

2006 TPA Ideas Contest Winners

Category	Group	Place	newspaper	city	caption	Comment
Best of Show		1	News Sentinel	Knoxville	Color	Awesome use of color; perfect amount of
Best of Show		2	The News-Examiner	Gallatin	Your First Newspaper	great white space; eye-catching
Best of Show		3	The Daily News Journal	Murfreesboro	Gift Guide	simple type treatment is great; good color
Best Special Section	D-1	1	Herald-Citizen	Cookeville	Woman	
Best Special Section	D-1	2	The Lebanon Democrat	Lebanon	Our Home	
Best Special Section	D-1	3	Shelbyville Times-Gazette	Shelbyville	Final Bell	
Best Special Section	D-2	1	The Daily News Journal	Murfreesboro	Last-Minute Gift Guide	
Best Special Section	D-2	2	Citizen Tribune	Morristown	Spring Fashions	
Best Special Section	D-2	3	The Leaf-Chronicle	Clarksville	Support Our Troops	
Best Special Section	D-3	1	Chattanooga Times Free Press	Chattanooga	Chattanooga Now	
Best Special Section	D-3	2	Bristol Herald Courier	Bristol	New Vehicle Guide	
Best Special Section	D-3	3	News Sentinel	Knoxville	Baptist Health News	
Best Special Section	N-1	1	Rogersville Review	Rogersville	Honor, Glory, Pride	
Best Special Section	N-1	2	Rogersville Review	Rogersville	Home	
Best Special Section	N-1	3	The Erwin Record	Erwin	Calendar	
Best Special Section	N-2	1	The News-Examiner	Gallatin	Yesterday, Today and Tomorrow	
Best Special Section	N-2	2	The Expositor	Sparta	How-To Guide	
Best Special Section	N-2	3	The Expositor	Sparta	Health Directory	
Self-Promotion of a Newspaper	D-1	1	Herald-Citizen	Cookeville	We're Glad You're Home	
Self-Promotion of a Newspaper	D-1	2	The Lebanon Democrat	Lebanon	Our Home	
Self-Promotion of a Newspaper	D-1	3	The Lebanon Democrat	Lebanon	Better Than Ever	
Self-Promotion of a Newspaper	D-2	1	The Daily News Journal	Murfreesboro	Don't Fall For Bad Apples	
Self-Promotion of a Newspaper	D-2	2	Cleveland Daily Banner	Cleveland	World Of Best Wishes	
Self-Promotion of a Newspaper	D-2	3	Cleveland Daily Banner	Cleveland	Greetings Of The Season	
Self-Promotion of a Newspaper	D-3	1	Kingsport Times-News	Kingsport	One Call	
Self-Promotion of a Newspaper	D-3	2	News Sentinel	Knoxville	See What's In It For You	
Self-Promotion of a Newspaper	D-3	3	Kingsport Times-News	Kingsport	Holiday Gift Guide	
Self-Promotion of a Newspaper	D-3	4	Bristol Herald Courier	Bristol	Goose Pimple Junciont	
Self-Promotion of a Newspaper	N-1	1	Rogersville Review	Rogersville	Drain Cover	
Self-Promotion of a Newspaper	N-1	2	Rogersville Review	Rogersville	Tree	
Self-Promotion of a Newspaper	N-1	3	Rogersville Review	Rogersville	Brick Wall	
Self-Promotion of a Newspaper	N-2	1	The News-Examiner	Gallatin	Your First Newspaper	
Self-Promotion of a Newspaper	N-2	2	The Covington Leader	Covington	Missing Something?	
Self-Promotion of a Newspaper	N-2	3	Southern Standard	McMinnville	So Many Gifts	

D-1 = Daily under 15,000 paid circulation
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Category	Group	Place	newspaper	city	caption	Comment
Best Sales Promotion	D-1	1	The Paris Post-Intelligencer	Paris	Arctic Refrigeration	
Best Sales Promotion	D-1	2	Shelbyville Times-Gazette	Shelbyville	Co-Op	
Best Sales Promotion	D-1	3	The Paris Post-Intelligencer	Paris	Fun Day	
Best Sales Promotion	N-1	1	The Erwin Record	Erwin	I'm Not Your Mama	
Best Sales Promotion	N-1	2	The Hartsville Vidette	Hartsville	Celebrating a 100 Year Tradition	
Best Sales Promotion	N-1	3	The Erwin Record	Erwin	Did You Know	
Best Sales Promotion	N-2	1	Crossville Chronicle	Crossville	We Love Our Community	
Best Sales Promotion	N-2	2	Crossville Chronicle	Crossville	Need A Decorator's Touch?	
