



Display Advertising

Group 3

Gold

Pensacola News Journal

Entry: Something Old, Something New - KW Cowles Design Center

Credits: Sean Chivers, Jenny Welu

Silver

The Gainesville Sun

Entry: Sisset's

Credits: Amber Anderson

Bronze

Pensacola News Journal

Entry: 11th Annual Pumpkin Patch - First City Arts

Credits: Sean Chivers, Victor Rosales, Eddie Murray

Group 2

Gold

Herald-Tribune Media Group

Entry: Leather Gallery and Bedding Center

Credits: Margaret Garner, Kim Hake-Gleason

Silver

Florida Weekly

Entry: Tahitian Gardens

Credits: Chris Andruskiewicz

Bronze

Herald-Tribune Media Group

Entry: Marygrove Sun Shades Spread

Credits: Linda Forrest, Kim Hake-Gleason

Group 1

Gold

Tampa Bay Times

Entry: Hive Electronics

Credits: Susan Halttunen

Silver

Sun Sentinel / City & Shore Magazine

Entry: Leather Express

Credits: Jose Navarro

Bronze

Tampa Bay Times

Entry: Furnish Me Vintage (The Vintage Bunch)

Credits: Ron Prouty



Business to Consumer/Business to Business

Group 3

- Gold**
Citrus County Chronicle
Entry: Urgent Pet Vets
Credits: David Worlton

- Silver**
West Orange Times & Observer
Entry: Observer Wine & Dine Program
Credits: Dawn Willis, Tony Trotti

- Bronze**
Citrus County Chronicle
Entry: Inverness Yoga Wellness Center
Credits: Beverly Beights

Group 2

- Gold**
The News-Press
Entry: Alufab Hurricane Protection
Credits: Aaron Rolewicz

- Silver**
The News-Press
Entry: Water Heaters Direct - Plumbing
Credits: Aaron Rolewicz

- Bronze**
Herald-Tribune Media Group
Entry: Historic Spanish Point
Credits: Margaret Garner, Kim Hake-Gleason

Group 1

- Gold**
Tampa Bay Times
Entry: NIE Applied Creativity
Credits: Patty Langgle

- Silver**
Tampa Bay Times
Entry: Creative Sign Designs
Credits: Lisa Schillinger

