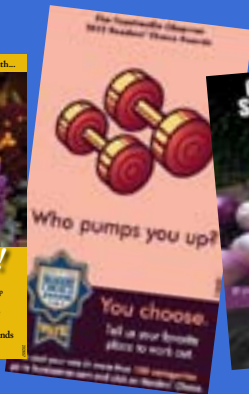
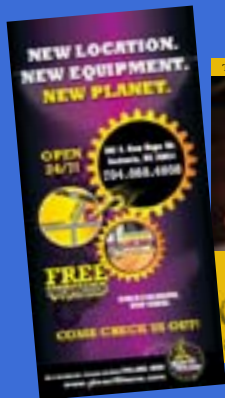


2022

BEST AD CONTEST





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



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 B

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



DIVISION D

Rhonda Irby
The Daily Herald
Roanoke Rapids
Abundantly More -
Very Bradley

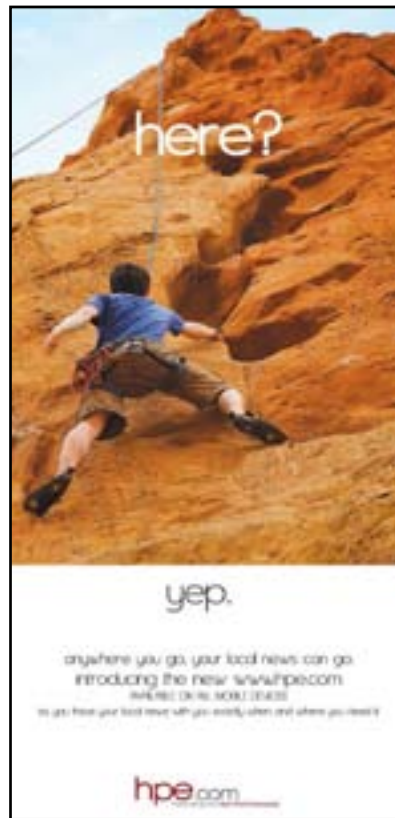
Judge's comments:
Great display of a well-known brand. Gorgeous!



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.



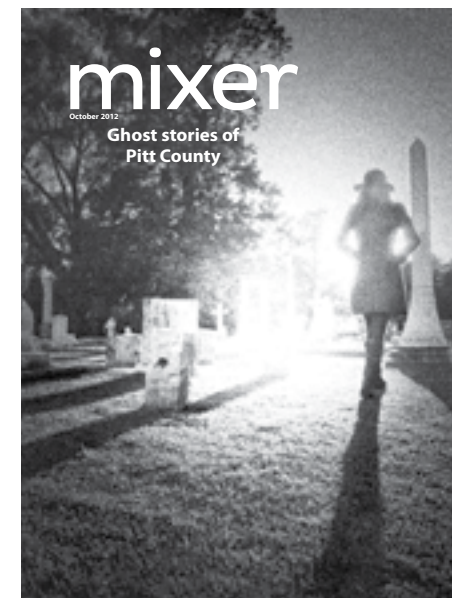
DIVISION F

**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!



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.

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	DIVISION D
Tideland News Swansboro	The Daily Herald Roanoke Rapids
DIVISION B	DIVISION E
The State Port Pilot Southport	The Times-News Burlington
DIVISION C	DIVISION F
The Pilot Southern Pines	The Fayetteville Observer Fayetteville