Best Sales Promotion	N-2	3	Crossville Chronicle	Crossville	Now's The Perfect Time	
Best Use of Multi-Color Ad	D-1	1	The Greeneville Sun	Greeneville	Thank You	
Best Use of Multi-Color Ad	D-1	2	Herald-Citizen	Cookeville	Back To School Savings	
Best Use of Multi-Color Ad	D-1	3	The Newport Plain Talk	Newport	We Build Mountains	
Best Use of Multi-Color Ad	D-1	4	The Greeneville Sun	Greeneville	Bridal Registry	
Best Use of Multi-Color Ad	D-2	1	Citizen Tribune	Morristown	Home For The Holidays	
Best Use of Multi-Color Ad	D-2	2	Citizen Tribune	Morristown	Citizens Bank	
Best Use of Multi-Color Ad	D-2	3	Citizen Tribune	Morristown	From All Of Us	
Best Use of Multi-Color Ad	D-2	4	The Leaf-Chronicle	Clarksville	For Thanksgiving	
Best Use of Multi-Color Ad	D-3	1	Kingsport Times-News	Kingsport	Zak's Furniture	
Best Use of Multi-Color Ad	D-3	2	Bristol Herald Courier	Bristol	Budweiser	
Best Use of Multi-Color Ad	D-3	3	Bristol Herald Courier	Bristol	Easter	
Best Use of Multi-Color Ad	N-1	1	Rogersville Review	Rogersville	Surgoinsville	
Best Use of Multi-Color Ad	N-1	2	Rogersville Review	Rogersville	McDonald Hills	
Best Use of Multi-Color Ad	N-1	3	The Advocate & Democrat	Sweetwater	High Flying	
Best Use of Multi-Color Ad	N-2	1	Southern Standard	McMinnville	Hot Air Affair	
Best Use of Multi-Color Ad	N-2	2	Robertson County Times	Springfield	Drive Something Wild	
Best Use of Multi-Color Ad	N-2	3	The Giles Free Press	Pulaski	Fiesta Fresh	
Best Use of Single Color Ad	D-1	1	The Paris Post-Intelligencer	Paris	Kiss It Goodbye	
Best Use of Single Color Ad	D-1	2	The Mountain Press	Sevierville	East TN Hearing Center	
Best Use of Single Color Ad	D-1	3	The Paris Post-Intelligencer	Paris	Breast Cancer	
Best Use of Single Color Ad	D-2	1	The Leaf-Chronicle	Clarksville	Two-fer Sale	
Best Use of Single Color Ad	D-3	1	Kingsport Times-News	Kingsport	Rates "Peak" Your Interest	
Best Use of Single Color Ad	D-3	2	Kingsport Times-News	Kingsport	Nice Costume - Want A Sub?	