- Bronze**
Tampa Bay Times
Entry: Junior Achievement
Credits: Nausheen Syed-Ali



Health Care

Group 3

Gold

The Gainesville Sun/Gainesville Magazine

Entry: North Florida Women's Physicians

Credits: Amber Anderson

Silver

Pensacola News Journal

Entry: #MYBodyFX - East Hill Medical Group

Credits: Mark Kent, Justin Coker

Bronze

The Ledger

Entry: Dr. Merritt

Credits: Staff Staff

Group 2

Gold

The News-Press

Entry: Radiology Regional Associates

Credits: Aaron Rolewicz

Silver

The News-Press

Entry: Galisano Children's Hospital

Credits: Aaron Rolewicz

Bronze

Herald-Tribune Media Group

Entry: Physicians Rehabilitation

Credits: Honesty Mantkowski, Kim Hake-Gleason

Group 1

Gold

Sun Sentinel / City & Shore Magazine

Entry: Dr. Patrick J. Barry

Credits: Jose Navarro

Silver

Sun Sentinel / City & Shore Magazine

Entry: Ageless Body Sculpting Plus

Credits: Jose Navarro

Bronze

Sun Sentinel / City & Shore Magazine

Entry: Excel Medical Clinical Trials

Credits: Jose Navarro



Final List of Winners

Auto/Boating

Group 3

Gold

West Orange Times & Observer

Entry: Key Lime Marine

Credits: Dawn Willis, Michelle Gentry, Tony Trotti

Silver

Citrus County Chronicle

Entry: Nick Nicholas Discover

Credits: David Worlton

Bronze

Citrus County Chronicle

Entry: Nick Nicholas Home Show

Credits: David Worlton

Group 2

Gold

Herald-Tribune Media Group

Entry: Sunset Fiat / Subaru

Credits: Edit Szegedi, Matthias Pohle

Silver

Florida Weekly

Entry: Foreign Affairs Auto

Credits: Chris Andruskiewicz

Bronze

Florida Weekly

Entry: Port of Naples Marnia

Credits: Meg Roloff

Group 1

Gold

Sun Sentinel / City & Shore Magazine

Entry: Carefree Boat Club

Credits: Jose Navarro

Silver

Tampa Bay Times

Entry: Brandon Ford

Credits: Brittany Alderman



Final List of Winners

Real Estate

Group 3

Gold

Pensacola News Journal

Entry: Home & Product Expo

Credits: Steve Dulaney, Shawna Shy

Silver

Pensacola News Journal

Entry: Luxury Living - Paradise Coastal Realty

Credits: Shawna Shy

Bronze

Pensacola News Journal

Entry: Is a New Home.... Bonnie Combs

Credits: Shawna Shy

Group 2

Gold

Florida Weekly

Entry: John Naumann

Credits: Chris Andruskiewicz

Silver

Observer Media Group

Entry: Bill McLeod Real Estate

Credits: Codi Gildberg

Bronze

Observer Media Group

Entry: Keller Williams, Bruce Abramson

Credits: Allison Wampole

Group 1

Gold

Tampa Bay Times

Entry: Berkshire Hathaway, Tammy Waugh

Credits: Lisa Schillinger

Silver

Orlando Sentinel

Entry: ABD Realty

Credits: Greg Marchand



Market Book/Collateral Material

Group 3

- | | |
|---------------|---|
| Gold | The Ledger
Entry: Back to School Sales Sheet
Credits: Debi Boyens |
| Silver | The Ledger
Entry: Pizza Deal Card Sales Sheet
Credits: Debi Boyens |
| Bronze | Bradenton Herald
Entry: Manatee County Info Graph
Credits: John Lasiewicki Jr. |

Group 2

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|---------------|--|
| Gold | Herald-Tribune Media Group
Entry: Archifest Event Pop Up Display
Credits: Kim Collister |
| Silver | Herald-Tribune Media Group
Entry: Builderfest Event Pop Up Display
Credits: Kim Collister |
| Bronze | Herald-Tribune Media Group
Entry: 2018 Style Rate Card
Credits: Kim Collister |

Group 1

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|---------------|--|
| Gold | Orlando Sentinel
Entry: Orlando Sentinel Media Kit
Credits: Allison Kaley, Dianne Smith, Tracy Brey |
| Silver | Orlando Sentinel
Entry: Publix
Credits: Tracy Brey |
| Bronze | Orlando Sentinel
Entry: Lake Square Mall
Credits: Dianne Smith |



Final List of Winners

Special Section

Group 3

Gold

Pensacola News Journal

Entry: 2017 Home Buyers Guide

Credits: Tracee Neese, Steve Dulaney, Shawna Shy

Silver

Ocala StarBanner

Entry: Ocala Senior Life Show

Credits: Amber Anderson, Julie Hanson

Bronze

The Gainesville Sun

Entry: 2018 Spring Parade of Homes

Credits: Amber Anderson

Group 2

Gold

Florida Weekly

Entry: Best 2018

Credits: Eric Raddatz

Silver

Herald-Tribune Media Group

Entry: World Rowing Championships

Credits: Jennifer Borresen, Terry Galvin

Bronze

Herald-Tribune Media Group

Entry: Golf & Leisure Guide

Credits: Kim Collister

Group 1

Gold

Tampa Bay Times

Entry: Southeastern Guide Dogs Booklet

Credits: Brittany Alderman

Silver

Tampa Bay Times

Entry: 2018 Summer Camp Guide

Credits: Brittany Alderman

Bronze

Tampa Bay Times

Entry: Clearwater Jazz 2017

Credits: Ron Prouty



Dining and Entertainment

Group 3

- Gold**
The Ledger
Entry: Tapatios
Credits: Staff Staff

- Silver**
Citrus County Chronicle
Entry: Indigo Harvest Events
Credits: David Worlton

- Bronze**
West Orange Times & Observer
Entry: Willie's Bar-B-Que
Credits: Dawn Willis, Michelle Gentry, Tony Trotti

Group 2

- Gold**
Observer Media Group
Entry: Kiwanis Foundation of Longboat Key
Credits: Allison Wampole

- Silver**
Florida Weekly
Entry: Old Town Bakery
Credits: Chris Andruskiewicz

- Bronze**
Florida Weekly
Entry: Key West Eco Tours
Credits: Chris Andruskiewicz

Group 1

- Gold**
Sun Sentinel / Marriott Harbor Beach Magazine
Entry: Kelly's Landing
Credits: Jose Navarro

- Silver**
Tampa Bay Times
Entry: Saki Sushi & Hibachi Eatery
Credits: Lisa Schillinger

