Place
The Star
 Shelby
 Brenda Bomer, Lisa Sheely
 Miracle Ear

BEST USE OF HUMOR

1st Place
Tryon Daily Bulletin
 Tryon
 Gwen Ring
 Little Mountain Farm Supply
 Humorous use of dialogue.

2nd Place
The Wilson Times
 Wilson
 Beth Robbins
 Churchwell's Jewelers - Headache?
 I bet most everyone smiled or chuckled when they read the ad.

3rd Place
Tryon Daily Bulletin
 Tryon
 Lenette Sprouse
 Now Open
 Great art for the ad.

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The Wilson Times
 Wilson
 Staff
 High School Football Player of the Week

2nd Place
The Daily Herald
 Roanoke Rapids
 Titus Workman
 Community Champion Awards

3rd Place
The Wilson Times
 Wilson
 Shana Hoover
 Gobble Up Some Cash - Thanksgiving Weekend Contest

BEST NEWSPAPER PROMOTION

1st Place
The Daily Herald
 Roanoke Rapids
 Carol Crittendon, Hope Callahan
 Spookalicious Halloween
 Great use of white space, strong graphic, good use of limited type.

2nd Place
The Daily Dispatch
 Henderson
 Deborah Tuck, Desiree Brooks, Nicole Brooks, Stacey Reams
 Shop Downtown Henderson at Christmas

3rd Place
The Wilson Times
 Wilson
 Staff
 NC Press Editorial Contest Winner List
 Great quote and list of winners to recognize and add value to their product.

BEST SPECIAL SECTION

1st Place
Rocky Mount Telegram
 Rocky Mount
 Staff
 School Year
 Great layout with valuable information. A win for readers and advertisers!

2nd Place
The Wilson Times
 Wilson
 Bradley Hearn, Staff
 Veteran's Day
 Love this layout! Fantastic design.

3rd Place
The McDowell News
 Marion
 Kasey Wells, Kent Boggs, Staff
 Made In McDowell
 Layout and ad design allow readers to educate themselves about the town they live in. Great idea!

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
Statesville Record & Landmark
 Statesville
 Staff
 \$20 on the 20th

2nd Place
The Daily Dispatch
 Henderson

Deborah Tuck, Desiree Brooks, Nicole Brooks, Stacey Reams Shop Downtown Henderson at Christmas

3rd Place
Sun Journal
 New Bern
 Sandy McKinney, Ellen Bobba
 Beary Merry Christmas

BEST SMALL AD

1st Place
The Daily Herald
 Roanoke Rapids
 Carol Crittendon
 Tequila Sunrise Music
 Fantastic use of color and fonts. Very clear message.

2nd Place
The Wilson Times
 Wilson
 Eric Beam, Crystal Armstrong, Natasha Alexander
 American Legion
 Good information, nice layout and unique backgrounds and type treatment. Production is clean, which shows design decisions were well made.

3rd Place
The McDowell News
 Marion
 Kent Boggs, Kim Gallion
 Carolina Interiors

BEST ADVERTISING CAMPAIGN

1st Place
The Daily Herald
 Roanoke Rapids
 Rhonda Irby, Titus Workman, Kris Smith
 Lake the Magazine
 Writer and columnist IDs were consistent and clean.

2nd Place
The Daily Herald
 Roanoke Rapids
 Titus Workman, Hope Callahan
 The Daily Herald Redesign

BEST ONLINE ADVERTISING

1st Place
Sun Journal
 New Bern
 Jacob McConnell, Derrick Edwards
 Neuse Blvd. Cinema - Coming Attractions

Eye-catching ad with clear call to action.

2nd Place
The Wilson Times
 Wilson
 Lisa Pearson
 Wilson Tobs - Countdown to Opening Day

Nice use of countdown clock.

3rd Place
Sun Journal
 New Bern
 Jacob McConnell, Derrick Edwards
 Smithfield's Chicken 'N Bar-B-Q

Nice tailgate theme and clear call to click.

BEST SINGLE SHEET INSERT

1st Place
Statesville Record & Landmark
 Statesville
 Dee Martin, Tiffany Hovis
 Coldwell Banker
 Good use of color in ad.

BEST NICHE PUBLICATION

1st Place
Tryon Daily Bulletin
 Tryon
 Betty Ramsey, Samantha Hurst, Gwen Ring, Staff
 Life in Our Foothills
 Best cover so far. Clean layout, good colors, good usage of inset quotes within stories.

