



For release: **Friday, May 25, 2018**
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APA Better Newspaper Advertising Contest Award Winners Announced

Birmingham, AL (May 25, 2018) – Select winners of the 2018 Alabama Press Association Better Newspaper Contest were announced by Dee Ann Campbell, chairman of the APA Better Newspaper Contest Committee. This year, 39 newspapers submitted 803 entries in the annual contest. The Virginia Press Association judged the entries.

The awards will be presented on Saturday, July 21 at the 2018 APA Summer Convention at the Perdido Beach Resort in Orange Beach, AL.

The awards for Advertising Sweepstakes and Ad of the Year will be announced and presented at the awards banquet on July 21, 2018, along with the other Better Newspaper Contest winners.

Other first place awards presented at the banquet (also announced within) will include:

- *Best Original Creative Idea*
- *Best Use of Humor*
- *Best Single Ad Over ½ Page Color*
- *Best Regularly Scheduled Special Section, Newsprint or Glossy*

Congratulations to all of the winners!

Alabama Press Association
2018 Better Newspaper Contest- Advertising Winners

Cat. 02 Best Classified Page or Section

Division A

1st Place TimesDaily (Florence)
2nd Place The Dothan Eagle
3rd Place The Tuscaloosa News

Division B

1st Place The Clanton Advertiser
2nd Place Opelika-Auburn News
3rd Place The Cullman Times

Division C

1st Place Shelby County Reporter (Columbiana)
2nd Place The Choctaw Sun-Advocate (Gilbertown)
3rd Place Call News (Citronelle)

Division D

1st Place The Greenville Advocate
2nd Place The Greenville Advocate
3rd Place The Greenville Standard

Division E

1st Place Courier Journal (Florence)

Cat. 03 Best Single Ad 1/2 page and under black and white

Division A

1st Place TimesDaily (Florence) for "Sweet Feet" by Cherri Sutherland, Rita Stricklin
2nd Place The Decatur Daily for "Weight Loss" by Stephen Johnson, Greg Stone
3rd Place TimesDaily (Florence) for "Follow Your Bliss" by Cherri Sutherland, Rita Stricklin

Division B

1st Place Opelika-Auburn News for "March of Dimes - Signature Chefs Auction" by Jessica Henderson
2nd Place (tie) Opelika-Auburn New for "Swanson Diamond Center" by staff
2nd Place (tie) The Daily Sentinel (Scottsboro) for "Highlands" by staff
3rd Place The Selma Times-Journal for "Perry County Historical Society" by staff

Division C

1st Place The Lagniappe (Mobile) for "Sanctuary Salon" by Laura Mattei
2nd Place The Sand Mountain Reporter (Albertville) for "Gilbert & Baugh" by Sherrie Hall
3rd Place The Sand Mountain Reporter (Albertville) for "D&S Lock and Key" by Sherrie Hall

Division D

1st Place The Southeast Sun (Enterprise) for "Southeast Gas" by Slayton Shaw
2nd Place The Greenville Advocate for "Camellia Communications" by April Gregory
3rd Place The Greenville Advocate for "Reid State Technical College" by April Gregory

Division E

- 1st Place Courier Journal (Florence) for "University Buick GMC" by Gwyn Jones
2nd Place The Redstone Rocket (Huntsville) for "AB Construction" by Rhonda Stennett
3rd Place The Redstone Rocket (Huntsville) for "Property renovation" by Rhonda Stennett

Cat. 04 Best Single Ad 1/2 page and under color

Division A

- 1st Place TimesDaily (Florence) for "Cloth + Stone" by Cherri Sutherland, Rita Stricklin
2nd Place The Dothan Eagle for "Holiday Fun In Headland" by Traci Kimble
3rd Place The Tuscaloosa News for "Ervins" by staff

Division B

- 1st Place Opelika-Auburn News for "Reynolds Outdoors" by Jessica Henderson
2nd Place The Cullman Times for "Quality Staffing" by Chasity Barnett
3rd Place The Selma Times-Journal for "Valley Grande Mexican Grille" by Karen Lawler

