

5,000 - 10,000 Division

**Professional Services**

- 1st** *Daniel Island News, Daniel Island*  
*Don't be left in the dark*
- 2nd** *Daniel Island News, Daniel Island*  
*Always having your future in mind*

Cindy Ensminger  
Burkett Power Systems  
Cindy Ensminger  
Daniel Island Mortgage

- 3rd** *Coastal Observer, Pawleys Island*  
*Stylish Combo*

John Garner and Christine Cribb  
Harrington Altman Interiors

Under 5,000 and 5,000 - 10,000 Divisions Combined

**Home and Garden Furnishings**

- 1st** *Daniel Island News, Daniel Island*  
*When only the best will do*
- 2nd** *Myrtle Beach Herald, Myrtle Beach*  
*What could be more inviting*

Cindy Ensminger  
Panache  
Patty Bassetti  
Stevens Floorcovering Center

- 3rd** *Coastal Observer, Pawleys Island*  
*Gifts for the Garden*

John Garner and Christine Cribb  
Plantation Services

5,000 - 10,000 Division

**Furniture or Office Furnishings**

- 1st** *Press & Standard, Walterboro*  
*Best Quality*
- 2nd** *Enquirer-Herald, York*  
*Sidewalk Sale*

Sandy Johnson  
Hamilton's  
Kristen Glenn and Sue Inzerillo  
Boyd's Furniture

- 3rd** *Coastal Observer, Pawleys Island*  
*For the way you live*

John Garner and Christine Cribb  
Primarily Pine

5,000 - 10,000 Division

**Automotive, Less than 1/2 Page**

- 1st** *The Dillon Herald, Dillon*  
*Mullins Motors Christmas Sale*
- 2nd** *Newberry Observer, Newberry*  
*Get more for your buck*

Johnnie Daniels, Denese Chestnut and Chris Chestnut

English Boozer  
Cannon and Graves

- 3rd** *The Link, Cheraw*  
*Looking for something with a little more style* Car City

Ashley Hatcher

5,000 - 10,000 Division

**Automotive, 1/2 Page or More**

- 1st** *Georgetown Times, Georgetown Holiday Clearance*
- 2nd** *Daniel Island News, Daniel Island Santa's got a brand new sleigh*
  
- 3rd** *Pickens County Courier, Pickens Get on target with Benson*

Gaye Anne Tanner  
Big Country Chevrolet  
Cindy Ensminger  
Marathon Chevrolet

Iva Shehan and Emily Towery  
Benson Ford

Under 5,000 and 5,000 - 10,000 Divisions Combined

**Automotive Products and Services**

- 1st** *The Link, Cheraw Give them the perfect gift this year*
- 2nd** *The Star, North Augusta Locations*
  
- 3rd** *Newberry Observer, Newberry Open Sundays*

Ashley Hatcher  
Tires Plus  
Rechelle Dallas and Andy Zinger  
Greg's Gas Plus

English Boozer and Kristi Fell  
Emerald Car Wash

5,000 - 10,000 Division

**Fashion**

- 1st** *Coastal Observer, Pawleys Island New Fall Accessories*
- 2nd** *Daniel Island News, Daniel Island Fun shopping*
  
- 3rd** *Newberry Observer, Newberry Cowboy up with the right gear.*

John Garner and Christine Cribb  
TAZ  
Cindy Ensminger  
Cose Belle

English Boozer and Kristi Fell  
Palmetto Trailers

5,000 - 10,000 Division

**Jewelry, Florists and Gift Shops**

- 1st** *Coastal Observer, Pawleys Island Think inside the box*
- 2nd** *Georgetown Times, Georgetown Carolina Girl*
  
- 3rd** *Press & Standard, Walterboro Celebrate Mom*

John Garner and Christine Cribb  
Lowcountry Jewelers  
Charlotte Delcamp Bob  
Whitmire Fine Jewelry

Michelle Davis  
Petal Palace

5,000 - 10,000 Division

### Newspaper Promotion

- 1st** *Press & Standard*, Walterboro Anne Padgett  
*Kiss*
- 2nd** *Lexington County Chronicle & The Dispatch News*, Lexington Brandon Bell  
*Delivering our best at Christmas*
- 3rd** *Daniel Island News*, Daniel Island Cindy Ensminger  
*Dinner and Roses*

5,000 - 10,000 Division

### Best Merchant Group or Signature Page

- 1st** *Georgetown Times*, Georgetown Staff  
*Mother's Day*
- 2nd** *Daniel Island News*, Daniel Island Cindy Ensminger  
*No bridge crossing required* Daniel Island Business Association
- 3rd** *Newberry Observer*, Newberry Kristi Fell and Staff  
*Wishing you a spectacular year*

5,000 - 10,000 Division

### Drug, Beverage, Grocery or Food Ad

- 1st** *Lexington County Chronicle & The Dispatch News*, Lexington Carol McCombs and Brandon Bell  
*Piggly Wiggly feeds your life* Piggly Wiggly
- 2nd** *The People-Sentinel*, Barnwell Chris Mears  
*A holiday prescription* Berley's Pharmacy
- 3rd** *Georgetown Times*, Georgetown Lindsay Byrd and Rose Marshall  
*Valentine Special* Lands End Restaurant

