

## Paper wins five advertising awards

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### Content

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The Lancaster News won five state PALMY awards for advertisements in the paper over the past year. Advertising sales team manager Ashley Johnson received four individual PALMY awards, while the paper won one staff award.

The S.C. Press Association's PALMY advertising awards recognize the top advertising professionals and advertisers around the state, according to the SC Press's website. The Lancaster News falls within the newspapers under 7,500 subscribers category.

Johnson's "Carolina Christian Academy Loves Veterans," advertisement took first place in the PALMY holiday category.

The judges applauded Johnson for her work on the holiday advertisement.

"There is no question as to what this ad celebrates," one judge said. "It also says community and is beautifully laid out. There is lots of information here, but very balanced and easy to interpret."

The Lancaster News staff placed second in the special section/magazine category for Discover Lancaster County 2023.

Johnson placed third for three more advertisements: "Genelle's Black Friday Deals," in the gifts category, "Exclusive Affairs' Everything We Do is Exclusive" in the small space category and "Congratulations TLN 2022 Player of the Year — Aaron Morris," in the fourth- and less than half-page category.

The winners were announced digitally July 20, and Johnson and the Lancaster News staff received their awards via mail Monday, July 31.

"I am very excited to receive these awards," Johnson said. "Since going from a department of seven down to one, it's a great feeling to know that we are still producing award-winning ads."

The Lancaster News Publisher Dale Morefield said, “I am proud of the accomplishments of The Lancaster News, the ad team and Ashley for their recent Palmy awards.”

“Discover Lancaster is a wonderful resource for the residents of Lancaster County and a great deal of work goes into producing it by the entire team at the paper,” he said. “It is rewarding to see their efforts recognized.”

Morefield also said that one of the services The Lancaster News offers local businesses is marketing consultation and ad design.

“Ashley does a great job helping her clients design their ads, to give them the greatest chance for success,” he said. “Having this expertise recognized by her peers is a testament to her knowledge and ability to provide the best marketing advice for her clients.”

## **Child images**

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