Division C

- 1st Place The Choctaw Sun-Advocate (Gilbertown) for "Second Chance Dealer " by Dan Melvin
2nd Place The Monroe Journal (Monroeville) for "Monroe County Hospital" by Josh Dewberry
3rd Place Shelby County Reporter (Columbiana) for "Chelsea Chiropractic" by Kim McCulla

Division D

- 1st Place The Dadeville Record for "Lake Martin Community Hospital" by Audra Spears
2nd Place The Wetumpka Herald for "Brandino Brass" by Hallie Holloway
3rd Place The Greenville Standard for "Express Roofing" by Kristy Houston

Division E

- 1st Place Vestavia Voice for "Rocky Ridge Hardware-More Than Just a Hardware Store" by Matt Crawford, Michelle Haynes
2nd Place Vestavia Voice for "Chronic Tacos Now Open" by Warren Caldwell
3rd Place 280 Living (Birmingham) for "Buff City Soaps" by Don Harris

Cat. 05 Best Single Ad over 1/2 page black and white

Division B

- 1st Place The Fort Payne Times-Journal for "NUCOR-Vulcraft Group Industry" by Leann Stallings
2nd Place The Fort Payne Times-Journal for "Bruce's Coloring Page" by Sonya Maynard/Andi Williams
3rd Place The Clanton Advertiser for "Trinity Custom Homes" by Brandy Clackley

Division C

- 1st Place Call News (Citronelle) for "AM/NS" by staff
2nd Place The Monroe Journal (Monroeville) for "D&D" by Josh Dewberry
3rd Place The Monroe Journal (Monroeville) for "Tail Chaser" by Josh Dewberry

Division D

- 1st Place The Southeast Sun (Enterprise) for "Enterprise Paint" by Slayton Shaw
2nd Place The Southeast Sun (Enterprise) for "Madison Heights" by Slayton Shaw
3rd Place The Greenville Advocate for "Norman Computer" by Courtney Neese

Cat. 06 Best Single Ad over 1/2 page color

Division A

- 1st Place Montgomery Advertiser for "Montgomery Symphony" by Holly Calloway

2nd Place The Tuscaloosa News for "Tuscaloosa Tire" by staff
3rd Place The Dothan Eagle for "Whitten Homes" by Traci Kimble

Division B

1st Place The Selma Times-Journal for "International Paper Renewable Resources" by staff
2nd Place The Outlook (Alexander City) for "Holman Floor Company" by Audra Spears
3rd Place The Outlook (Alexander City) for "Bone & Joint Specialists, P.C." by Hallie Holloway

Division C

1st Place Call News (Citronelle) for "Southern Style Reality" by staff
2nd Place The Lagniappe (Mobile) for "Children's and Women's Hospital" by staff
3rd Place The Lagniappe (Mobile) for "Kitchen on George" by Laura Mattei

Division D

1st Place The Dadeville Record for "Dadeville Area Chamber of Commerce" by Audra Spears
2nd Place The Southeast Sun (Enterprise) for "Bryan Pharmacy" by Kimberly Myers
3rd Place The Greenville Standard for "City of Greenville" by Bruce Branum

Division E

1st Place 280 Living (Birmingham) for "DeSoto Caverns" by Don Harris, Matt Crawford
2nd Place 280 Living (Birmingham) for "White House Interiors" by Don Harris
3rd Place Courier Journal (Florence) for "Shoals Primary Care" by Gwyn Jones

Cat. 07 Best Regularly Scheduled Special Section Newsprint or Glossy

Division A

1st Place TimesDaily (Florence) for "Shoals Woman Holiday Edition" by Lin Reynolds, Cecilia Brumley
2nd Place TimesDaily (Florence) for "Athlete of the Year" by staff
3rd Place TimesDaily (Florence) for "Living Here" by staff

Division B

1st Place Opelika-Auburn News for "Weddings-Fall 2017" by Jessica Henderson
2nd Place Opelika-Auburn News for "Holidays in East Alabama" by Jessica Henderson
3rd Place The Outlook (Alexander City) for "Gridiron 2017-High School Football Preview" by Mitch Sneed, Lizi Arbogast, Kenneth Boone