Best Use of Single Color Ad	D-3	3	Kingsport Times-News	Kingsport	Showtime 2005	Nice Bold Color
Best Use of Single Color Ad	D-3	4	Kingsport Times-News	Kingsport	Mall-I-Gras	

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Category	Group	Place	newspaper	city	caption	Comment
Best Use of Single Color Ad	N-1	1	The Erwin Record	Erwin	Relax	
Best Use of Single Color Ad	N-1	2	The Erwin Record	Erwin	Appalachian Fair	
Best Use of Single Color Ad	N-1	3	The Erwin Record	Erwin	Foot	
Best Use of Single Color Ad	N-2	1	The Giles Free Press	Pulaski	Giles County Fair	
Best Use of Single Color Ad	N-2	2	The News-Examiner	Gallatin	Art In Bloom	
Best Use of Single Color Ad	N-2	3	The Courier	Savannah	Just Sold	
Best Black & White Ad	D-1	1	Herald-Citizen	Cookeville	Pack In Ice	
Best Black & White Ad	D-1	2	The Lebanon Democrat	Lebanon	Sparkle	
Best Black & White Ad	D-1	3	The Newport Plain Talk	Newport	Critter Connection	
Best Black & White Ad	D-2	1	Citizen Tribune	Morristown	In This Season Of Giving	
Best Black & White Ad	D-2	2	The Daily News Journal	Murfreesboro	Large To Small	
Best Black & White Ad	D-2	3	Citizen Tribune	Morristown	Share The Spirit	
Best Black & White Ad	D-3	1	Kingsport Times-News	Kingsport	Pancake Breakfast	
Best Black & White Ad	D-3	2	Kingsport Times-News	Kingsport	Rhoton & Smith	
Best Black & White Ad	D-3	3	Kingsport Times-News	Kingsport	Moody Brews	
Best Black & White Ad	N-1	1	Rogersville Review	Rogersville	Warmth	
Best Black & White Ad	N-1	2	The Erwin Record	Erwin	Robert Dunworth, M.D.	
Best Black & White Ad	N-1	3	The Erwin Record	Erwin	Cash To School	
Best Black & White Ad	N-2	1	The Giles Free Press	Pulaski	Bank of Frankewing	
Best Black & White Ad	N-2	2	Crossville Chronicle	Crossville	Pain!	
Best Black & White Ad	N-2	3	The Courier	Savannah	America's Freedom	
Best Feature Page or Pages	D-1	1	Shelbyville Times-Gazette	Shelbyville	Fire Prevention	
Best Feature Page or Pages	D-1	2	The Paris Post-Intelligencer	Paris	Fish Fry	
Best Feature Page or Pages	D-1	3	The Greeneville Sun	Greeneville	Jonesborough Days	
Best Feature Page or Pages	D-2	1	The Leaf-Chronicle	Clarksville	Dog Week	
Best Feature Page or Pages	D-2	2	Cleveland Daily Banner	Cleveland	Dining Out	
Best Feature Page or Pages	D-2	3	Cleveland Daily Banner	Cleveland	Shop Downtown	
Best Feature Page or Pages	D-3	1	Kingsport Times-News	Kingsport	Christmas Gift Ideas	
Best Feature Page or Pages	D-3	2	Chattanooga Times Free Press	Chattanooga	Dalton Dealers	
Best Feature Page or Pages	D-3	3	Chattanooga Times Free Press	Chattanooga	Eat Your Heart Out	
Best Feature Page or Pages	N-1	1	Macon County Chronicle	Lafayette	Defenders Of The Home Front	
Best Feature Page or Pages	N-1	2	The Erwin Record	Erwin	Saluting Our Graduates	
Best Feature Page or Pages	N-1	3	Rogersville Review	Rogersville	Boy Scouts	
Best Feature Page or Pages	N-2	1	Southern Standard	McMinnville	Welcome Home	

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Best Feature Page or Pages	N-2	2	The Tullahoma News	Tullahoma	Christmas Coloring Book	
Best Feature Page or Pages	N-2	3	The News-Examiner	Gallatin	All About Mom	Cute!