- Bronze**
Tampa Bay Times
Entry: Harold Seltzer's
Credits: Beth Lewis-Wilson



Niche Publication

Group 3

Gold

The Gainesville Sun

Entry: The Gainesville Sun's Oh Baby

Credits: Amber Anderson

Silver

Bradenton Herald

Entry: Post Secondary Education Guide

Credits: Jacqueline Marrero-Flores

Bronze

West Orange Times & Observer

Entry: Discover West Orange County, FL

Credits: Dawn Willis, Darlene McMahon, Michelle Gentry, Cyndi Gustafson, Tony Trotti

Group 2

Gold

Observer Media Group

Entry: Black Tie Season Standout 2018

Credits: Editorial Staff Editorial Staff

Silver

Observer Media Group

Entry: Lakewood Ranch Life Fall 2017

Credits: Editorial Staff Editorial Staff

Bronze

Observer Media Group

Entry: Season Fall 2017

Credits: Editorial Staff Editorial Staff

Group 1

Gold

Tampa Bay Times

Entry: Gulf To Bay Magazine - 2018

Credits: Nikki Life

Silver

Tampa Bay Times

Entry: Arts Alliance Mural Tour Brochure

Credits: Lisa Schillinger

Bronze

Tampa Bay Times

Entry: Bay Magazine – June 2017

Credits: Pegi Stark



Final List of Winners

Inserts

Group 3

Gold

Sun Coast Media Group, Inc.

Entry: GJC Window & Door

Credits: Cynthia Acevedo

Silver

Sun Coast Media Group, Inc.

Entry: Charlotte Memorial

Credits: Cynthia Acevedo

Bronze

Sun Coast Media Group, Inc.

Entry: Wings Patrol Wings & Dogs

Credits: Cynthia Acevedo

Group 2

Gold

Herald-Tribune Media Group

Entry: Physicians Rehabilitation 4 Page Broadsheet Insert

Credits: Honesty Mantkowski, Kim Hake-Gleason

Silver

Herald-Tribune Media Group

Entry: Physicians Rehabilitation 4 Page Glossy Insert

Credits: Honesty Mantkowski, Kim Hake-Gleason

Bronze

Florida Weekly

Entry: Brothers Lighting

Credits: Chris Andruskiewicz

Group 1

Gold

Tampa Bay Times

Entry: Tourism Times

Credits: Nikki Life

Silver

Tampa Bay Times

Entry: Jose M. Goldberg, D.D.S., P.A.

Credits: Laura Rainey



Final List of Winners

Best Color Ad

Group 3

Gold

The Gainesville Sun/Gainesville Magazine

Entry: 2017 Fall Parade of Homes

Credits: Amber Anderson

Silver

Polk Life Magazine

Entry: Max Jewelers

Credits: Staff Staff

Bronze

Citrus County Chronicle

Entry: Nick Nicholas

Credits: David Worlton

Group 2

Gold

Windermere Observer

Entry: Aldo's Fine Jewelry

Credits: Dawn Willis, Darlene McMahon, Tony Trotti

Group 1

Gold

INDULGE Magazine

Entry: Chow Time Restaurant

Credits: Carey Kelley, Claudia Killoran

Silver

Sun Sentinel / City & Shore Magazine

Entry: Daoud's

Credits: Jose Navarro

Bronze

INDULGE Magazine

Entry: Carpet Boutique Ad

Credits: Carey Kelley



Best Cover Design

Group 3

Gold

Think Pink / The Ledger

Entry: Think Pink 1

Credits: Michelle Pena-Shoe

Silver

Bradenton Herald

Entry: Summer Fun Guide Special Section Cover

Credits: Jacqueline Marrero-Flores

Bronze

Citrus County Chronicle

Entry: Home & Outdoor Show

Credits: Cindy Connolly

Group 2

Gold

Herald-Tribune Media Group

Entry: August Style Magazine

Credits: Drew Chibbaro, Gayle Guynup

Silver

Observer Media Group

Entry: Lakewood Ranch Life Winter 2017

Credits: Editorial Staff Editorial Staff

Bronze

Herald-Tribune Media Group

Entry: Best Places to Work

Credits: Kim Collister

Group 1

Gold

Tampa Bay Times

Entry: Bay Magazine – April 2018

Credits: Pegi Stark

Silver

Tampa Bay Times

Entry: Gulf to Bay magazine - 2018

Credits: Nikki Life

Bronze

Tampa Bay Times

Entry: 2018 Gasparilla Pirate Festival

Credits: Patty Langgle



Final List of Winners

Digital

Group 3

Gold

Bradenton Herald

Entry: SRQ Website Top Banner Graphics

Credits: John Lasiewicki Jr

Silver

West Orange Times & Observer

Entry: Tom West Blueberries

Credits: Dawn Willis, Cyndi Gustafson, Tony Trotti

Bronze

Bradenton Herald

Entry: Magnolia Antique Mall 300x250

Credits: John Lasiewicki Jr.

