

Under 5,000 Division

### Professional Services

- 1st** *The News, Kingstree*  
*Whooo knew?*
- 2nd** *The News, Kingstree*  
*What dad always wanted*
- 3rd** *The Star, North Augusta*  
*Simple dignified cremation*

Michaele Duke and Margie Bennett  
Bank of Greeleyville  
Michaele Duke and Margie Bennett  
Williamsburg Pool & Spa  
Sharye Whisenant & Andy Zinger  
Hatcher Funeral Home

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

Cindy Ensminger  
Panache  
Patty Bassetti  
Stevens Floorcovering Center  
John Garner and Christine Cribb  
Plantation Services

Under 5,000 Division

### Furniture or Office Furnishings

- 1st** *The News, Kingstree*  
*Winter clearance*
- 2nd** *The Star, North Augusta*  
*Memorial Day Sale*
- 3rd** *The Star, North Augusta*  
*Final Price Crash*

Michaele Duke and Margie Bennett  
Badcock Manning  
Joe Harty and Matt Socha  
Furniture General  
Joe Harty and Andy Zinger  
Furniture General

Under 5,000 Division

### Automotive, Less than 1/2 Page

- 1st** *The News, Kingstree*  
*Happy New Year*
- 2nd** *The Clinton Chronicle, Clinton*  
*Great buys are sizzling*
- 3rd** *The Star, North Augusta*  
*Transform your ride*

Beth Ward and Margie Bennett  
Haselden Brothers  
Shirley Pace and Lesa Campbell  
Cannon and Graves  
Diane Daniell and John Lowery  
Pendarvis

Under 5,000 Division

### Automotive, 1/2 Page or More

- 1st** *The News, Kingstree*  
*Pre-Memorial Day Sale*
- 2nd** *The News, Kingstree*  
*Spring Savings*
- 3rd** *The News, Kingstree*  
*Pick your deal*

Beth Ward and Margie Bennett  
Big Country Chevrolet  
Beth Ward and Tami Rodgers  
Big Country Chevrolet  
Michaele Duke and Margie Bennett  
Papa's Used Cars

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

### **Automotive Products and Services**

- |   |  |
|---|--|
| <b>1st</b> <i>The Link, Cheraw</i><br><i>Give them the perfect gift this year</i> | Ashley Hatcher   |
| <b>2nd</b> <i>The Star, North Augusta</i><br><i>Locations</i>                     | Tires Plus<br>Rechelle Dallas and Andy Zinger<br>Greg's Gas Plus |
| <b>3rd</b> <i>Newberry Observer, Newberry</i><br><i>Open Sundays</i>              | English Boozer and Kristi Fell<br>Emerald Car Wash               |

Under 5,000 Division

### **Fashion**

- |   |  |
|---|--|
| <b>1st</b> <i>The News, Kingstree</i><br><i>Carhartt</i>          | Michaele Duke and Margie Bennett<br>Farmers Grain          |
| <b>2nd</b> <i>The News, Kingstree</i><br><i>Carhartt for kids</i> | Beth Ward and Margie Bennett<br>Williamsburg Feed and Tack |
| <b>3rd</b> <i>The News, Kingstree</i><br><i>After Easter Sale</i> | Michaele Duke and Margie Bennett<br>Girly Girlz Boutique   |

Under 5,000 Division

### **Jewelry, Florists and Gift Shops**

- |  |  |
|--|--|
| <b>1st</b> <i>The News, Kingstree</i><br><i>Ice that will melt her heart</i> | Michaele Duke<br>South Mill Jewelers                     |
| <b>2nd</b> <i>The News, Kingstree</i><br><i>Give the gift of pearls</i>      | Michaele Duke<br>Big T Jewelers                          |
| <b>3rd</b> <i>The Star, North Augusta</i><br><i>The slipper fits</i>         | Rechelle Dallas and Andy Zinger<br>Stan Johnson Jewelers |