2nd Place
The Star
 Shelby
 Eric Beam, Crystal Armstrong, Natasha Alexander
 American Legion
 Good information, nice layout and unique backgrounds and type treatment. Production is clean, which shows design decisions were well made.

3rd Place
The Daily Herald
 Roanoke Rapids
 Rhonda Irby, Titus Workman, Kris Smith
 Lake the Magazine
 Writer and columnist IDs were consistent and clean.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place
The Daily Herald
 Roanoke Rapids
 Rhonda Irby
 Story Properties
 Interesting choice of colors. Stands out.

BEST RESTAURANT/ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place
Tryon Daily Bulletin
 Tryon
 Betty Ramsey
 LaBouteille - Around the World

2nd Place
The Daily Herald
 Roanoke Rapids
 Rhonda Irby
 Shady Shack - Poplar Pointe Marine

3rd Place
Tryon Daily Bulletin
 Tryon
 Betty Ramsey
 LaBouteille - Stock Up



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Publishing Solutions

DIVISION E

Daily newspapers 12,500-35,000 circulation

BEST REAL ESTATE AD

1st Place
The Times-News
Burlington
Regenia Bowman, Judi Baker
The Sign You Want
2nd Place
The Herald-Sun
Durham
Jennifer Flye
Blend Cafe - Free Yogurt
2nd Place
The Sanford Herald
Sanford
Lori Resnick
Dine Out for CARA

BEST MOTOR VEHICLE AD

1st Place
The Daily Reflector
Greenville
Graham Bailey, Tim Mayberry
Chico's Mexican Restaurant
Nicely designed ad that definitely gets the readers involved!
2nd Place
The Gaston Gazette
Gastonia
Tressa Campbell, Cindee Joye
Hibachi Buffet
Great job of getting all of the individual ad elements into the ad without looking too busy and jumbled. Tantalizing photos help too!
3rd Place
Hickory Daily Record
Hickory
Kent Boggs, Megan Satterwhite
CrossRoads Nissan of Hickory
Very clean ad with lots of vehicles to offer for the reader.
3rd Place
The Gaston Gazette
Gastonia
DJ Short, Kimberly Carver
Keith Hawthorne Ford
Love the color scheme and presentation.

BEST FOOD AD

1st Place
The Gaston Gazette
Gastonia
Tressa Campbell, Earl Brackett
Standard Distributors
2nd Place
The Times-News
Burlington
Suzanna Chriscoe, Regenia Bowman
Breakfast
3rd Place
The Daily Reflector
Greenville
Chelsey Bennett, Randy Yiu
Confection Connection
3rd Place
The Daily Reflector
Greenville
Tom Little, Bryant Williams
Home Traditions

BEST RESTAURANT/ENTERTAINMENT AD

1st Place
The Herald-Sun
Durham
Jennifer Flye
Blend Cafe - Free Yogurt
2nd Place
The Sanford Herald
Sanford
Lori Resnick
Dine Out for CARA

BEST COLOR RESTAURANT/ENTERTAINMENT AD

1st Place
The Daily Reflector
Greenville
Graham Bailey, Tim Mayberry

Chico's Mexican Restaurant
Nicely designed ad that definitely gets the readers involved!

2nd Place
The Gaston Gazette
Gastonia
Tressa Campbell, Cindee Joye
Hibachi Buffet

Great job of getting all of the individual ad elements into the ad without looking too busy and jumbled. Tantalizing photos help too!

3rd Place
Hickory Daily Record
Hickory
Chuck Slivensky, Vickie Reeves
Sam's Hotdog Stand
Who can resist a cute kid with a hot dog?

Great art and a complete marketing message makes me want to give Sam's a try!

BEST COLOR HOME FURNISHINGS AND APPLIANCES AD

1st Place
The Gaston Gazette
Gastonia
Brenda Bomer, Robert Raby
Baker Furniture - Going Out of Business

2nd Place
The Herald-Sun
Durham
Joy Miller
Riverview Galleries

3rd Place
The Daily Reflector
Greenville
Tom Little, Bryant Williams
Home Traditions

BEST APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Daily Reflector
Greenville
Bill Hudson, Jessica Harris
Robinson Jewelers
Ad is good and gets your attention without distracting you from what the advertiser wants to sell.

2nd Place
The Times-News
Burlington
Suzanna Chriscoe, Debbie Piland
Benchmark
Like the stacked ring artwork. Draws you in. Simple ad, but effective.

3rd Place
The Gaston Gazette
Gastonia
Tressa Campbell, Earl Brackett
D Phillips Diamonds

BEST COLOR APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Herald-Sun
Durham
Joy Miller
Bano - Thank You Ad
Absolutely gorgeous.

