

10,001 - 30,000 Division

Professional Services

- 1st** *Aiken Standard, Aiken*
Don't replace...reface
- 2nd** *The Daily Journal, Seneca*
Holiday Special

Joe Harty and Andy Zinger
Cabinet Renovations by Earl Fagan
Marcia Adkins and Vicki Tymon
Pro Shots

- 3rd** *Aiken Standard, Aiken*
Landscaping

Carolina Wise and Julie Lott
Burgess Landscaping

10,001 - 30,000 Division

Home and Garden Furnishings

- 1st** *Bluffton Today, Bluffton*
From the quarry to the counter
- 2nd** *Aiken Standard, Aiken*
Elegant Window Furnishings

Elise Colson, D. Bileua
Stone Masters
Carolina Wise and Julie Lott
Window Decor

- 3rd** *The Daily Journal, Seneca*
Relax and Enjoy Spring

Kent Perkins and Vicki Tymon
Patio and Fireside Store

10,001 - 30,000 Division

Furniture or Office Furnishings

- 1st** *Lake Wylie Pilot, Lake Wylie*
20% off
- 2nd** *Aiken Standard, Aiken*
Columbus Day

Kristin Alley and Sue Inzerillo
Design Depot
Joe Harty and Andy Zinger
Furniture General

- 3rd** *Aiken Standard, Aiken*
Home Entertainment Sale

Joe Harty and Andy Zinger
Bassett

10,001 - 30,000 Division

Automotive, Less than 1/2 Page

- 1st** *The Daily Journal, Seneca*
No Games. No Gimmicks.
- 2nd** *Aiken Standard, Aiken*
The race to deliver

Marcia Adkins and Justin Pope
Edwards Auto Sales
Diane Daniell and John Lowery
Stokes-Hodges Pre-Owned

- 3rd** *Aiken Standard, Aiken*
Bruce is on the loose

Diane Daniell and John Lowery
B & B Ford

10,001 - 30,000 Division

Automotive, 1/2 Page or More

- | | |
|--|--|
| 1st <i>Aiken Standard, Aiken</i>
<i>Transforming your ride sale</i> | Diane Daniell and John Lowery
Johnson Motor Co. |
| 2nd <i>Aiken Standard, Aiken</i>
<i>Savings roundup</i> | Diane Daniell and John Lowery
Kia of Augusta |
| 3rd <i>The Daily Journal, Seneca</i>
<i>Are you smarter than a third grader?</i> | Marcia Adkins and Melissa Bradley
Kia of Anderson |

10,000 - 30,000 and Over 30,000 Divisions Combined

Automotive Products and Services

- | | |
|---|---|
| 1st <i>Fort Mill Times, Fort Mill</i>
<i>Fairway Special Detail Car Wash</i> | Misty Hall and Stephanie Garrett
Fairway Fuel |
| 2nd <i>Aiken Standard, Aiken</i>
<i>Cool Shades is moving</i> | Carolina Wise and Julie Lott
Cool Shades Window Tinting |
| 3rd <i>The Lancaster News, Lancaster</i>
<i>Tackling the competition since 1978</i> | Mica Jones and Vicki Jenkins
Chandler's Collision Center |

10,001 - 30,000 Division

Fashion

- | | |
|---|---|
| 1st <i>Spartanburg Journal, Spartanburg</i>
<i>Picket Fence</i> | Adrienne Schmidt
Honey Child |
| 2nd <i>Times and Democrat, Orangeburg</i>
<i>Storewide Sale</i> | Ida Givens and Ramona Garrick
Mimi's |
| 3rd <i>Aiken Standard, Aiken</i>
<i>Final Clearance</i> | Jessica McGee and Julie Lott
The Loft at Laurens |

10,001 - 30,000 Division

Jewelry, Florists and Gift Shops

- | | |
|---|--|
| 1st <i>Anderson Journal, Anderson</i>
<i>Rock Candy</i> | Adrienne Schmidt
Phil Jeweler |
| 2nd <i>Aiken Standard, Aiken</i>
<i>After Christmas Sales Spectacular</i> | Kathy Boyette and Julie Lott
Unique Expressions |
| 3rd <i>Anderson Journal, Anderson</i>
<i>Deck the halls</i> | Kelly Stuart
Phil Jeweler |

10,001 - 30,000 Division

Not for release until June 13, 2008

Newspaper Promotion

- 1st** *Spartanburg Journal*, Spartanburg
Shop Local Michael Allen
- 2nd** *Aiken Standard*, Aiken
Wiggles Scavenger Hunt Dee Taylor and Andy Zinger
- 3rd** *Bluffton Today*, Bluffton
Join in the fun Staff