Group 2

Gold

The News-Press

Entry: Century Link - Get More Fiber

Credits: Aaron Rolewicz

Silver

The News-Press

Entry: Wall Homes - Email Blast

Credits: Aaron Rolewicz

Bronze

The News-Press

Entry: Century Link - Gamer Booste

Credits: Aaron Rolewicz

Group 1

Gold

Tampa Bay Times

Entry: Nativity Catholic Church - Novemberfest

Credits: Tim Bratton

Silver

Orlando Sentinel

Entry: El Sentinel Latin Jazz

Credits: Joann Leger

Bronze

Tampa Bay Times

Entry: Catania and Catania

Credits: Tim Bratton



Best Multi-Media Online & Print Campaign

Group 3

- Gold**
Bradenton Herald
Entry: Together Manatee
Credits: John Lasiewicki Jr.

- Silver**
West Orange Times & Observer
Entry: Garage Mama Fitness KickStart Campaign
Credits: Dawn Willis, Cyndi Gustafson, Tony Trotti

- Bronze**
West Orange Times & Observer
Entry: Observer Dining Guide Campaign
Credits: Dawn Willis, Tony Trotti

Group 2

- Gold**
The News-Press
Entry: Lee Health Urgent Care - Branding Campaign
Credits: Aaron Rolewicz

- Silver**
Observer Media Group
Entry: We Make a Difference
Credits: Caleb Stanton

- Bronze**
Observer Media Group
Entry: Health Observed
Credits: Luis Trujillo, Allison Wampole

Group 1

- Gold**
Sun Sentinel
Entry: Sun Sentinel Children's Fund - Rebrand
Credits: Marcel Cabrera, Wendy Limroth, Joann Leger

- Silver**
Orlando Sentinel
Entry: Orlando Sentinel Foodie Awards
Credits: Marcel Cabrera, Wendy Limroth

- Bronze**
Sun Sentinel
Entry: Sun Sentinel Felonious Florida Podcast
Credits: David Schutz, Joann Leger



Best Newspaper Self-Promotion

Group 3

- Gold**
Citrus County Chronicle
Entry: We are the Chronicle
Credits: Beverly Beights

- Silver**
The Ledger
Entry: Spring Circulation Offer
Credits: Staff Staff

- Bronze**
The Ledger
Entry: PC Sports Awards Promo
Credits: Debi Boyens

Group 2

- Gold**
Herald-Tribune Media Group
Entry: Hurricane Irma Disaster Relief Ad
Credits: Carrie Rasmussen, Kim Collister

- Silver**
Observer Media Group
Entry: Observer Trade Show Display
Credits: Caleb Stanton

- Bronze**
Observer Media Group
Entry: Top 500
Credits: Caleb Stanton, Luis Trujillo

Group 1

- Gold**
el Nuevo Herald
Entry: "Parte de Tu Vida/Doodles" TV :30
Credits: Daniel Barrocas, Claudia Killoran, Lourdes Alvarez

- Silver**
Miami Herald
Entry: Holiday Recipe e-Book
Credits: Carlos Frias, Albert Franquiz, Carey Kelley, Claudia Killoran, Lourdes Alvarez

- Bronze**
Tampa Bay Times
Entry: Times Change. Our Commitment Remains.
Credits: Jean Schubeck



Unique and Premium Positions

Group 3

Gold

West Orange Times & Observer

Entry: Main Street Mowers - Intrusive Shape

Credits: Dawn Willis, Cyndi Gustafson, Tony Trotti

Silver

Citrus County Chronicle

Entry: Mike Scott Plumbing

Credits: David Worlton

Bronze

Citrus County Chronicle

Entry: Nature Coast Clinical

Credits: David Worlton

Group 1

Gold

Sun Sentinel

Entry: Soffer Health Institute

Credits: Joyce Mosman

Silver

Tampa Bay Times

Entry: Bed Pros Spaeda

Credits: Beth Lewis-Wilson

Bronze

Tampa Bay Times

Entry: Old Northeast Jewelers Banner

Credits: Lisa Schillinger

Best of Show

Urgent Pet Vets

David Worlton

Citrus County Chronicle