Under 5,000 Division

### **Newspaper Promotion**

- |  |                                  |
|--|----------------------------------|
| <b>1st</b> <i>The Citizen News, Edgefield</i><br><i>Totally Rad!</i> | Betty Baxley and Christine Emory |
| <b>2nd</b> <i>The News, Kingstree</i><br><i>Price Blast</i>          | Tami Rodgers                     |
| <b>3rd</b> <i>The Star, North Augusta</i><br><i>Missing Someone?</i> | Rechelle Dallas and Andy Zinger  |

Under 5,000 Division

### **Best Merchant Group or Signature Page**

- |  |                            |
|--|----------------------------|
| <b>1st</b> <i>The News, Kingstree</i><br><i>Car Care</i>                 | Margie Bennett             |
| <b>2nd</b> <i>The News, Kingstree</i><br><i>Spring Essentials</i>        | Staff                      |
| <b>3rd</b> <i>Hampton County Guardian, Hampton</i><br><i>Fire Safety</i> | Lettie Ginn and Kim Doctor |

Under 5,000 Division

### Drug, Beverage, Grocery or Food Ad

- |            |  |   |
|------------|--|---|
| <b>1st</b> | <i>The News, Kingstree</i><br><i>Drucker Home Medical</i>  | Michaele Duke and Margie Bennett<br>Drucker Drugs |
| <b>2nd</b> | <i>The News, Kingstree</i><br><i>Drucker Drug Services</i> | Michaele Duke<br>Drucker Drugs                    |
| <b>3rd</b> | <i>The News, Kingstree</i><br><i>Pink is your color</i>    | Michaele Duke and Margie Bennett<br>Drucker Drugs |

Under 5,000 Division

### Entertainment

- |            |  |   |
|------------|--|---|
| <b>1st</b> | <i>The News, Kingstree</i><br><i>Did someone say chicken?</i>    | Michaele Duke and Tami Rodgers<br>Alston's Quick Stop           |
| <b>2nd</b> | <i>Lee County Observer, Bishopville</i><br><i>Seafood buffet</i> | Marie Sobiski and Millie Scott<br>Liddie's Coffee Shop and Cafe |
| <b>3rd</b> | <i>The News, Kingstree</i><br><i>Valentine's Special</i>         | Beth Ward and Margie Bennett<br>Brown's BBQ                     |

Under 5,000 Division

### Health Services

- |            |  |  |
|------------|--|--|
| <b>1st</b> | <i>The Star, North Augusta</i><br><i>If you don't take care of your teeth...</i> | Rechelle Dallas and Matt Socha<br>Dr. Ron Bryant                   |
| <b>2nd</b> | <i>The News, Kingstree</i><br><i>Ready to kick some butt</i>                     | Michaele Duke and Margie Bennett<br>Williamsburg Regional Hospital |
| <b>3rd</b> | <i>The News, Kingstree</i><br><i>National Hospital Week</i>                      | Tami Rodgers<br>Williamsburg Regional Hospital                     |

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            |

Under 5,000 Division

### Best Special Section

- |            |   |                                |
|------------|---|--------------------------------|
| <b>1st</b> | <i>The News, Kingstree</i><br><i>Pig Pickin' Festival</i>     | Staff                          |
| <b>2nd</b> | <i>The Loris Scene, Loris</i><br><i>Bog-off 2007</i>          | Staff                          |
| <b>3rd</b> | <i>Lee County Observer, Bishopville</i><br><i>Agriculture</i> | Marie Sobiski and Millie Scott |

Under 5,000 Division

**Best Niche Publication**

- 1st** *The Loris Scene, Loris* Staff  
*Welcome to Loris*
- 2nd** *The Clinton Chronicle, Clinton* Staff  
*Home and Garden*
- 3rd** *The Clinton Chronicle, Clinton* Staff  
*And the winners are...*

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

**Best Small Space Ad of less than 1/4 page**

- 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

Under 5,000 Division

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

- 1st** *Hampton County Guardian, Hampton* Lettie Ginn and Kim Doctor  
*Congratulations* Estill Gas Company
- 2nd** *Hampton County Guardian, Hampton* Lettie Ginn and Kim Doctor  
*For all your trophy needs* CMC Awards and Gifts
- 3rd** *The Clinton Chronicle, Clinton* Shirley Pace and Lesa Campbell  
*End of year sale* Cooper Motor Company

