

Contest Rules & Program Information

Judging will be on the basis of originality of idea and appropriate use of materials. Design composition, neatness, and workmanship will be taken into consideration by judges. Judges' decisions are final. Prizes are given to the top three hand-drawn ads in each competition level: grades 4-6, 7-9, and 10-12.

1. The final deadline for schools to sign up for Design An Ad 2018 is **January 26, 2018**. Information will be mailed to the schools by request or available at designanad.fortwayne.com. This will include entry forms, design templates and instructions to assist students in creating an original advertisement for a local business.
2. Business ads will be designed by more than one class. Ads will all be the same finished size – a template that is oversized will be provided to allow for the best reproduction. **A 30% reduction will be used, so please caution students against overly small type. Teachers- Please assign a variety of advertisers to your students to keep the advertiser/created ad ratio relatively equal across the board.**
3. Please follow the guidelines provided on the Advertiser Information sheets which will be posted online at designanad.fortwayne.com no later than **February 2, 2018**. The top three ads from each advertiser will be chosen from all submitted entries. Advertising professionals will choose the first, second and third place winners from those three selected from each advertiser. Overall winners for each grade category will be determined from the first place winners. The top three ads from each advertiser as well as the overall winners will appear as a special feature in the Design An Ad publication on April 29, 2018.
4. Only one entry per student. The student's name and complete contact information must be included on the entry. Student's information will not be printed in the newspaper or online without parent permission. **Any concerns about this information being shared with the public should be noted with the contest entry submission.**
5. Acceptable art materials include pen and ink, markers and/or colored pencils. Other mediums, including crayons, graphite and no. 2 pencils, gel pens and paints are not appropriate and should not be used, as they do not scan or reproduce well on newsprint. Do not cut/paste logos or designs onto the design form.
6. All parts of the ad must be the student's own work, designed and created by the contestant. Hand-drawn art submissions may not display any form of computer generated art. Business logos should be drawn by the student, tracing is not allowed. Logos can be accessed along with the Advertiser Information sheet at designanad.fortwayne.com.
7. All students in grades 4 through 12 are eligible to enter, however, only the Allen County schools will receive the newspaper.
8. Student's original artwork must be received at Fort Wayne Newspapers by **5 p.m. on Wednesday, March 9, 2018**.

**Mail or deliver entries to: Advertising - Design An Ad
Fort Wayne Newspapers
600 W Main St
Fort Wayne, IN 46802**

11. Fort Wayne Newspapers will not be responsible for entries damaged in the mail.
12. Ads become property of Fort Wayne Newspapers and will not be returned.
13. Winning designs will be printed as a special Design An Ad feature in the Journal Gazette and News-Sentinel on April 29, 2018.
14. Here is the timeline for the 2018 Design An Ad Contest:



11/13/2017	Sign Up Begins
1/26/2018	Sign Up Concludes
2/2/2018	Design Templates sent to schools
2/2/2018	Advertiser Info Sheets Posted Online
2/9/2018	Newspapers arrive in schools
3/9/2018	Deadline for student art, by 5pm
4/22/2018	Awards Ceremony
4/29/2018	DAA Publication

For More information about Design An Ad, please contact us.

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