

Over 30,000 Division

Professional Services

- | | |
|--|--|
| 1st <i>The Sun News, Myrtle Beach</i>
<i>Passionately elevating the artistry of interior</i> | Wendy Crawford, Marian Lynam and Leah Long
Davis White Designs |
| 2nd <i>The Post and Courier, Charleston</i>
<i>A cut above the rest</i> | Heather McCreery and Shannon Hardwick
Tangles Salon and Day Spa |
| 3rd <i>The Sun News, Myrtle Beach</i>
<i>Old sofas never die</i> | Wendy Crawford and Leah Long
Fabric Showcase |

Over 30,000 Division

Home and Garden Furnishings

- | | |
|--|--|
| 1st <i>The Sun News, Myrtle Beach</i>
<i>Out of the ordinary and...totally extraordinary</i> | Leah Long
David Larry Cabinets |
| 2nd <i>Greenville Journal, Greenville</i>
<i>Tub and table</i> | Adrienne Schmidt
Lorre Jon's |
| 3rd <i>The Herald-Journal, Spartanburg</i>
<i>Relaxing escapes</i> | Adriana Ahner and Doug Reid
Day Spring Living |

Over 30,000 Division

Furniture or Office Furnishings

- | | |
|--|--|
| 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 Herald-Journal, Spartanburg</i>
<i>A decade later...committed as ever</i> | Hailey Dill and Donna Brown
Furniture Dock |
| 3rd <i>The Post and Courier, Charleston</i>
<i>Time is limited; your choices are not</i> | Heather Pound and Amber Dumas
Morris Sokol |

Over 30,000 Division

Automotive, Less than 1/2 Page

- | | |
|--|--|
| 1st <i>The Herald, Rock Hill</i>
<i>Burnschevrolet.com</i> | Jill Swafford
Burns Chevrolet |
| 2nd <i>The State, Columbia</i>
<i>The Saturn Promises</i> | Dana Hill
Saturn of Columbia |
| 3rd <i>Greenville Journal, Greenville</i>
<i>Travel safety</i> | Adrienne Schmidt
Consolidated Tires, Inc. |

Over 30,000 Division

Automotive, 1/2 Page or More

- | | |
|--|--|
| 1st <i>The Post and Courier, Charleston</i>
<i>Introducing...the all new</i> | Susan Waggoner and Denielle Frisa
Hoover the Moover |
| 2nd <i>The Post and Courier, Charleston</i>
<i>The perfect union of performance and luxury</i> | Susan Waggoner and Jason Clark
Miller Cadillac |
| 3rd <i>The Herald-Journal, Spartanburg</i>
<i>A dream became reality</i> | Rita Eubanks and Donna Brown
Vic Bailey |

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 |

Over 30,000 Division

Fashion

- | | |
|--|--|
| 1st <i>Greenville Journal, Greenville</i>
<i>Cosabella lingerie</i> | Staff
The Finer Things |
| 2nd <i>The Charleston City Paper, Charleston</i>
<i>Reach for the moon</i> | M. Perdue and J. Zara
Palmetto Moon |
| 3rd <i>Greenville Journal, Greenville</i>
<i>Summer Sale</i> | Michael Allen
Ballew and Scott |

Over 30,000 Division

Jewelry, Florists and Gift Shops

- | | |
|---|---|
| 1st <i>Greenville Journal, Greenville</i>
<i>Blue blocks</i> | Staff
Emily Austin |
| 2nd <i>The Herald-Journal, Spartanburg</i>
<i>When words fail</i> | Keith Bray and Donna Brown
Skatell's |
| 3rd <i>The Herald-Journal, Spartanburg</i>
<i>Gentlemen, start her engine</i> | Hailey Dill
Blair Jewelers |

Over 30,000 Division

Newspaper Promotion

- | | | |
|------------|--|------------------|
| 1st | <i>Greenville Journal, Greenville
Journal Homes Ladies Dec. 21</i> | Adrienne Schmidt |
| 2nd | <i>Greenville Journal, Greenville
2007 Rate Card</i> | Staff |
| 3rd | <i>Greenville Journal, Greenville
Watch the market</i> | Joel Newcomer |

Over 30,000 Division

Best Merchant Group or Signature Page

- | | | |
|------------|---|--|
| 1st | <i>Greenville Journal, Greenville
Christmas balls</i> | Michael Allen
Hampton Inn/Table 301 |
| 2nd | <i>The Charleston City Paper, Charleston
Holiday Open House</i> | J. Royall
Terrace Plaza |
| 3rd | <i>Greenville Journal, Greenville
Egg-zactly</i> | Adrienne Schmidt
Lewis Plaza |