10,001 - 30,000 Division

Best Merchant Group or Signature Page

- 1st** *The Gazette*, Goose Creek
Dining and Entertaining Staff
- 2nd** *Spartanburg Journal*, Spartanburg
Shopping redefined! Adrienne Schmidt
Shops at Greenridge
- 3rd** *Bluffton Today*, Bluffton
The perfect gift John Burton and Melody Reid

10,001 - 30,000 Division

Drug, Beverage, Grocery or Food Ad

- 1st** *The Moultrie News*, Mt. Pleasant
Giant wine and beer sale Anita Hephburn
Piggly Wiggly
- 2nd** *Fort Mill Times*, Fort Mill Misty Hall and Stephanie Garrett
The Peach Stand
- 3rd** *Anderson Journal*, Anderson Michael Allen
Snow globe Zaxby's

10,001 - 30,000 Division

Entertainment

- 1st** *Aiken Standard*, Aiken Andrea Lupton and Julie Lott
Aiken's Premier Houndslake Country Club
- 2nd** *The Daily Journal*, Seneca Kent Perkins and Vicki Tymon
The freedom of choice Paesano's Italian Restaurant
- 3rd** *Fort Mill Times*, Fort Mill Gina Turner and Heather Mayoros
Now serving breakfast Beef 'o' Brady's

10,001 - 30,000 Division

Not for release until June 13, 2008

Health Services

- | | |
|--|--|
| 1st <i>Bluffton Today, Bluffton</i>
<i>Come see what your are missing</i> | Dima Bilar and Staff
Carolina Optical |
| 2nd <i>The Lancaster News, Lancaster</i>
<i>See the world more clearly</i> | Lori Sistare and Vicki Jenkins
The Eye and Laser Center |
| 3rd <i>Spartanburg Journal, Spartanburg</i>
<i>Open Wide</i> | Staff
Dr. Carroll |

All Divisions Combined

Best Single Sheet Insert

- | | |
|--|--|
| 1st <i>The Post and Courier, Charleston</i>
<i>Create the perfect outdoor living space</i> | Chris Vanscoy and Shannon Hardwick
Home and Patio Galleries of Charleston |
| 2nd <i>The Post and Courier, Charleston</i>
<i>Southcoast is branching out</i> | Kathy Simes
Southcoast |
| 3rd <i>The Post and Courier, Charleston</i>
<i>Join us!</i> | Rhame Nelson and Shannon Hardwick
Coastal Pediatric Associates |

10,001 - 30,000 Division

Best Special Section

- | | |
|--|---|
| 1st <i>Kershaw County Current, Kershaw</i>
<i>Carolina Downhome Blues Festival</i> | Deborah R. Bailey |
| 2nd <i>Aiken Standard, Aiken</i>
<i>Summer Fun Guide</i> | Staff |
| 3rd <i>Times and Democrat, Orangeburg</i>
<i>The good, the bad and the cuddly</i> | Ramona Midkiff and Advertising Department |

10,001 - 30,000 Division

Best Niche Publication

- | | |
|---|-------|
| 1st <i>Spartanburg Journal, Spartanburg</i>
<i>Gifts We Love 2007</i> | Staff |
| 2nd <i>The Daily Journal, Seneca</i>
<i>Truly You</i> | Staff |
| 3rd <i>Fort Mill Times, Fort Mill</i>
<i>Fort Mill Township Focus</i> | Staff |

10,001 - 30,000 Division

Not for release until June 13, 2008

Best Innovative Concept

- | | | |
|------------|--|---|
| 1st | <i>Times and Democrat, Orangeburg</i>
<i>We will not forget</i> | Advertising Department |
| 2nd | <i>Times and Democrat, Orangeburg</i>
<i>Clemson vs. Auburn</i> | Advertising Department |
| 3rd | <i>The Lancaster News, Lancaster</i>
<i>A busy time</i> | Gregory Summers and Heather Mullins-Teasley |

10,001 - 30,000 Division

Best Small Space Ad of less than 1/4 page

- | | | |
|------------|---|---|
| 1st | <i>Bluffton Today, Bluffton</i>
<i>Cinco de Mayo</i> | Staff
Mi Tierra Authentic Mexican Restaurant |
| 2nd | <i>Aiken Standard, Aiken</i>
<i>Weddings</i> | Jessica McGee and Julie Lott
Cote Designs |
| 3rd | <i>Fort Mill Times, Fort Mill</i>
<i>Let's go for a joy ride</i> | Sherry Avant and Stephanie Garrett
Leg Up Equestrian |

10,001 - 30,000 Division

Best Ad - 1/4 to 1/2 Page

- | | | |
|------------|---|--|
| 1st | <i>The Moultrie News, Mt. Pleasant</i> | Maggie Ponce and Terri Riley
Visage Salon and Spa |
| 2nd | <i>Times and Democrat, Orangeburg</i>
<i>Building value days</i> | Lynette Lyons
Morton Buildings |
| 3rd | <i>The Moultrie News, Mt. Pleasant</i>
<i>Enroll now</i> | Maggie Ponce and Terri Riley
Starfish Academy |