5,000 - 10,000 Division

### Entertainment

- 1st** *Daniel Island News*, Daniel Island Cindy Ensminger  
*Calling all kids!* Arlaana Restaurant
- 2nd** *Lexington County Chronicle & The Dispatch News*, Lexington Elaine Bennett and Michael Ball  
*Undeniably the best food in town* Mediterranean Cafe
- 3rd** *Coastal Observer*, Pawleys Island John Garner and Christine Cribb  
*Welcome to Rocco's* Rocco's

5,000 - 10,000 Division

**Health Services**

- |   |   |
|---|---|
| <b>1st</b> <i>Coastal Observer, Pawleys Island</i><br><i>Put your best face forward</i> | John Garner and Christine Cribb<br>Spa Sera                 |
| <b>2nd</b> <i>The People-Sentinel, Barnwell</i>   | Chris Mears and Christine Emory<br>Barnwell County Hospital |
| <b>3rd</b> <i>Horry Independent, Conway</i><br><i>Need care?</i>                        | Kathy Foster<br>Reflections at Carolina Forest              |

All Divisions Combined

**Best Single Sheet Insert**

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

5,000 - 10,000 Division

**Best Special Section**

- |  |                             |
|--|-----------------------------|
| <b>1st</b> <i>Myrtle Beach Herald, Myrtle Beach</i><br><i>The Best of the Year</i>       | Patty Bassetti and Staff    |
| <b>2nd</b> <i>The People-Sentinel, Barnwell</i><br><i>Football Preview</i>               | Staff                       |
| <b>3rd</b> <i>Pickens County Courier, Pickens</i><br><i>The Courier's Great Outdoors</i> | Iva Shehan and Emily Towery |

5,000 - 10,000 Division

**Best Niche Publication**

- |  |   |
|--|---|
| <b>1st</b> <i>Georgetown Times, Georgetown</i><br><i>From House to Home</i>    | Staff   |
| <b>2nd</b> <i>Press &amp; Standard, Walterboro</i><br><i>Colleton Magazine</i> | Staff   |
| <b>3rd</b> <i>Enquirer-Herald, York</i><br><i>Western Watch</i>                | Shannon Greene, Kristen Glenn and Sue Inzerillo |

Under 5,000 and 5,000 - 10,000 Divisions Combined

**Best Innovative Concept**

- 1st** *The Greer Citizen, Greer* Staff  
*Official Visitor's Guide*
- 2nd** *The Journal Scene, Summerville* Laura Patterson and Kathy Simes  
*Pops in the Park* Summerville Orchestra
- 3rd** *The People-Sentinel, Barnwell* Staff  
*Back-to-School Time Again*

Under 5,000 and 5,000 - 10,000 Divisions Combined

- 1st** *Daniel Island News, Daniel Island* Cindy Ensminger  
*Retro* For the House
- 2nd** *Daniel Island News, Daniel Island* Cindy Ensminger  
*Art for the kitchen and bath* Panache
- 3rd** *Newberry Observer, Newberry* English Boozer and Kristi Fell  
*Stained glass* A Pane in the Glass

5,000 - 10,000 Division

**Best Ad - 1/4 to 1/2 Page**

- 1st** *Pickens County Courier, Pickens* Iva Shehan and Emily Towery  
*Wolfcreek Taxidermy Studio* Wolfcreek Taxidermy
- 2nd** *The People-Sentinel, Barnwell* Christopher Toler  
*Annual Spring Opening* Adam's Nursery
- 3rd** *Lexington County Chronicle & The Dispatch News, Lexington* Carol McCombs and Brandon Bell  
*Free RAZR* Myrick Wireless

Under 5,000 and 5,000 - 10,000 Divisions Combined

**Best Ad - More than 1/2 Page**

- 1st** *Pickens County Courier, Pickens* Iva Shehan and Emily Towery  
*Get on target with Benson* Benson Ford
- 2nd** *Lexington County Chronicle & The Dispatch News, Lexington* Elaine Bennett and Brandon Bell  
*It's fashion wear for your floors* Old Mill Rug Gallery
- 3rd** *Coastal Observer, Pawleys Island* John Garner and Squeaky Swenson  
*Between the causeways life is looking fine* Pawleys Island Realty

Under 5,000 and 5,000 - 10,000 Divisions Combined

### Single Spot Color

- |   |   |
|---|---|
| <b>1st</b> <i>Enquirer-Herald, York Found</i>                               | Kristen Glenn and Sue Inzerillo<br>YMCA                       |
| <b>2nd</b> <i>Georgetown Times, Georgetown Dove tales</i>                   | Angie Taylor and Rose Marshall<br>Georgetown Community Church |
| <b>3rd</b> <i>Carolina Gateway, Lancaster How did you sleep last night?</i> | Joli Oliver and Michelle Craig<br>Tyndall Furniture           |