Over 30,000 Division

Drug, Beverage, Grocery or Food Ad

- | | | |
|------------|---|--|
| 1st | <i>The Charleston City Paper, Charleston
24 oz. of Heaven</i> | D. Judson and J. Dybzinski
Yo Burrito |
| 2nd | <i>The State, Columbia
Pure Carolina</i> | Louie Lanford
Green's |
| 3rd | <i>Greenville Journal, Greenville
Steak, wine and romance</i> | Adrienne Schmidt
Rick Erwin's |

Over 30,000 Division

Entertainment

- | | | |
|------------|---|--|
| 1st | <i>Greenville Journal, Greenville
Sports Radio</i> | Michael Allen
The Drive 104.9 |
| 2nd | <i>Greenville Journal, Greenville
Memories</i> | Michael Allen
The Red Horse Inn |
| 3rd | <i>The Charleston City Paper, Charleston
Lucky Dube</i> | D. Judson and J. Santiago
Charleston Pour House |

Over 30,000 Division

Health Services

- | | | |
|------------|--|---|
| 1st | <i>The Herald-Journal, Spartanburg</i>
<i>Relaxing never felt so good</i> | Chris Parker and Monica Allen
Victoria's Place |
| 2nd | <i>The Morning News, Florence</i>
<i>Christmas open house</i> | Liz Benton and Kelly Cross
The Carolinian Retirement Home |
| 3rd | <i>The Post and Courier, Charleston</i>
<i>A trusted tradition of personalized and comfortable care</i> | Chris Vanscoy and Shannon Hardwick
East Cooper Dental Excellence |

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 |

Over 30,000 Division

Best Special Section

- | | | |
|------------|--|--------------|
| 1st | <i>Greenville Journal, Greenville</i>
<i>At Home Fall/Winter 2007</i> | Staff |
| 2nd | <i>The Sun News, Myrtle Beach</i>
<i>Coastal Living</i> | Staff |
| 3rd | <i>The Post and Courier, Charleston</i>
<i>Lowcountry Brides</i> | Holly Thorpe |

Over 30,000 Division

Best Niche Publication

- | | | |
|------------|--|---|
| 1st | <i>The Post and Courier, Charleston</i>
<i>Buying Your First Home</i> | Krena Lanham and the Real Estate Department |
| 2nd | <i>The Morning News, Florence</i>
<i>Innerviews</i> | Brigette Cyran and Shane McElveen |
| 3rd | <i>The Herald-Journal, Spartanburg</i>
<i>Physician's Healthcare Source</i> | Derryl Hughey and Valeree Browning |

Over 30,000 Division

Not for release until June 13, 2008

Best Innovative Concept

- 1st** *The Post and Courier*, Charleston Holly Thorpe, Shannon Hardwick and Krena Lanham
Senior PGA Championship
- 2nd** *Anderson Independent-Mail*, Anderson Staff
E-Clips Magazine
- 3rd** *The Morning News*, Florence Shane McElveen
Cooking with Cecil Cookbook IGA

Over 30,000 Division

Best Small Space Ad of less than 1/4 page

- 1st** *The Post and Courier*, Charleston Chris Vanscoy and Shannon Hardwick
Hop into Wonderworks Wonderworks
- 2nd** *The Post and Courier*, Charleston Beverly Stovall and Shannon Hardwick
Eliminator Birdfeeder Wild Birds Unlimited
- 3rd** *The Sun News*, Myrtle Beach Leanne Greene and Kathleen Barker
Beach Bar and Grill Hanging Ten

Over 30,000 Division

Best Ad - 1/4 to 1/2 Page

- 1st** *The Post and Courier*, Charleston Traci Manos and Jason Clark
Frog in your throat? Alison Dailey Properties
- 2nd** *The Post and Courier*, Charleston Kathy Simes
Savor the flavors Pasta Grill
- 3rd** *The Post and Courier*, Charleston Natasha Beard and Amy Freeman
St. Andrews Golf Tournament St. Andrews Parks and Playground

Over 30,000 Division

Best Ad - More than 1/2 Page

- 1st** *The Post and Courier*, Charleston Mary Ellen Bennett and Kathy Simes
Picture yourself in a kayak Charleston Watersport
- 2nd** *The Post and Courier*, Charleston Heather Pound and Shannon Hardwick
Holiday Morris Sokol
- 3rd** *The Herald-Journal*, Spartanburg Hailey Dill and Donna Brown
Tight lines and good drifts Advanced Satellite