Division C

1st Place The Choctaw Sun-Advocate (Gilbertown) for "Graduation" by staff
2nd Place The Monroe Journal (Monroeville) for "Visions 2017" by staff
3rd Place Call News (Citronelle) for "Football Preview 2017" by staff

Division D

1st Place The Southeast Sun (Enterprise) for "Breast Cancer Awareness Month" by Kimberly Myers, Slayton Shaw
2nd Place The Greenville Advocate for "Football Magazine" by staff
3rd Place The Greenville Advocate for "Greenville Alabama Chamber Magazine & Welcome Guide " by Tracy Salter, April Gregory, Courtney Neese

Division E

1st Place 280 Living (Birmingham) for "Fall Home & Garden" by staff
2nd Place 280 Living (Birmingham) for "Medical Services Directory" by by staff
3rd Place 280 Living (Birmingham) for "Women in Business 280" by staff

Cat. 08 Best One Time Special Section - Newsprint or Glossy

Division A

- 1st Place The Tuscaloosa News for "Mercedes" by staff
- 2nd Place TimesDaily (Florence) for "Beyond Grits and Greens" by staff
- 3rd Place TimesDaily (Florence) for "A Legacy of Champions" by staff

Division B

- 1st Place Opelika-Auburn News for "Spring Look Book" by Abby Scroggins
- 2nd Place Opelika-Auburn News for "The Road to Atlanta" by staff
- 3rd Place The Outlook (Alexander City) for "125 Years of Service" by staff

Division C

- 1st Place The Monroe Journal (Monroeville) for "Salute to the Vols" by staff
- 2nd Place The Citizen of East Alabama (Phenix City) for "Nuptials " by staff
- 3rd Place The Monroe Journal (Monroeville) for "Salute to the Tigers" by staff

Division D

- 1st Place The Greenville Advocate for "Board of Education Annual Report and Calendar " by April Gregory
- 2nd Place The Greenville Advocate for "Greenville All Stars" by April Gregory, Courtney Neese
- 3rd Place The Greenville Advocate for "Back to School " by April Gregory, Courtney Neese

Division E

- 1st Place The Corner News for "Welcome Home" by Jessica Henderson
- 2nd Place 280 Living (Birmingham) for "Shelby County Schools booklet" by Matthew Allen

Cat. 09 Best In-Paper Promotion of Newspaper

Division A

- 1st Place The Tuscaloosa News for "Amazing Teachers" by staff
- 2nd Place The Tuscaloosa News for "Impact" by staff
- 3rd Place The Dothan Eagle for "Christmas Giveaway" by Traci Kimble

Division B

- 1st Place The Cullman Times for "Take Us...Everywhere!" by Terry Connor, Chasity Barnett
- 2nd Place Opelika-Auburn News for "112 Years" by Jessica Henderson
- 3rd Place The Selma Times-Journal for "See What's Brewing" house ad by staff

Division C

- 1st Place Shelby County Reporter (Columbiana) for "Friday the 13th" by staff
- 2nd Place The Sand Mountain Reporter (Albertville) for "Reader's Choice" by Sherrie Hall
- 3rd Place The Sand Mountain Reporter (Albertville) for "Throw a Bone" by Emily Nixon

Division D

- 1st Place The Greenville Advocate for "Classifieds are a Rip Off" by staff
- 2nd Place The Southeast Sun (Enterprise) for "Thank you Fort Rucker" by Slayton Shaw
- 3rd Place The Wetumpka Herald for "Power of Print" by Audra Spears

Division E

- 1st Place 280 Living (Birmingham) for "Women in Business" by Matt Crawford
- 2nd Place 280 Living (Birmingham) for "Summer Fun Photo Contest" by Kristin Williams

3rd Place 280 Living (Birmingham) for “Gameday Photos” by Matt Crawford

Cat. 10 Best Advertising Campaign

Division A

1st Place Montgomery Advertiser for “Go Play 334” campaign by Holly Calloway
2nd Place The Dothan Eagle for “Our New Baby” campaign by Traci Kimble
3rd Place Montgomery Advertiser for “Meet Montgomery” campaign by staff