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DIVISION A

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
Candlelight Shopping

3rd Place
The Times-Leader
Grifton
Kyle Stephens
Winterville Chamber of Commerce

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

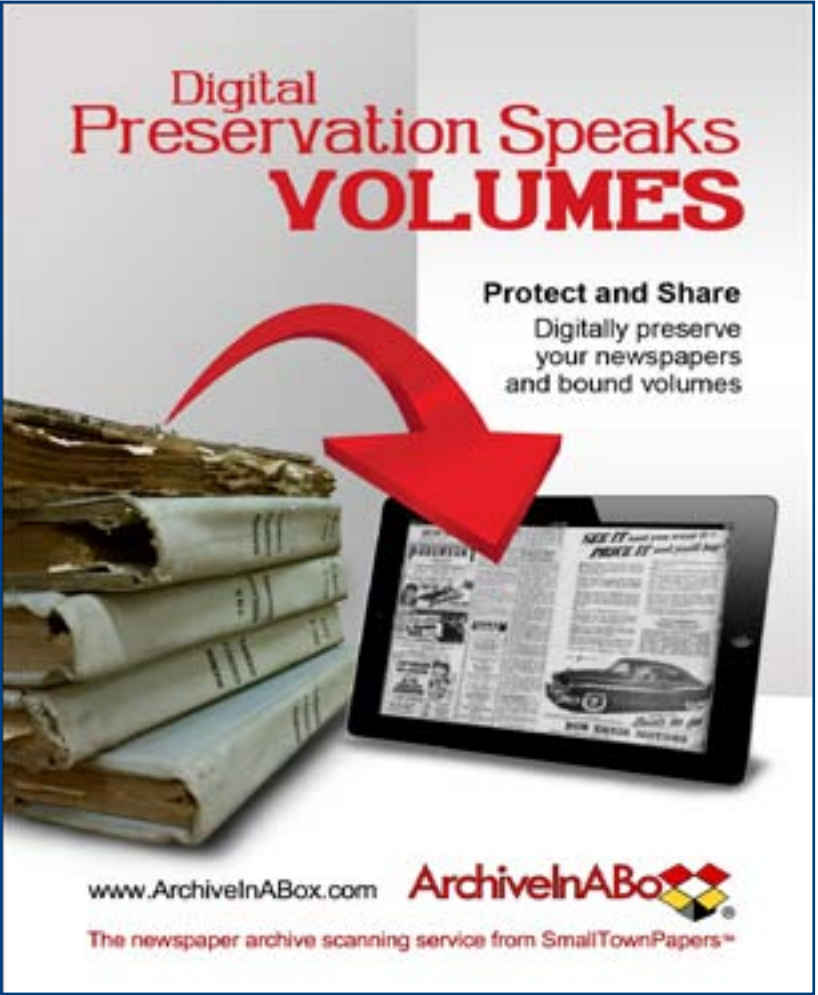
1st Place
Crossroads Chronicle
Cashiers
Puckette McDonald
Building Relationships. Delivering Dreams.

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

1st Place
The Farmville Enterprise
Farmville
Addie Best
Marabella Old World Pizza

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Chapel Hill

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DIVISION B

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
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

Community newspapers 3,500-10,000 circulation

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
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
Pamela Bullock, Mary Wayt
Washington Jewelers
Gets message across in effective small space ad.

2nd Place
The State Port Pilot
Southport
Mindy Ellinger, Linda Lash
Renee's Fine Jewelry
Pristine and clean.

3rd Place
The Cherokee Scout
Murphy
Donna Cook, Staff
Debs Jewelers
Sure to grab attention. Another example of effective use of small space.

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.

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.

DIVISION B

2nd 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
Hot Off the Press
Very eye catching.

BEST USE OF HUMOR

1st Place
The State Port Pilot
Southport
Mindy Ellinger, Joey Robinson
S.O.A.R.
Good use of humorous pet photos to attract attention to the ad.

2nd Place
The State Port Pilot
Southport
Carol Magnani, Joey Robinson
The Pharmacy Restaurant
Good use of art in support of the central message of the ad.

3rd Place
Mitchell News-Journal
Spruce Pine
Chris Wilson
Mitchell Vet Hospital

BEST INNOVATIVE CONCEPT/WILD CARD

1st Place
The State Port Pilot
Southport
Mindy Ellinger, Joey Robinson
Stewart Hardware

2nd Place
The State Port Pilot
Southport
Staff
2013 Business Card Directory

3rd Place
The Roanoke Beacon
Plymouth
Mary Wayt
Boat Race

BEST NEWSPAPER PROMOTION

1st Place
The State Port Pilot
Southport
Kim Adams
The Way it Was
Use of color and black and white makes this ad pop. Good headline.