Best 1/4 Page or Smaller Ad	D-1	1	Shelbyville Times-Gazette	Shelbyville	McGee's	Try the ad w/out the gray background for
Best 1/4 Page or Smaller Ad	D-1	2	Shelbyville Times-Gazette	Shelbyville	Colleen's	
Best 1/4 Page or Smaller Ad	D-1	3	Shelbyville Times-Gazette	Shelbyville	Lowery	
Best 1/4 Page or Smaller Ad	D-2	1	The Leaf-Chronicle	Clarksville	We Got Game	
Best 1/4 Page or Smaller Ad	D-2	2	Citizen Tribune	Morristown	Christmas On Main Street	
Best 1/4 Page or Smaller Ad	D-2	3	The Daily News Journal	Murfreesboro	Big Square Feet	
Best 1/4 Page or Smaller Ad	D-3	1	Chattanooga Times Free Press	Chattanooga	Free Seminar	
Best 1/4 Page or Smaller Ad	D-3	2	Bristol Herald Courier	Bristol	Dogs Are Coming	
Best 1/4 Page or Smaller Ad	D-3	3	Kingsport Times-News	Kingsport	Change Is Good	
Best 1/4 Page or Smaller Ad	N-1	1	Rogersville Review	Rogersville	McDonald Hills	
Best 1/4 Page or Smaller Ad	N-1	2	The Erwin Record	Erwin	Celebrating 60 Years	
Best 1/4 Page or Smaller Ad	N-1	3	Smithville Review	Smithville	Give Her Your Heart	
Best 1/4 Page or Smaller Ad	N-2	1	Robertson County Times	Springfield	Pleasure	
Best 1/4 Page or Smaller Ad	N-2	2	The News-Examiner	Gallatin	Clothes Pen	
Best 1/4 Page or Smaller Ad	N-2	3	Southern Standard	McMinnville	Tailgate Party	
Best Food Store Ad	D-1	1	Shelbyville Times-Gazette	Shelbyville	United Grocery Outlet	
Best Food Store Ad	D-1	2	The Greeneville Sun	Greeneville	Food City	
Best Food Store Ad	D-1	3	Shelbyville Times-Gazette	Shelbyville	Mardi Gras Specials	
Best Food Store Ad	D-2	1	The Leaf-Chronicle	Clarksville	Martin's	
Best Food Store Ad	D-3	1	Kingsport Times-News	Kingsport	One Stop Santa Sale	
Best Food Store Ad	D-3	2	Kingsport Times-News	Kingsport	One Stop Low-Price Leader	
Best Food Store Ad	D-3	3	Bristol Herald Courier	Bristol	Food Country	
Best Food Store Ad	N-1	1	The Advocate & Democrat	Sweetwater	High Flying Sale	
Best Food Store Ad	N-1	2	The Erwin Record	Erwin	Homemade Pizza	
Best Food Store Ad	N-1	3	The Erwin Record	Erwin	Apples & Oranges	
Best Food Store Ad	N-1	4	The Erwin Record	Erwin	Choo-Choo Cafe	
Best Food Store Ad	N-2	1	The Giles Free Press	Pulaski	Fiesta Fresh	
Best Food Store Ad	N-2	2	The Expositor	Sparta	Save-A-Lot	
Best Food Store Ad	N-2	3	The Expositor	Sparta	Save-A-Lot	
Best Automotive Ad	D-1	1	Shelbyville Times-Gazette	Shelbyville	Blue Ribbon Savings	
Best Automotive Ad	D-1	2	Herald-Citizen	Cookeville	Every Way You Turn	
Best Automotive Ad	D-1	3	The Lebanon Democrat	Lebanon	Family Play	

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Best Automotive Ad	D-1	4	The Lebanon Democrat	Lebanon	Thank You	
Best Automotive Ad	D-2	1	The Daily News Journal	Murfreesboro	Fall Savings	
Best Automotive Ad	D-2	2	The Leaf-Chronicle	Clarksville	Bill Roberts	
Best Automotive Ad	D-3	1	Kingsport Times-News	Kingsport	Wheels (Full)	
Best Automotive Ad	D-3	2	Kingsport Times-News	Kingsport	Wheels (Tab)	
Best Automotive Ad	D-3	3	Chattanooga Times Free Press	Chattanooga	Make An Offer!	