Division B

1st Place The Daily Sentinel (Scottsboro) for “Raymond James” campaign by staff
2nd Place The Selma Times-Journal for “Moore-Stewart Ford” campaign by staff
3rd Place The Fort Payne Times-Journal for “First State Bank Progress” campaign by Linda Stiefel

Division C

1st Place Shelby County Reporter (Columbiana) for “Chelsea Chiropractic” campaign by Kim McCulla
2nd Place Shelby County Reporter (Columbiana) for “Shelby Humane Society” campaign by Kim McCulla
3rd Place Shelby County Reporter (Columbiana) for “Andrews Family Dental” campaign by Kim McCulla

Division D

1st Place The Greenville Advocate for “Dr. Keri Stanley” campaign by Courtney Neese
2nd Place The Greenville Advocate for “Board of Education” campaign by April Gregory
3rd Place The Southeast Sun (Enterprise) for “Bryan Pharmacy flu shots” campaign by Kimberly Myers

Division E

1st Place 280 Living (Birmingham) for “Leaf & Petal” campaign by Layton Dudley
2nd Place 280 Living (Birmingham) for “Plantation Prestige” campaign by Rhonda Smith, Emily Vandermay
3rd Place Courier Journal (Florence) for “Helen Keller Hospital” campaign by Judy Cox, Gwyn Jones, Andrea Gray

Cat. 11 Best Original / Creative Idea

Division A

1st Place TimesDaily (Florence) for “Holiday Sale” by Stacey Gallos, Rita Stricklin, Lin Reynolds
2nd Place The Decatur Daily for “Eclipse Jimmy Smith Jewelers” by Stephen Johnson, Shelia Smith
3rd Place TimesDaily (Florence) for “The Art of Southern Cooking” by Cecilia Brumley, Lin Reynolds

Division B

1st Place Opelika-Auburn News for “Dad Knows Best” by Jessica Henderson
2nd Place Opelika-Auburn News for “National Bike Month” by Jessica Henderson
3rd Place Daily Mountain Eagle (Jasper) for “Friday the 13th” by James Phillips, Malarie Brakefield

Division C

1st Place The Lagniappe (Mobile) for “Cream & Sugar” by Laura Mattei
2nd Place The Choctaw Sun-Advocate (Gilbertown) for “Firefighter Subscription Drive” by Dan Melvin, Dee Ann Campbell
3rd Place Call News (Citronelle) for “We're All Ears” by staff

Division D

1st Place The Southeast Sun (Enterprise) for “Waterstone Mortgage: The Waterstone Bunch” by Slayton Shaw
2nd Place The Greenville Standard for “Valentines” by Jennifer Klontz
3rd Place The Dadeville Record for “Easter False Front” by Audra Spears

Division E

- 1st Place 280 Living (Birmingham) for "Narrows Family Eye Care -- eye chart" by Matthew Allen
2nd Place 280 Living (Birmingham) for "Michelson Laser Vision" by Don Harris
3rd Place Iron City Ink (Birmingham) for "ALDOT Public Meeting" by Matt Crawford, Matthew Allen

Cat. 12 Best Classified Display Ad

Division A

- 1st Place The Tuscaloosa News for "Another Broken Egg" by staff
2nd Place The Decatur Daily for "Gary's Car Elimination" by Rhonda Stennett
3rd Place TimesDaily (Florence) for "Shoals Homefront" by Brad Taylor, Rita Stricklin

Division B

- 1st Place The Cullman Times for "Quality Staffing" by Chasity Barnett
2nd Place The Fort Payne Times-Journal for "Southern Properties" by Leann Stallings
3rd Place The Cullman Times for "Mitch Smith" by Chasity Barnett

Division C

- 1st Place The Monroe Journal (Monroeville) for "Billy Barnes" by Josh Dewberry
2nd Place Shelby County Reporter (Columbiana) for "Lawn Mower for Sale" by Daniel Holmes
3rd Place The Monroe Journal (Monroeville) for "Reid State Technical College" by staff

Division D

- 1st Place The Greenville Advocate for "Coastal" by April Gregory
2nd Place The Southeast Sun (Enterprise) for "Tartan Pine Community" by Slayton Shaw
3rd Place The Greenville Standard for "Country Charm" by Bruce Branum