10,001 - 30,000 Division

Best Ad - More than 1/2 Page

- | | | |
|------------|--|---|
| 1st | <i>Aiken Standard, Aiken</i>
<i>We swim laps around the competition</i> | Diane Daniell and John Lowery
Triangle Dodge |
| 2nd | <i>Fort Mill Times, Fort Mill</i>
<i>Appreciation</i> | Misty Hall and Heather Mayoros
Century 21 First Choice |
| 3rd | <i>The Daily Journal, Seneca</i>
<i>Building lifelong relationships with one family at a time</i> | Cheryl Rupprecht and Melissa Bradley
Massey Investment Group |

10,001 - 30,000 Division

Single Spot Color

- 1st** *Aiken Standard, Aiken*
Transform your ride
- 2nd** *Aiken Standard, Aiken*
Dad deserves the best

Diane Daniell and John Lowery
Goodman Chevrolet
Joe Harty and Andy Zinger
Marcella's Fine Cigars

- 3rd** *Aiken Standard, Aiken*
Walk on the wild side

Jessica McGee and Kristy Garvin
Aiken Center for the Arts

10,001 - 30,000 Division

Two or More Spot/Process Colors

- 1st** *Spartanburg Journal, Spartanburg*
Prepare to be blown away
- 2nd** *Fort Mill Times, Fort Mill*
Fort Mill's Hottest New Steakhouse

Staff
Freedom Weekend Aloft
Sherry Avant and Stephanie Garrett
Firehouse Steak and Seafood

- 3rd** *The Lancaster News, Lancaster*
Reflect the beauty of the Season

Lori Sistare and Vicki Jenkins
Purple Rooster

10,001 - 30,000 Division

Humor

- 1st** *The Lancaster News, Lancaster*
Car been through hail?
- 2nd** *Aiken Standard, Aiken*
Come Horse Around

Lori Sistare and Vicki Jenkins
Jesse's Paint and Body
Jessica McGee and Julie Lott
Artists' Parlor

- 3rd** *The Lancaster News, Lancaster*
Bring your mama 'n 'em to Cauthen Motors

Lori Sistare and Vicki Jenkins
Cauthen Motors

10,001 - 30,000 Division

Real Estate Ad

- 1st** *Aiken Standard, Aiken*
Your ace in the hole
- 2nd** *The Moultrie News, Mt. Pleasant*
Ripley Cove

Stacey Holcombe and John Lowery
Century 21 Joey Bennett
Terri Riley
Ed Hunnicutt

- 3rd** *Lake Wylie Pilot, Lake Wylie*
Make your next move with a company you can count on

Kristin Alley and Sue Inzerillo
Century 21

10,000 - 30,000 and Over 30,000 Divisions Combined

Help Wanted or Recruitment Ad

1st *Greenville Journal, Greenville*
Now hiring

2nd *The Post and Courier, Charleston*
Hiring school bus drivers

3rd *The Sun News, Myrtle Beach*
Are you wild about selling?

Adrienne Schmidt
Ivy Salon

Elisa Allan and Denielle Frisa
Durham School Services

Joe Kohler and Susie Smith
A1 Wireless

10,001 - 30,000 Division

Non-profit/Community Service

1st *The Daily Journal, Seneca*
Oconee County Auto Dealers Care

Non-profit/Community Service

2nd *Times and Democrat, Orangeburg*
Community of Character

Non-profit/Community Service

3rd *Fort Mill Times, Fort Mill*
Christmas Eve Candlelight Service

Joni Weerheim and Melissa Bradley
Oconee County Red Cross

Staff

Sherry Avant and Stephanie Garrett
Real Life Assembly

10,001 - 30,000 Division

Vendor-Supported Ad or Publication

1st *Anderson Journal, Anderson*
Behind the Counter

2nd *Aiken Standard, Aiken*
USC Aiken Convocation Center Opening

3rd *The Daily Journal, Seneca*
Celebrate America!

Staff

Staff

Jay Brooks and Melissa Bradley

10,001 - 30,000 Division

Miscellaneous

1st *Times and Democrat, Orangeburg*
Welcome to S.C. State University

2nd *The Daily Journal, Seneca*
Listing your home with the goal of selling

3rd *The Daily Journal, Seneca*
City of smiles, city with style

Ida Givens and Ramona Garrick
S.C. State University

Kent Perkins and Melissa Bradley
Jo Houston and Company

Joni Weerheim and Melissa Bradley
City of Seneca

Series of Ads

1st *The Moultrie News*, Mt. Pleasant

Anita Hephburn

Baby Bloomers

Staff

2nd *The Greer Citizen*, Greer
Redesign Series

3rd *Times and Democrat*, Orangeburg

Chuch Nichols and Carolyn Cheeks

Piggly Wiggly