Best Automotive Ad	N-1	1	Rogersville Review	Rogersville	Take One Home	
Best Automotive Ad	N-1	2	Rogersville Review	Rogersville	American Determination	
Best Automotive Ad	N-1	3	Livingston Enterprise	Livingston	Ford Country	
Best Automotive Ad	N-2	1	Robertson County Times	Springfield	Cunningham	
Best Automotive Ad	N-2	2	Robertson County Times	Springfield	Gupton Motors	
Best Automotive Ad	N-2	3	The Expositor	Sparta	Cumberland Toyota	
Best Real Estate Ad	D-1	1	Herald-Citizen	Cookeville	First Realty	
Best Real Estate Ad	D-1	2	Shelbyville Times-Gazette	Shelbyville	Bob Parks	
Best Real Estate Ad	D-1	3	Shelbyville Times-Gazette	Shelbyville	Parker Brothers	
Best Real Estate Ad	D-2	1	The Leaf-Chronicle	Clarksville	Rock Solid	
Best Real Estate Ad	D-2	2	The Daily News Journal	Murfreesboro	Custom Built	
Best Real Estate Ad	D-2	3	The Leaf-Chronicle	Clarksville	Coldwell Banker	
Best Real Estate Ad	D-3	1	Kingsport Times-News	Kingsport	Hunt's Crossing	
Best Real Estate Ad	D-3	2	Kingsport Times-News	Kingsport	Grand Harbor	
Best Real Estate Ad	D-3	3	Kingsport Times-News	Kingsport	Waterbrooke	
Best Real Estate Ad	N-1	1	The Advocate & Democrat	Sweetwater	Century 21	
Best Real Estate Ad	N-1	2	Smithville Review	Smithville	Will Work For You	
Best Real Estate Ad	N-1	3	The Erwin Record	Erwin	Hampton	
Best Real Estate Ad	N-2	1	The Covington Leader	Covington	Re/Max	
Best Real Estate Ad	N-2	2	Crossville Chronicle	Crossville	Rocky Top	
Best Real Estate Ad	N-2	3	The News-Examiner	Gallatin	Coldwell Banker	
Best Furniture/Appliance Ad	D-1	1	Herald-Citizen	Cookeville	Deck The Halls	
Best Furniture/Appliance Ad	D-1	2	The Greeneville Sun	Greeneville	Furniture Your Way	
Best Furniture/Appliance Ad	D-1	3	Herald-Citizen	Cookeville	Badcock	
Best Furniture/Appliance Ad	D-2	1	The Leaf-Chronicle	Clarksville	End Of Year	
Best Furniture/Appliance Ad	D-2	2	The Leaf-Chronicle	Clarksville	Before, During, After	
Best Furniture/Appliance Ad	D-2	3	The Leaf-Chronicle	Clarksville	Free Gas	
Best Furniture/Appliance Ad	D-3	1	Chattanooga Times Free Press	Chattanooga	Leather One	

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Category	Group	Place	newspaper	city	caption	Comment
Best Furniture/Appliance Ad	D-3	2	Kingsport Times-News	Kingsport	Rhoton & Smith	
Best Furniture/Appliance Ad	D-3	3	Kingsport Times-News	Kingsport	Zak's	
Best Furniture/Appliance Ad	N-1	1	The Erwin Record	Erwin	Sofa Time	
Best Furniture/Appliance Ad	N-1	2	The Erwin Record	Erwin	No Down Payment	
Best Furniture/Appliance Ad	N-1	3	The Erwin Record	Erwin	Inventory BlowOut	
Best Furniture/Appliance Ad	N-2	1	The News-Examiner	Gallatin	Gibson Furniture	
Best Furniture/Appliance Ad	N-2	2	The Covington Leader	Covington	Thornton's	
Best Furniture/Appliance Ad	N-2	3	The Giles Free Press	Pulaski	Fall Sale	
Subscription Promotion Idea	D-1	1	The Greeneville Sun	Greeneville	I Caught A Great Deal	
Subscription Promotion Idea	D-1	2	The Greeneville Sun	Greeneville	Get Hooked. . .Know The Full Story	
Subscription Promotion Idea	D-1	3	The Greeneville Sun	Greeneville	Life Keeps Getting Easier	
Subscription Promotion Idea	D-2	1	Cleveland Daily Banner	Cleveland	Holiday Gift	
Subscription Promotion Idea	D-3	1	News Sentinel	Knoxville	Your Destination	
Subscription Promotion Idea	N-1	1	Smithville Review	Smithville	You Don't Have A Subscription	
Subscription Promotion Idea	N-1	2	The Erwin Record	Erwin	Free Ticket	