Division E

- 1st Place Courier Journal (Florence) for "Classified Ad" by Joe Broadfoot, Gwyn Jones
2nd Place Courier Journal (Florence) for "Classified Ad" by Judy Cox, Gwyn Jones
3rd Place Courier Journal (Florence) for "Classified Ad" by Heather Ridinger, Andrea Gray

Cat. 13 Best Signature Page

Division A

- 1st Place TimesDaily (Florence) for "Make a House a Home" by staff
2nd Place The Decatur Daily for "1 in 8 Women" by Stephen Johnson
3rd Place The Tuscaloosa News for "Martin Luther King" by staff

Division B

- 1st Place The Outlook (Alexander City) for "We Are Ben Russell" by Audra Spears, Darlene Johnson, Hallie Holloway
2nd Place The Outlook (Alexander City) for "Halloween Safety" by Audra Spears, Darlene Johnson, Hallie Holloway
3rd Place The Cullman Times for "Warehouse District" by Chasity Barnett and staff

Division C

- 1st Place Call News (Citronelle) for "Surrender Oak Festival and 5k" by staff
2nd Place The Arab Tribune for "Basketball" by Janet Calhoun
3rd Place Shelby County Reporter (Columbiana) for "Small Business Celebration" by staff

Division D

- 1st Place The Greenville Advocate for “Breast Cancer Awareness “ by Courtney Neese, April Gregory
2nd Place The Dadeville Record for “Go Tigers” by Audra Spears, Darlene Johnson, Hallie Holloway
3rd Place The Tallassee Tribune for “Go Tigers” by Audra Spears, Darlene Johnson, Hallie Holloway

Cat. 14 Best Niche Publication

Division A

- 1st Place TimesDaily (Florence) for “Explore the Shoals” by staff
2nd Place TimesDaily (Florence) for “TN Valley Brides Magazine” by Lin Reynolds, Cecilia Brumley
3rd Place The Dothan Eagle for “2017 National Peanut Festival” by staff

Division B

- 1st Place The Clanton Advertiser for “Kickoff” by staff
2nd Place The Outlook (Alexander City) for “Lake Martin Living -September 2017” by staff
3rd Place The Selma Times-Journal for “Selma The Magazine-April/May, 2017” by staff

Division C

- 1st Place Shelby County Reporter (Columbiana) for “Shelby County Football” by staff
2nd Place The Monroe Journal (Monroeville) for “Discover Monroe County Outdoors” by Josh Dewberry, Glenda Price
3rd Place Shelby County Reporter (Columbiana) for “Visitors and Newcomers Guide” by staff

Division D

- 1st Place The Greenville Advocate for “First Responders Coloring Book “ by April Gregory, Courtney Neese
2nd Place The Greenville Advocate for “Humane Society Pet Calendar “ by Tracy Salter, Angie Long
3rd Place The Wetumpka Herald for “Elmore County Community Calendar 2018” by Audra Spears

Division E

- 1st Place 280 Living (Birmingham) for “Football Preview Magazine” by Advertising staff
2nd Place Village Living (Mountain Brook) for “Mountain Brook 75th Anniversary Magazine” by staff
3rd Place Hoover Sun for “Hoover 50th Anniversary Magazine” by staff

Cat. 15 Best Use of Humor

Division A

- 1st Place The Decatur Daily for “Smarty Plants” by Rhonda Stennett, Greg Stone
2nd Place TimesDaily (Florence) for “Are you house hunting?” by Brad Taylor, Rita Stricklin
3rd Place TimesDaily (Florence) for “Dentists Aren't Scary” by Sharon Goens, Rita Stricklin

Division B

- 1st Place The Clanton Advertiser for “Donkey” by staff
2nd Place The Fort Payne Times-Journal for “Not Again!” by Sonya Maynard, Andi Williams
3rd Place The Outlook (Alexander City) for “Advanced Heating & Air” by Audra Spears