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
Gary Scott
Here's a Great Gift Idea for Only \$24
Great use of color, good headline, good graphic.

BEST SPECIAL SECTION

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
Life & Health - 2013
Excellent information designed into a beautiful, 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 information in a format that is easy to read.

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

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

2nd Place
The Cherokee Scout
Murphy
Donna Cook, Dave Stevens, Staff
Shop Locally

3rd Place
The Roanoke Beacon
Plymouth
Pamela Bullock, Mary Wayt
Back to School ABCs

BEST SMALL AD

1st Place
Duplin Times
Kenansville
Bryan Pinkey
Our Pumpkins Are Now In - The Strawberry Patch
Great layout and use of color.

2nd Place
The Roanoke Beacon
Plymouth
Mary Wayt
Terra Ceia Sale
Very creative use of small space and color. How could someone miss this?

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

BEST ADVERTISING CAMPAIGN

1st Place
The State Port Pilot
Southport
Carol Magnani, Joey Robinson, Linda Lash, Kim Adams
Crossroads Appliance Center

2nd Place
Duplin Times
Kenansville
Staff
Duplin County Remembers: Black History

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
The Roanoke Beacon
Plymouth
Pamela Bullock, Mary Wayt
Raptor
Good, clean content. Information to the point. Not overdone or over-crowded. Great job!

2nd Place
The Smoky Mountain Times
Bryson City
Heather Mulkey
Darnell Farms
Very appealing to the viewer. Photo brings attention to the text below, which might not be read otherwise.

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
Murphy
Donna Cook, Dave Stevens, Christy Guthrie, Staff
Country Roads Fall

BEST REAL ESTATE AD IN A NICHE PUBLICATION

1st Place
The Roanoke Beacon
Plymouth
Mary Wayt
Somerset Realty

BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION

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

2nd Place
The Cherokee Scout
Murphy
Donna Cook, Staff
Cherokee Cellars

3rd Place
The Cherokee Scout
Murphy
Dave Stevens, Staff
Brother's Restaurant

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
Mooreville Tribune
Mooreville
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
Hilbish 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.

3rd Place
The Mountaineer
Waynesville
Jennifer Allen
Sellars Florist
An understated ad that offers a good use of color, original photo and fonts. Photo is a good size for the ad.

BEST USE OF COLOR

1st Place
Independent Tribune
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 USE OF HUMOR

1st Place
The Pilot
Southern Pines
Maegan Lea, Johnsie Tipton
Sandhills Pet Resort

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
Staff
Where in the World

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

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
Lincolnton
Andrew Blakeley, Susan Farmer, Kristina Stroupe
Photo Retouching and Restoration
Before and after photos a great touch, appropriate color palate. Lots of info and prices.

3rd Place
The Transylvania Times
Brevard
Leigh Trapp
Transylvania Times Subscription
Promotion
Subtle use of color in art and type. Creative. Nice idea on gifts.

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
Mooreville Tribune
Mooreville
Nikki Boone
Tinsel
Eye catching front cover. Lovely colorful ads!

3rd Place
The Pilot
Southern Pines
Staff
2013 Buggy Festival
Reader-friendly layout and design.

BEST COMMUNITY SERVICE SIGNATURE PAGE/ BEST SHARED PAGE

1st Place
The Pilot
Southern Pines
Staff
2013 Mother's Day Page

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
Irresistible!