Subscription Promotion Idea	N-1	3	Macon County Chronicle	Lafayette	I'm A Subscriber	
Subscription Promotion Idea	N-2	1	The Courier	Savannah	Cheaper Than A Cup Of Coffee	
Subscription Promotion Idea	N-2	2	The Expositor	Sparta	Bringing You Up To Date	
Subscription Promotion Idea	N-2	3	Southern Standard	McMinnville	So Many Gifts, So Little Time	
Best Rack Card	D-1	1	The Greeneville Sun	Greeneville	We're Stuffed	
Best Rack Card	D-1	2	Shelbyville Times-Gazette	Shelbyville	Eggstravaganza	
Best Rack Card	D-1	3	The Newport Plain Talk	Newport	Tan Fast	
Best Rack Card	D-3	1	News Sentinel	Knoxville	Color	
Best Rack Card	D-3	2	News Sentinel	Knoxville	Dream Vacation	
Best Rack Card	D-3	3	News Sentinel	Knoxville	Preview	
Best Rack Card	N-1	1	Rogersville Review	Rogersville	Sweetheart Of A Deal	
Best Rack Card	N-1	2	Rogersville Review	Rogersville	Catch	
Best Rack Card	N-1	3	The Erwin Record	Erwin	Part Of Your Community	
Best Rack Card	N-2	1	Southern Standard	McMinnville	Comics	
Best Rack Card	N-2	2	The Covington Leader	Covington	Naifeh's	
Best Rack Card	N-2	3	Southern Standard	McMinnville	Profile	
Best Rack Card	N-2	4	Southern Standard	McMinnville	Cable	
Best Single Copy Promotion	D-1	1	Shelbyville Times-Gazette	Shelbyville	Eggstravaganza	
Best Single Copy Promotion	D-1	2	Shelbyville Times-Gazette	Shelbyville	Spooktacular	

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Best Single Copy Promotion	N-2	1	The Expositor	Sparta	Horizons 2005	
Best Single Copy Promotion	N-2	2	The News-Examiner	Gallatin	2005 Bridal Guide	
Best Single Copy Promotion	N-2	3	The Expositor	Sparta	5th Annual Women's Show	
Best N.I.E. Promotion	D-1	1	The Daily Post-Athenian	Athens	When You're Out Of Reach	
Best N.I.E. Promotion	D-1	2	The Daily Post-Athenian	Athens	NIE Program Features Jan Dingess	
Best N.I.E. Promotion	D-1	3	The Daily Post-Athenian	Athens	NIE - Partners	
Best N.I.E. Promotion	D-2	1	Cleveland Daily Banner	Cleveland	Character Education Series	
Best N.I.E. Promotion	D-3	1	News Sentinel	Knoxville	NIE	
Best N.I.E. Promotion	D-3	2	Kingsport Times-News	Kingsport	Anyone Can Help	
Best N.I.E. Promotion	D-3	3	Kingsport Times-News	Kingsport	The Mini Page	
Best N.I.E. Promotion	N-1	1	Rogersville Review	Rogersville	This Is What Newspapers	
Best N.I.E. Promotion	N-2	1	The News-Examiner	Gallatin	Expand Horizons	
Best N.I.E. Promotion	N-2	2	The Expositor	Sparta	Spotlight On	
Best N.I.E. Promotion	N-2	3	The Expositor	Sparta	Series	
Best Carrier Recruitment	D-1	1	The Greeneville Sun	Greeneville	We Salute Independent Carriers	
Best Overall Web Site	D-1	1	The Daily Post-Athenian	Athens	http://nie.xtn.net/dynamic/daily-post-	
Best Overall Web Site	D-3	1	Bristol Herald Courier	Bristol		
Best Overall Web Site	N-1	1	The Mountain View	Spencer	www.themountainviewonline.com	
Best Overall Web Site	N-1	2	The Erwin Record	Erwin	www.erwinrecordonline.com	
Best Overall Web Site	N-1	3	Livingston Enterprise	Livingston	www.livingstonenterprise.net	
Best Overall Web Site	N-2	1	Crossville Chronicle	Crossville	www.crossville-chronicle.com	
Best Overall Web Site	N-2	2	The Expositor	Sparta	www.spartaexpositor.com	
Best Overall Web Site	N-2	3	Southern Standard	McMinnville	www.southernstandard.net	
Best Internet Banner or Tile Ad	D-3	1	News Sentinel	Knoxville	Pet of the Week	
Best Internet Banner or Tile Ad	D-3	2	Bristol Herald Courier	Bristol	C.A.R.S.	