2nd Place
The Herald-Sun
Durham
Craig Chappell
Don Caster Outlet - New Spring Arrivals
Complete information and attractive art make for a winning ad.

3rd Place
The Herald-Sun
Durham
Joy Miller
Merle Norman - Love Pops Ad
Good use of white space.

BEST INSTITUTIONAL AD

1st Place
The Sanford Herald
Sanford
Lori Resnick
Brad Salmon
Nicely balanced layout. Great utilization of photo to strengthen the ad's message.

2nd Place
The Sanford Herald
Sanford
Laura Powers
Happy Birthday

3rd Place The Sanford Herald

Sanford
Laura Powers
Myres Animal Hospital

BEST COLOR INSTITUTIONAL AD

1st Place
The Times-News
Burlington
Suzanna Chriscoe, Laura Gipple
Experience History

2nd Place
The Gaston Gazette
Gastonia
Emerald Rabb, Myke Etheridge
Nivens Wealth Strategies

3rd Place
The Gaston Gazette
Gastonia
Brenda Bomer, Robin Isenhour
Benny Benson Funeral & Cremation Service

BEST COLOR RETAIL AD

1st Place
The Times-News
Burlington
David Tipton, Paula Avery
Why Swim? Barking Bubbles
Colorful, fun ad - eye-catching. Good use of fonts.

2nd Place
The Herald-Sun
Durham
Jeani Dredge
Carolina Air Conditioning - Anniversary
Cleanly designed ad. The little touch of red is just enough, color logos at bottom aren't overpowering.

3rd Place
The Gaston Gazette
Gastonia
Greg Thompson, Emerald Rabb
Tobacco 2 Go
Nice header with the cigarette coming out of the "o." Definitely relates smoke.

BEST USE OF COLOR

1st Place
The Gaston Gazette
Gastonia
Kimberly Carver, DJ Short
Planet Fitness

2nd Place
The Times-News
Burlington
David Tipton, Regenia Bowman
You Got It

DIVISION E

Daily newspapers 12,500-35,000 circulation

3rd Place The Herald-Sun

Durham
Craig Chappell
Don Caster Outlet - Great Style Ad

BEST USE OF HUMOR

1st Place
The Sanford Herald
Sanford
Holly Hight
Dear Tabby
Good humorous classified ad to entice readership in Friday's paper.

2nd Place
The Sanford Herald
Sanford
Laura Powers
Powers Auto Body

3rd Place
The Gaston Gazette
Gastonia
Clever use of dialogue to bring attention to the ad and message.

3rd Place
The Herald-Sun
Durham
Tom Tuttle
NC Carz - Minivan

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
Hickory Daily Record
Hickory
Nikki Boone, Eric Millsaps
Greater Hickory Classic Player Posters

2nd Place
The Gaston Gazette
Gastonia
DJ Short, Robert Raby
Planet Fitness

3rd Place
The Gaston Gazette
Gastonia
Debbie Childers, Robert Raby
Douglas Harris

BEST NEWSPAPER PROMOTION

1st Place
The High Point Enterprise
High Point
Leslie Long
Website Promotion

2nd Place
The Times-News
Burlington
David Short, Amy Morgan
Gaston Bridal Showcase

BEST SMALL AD

1st Place
The Daily Reflector
Greenville
DJ Short, Amy Morgan
Sharkeys Place

2nd Place
The Times-News
Burlington

3rd Place The Daily Reflector

Greenville
David Singleton, Erin Walton
Bracket Ball
Good concept, nice graphic

BEST SPECIAL SECTION

1st Place
The High Point Enterprise
High Point
Leslie Long
Christmas in the Southern Triad
Beautiful Christmas art and stories.

2nd Place
The Sanford Herald
Sanford
Laura Powers
Hometowns

3rd Place
The High Point Enterprise
High Point
Leslie Long
Hometowns

3rd Place
Hickory Daily Record
Hickory
Kent Boggs, Staff
Spotlight on Health + Physicians
Directory

Excellent front cover! Ad design and editorial are great.

Paula Avery

Quaker Creek

3rd Place

The Times-News

Burlington

David Tipton, Laura Gipple

Thank You Alamance County

2nd Place

The Gaston Gazette

Gastonia

Eric Beam, Crystal Armstrong, Jamey Jenkins

Explore Gaston

This piece is strong in the consistency of the interior design. Good color usage and consistent type choices pull everything together.