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
Clay Culberson, Karen Triplett
MCLC Spelling Bee

2nd Place
Lincoln Times-News
Lincolnton
Kristina Stroupe, Susan Farmer, Andrew Blakeley
Sweet Fire BBQ

3rd Place
Mountain Xpress
Asheville
John Zara
Classified Ad Series

BEST ONLINE ADVERTISING

1st Place
The Pilot
Southern Pines
Kathryn Galloway, Kerry Hooper
McDevitt Open House
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



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



MORE THAN A NEWSPAPER - A COMMUNITY INSTITUTION SINCE 1896



DIVISION D

Daily newspapers under 12,500 circulation

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 Crittendon
Wilkie Real Estate
Nice ad design!

3rd Place
The News Herald
Morganton
Ty Wetz, Kerri McFalls
McCombs & Hoke Real Estate
Very nice ad!

BEST MOTOR VEHICLE AD

1st Place
The Star
Shelby
Debbie Childers, Robert Raby
Keith Hawthorn Event
Love the artwork and how it flows. Great way to present these vehicles!

2nd Place
The Wilson Times
Wilson
Carol Smithwick, Sonja Hayes
Hubert Vester Honda - The Great Autumn Clearance
Clean presentation of vehicles with great use of color.

3rd Place
Statesville Record & Landmark
Statesville
Dan Linder, Maile Pardue
Randy Marion of Statesville
Strong automotive ad displaying a variety of vehicles neatly and cleanly.

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 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

3rd Place
The Daily Herald
Roanoke Rapids
Linda Foster
Chick-Fil-A

BEST COLOR RESTAURANT/ ENTERTAINMENT AD

1st 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 McDowell News
Marion
Ty Wetz, Keeley Duckworth
Mountain Glory Festival

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 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

BEST APPAREL - JEWELRY AND ACCESSORIES AD

1st Place
The Daily Herald
Roanoke Rapids
Martha Neville
Everyday Accessories
Ad clearly lets you know what the advertiser can do for its customers.

2nd Place
Tryon Daily Bulletin
Tryon
Harry Forsha
A Better Deal
I like the idea of using the bags with the various departments offered in the store. Good ad.

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

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!

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
Stephen Conger
Spruce Creek Land and Timber

BEST COLOR RETAIL AD

1st 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.

2nd 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 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
Impact!
Strong use of type, lots of good information. Limited use of spot color works well.

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
Cynthia Collins, Carol Smithwick
Redding’s Water Care - Thirsty?
Headline really pulls you in! Great ad copy.

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

BEST ADVERTISING
CAMPAIGN

1st 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 Tobbs - 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 back-grounds 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

Continued on page 18



World Media
Enterprises
Publishing
Solutions

is a group within World Media Enterprises that manages printing of the company’s 17 daily newspapers as well as over 200 weekly newspapers and other specialty publications. We offer complete printing solutions that can meet almost any web-offset printing need at one of our state of the art printing facilities in the Southeastern United States.

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World Media Enterprises Inc.

Publishing Solutions

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
M Squared & HOCOA

3rd Place
Hickory Daily Record
Hickory
Kent Boggs, Vickie Reeves
Realty Executives

BEST MOTOR VEHICLE AD

1st Place
The Daily Reflector
Greenville
Graham Bailey, Erin Walton
Hastings Ford
Love how the trucks come off the page. Great looking ad.

2nd 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

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 - Annivesary
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

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

2nd Place
The Daily Reflector
Greenville
Jessica Williams, Erin Walton
Pirate Gameday Photo Contest
Informative and well designed.

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 High Point Enterprise
High Point
Leslie Long
Hometowns
Informative creative section.

3rd Place
Hickory Daily Record
Hickory
Kent Boggs, Staff
Spotlight on Health + Physicians
Directory
Excellent front cover! Ad design and editorial are great.