Over 30,000 Division

Single Spot Color

- 1st** *Greenville Journal, Greenville Bubble*
- 2nd** *The Sun News, Myrtle Beach Weekend specials*

Staff
Joan Herlong
Ashlee Morrow and Michael Duke
The Cypress Room

- 3rd** *The Post and Courier, Charleston Gold and silver buyers in town*

Traci Burkett-Manos and Denielle Frisa
Money Man Pawn

Over 30,000 Division

Two or More Spot/Process Colors

- 1st** *The Post and Courier, Charleston Veteran's Day*
- 2nd** *The Post and Courier, Charleston The color of a child's imagination*

Traci Burkett-Manos and Krena Lanham
Prudential
Heather Pound and Rose Walker
Morris Sokol

- 3rd** *Greenville Journal, Greenville Prepare to be blown away*

Staff
Freedom Weekend Aloft

Over 30,000 Division

Humor

- 1st** *The Post and Courier, Charleston Tired of seducing the neighborhood guy to mow your lawn?*
- 2nd** *The Post and Courier, Charleston Wrinkles a problem?*

Traci Manos and Jason Clark
Alison Dailey Properties
Michelle Goodman and Amy Freeman
Charleston Center for Aesthetics

- 3rd** *The Post and Courier, Charleston Wanna hook-up?*

Albertha Mazyck and Krena Lanham
Pattison's Academy

Over 30,000 Division

Real Estate Ad

- 1st** *The Sun News, Myrtle Beach Introducing Palmetto Lofts*
- 2nd** *Greenville Journal, Greenville Not your mama's dorm room*

Lori Dauthe and Leah Long
Palmetto Lofts
Rasheeda Mickel
Tom Winkopp Realtor

- 3rd** *The Post and Courier, Charleston Welcome to your place*

Michelle Snyder-Wells and Krena Lanham
Palmetto Place

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

Help Wanted or Recruitment Ad

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|--|--|
| 1st <i>Greenville Journal, Greenville</i>
<i>Now hiring</i> | Adrienne Schmidt
Ivy Salon |
| 2nd <i>The Post and Courier, Charleston</i>
<i>Hiring school bus drivers</i> | Elisa Allan and Denielle Frisa
Durham School Services |
| 3rd <i>The Sun News, Myrtle Beach</i>
<i>Are you wild about selling?</i> | Joe Kohler and Susie Smith
A1 Wireless |

Over 30,000 Division

Non-profit/Community Service

- | | |
|---|--|
| 1st <i>The Herald-Journal, Spartanburg</i>
<i>9/11 Ad Twin Towers</i> | Chris Parker and Mary Debolt
Lifesavers |
| 2nd <i>The Herald-Journal, Spartanburg</i>
<i>Real life heroes</i> | Chris Parker and Doug Reid
Lifesavers |
| 3rd <i>The Herald-Journal, Spartanburg</i>
<i>The Gift of Reading</i> | Melissa Coy, Kim Land and Donna Brown
Imagination Library |

Over 30,000 Division

Vendor-Supported Ad or Publication

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|--|---|
| 1st <i>Greenville Journal, Greenville</i>
<i>Behind the Counter 2007</i> | Staff |
| 2nd <i>Greenville Journal, Greenville</i>
<i>2007 Tour of Homes</i> | Staff |
| 3rd <i>The Post and Courier, Charleston</i>
<i>25 Years</i> | Beverly Stovall and Kathy Simes
Sandpiper Retirement |

Over 30,000 Division

Miscellaneous

- | | |
|--|---|
| 1st <i>Greenville Journal, Greenville</i>
<i>Fish</i> | Adrienne Schmidt
Ocean's Floor |
| 2nd <i>The Post and Courier, Charleston</i>
<i>New year, new you</i> | Chris Vanscoy and Shannon Hardwick
Germain Dermatology |
| 3rd <i>The Morning News, Florence</i>
<i>Back to nature</i> | Brigette Cyran and Shane McElveen |

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Series of Ads

1st *The Post and Courier*, Charleston

Jill Lancaster and Kelly Shirmer
Andolini's Pizza

2nd *The Post and Courier*, Charleston

Natasha Beard and Amy Freeman
Life transformations

3rd *The Post and Courier*, Charleston

Michelle Goodman and Amy Freeman
Charleston Center for Aesthetics