3rd Place

The Sanford Herald

Sanford

Gina Eaves, R.V. Hight, Laura Powers, Lori Resnick, Chip Pate

Lee County Living

The magazine has good use of color and offers interesting information in a strong layout. The Snapshots are a nice touch.

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place

The Times-News

Burlington

Doreen Alston, Judi Baker

Escape the Ordinary - Abbey Glen Loved the effects of the outdoor lighting of the photograph, breaks up the monotony of the usual outdoor home photos.

2nd Place

The Daily Reflector

Greenville

Randy Yiu

The Landing

Pop and pizzazz of the color combinations - very energetic.

3rd Place

The Gaston Gazette

Gastonia

Tressa Campbell, June Lang

Eastwood Homes

BEST RESTAURANT/ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place

The Daily Reflector

Greenville

David Singleton, Erin Walton

Watermelon Festival

2nd Place

The Daily Reflector

Greenville

Jessica Williams, Erin Walton

The Martinsborough

3rd Place

The Daily Reflector

Greenville

Chelsey Bennett, Randy Yiu

Villedge Wood Fired Kitchen & Bar

Continued on page 18

DIVISION F

Daily newspapers over 35,000

BEST REAL ESTATE AD

1st Place
The Fayetteville Observer
Fayetteville
Steve Bullard
Dayne Luck Coldwell Banker
2nd Place
The Fayetteville Observer
Fayetteville
Danielle Fennern
Idea House - Home Builders Association of Fayetteville

3rd Place
StarNews
Wilmington
Jacob Davidson
She Sells - Coastal Development & Realty

BEST MOTOR VEHICLE AD

1st Place
The Fayetteville Observer
Fayetteville
Diane Bowers
Cadillac of Fayetteville
Well designed ad showcases a variety of vehicles in a clear and clean layout.

2nd Place
StarNews
Wilmington
Kim Stanton
Stevenson Direct - Meet the Team
Like the use of personal photos mixed with displaying product and price.

3rd Place
StarNews
Wilmington
Tess Coogler, Beth Holton
Fiat of Wilmington
Colorful, clean-looking ad.

BEST FOOD AD

1st Place
The Fayetteville Observer
Fayetteville
Erin Binkley
Fresh Market

2nd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Compare Foods

3rd Place
StarNews
Wilmington
Kim Stanton, Staff
Carolina Farmin' - Special Values

BEST COLOR RESTAURANT/ENTERTAINMENT AD

1st Place
The Fayetteville Observer
Fayetteville
Erin Binkley
John Allen Shoes
Gives me the sense of the variety the store carries. Colorful.

2nd Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
The Mellow Mango
Looks like Mellow Mango has a great line-up of Grand Opening activities. Very inviting!

3rd Place
Winston-Salem Journal
Winston-Salem
Lisa Kennedy, Justin Gomez
Twin City Cooks
Terrific job of getting a lot of information across in an attractive and attention-getting event ad! Good use of white space!

BEST COLOR HOME FURNISHINGS AND APPLIANCES AD

1st Place
StarNews
Wilmington
Beth Holton
D. Baxter's - Buying a Lampshade

2nd Place
StarNews
Wilmington
Staff
Island Appliance - We Know Laundry

3rd Place
The Fayetteville Observer
Fayetteville
Erin Binkley
Southern Design Furniture

BEST COLOR APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
StarNews
Wilmington
Beth Holton
Fleishman's - Cashmere Sale
Good design. Complete ad copy. Attractive art.

2nd Place
The Fayetteville Observer
Fayetteville
Erin Binkley
Lily Kats Consignment Boutique
Distinctive.

3rd Place **The Fayetteville Observer**

Fayetteville
Erin Binkley
John Allen Shoes
Gives me the sense of the variety the store carries. Colorful.

BEST COLOR INSTITUTIONAL AD

1st Place
The Fayetteville Observer
Fayetteville
Jacklyn Wells
Sandhills Oral & Maxillofacial Surgery

2nd Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Building Blocks

3rd Place
Winston-Salem Journal
Winston-Salem
Lisa Kennedy, Justin Gomez
Twin City Cooks
Terrific job of getting a lot of information across in an attractive and attention-getting event ad! Good use of white space!

BEST COLOR RETAIL AD

1st Place
The Fayetteville Observer
Fayetteville
Erin Binkley
Textbook Brokers
Good use of color. Nice cut-out on top of the toned-back background. Nice use of the angled ribbons.

2nd Place
Winston-Salem Journal
Winston-Salem
Lisa Kennedy, Bill Benbow
LA Reynolds Garden Center
Lots of good cut-outs worked into an eye-catching collage. Lime green and blues draw attention.