Division C

- 1st Place The Lagniappe (Mobile) for “Greater Mobile Urgent Care” by Laura Mattei
2nd Place The Lagniappe (Mobile) for “Cream & Sugar” by Laura Mattei
3rd Place Shelby County Reporter (Columbiana) for “Lawn Mower for Sale” by Daniel Holmes

Division D

- 1st Place The Southeast Sun (Enterprise) for “Dack Auto Service” by Slayton Shaw
2nd Place The Southeast Sun (Enterprise) for “McDonalds: Santa's Lovin' It” by Slayton Shaw

3rd Place The Greenville Standard for “Stuckey's Barber and Style Shop” by Kristy Houston

Division E

1st Place 280 Living (Birmingham) for “NextHome Southern Realty” by staff

2nd Place Courier Journal for “Quips and Quotes” by staff

3rd Place Vestavia Voice for “One Man & A Toolbox-DIY Isn't For Everyone” by staff

Cat. 16 Best Presentation of Online Advertising

Division A

1st Place Montgomery Advertiser

2nd Place The Tuscaloosa News

3rd Place TimesDaily (Florence)

Division B

1st Place Daily Mountain Eagle (Jasper)

2nd Place The Fort Payne Times-Journal

3rd Place The Cullman Times

Division C

1st Place The Citizen of East Alabama (Phenix City)

2nd Place Shelby County Reporter (Columbiana)

3rd Place The Monroe Journal (Monroeville)

Division D

1st Place The Wetumpka Herald

2nd Place The Tallassee Tribune

3rd Place The Greenville Advocate

Division E

1st Place The Redstone Rocket (Huntsville)

2nd Place Courier Journal (Florence)

3rd Place 280 Living (Birmingham)

Cat. 17 Best Innovative Online Advertising - Single Ad

Division A

1st Place Montgomery Advertiser for “ASF Christmas Carol” by Miranda Watt

2nd Place The Tuscaloosa New for “Piggly Wiggly” by staff

3rd Place TimesDaily (Florence) for “The Art of Southern Cooking” by Cecilia Brumley, Lin Reynolds

Division B

1st Place The Selma Times-Journal for “Preferred Eyecare” by staff

2nd Place The Outlook (Alexander City) for “Russell Marine Boat Show” by Audra Spears

3rd Place The Clanton Advertiser for “Diane Knight, Real Estate Associates” by Brandy Clackley

Division C

1st Place Shelby County Reporter (Columbiana) for “Gifted” by Rhett McCreight

2nd Place Shelby County Reporter (Columbiana) for “Valleydale Animal Clinic” by Rhett McCreight

3rd Place Shelby County Reporter (Columbiana) for “Greystone Antiques” by Kerrie Thompson

Division D

- 1st Place The Southeast Sun (Enterprise) for “First Baptist-Join Us for Worship” by Kimberly Myers
- 2nd Place The Greenville Advocate for “Dr. Keri Stanley” by Courtney Neese
- 3rd Place The Greenville Advocate for “First Steps” by April Gregory

Division E

- 1st Place Courier Journal (Florence) for “Laila Jager” by Russell Roden
- 2nd Place 280 Living (Birmingham) for “Alabama Allergy” by Emily VanderMay

Cat. 18 Online Revenue Builder

Division A

- 1st Place TimesDaily (Florence) for “Stay One Step Ahead” by staff
- 2nd Place The Tuscaloosa News for “Amazing Teachers” by staff
- 3rd Place TimesDaily (Florence) for “Find the home that fits you best” by staff

Division B

- 1st Place Opelika-Auburn News for “Dad Knows Best” by Jessica Henderson
- 2nd Place Opelika-Auburn News for “Cutest Couple Contest” by Jessica Henderson
- 3rd Place Opelika-Auburn News for “National Bike Month” by Jessica Henderson

Division C

- 1st Place The Choctaw Sun-Advocate (Gilbertown) for “Sun TV Live Sports” by staff
- 2nd Place The Choctaw Sun-Advocate (Gilbertown) for “Sun TV” by Dee Ann Campbell, Lauren Wilkins, Clint Franks

Division E

- 1st Place 280 Living (Birmingham) for “Daily E-blast” by staff
- 2nd Place 280 Living (Birmingham) for “Football Recap Video” by staff