BEST COMMUNITY
SERVICE SIGNATURE PAGE
OR BEST SHARED PAGE

1st Place
The Times-News
Burlington
Laura Gipple, Kathy Swaney, Rebecca Wagoner
Visit Downtown Burlington

2nd Place
The Sanford Herald
Sanford
Gina Eaves, Laura Powers, Lori Resnick, Dave Jacobs
Merry Christmas

3rd Place
The Gaston Gazette
Gastonia
DJ Short, Amy Morgan
Gaston Bridal Showcase

BEST SMALL AD

1st Place
The Gaston Gazette
Gastonia
DJ Short, Amy Morgan
Sharkeys Place

2nd Place
The Times-News
Burlington

Paula Avery
Quaker Creek

3rd Place
The Times-News
Burlington
David Tipton, Laura Gipple
Thank You Alamance County

BEST ADVERTISING
CAMPAIGN

1st Place
Hickory Daily Record
Hickory
Nikki Boone, Ashley Martin
Greater Hickory Classic

2nd Place
The Daily Reflector
Greenville
Erin Walton, Jessica Williams
Reflector.com Survey

3rd Place
The Times-News
Burlington
David Tipton, Larry King,
Rebecca Wagoner
Woody's Body Shop

BEST ONLINE ADVERTISING

1st Place
The Times-News
Burlington
David Tipton, Regenia Bowman
You Can Buy New
Clean copy and nice use of car photos without being too busy. Different from the typical Web car ads... Good job!

2nd Place
The Gaston Gazette
Gastonia
DJ Short, Mindy Blackmon
Pools Reconstrucion
Clean, well-designed ad. Good use of color and size. Simple and effective.

3rd Place
The Times-News
Burlington
David Tipton, Larry King, Rebecca Wagoner
Refresh
Nice use of photo to draw viewers into ad.

BEST NICHE PUBLICATION

1st Place
The Daily Reflector
Greenville
Staff
Mixer
Intriguing cover. Clean design inside, with some instances of graphic elements to break up content.

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

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
Bubba's Pizza Burgers Beer
This ad does a good job of giving me a sense of what the Bubba's experience is all about. Great photos and copy, nicely organized!

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
Fayetteville State University

3rd Place
StarNews
Wilmington
Kim Stanton
Dr. Hormoze Goudarzi - Show Your Legs

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
Grabs attention of reader.

3rd Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Thanksgiving Subscription Offer

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
StarNews Media's Sports Blogs
What a great concept! Catchy and graphically appealing ad really draws you in.

3rd 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
Perfect guide to a large city! Graphics are superb. Colorful and easy to navigate.

2nd Place
The Fayetteville Observer
Fayetteville
Staff
Holiday Coupon Book
Creative and colorful cover and inside pages, perfect Holiday Shopping Coupon Book! Score for the advertisers!

3rd Place
Winston-Salem Journal
Winston-Salem
Richard Boyd
WFU Season Preview
Graphics truly jump off the page at you! This is an excellent need-to-know guide for any fan. Advertisers should be thrilled.

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
Winston-Salem Journal
Winston-Salem
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
Erin Binkley
Origami Owl
Well done! Very artistic.

2nd Place
The Fayetteville Observer
Fayetteville
Erin Binkley
Dunn's Nursery & Garden Center
Great image and layout.

3rd Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Evolution Ink

BEST ADVERTISING CAMPAIGN

1st Place
The Fayetteville Observer
Fayetteville
Ryan Alexander
Readers' Choice

2nd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Subscription Bundles

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

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
Jennifer Fisher
Association of Bragg Spouses
Clear call to action. Use of color and faces makes ad appealing.

3rd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Jamberry Nails

BEST SINGLE SHEET INSERT

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

BEST NICHE PUBLICATION

1st Place
Winston-Salem Journal
Winston-Salem
Richard Boyd, Michael Breedlove, Angie Tedder
Winston-Salem Monthly - September 2012
Very strong cover design with excellent color choices and balance. Attention to page geometry and typography are evident throughout. Each feature has been crafted to fit the feel of the piece, and color choices are very deliberate.

2nd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher, Jason Beck
Celebrations Bridal Magazine
Nice, soft cover design with good use of negative space. The magazine showed deliberate page design choices.