Best Internet Banner or Tile Ad	D-3	3	News Sentinel	Knoxville	C.C.L.C.	
Best Internet Banner or Tile Ad	N-2	1	The Expositor	Sparta	Master's Touch	
Best Internet Banner or Tile Ad	N-2	2	The Expositor	Sparta	Shade Tree	
Best Internet Banner or Tile Ad	N-2	3	The Expositor	Sparta	World Finance	
N.I.E. Sponsorship Recruitment	D-1	1	The Daily Post-Athenian	Athens	NIE Sponsorship Promo Packet	
N.I.E. Sponsorship Recruitment	D-1	2	The Daily Post-Athenian	Athens	NIE Sponsorship Brochure	
N.I.E. Sponsorship Recruitment	D-1	3	The Daily Post-Athenian	Athens	Statistics About NIE	
N.I.E. Sponsorship Recruitment	D-2	1	Cleveland Daily Banner	Cleveland	Using The News	
N.I.E. Sponsorship Recruitment	D-3	1	News Sentinel	Knoxville	Book Benefit	

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Category	Group	Place	newspaper	city	caption	Comment
Best Reader Contest	D-1	1	The Greeneville Sun	Greeneville	Great Grocery Give Away	
Best Reader Contest	D-1	2	The Newport Plain Talk	Newport	Take Your Best Shot	
Best Reader Contest	D-1	3	The Paris Post-Intelligencer	Paris	Coloring Contest	
Best Reader Contest	D-3	1	Bristol Herald Courier	Bristol	Christmas Story Contest	
Best Reader Contest	N-1	1	The Erwin Record	Erwin	How Well Do You Know Your Town?	
Best Reader Contest	N-1	2	The Erwin Record	Erwin	Find Five Hidden Apples	
Best Reader Contest	N-1	3	Macon County Chronicle	Lafayette	Pick The Winner Contest	
Best Reader Contest	N-2	1	The Tullahoma News	Tullahoma	Rollin' With The News Promo	
Best Reader Contest	N-2	2	Southern Standard	McMinnville	Go Hog Wild	
Best Reader Contest	N-2	3	Crossville Chronicle	Crossville	Name Our Otter	
Best Classified Section	D-1	1	The Paris Post-Intelligencer	Paris		
Best Classified Section	D-2	1	The Leaf-Chronicle	Clarksville		
Best Classified Section	D-3	1	Bristol Herald Courier	Bristol		
Best Classified Section	N-1	1	The Advocate & Democrat	Sweetwater		
Best Classified Section	N-1	2	Livingston Enterprise	Livingston		
Best Classified Section	N-1	3	The Erwin Record	Erwin		
Best Classified Section	N-2	1	The Expositor	Sparta		
Best Classified Section	N-2	2	The News-Examiner	Gallatin		
Best Classified Section	N-2	3	The Giles Free Press	Pulaski		
Subscriber Retention Program	D-1	1	The Greeneville Sun	Greeneville	I Caught A Great Deal!	
Subscriber Retention Program	D-1	2	The Greeneville Sun	Greeneville	Celebrate Mother's Day	
Subscriber Retention Program	D-1	3	The Greeneville Sun	Greeneville	Happy Valentine's Day	
Subscriber Retention Program	N-2	1	Pulaski Citizen	Pulaski	Searching For That Perfect Gift?	
Subscriber Retention Program	N-2	2	Crossville Chronicle	Crossville	April Showers of Subscription Savings	
Internet Subscription Promotion	N-1	1	The Mountain View	Spencer	Now Online!	

D-1 = Daily under 15,000 paid circulation
D-2 = Daily 15,000-25,000 paid circulation
D-3 = Daily over 25,000 paid circulation

N-1 = Non-daily under 5,000 paid circulation
N-2 = Non-daily over 5,000 paid circulation