3rd Place
Winston-Salem Journal
Winston-Salem
Lisa Kennedy, Mark Powell
Celebrate the Holidays
Nice balance of clipart, cartoon logo and cut-out. Eye-catching color. Good use of typefaces.

BEST USE OF COLOR

1st Place
Winston-Salem Journal
Winston-Salem
Richard Boyd
Battle of the Bands

2nd Place
The Fayetteville Observer
Fayetteville
Diane Bowers
Sandhills Oral & Maxillofacial Surgery

3rd Place **The Fayetteville Observer**

Fayetteville
Diane Bowers
An Evening with Hari Jones

BEST USE OF HUMOR

1st Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
FayObserver Autos
Clever use of art in ad for automotive web site.

2nd Place
The Fayetteville Observer
Fayetteville
Diane Bowers
Building Blocks

3rd Place
Winston-Salem Journal
Winston-Salem
Lisa Kennedy, Justin Gomez
Twin City Cooks
Terrific job of getting a lot of information across in an attractive and attention-getting event ad! Good use of white space!

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Advertising Needs Analysis

2nd Place
Winston-Salem Journal
Winston-Salem
Richard Boyd
WFU vs. Boston College Spadea

3rd Place
The Fayetteville Observer
Fayetteville
Erin Binkley
Safety First Vending Machine

BEST NEWSPAPER PROMOTION

1st Place
Winston-Salem Journal
Winston-Salem
Richard Boyd, Justin Gomez
We Were There
Clear winner. Great series of ads that are creative and well thought-out. Like the juxtaposition of old and new, use of B&W and color and smart copy.

2nd Place
StarNews
Wilmington
Staff

2nd Place
The Fayetteville Observer
Fayetteville
Diane Bowers
StarNews Media's Sports Blogs
What a great concept! Catchy and graphically appealing ad really draws you in.

DIVISION F

Daily newspapers over 35,000

BEST NICHE PUBLICATION

1st Place
Winston-Salem Journal
Winston-Salem
Lisa Kennedy, Justin Gomez
Suite Deal
Clever headline! Nice use of color and fonts without being too busy. Great Facebook/Web promotion!

BEST SPECIAL SECTION

1st Place
Winston-Salem Journal
Winston-Salem
Richard Boyd, Jennifer Carter
City Guide 2012

2nd Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Evolution Ink

BEST ADVERTISING CAMPAIGN

1st Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher, Jason Beck
Celebrations Bridal Magazine

2nd Place
StarNews
Wilmington
Staff

3rd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Subscription Bundles

BEST ONLINE ADVERTISING

1st Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Heather Ridge Apartments
Cute headline. Nice use of Flash animation. A lot going on, but well incorporated into the ad.

2nd Place
The Fayetteville Observer
Fayetteville
Jodi Sarver, Jennifer Kidd
Alternative Education

2nd Place
StarNews
Wilmington
Beth Holton, Kim Stanton, Jim Burdette
Make Your House a Home

3rd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Susan G. Komen for the Cure

BEST SMALL AD

1st Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
YMCA
They got their money's worth. Good job getting it all in.

BEST SINGLE SHEET INSERT

BEST RESTAURANT/ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Duplin Winery

2nd Place
StarNews
Wilmington
Tess Coogler, Chris Long
Cape Fear Riverboats - See the Historic Cape Fear River

3rd Place
The Fayetteville Observer
Fayetteville
Erin Binkley
The Fair Barn

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Bridal & Formal Center
Classic, but elegant design. Great placement of beautiful bride. Type is well-arranged.

2nd Place
StarNews
Wilmington
Staff

3rd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher, Jason Beck
40 Under Forty Nominations

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place
The Fayetteville Observer
Fayetteville
Danielle Fennern
Idea House - Home Builders Association of Fayetteville
Liked the informative layout and illustrations.

2nd Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Kendale Pawn
Interesting design with good attention to type placement. The business name pops out at the bottom of the ad.

BEST SHARED PAGE IN A NICHE PUBLICATION

1st Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher, Jason Beck
Elite Trends
Love this ad. Crisp, clean, simple, precise.

2nd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher, Staff
Downtown Directory
Good page.

DIVISION C cont.**BEST RESTAURANT/ENTERTAINMENT AD IN A NICHE PUBLICATION**

1st Place
The Mountaineer
Waynesville
Michelle Schumacher,
Cynthia Ryon
Matt Stillwell Concert

2nd Place
Watauga Democrat
Boone
Jennifer Canosa, Deck Moser
Stick Boy Bread Co.