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           |

Under 5,000 Division

**Two or More Spot/Process Colors**

- |  |  |
|--|--|
| <b>1st</b> <i>The Clinton Chronicle, Clinton Hunters Special of the Week</i> | Shirley Pace and Lesa Campbell<br>Cooper Motor Company         |
| <b>2nd</b> <i>The Star, North Augusta Spring Cleaning</i>                    | Rechelle Dallas and Matt Socha<br>Chem-Dry                     |
| <b>3rd</b> <i>The Star, North Augusta Save big!</i>                          | Rechelle Dallas and Andy Zinger<br>Carolina Crackers Fireworks |

Under 5,000 Division

**Humor**

- |   |  |
|---|--|
| <b>1st</b> <i>The Star, North Augusta Mother's Day, Daddy's Night</i> | Rechelle Dallas and Andy Zinger<br>Stan Johnson Jewelers |
| <b>2nd</b> <i>The Star, North Augusta 007</i>                         | Rechelle Dallas and Matt Socha<br>Stan Johnson Jewelers  |
| <b>3rd</b> <i>The Star, North Augusta Don't have a man</i>            | Rechelle Dallas and Matt Socha<br>Stan Johnson Jewelers  |

Under 5,000 Division

**Real Estate Ad**

- |  |   |
|--|---|
| <b>1st</b> <i>The Star, North Augusta Woodstone</i>                  | Rechelle Dallas and Andy Zinger<br>Forrest McKie and Co. Realtors     |
| <b>2nd</b> <i>The Clinton Chronicle, Clinton Home of your dreams</i> | Shirley Pace and Lesa Campbell<br>Palmetto Heritage                   |
| <b>3rd</b> <i>The News, Kingstree Appraisals</i>                     | Michaele Duke and Margie Bennett<br>Dwight Stewart Jr. and Associates |

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

**Help Wanted or Recruitment Ad**

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

Under 5,000 Division

### Non-profit/Community Service

- 1st** *The Star*, North Augusta  
*Egg-stravaganza*
- 2nd** *The News*, Kingstree  
*Mardi Gras Madness*

Rechelle Dallas and Andy Zinger  
True North Church  
Margie Bennett  
Williamsburg Regional Hospital Foundation

- 3rd** *The Star*, North Augusta  
*Strawberry Festival*

Rechelle Dallas and Matt Socha  
Our Lady of Peace School

Under 5,000 Division

### Miscellaneous

- 1st** *Hampton County Guardian*, Hampton  
*Shop at home sweepstakes*
- 2nd** *Lee County Observer*, Bishopville  
*Blessings*
- 3rd** *Lee County Observer*, Bishopville  
*We can help*

Lettie Ginn and Kim Doctor  
Downtown Business Association  
Marie Sobiski and Millie Scott  
Hancock-Elmore-Hill Funeral Home  
Marie Sobiski and Millie Scott  
Victims Advocate

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

### Vendor-Supported Ad or Publication

- 1st** *Newberry Observer*, Newberry  
*Merry Christmas*
- 2nd** *Newberry Observer*, Newberry  
*Home for the holidays*
- 3rd** *The Clinton Chronicle*, Clinton  
*Beach Access*

Stephanie Bilger and Kristi Fell  
Downtown Merchants  
English Boozer and Kristi Fell  
Newberry Chamber of Commerce  
Jessica Lazenby and Staff  
City of Clinton

Under 5,000 Division

### Series of Ads

- 1st** *The News*, Kingstree  
*2007 Prom*
- 2nd** *The News*, Kingstree  
*Girl Power*
- 3rd** *The News*, Kingstree  
*Faces of Caring*

Michaele Duke and Margie Bennett  
Irresistable Elegance  
Michaele Duke and Margie Bennett  
Curves  
Michaele Duke and Margie Bennett  
Williamsburg Regional Hospital