5,000 - 10,000 Division

### Two or More Spot/Process Colors

- |   |   |
|---|---|
| <b>1st</b> <i>Daniel Island News, Daniel Island Now open - luxury canine boarding</i> | Cindy Ensminger<br>Bark Avenue Pet Resort     |
| <b>2nd</b> <i>Marlboro Herald Advocate, Bennettsville Let's stike a deal</i>          | Sandra Deese and Dan McNeil<br>Griffin-Flythe |
| <b>3rd</b> <i>Press &amp; Standard, Walterboro Grand opening</i>                      | Tamara Hiott<br>Crabby Jack's                 |

5,000 - 10,000 Division

### Humor

- |  |   |
|--|---|
| <b>1st</b> <i>Enquirer-Herald, York</i>                                  | Kristen Glenn and Sue Inzerillo<br>Smoker's Depot |
| <b>2nd</b> <i>The News &amp; Reporter, Chester There is a difference</i> | Phyllis Lucas<br>Lucas and Sons                   |
| <b>3rd</b> <i>The People-Sentinel, Barnwell Fran - Slow Down!</i>        | Morgan Kizer                                      |

5,000 - 10,000 Division

### Real Estate Ad

- |  |   |
|--|---|
| <b>1st</b> <i>Coastal Observer, Pawleys Island Places to play</i>  | John Garner<br>Litchfield Real Estate               |
| <b>2nd</b> <i>Lexington County Chronicle &amp; The Dispatch News, Lexington Experience the Hammock Bay lifestyle</i> | Elaine Bennett and Michael Ball<br>Hammock Bay      |
| <b>3rd</b> <i>Newberry Observer, Newberry Open house</i>   | Stephanie Bilger and Kristi Fell<br>Newberry Realty |

Under 5,000 and 5,000 - 10,000 Divisions Combined

### Help Wanted or Recruitment Ad

- |   |   |
|---|---|
| <b>1st</b> <i>Georgetown Times, Georgetown</i><br><i>Now adopting</i>           | Sherry Anderson and Erik Tweedy<br>Eggs Up Grill  |
| <b>2nd</b> <i>Georgetown Times, Georgetown</i><br><i>Marketing Professional</i> | John Carr and Erik Tweedy<br>Georgetown Times     |
| <b>3rd</b> <i>The Clinton Chronicle, Clinton</i><br><i>Pipewelders</i>          | Shirley Pace and Jessica Lazenby<br>Link Staffing |

5,000 - 10,000 Division

### Non-profit/Community Service

- |   |   |
|---|---|
| <b>1st</b> <i>Georgetown Times, Georgetown</i><br><i>Miles of Smiles</i>        | Angie Taylor and Ray White<br>Georgetown County School District     |
| <b>2nd</b> <i>Newberry Observer, Newberry</i><br><i>Help make 2007 the year</i> | English Boozer and Kristi Fell<br>Newberry County Guardian ad Litem |
| <b>3rd</b> <i>Lexington County Chronicle &amp; The Dispatch News, Lexington</i> | Brandon Bell<br>Mayor's Shamrock Cup                                |

Under 5,000 and 5,000 - 10,000 Divisions Combined

### Vendor-Supported Ad or Publication

- |   |  |
|---|--|
| <b>1st</b> <i>Newberry Observer, Newberry</i><br><i>Merry Christmas</i>       | Stephanie Bilger and Kristi Fell<br>Downtown Merchants         |
| <b>2nd</b> <i>Newberry Observer, Newberry</i><br><i>Home for the holidays</i> | English Boozer and Kristi Fell<br>Newberry Chamber of Commerce |
| <b>3rd</b> <i>The Clinton Chronicle, Clinton</i><br><i>Beach Access</i>       | Jessica Lazenby and Staff<br>City of Clinton                   |

5,000 - 10,000 Division

### Miscellaneous

- |  |  |
|--|--|
| <b>1st</b> <i>Coastal Observer, Pawleys Island</i><br><i>New Work</i>                      | John Garner and Christine Cribb<br>Urban Studio            |
| <b>2nd</b> <i>The People-Sentinel, Barnwell</i><br><i>Come by and enjoy</i>                | Christopher Toler<br>Lakeside Grille                       |
| <b>3rd</b> <i>Pickens County Courier, Pickens</i><br><i>Have breakfast with the locals</i> | Iva Shehan and Emily Towery<br>Holly Springs Country Store |

5,000 - 10,000 Division

Not for release until June 13, 2008

**Series of Ads**

**1st** *Newberry Observer*, Newberry

English Boozer and Kristi Fell  
Turner's Jewelers

**2nd** *Coastal Observer*, Pawleys Island  
*From inspiration to relaxation*

John Garner and Christine Cribb  
Community House Fabrics

**3rd** *Daniel Island News*, Daniel Island

Cindy Ensminger  
East Coast Flooring