3rd Place
The Pilot
Southern Pines
Stacey Yongue, Peggy Marsh
Squires Pub
BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Pilot
Southern Pines
Kathryn Galloway,
Meagen Powell
The Country Bookshop
An attention grabber! It's apparent that the designer has more than just a little bit of an artistic touch!

2nd Place
The Mountaineer
Waynesville
Michelle Schumacher,
Cynthia Ryon
BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Pilot
Southern Pines
Kathryn Galloway,
Meagen Powell
The Country Bookshop
An attention grabber! It's apparent that the designer has more than just a little bit of an artistic touch!

BEST SHARED PAGE IN A NICHE PUBLICATION

1st Place
The Pilot
Southern Pines
PineServices
I like the white space around each ad - makes advertisers believe their ad matters.

BEST RETAIL AD IN A NICHE PUBLICATION

3rd Place
Watauga Democrat
Boone
Jennifer Canosa, Deck Moser
Boone Healing Arts Center
Very appealing design. Wonderful use of fonts. Great design eye!

DIVISION E cont.**BEST RETAIL AD IN A NICHE PUBLICATION**

1st Place
The Daily Reflector
Greenville
Susan Fowle, Randy Yiu

BEST SHARED PAGE IN A NICHE PUBLICATION

2nd Place
The Mountain Times
Boone
Meleah Bryan
Downtown Boone

1st Place
The Daily Herald
Roanoke Rapids
Rhonda Irby
Julee's Fashions
Good use of white space. The photo is a great choice to grab attention.

BEST SHARED PAGE IN A NICHE PUBLICATION

3rd Place
The Daily Herald
Wilson
Lisa Pearson
Creations by Culbreth - Christmas Traditions Begin

2nd Place
The Daily Herald
Roanoke Rapids
Rhonda Irby
Julee's Fashions
Elegant visual appeal. Reminds the viewer of an old fashioned Christmas. Good eye!

1st Place
The Daily Herald
Roanoke Rapids
Rhonda Irby
Lake The Magazine - Behind the Scenes

1st Place
The Daily Reflector
Greenville
Susan Fowle, Jessica Harris
Your Perfect Day Beautiful ad with great use of photos. Flowers in left corner pop and draw attention to smaller photos.

2nd Place
The Daily Reflector
Greenville
Susan Fowle, Jessica Harris
Your Perfect Day Beautiful ad with great use of photos. Flowers in left corner pop and draw attention to smaller photos.

DIVISION D cont.**BEST RETAIL AD IN A NICHE PUBLICATION**

1st Place
The Star
Shelby
Greg Thompson, Lisa Lilly
Lail Hardware
Beautifully done. Eye-catching design. Ad is full without being over crowded. Great eye!

2nd Place
The Daily Herald

Roanoke Rapids
Rhonda Irby
Julee's Fashions

Good use of white space. The photo is a great choice to grab attention.

3rd Place
The Wilson Times

Wilson
Lisa Pearson
Creations by Culbreth - Christmas Traditions Begin

CONGRATULATIONS to the following Cooke Communications Advertising & Design Winners! Thank you for your hard work and commitment to excellence!

Cooke
COMMUNICATIONS
NORTH CAROLINA LLC

1150 Sugg Pkwy
Greenville, NC
252-329-9500

The Daily Reflector (Greenville, NC)

1st Best Motor Vehicle Ad - Hastings Ford, *Graham Bailey, Erin Walton*
1st Best Color Restaurant/Entertainment Ad - Chico's Mexican Restaurant, *Graham Bailey, Tim Mayberry*
1st Best Apparel - Jewelry and Accessories Ad - Robinson Jewelers, *Bill Hudson, Jessica Harris*

1st Best Retail Ad in a Niche Publication - The Shoe Crate, *Susan Fowle, Randy Yiu*

1st Best Niche Publication - Mixer, *Staff*

1st Best Restaurant/Entertainment Ad in a Niche Publication - Watermelon Festival, *David Singleton, Erin Walton*

2nd Best Newspaper Promotion - Pirate Gameday Photo Contest, *Jessica Williams, Erin Walton*

2nd Best Advertising Campaign - Reflector.com Survey, *Jessica Williams, Erin Walton*

2nd Best Real Estate Ad in a Niche Publication - The Landing, *Randy Yiu*

2nd Best Restaurant/Entertainment Ad in a Niche Publication - The Martinsborough, *Jessica Williams, Erin Walton*

3rd Best Food Ad - Confection Connection, *Chelsey Bennett, Randy Yiu*

3rd Best Color Home Furnishings & Appliances Ad - Home Traditions, *Tom Little, Bryant Williams*