3rd Place
StarNews
Wilmington
Staff
Better Living - Navigating Life After 50 in Southeastern NC
This piece has a stronger cover than interior design, but what brought it to third place was the content. It's an interesting piece directed toward a target audience who might find these suggestions useful.

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
Jennifer Fisher, Jason Beck
Tina Barletta
Love how this realtor chose to sell the community living first then the house.

3rd Place
The Fayetteville Observer
Fayetteville
Jennifer Fisher
Carolina Trace
The green immediately said golf course community.

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
Tess Coogler
A Sweeter View
Great design and type usage. Information in ad displayed well and with good use of fonts. Photo draws attention of viewer.

3rd 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.

<div>DIVISION C <small>cont.</small></div> <div>BEST RESTAURANT/ ENTERTAINMENT AD IN A NICHE PUBLICATION</div> <div>1st Place The Mountaineer Waynesville Michelle Schumacher, Cynthia Ryon Matt Stillwell Concert</div> <div>2nd Place Watauga Democrat Boone Jennifer Canosa, Deck Moser Stick Boy Bread Co.</div>	<div>3rd Place The Pilot Southern Pines Stacey Yongue, Peggy Marsh Squires Pub</div> <div>BEST RETAIL AD IN A NICHE PUBLICATION</div> <div>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!</div>	<div>2nd Place The Mountaineer Waynesville Michelle Schumacher, Kimberly Perry Twigs & Leaves Gallery Very elegant design. Photos arranged with a precision that adds to the simplicity of the modular design. Beautiful!</div> <div>3rd Place Watauga Democrat Boone Jennifer Canosa, Deck Moser Boone Healing Arts Center Very appealing design. Wonderful use of fonts. Great design eye!</div>	<div>BEST SHARED PAGE IN A NICHE PUBLICATION</div> <div>1st Place The Pilot Southern Pines PineServices I like the white space around each ad - makes advertisers believe their ad matters.</div> <div>2nd Place The Mountain Times Boone Meleah Bryan Downtown Boone</div>	<div>DIVISION E <small>cont.</small></div> <div>BEST RETAIL AD IN A NICHE PUBLICATION</div> <div>1st Place The Daily Reflector Greenville Susan Fowle, Randy Yiu The Shoe Crate Very visually appealing. Love the reflection photo. Makes ad very interesting with an artistic touch.</div> <div>2nd Place The Times-News Burlington</div>
<div>DIVISION D <small>cont.</small></div> <div>BEST RETAIL AD IN A NICHE PUBLICATION</div> <div>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!</div>	<div>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.</div> <div>3rd Place The Wilson Times Wilson Lisa Pearson Creations by Culbreth - Christmas Traditions Begin</div>	<div>Elegant visual appeal. Reminds the viewer of an old fashioned Christmas. Good eye!</div> <div>BEST SHARED PAGE IN A NICHE PUBLICATION</div> <div>1st Place The Daily Herald Roanoke Rapids Rhonda Irby Lake The Magazine - Behind the Scenes</div>	<div>I like the white space between each ad - makes each customer feel like they are important and their ad can clearly be seen.</div>	<div>David Tipton, Gregg Dickson Fall Class Registration Interesting photo that draws attention of viewers. Type placement very well done.</div> <div>3rd 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.</div>

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 (Kenansville, 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-Grifton, 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 Grifton, *Staff*

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

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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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North Carolina Press Services

ncpress.com

Questions about the networks?

Email us at ads@ncpress.com

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to the winners of the 2013 editorial and advertising contests!

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

25

CELEBRATING 25 YEARS

TownNews.com

Web • Print • Mobile • Social

19

Congratulations ...

The Gazette, Gastonia

- 1st Best Food Ad Tressa Campbell, Earl Brackett
- 1st Best Color Home Furnishings and Appliances Ad Brenda Bomer, 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 Bomer, 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 Bomer, 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