3rd Best Newspaper Promotion - Bracket Ball, *David Singleton, Erin Walton*

3rd Best Restaurant/Entertainment Ad in a Niche Publication - Villedge Wood Fired Kitchen & Bar, *Chelsey Bennett, Randy Yiu*

3rd Best Retail Ad in a Niche Publication - Your Perfect Day, *Susan Fowle, Jessica Harris*

Rocky Mount Telegram (Rocky Mount, NC)

1st Best Special Section - School Year, *Advertising Staff, Classified Staff*

Duplin Times (Kinston, NC)

1st Best Small Ad - The Strawberry Patch, *Bryan Pinkey*
1st Best Niche Publication - Duplin County Welcome Guide 2013-2014, *Staff*

2nd Best Real Estate Ad - Home Connections, *Alan Wells, Bryan Pinkey*

2nd Best Restaurant/Entertainment Ad - Rose Hill Christmas Celebration, *Marlane Carcopo, Bryan Pinkey*

2nd Best Color Restaurant/Entertainment Ad - Lucky Spot, *Marlane Carcopo*

2nd Best Color Home Furnishings and Appliances Ad - Highland Furniture, *Bryan Pinkey*

2nd Best Color Institutional Ad - Beulaville Area COC, *Kayla Johnson, Alan Wells*

2nd Best Use of Color - Anderson Garden Center, *Bryan Pinkey*

2nd Best Special Section - Life & Health 2013, *Staff*

2nd Best Advertising Campaign - Duplin Co. Remembers: Moments In Local Black History, *Staff*

2nd Best Niche Publication - Duplin County Schools Bright Spots, *Bryan Pinkey, Staff*

3rd Best Newspaper Promotion - Here's A Great Gift Idea For Only \$24, *Gary Scott*

3rd Best Color Institutional Ad - James Sprunt, *Gary Scott*

3rd Best Advertising Campaign - Vidant Health, *Marlane Carcopo*

The Farmville Enterprise (Farmville, NC)

1st Best Apparel - Jewelry and Accessories Ad - Williams Jewelry, *Addie Best*

1st Best Restaurant/Entertainment Ad in a Niche Publication - Marabella Old World Pizza, *Addie Best*

2nd Best Special Section - Farmville Magazine, *Staff*

The Standard Laconic (Snow Hill, NC)

3rd Best Special Section - Greene Living, *Staff*

The Times Leader (Ayden-Gifton, NC)

1st Best Color Restaurant/Entertainment Ad - Watermelon Festival, *Kyle Stephens*

2nd Best Color Restaurant/Entertainment Ad - Bum's Restaurant, *Kyle Stephens*

2nd Best Niche Publication - Winterville Magazine, *Staff*

3rd Best Food Ad - Piggly Wiggly of Gifton, *Staff*

3rd Best Community Service Signature Page or Best Shared Page - Winterville Chamber of Commerce, *Kyle Stephens*

GET PAID BY YOUR ASSOCIATION**Participate in our advertising networks!****2x2/2x4 DISPLAY AD NETWORK**

Run the 2x2 and 2x4 ads we send you each week and get a rebate every six months based on network revenue. Sell an ad to your client and keep half the cost of the ad. Call Cindy Whitt at (919) 789-2083 to participate. Sign up now and get a \$150 bonus!

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Questions about the networks?
Email us at ads@ncpress.com

Congratulations
to the winners of the 2013 editorial
and advertising contests!

And a big thanks to the 42 North Carolina newspaper partners that power their sites with BLOX CMS.

TownNews.com was born 25 years ago in the back shop of a weekly newspaper. Today we offer one of the most advanced publishing systems for web, print, mobile and social media.

Our next-gen publishing and content management platform gives you all the tools you need to thrive in the digital age.

Why wait? Call Dave Sutton at 765-883-5414 today to discover what TownNews.com can do for you.

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Halifax Media Group newspapers have years of tradition of delivering quality to N.C. readers and advertisers. Our commitment to speaks for itself with 95 awards for Halifax Media newspapers in this year's NCPA Advertising & Design contest!

Congratulations ...

The Gazette, Gastonia

1st Best Food Ad	Tressa Campbell, Earl Brackett
1st Best Color Home Furnishings and Appliances Ad	Brenda Boomer, Robert Raby
1st Best Use of Color	Kimberly Carver, DJ Short
1st Best Small Ad	DJ Short, Amy Morgan
2nd Best Color Restaurant/Entertainment Ad	Tressa Campbell, Cindee Joye
2nd Best Color Institutional Ad	Emerald Rabb, Myke Etheridge
2nd Best Innovative Concept/Wild Card	DJ Short, Robert Raby
2nd Best Online Advertising	DJ Short, Mindy Blackmon
2nd Best Niche Publication	Eric Beam, Crystal Armstrong, Jamey Jenkins
3rd Best Apparel- Jewelry Ad	Tressa Campbell, Earl Brackett
3rd Best Motor Vehicle Ad	DJ Short, Kimberly Carver
3rd Best Color Institutional Ad	Brenda Boomer, Robin Isenhour
3rd Best Color Retail Ad	Greg Thompson, Emerald Rabb
3rd Best Innovative Concept/Wild Card	Debbie Childers, Robert Raby
3rd Best Community Service Signature or Best Shared Page	DJ Short, Amy Morgan
3rd Best Real Estate Ad in a Niche Publication	Tressa Campbell, June Lang

Times-News, Burlington

1st Best Real Estate Ad	Regenia Bowman, Judi Baker
1st Best Color Institutional Ad	Suzanna Chriscoe, Laura Gipple
1st Best Color Retail Ad	David Tipton, Paula Avery
1st Best Real Estate Ad in a Niche Publication	Doreen Alston, Judi Baker
1st Best Community Service Signature or Best Shared Page	Laura Gipple, Kathy Swaney, Rebecca Wagoner
1st Best Online Advertising	David Tipton, Regenia Bowman
2nd Best Food Ad	Suzanna Chriscoe, Regenia Bowman
2nd Best Apparel- Jewelry and Accessories Ad	Suzanna Chriscoe, Debbie Piland
2nd Best Use of Color	David Tipton, Regenia Bowman
2nd Best Small Ad	Paula Avery
2nd Best Retail Ad in a Niche Publication	David Tipton, Gregg Dickson
3rd Best Small Ad	David Tipton, Laura Gipple
3rd Best Advertising Campaign	David Tipton, Larry King, Rebecca Wagoner
3rd Best Online Advertising	David Tipton, Larry King, Rebecca Wagoner

StarNews, Wilmington

1st Best Color Home Furnishings and Appliances Ad	Beth Holton
1st Best Color Apparel- Jewelry and Accessories Ad	Beth Holton
2nd Best Motor Vehicle Ad	Kim Stanton
2nd Best Color Home Furnishings and Appliances Ad	StarNews Media Staff
2nd Best Newspaper Promotion	StarNews Media Staff
2nd Best Community Service Signature or Best Shared Page	Beth Holton, Kim Stanton, Jim Burdette
2nd Best Restaurant/Entertainment Ad in a Niche Publication	Tess Coogler, Chris Long

2nd Best Retail Ad in a Niche Publication

Tess Coogler

3rd Best Real Estate Ad

Jacob Davidson

3rd Best Motor Vehicle Ad

Tess Coogler, Beth Holton

3rd Best Food Ad

Kim Stanton, StarNews Media Staff

3rd Best Color Institutional Ad

Kim Stanton

3rd Best Niche Publication

StarNews Media Staff

The Star, Shelby

1st Best Real Estate Ad

Greg Thompson, Lisa Lilly

1st Best Motor Vehicle Ad

Debbie Childers, Robert Raby

1st Best Retail Ad in a Niche Publication

Greg Thompson, Lisa Lilly

1st Best Color Home Furnishings and Appliances Ad

Debbie Childers, Tressa Norris

2nd Best Food Ad

Tressa Campbell, Ear Brackett

2nd Best Color Restaurant/Entertainment Ad

Debbie Childers, Lisa Sheely

2nd Best Color Apparel- Jewelry and Accessories Ad

DJ Short, Barbra Peeler

2nd Best Color Institutional Ad

Greg Thompson, Lisa Lilly

2nd Best Niche Publication

Eric Beam, Crystal Armstrong, Natasha Alexander

3rd Best Use of Color

Brenda Boomer, Lisa Sheely

3rd Best Apparel- Jewelry and Accessories Ad

Debbie Childers, Tressa Norris

Sun Journal, New Bern

1st Best Online Advertising

Jacob McConnell, Derrick Edwards

3rd Best Color Home Furnishings and Appliances Ad

Sandy McKinney, Michael Credle

3rd Best Community Service Signature or Best Shared Page

Sandy McKinney, Ellen Bobba

3rd Best Online Advertising

Jacob McConnell, Derrick Edwards

Havelock News

1st Best Color Home Furnishings and Appliances Ad

Jennifer Harrell, Kelsey Bryant

