

FORT WAYNE NEWSPAPERS



Contest Rules & Program Information

Judging will be based on originality of idea and appropriate use of materials. Design composition, neatness, and workmanship will be taken into consideration by judges. Judges' decisions are final.

1. **The deadline for schools to sign up for the 2024 Design An Ad is Friday, March 8.** Design an ad templates and instruction will be mailed to the schools on or around Friday, March 15 and available at designanad.fortwayne.com.
2. Students in grades 4 through 12 who reside in or attend schools in areas served by Fort Wayne Newspapers are eligible to enter. Only one entry per student. **The student's name and complete contact information must be included on the entry.** If this information is not provided the entry will be immediately disqualified.
3. **Please follow the guidelines provided on the Advertiser Information sheets which will be posted online at designanad.fortwayne.com on or around March 15, 2024.** Each advertiser will review all submitted entries and choose one winner from each of the three age categories and then rank them first, second and third. Local advertising professionals will then judge the top advertisers' choices and select the overall top three winners in each age category. The top three ads chosen by the advertisers, as well as the overall winners will appear in a special section of the Journal Gazette on May 18, 2024.
4. Ads will all be the same finished size – a template that is oversized is provided to allow for the best reproduction. A 30% reduction will be used, so please caution students against overly small type.
5. Acceptable art materials include pen/ink, markers and/or colored pencils. Other mediums, including crayons, graphite and no. 2 pencils, gel pens and paints should be avoided as they do not scan or reproduce well on newsprint.
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.
7. Student ad designs must be received at Fort Wayne Newspapers by 4 pm on Friday, April 19, 2024. Mail or deliver entries to:

Advertising - Design An Ad
Fort Wayne Newspapers
600 W Main St
Fort Wayne, IN 46802

Or email to nieorders@fortwayne.com (JPEG format is preferred)

8. Fort Wayne Newspapers will not be responsible for entries damaged in the mail.

9. Ads become property of Fort Wayne Newspapers and will not be returned.

10.

School Registration Deadline	Friday, March 8
Templates sent to schools	Friday, March 15
Info Sheets Posted Online	Friday, March 15
Deadline for art, by 4 pm	Friday, April 19
DAA Publication	Saturday, May 18

11. **Prizes**

Grade Category 4 – 6

- First Place - \$250 Visa Gift Card
- Second Place - \$150 Visa Gift Card
- Third Place - \$100 Visa Gift Card

Grade Category 7 – 9

- First Place - \$250 Visa Gift Card
- Second Place - \$150 Visa Gift Card
- Third Place - \$100 Visa Gift Card

Grade Category 10 – 12

- First Place - \$250 Visa Gift Card
- Second Place - \$150 Visa Gift Card
- Third Place - \$100 Visa Gift Card

- **Teachers with a student winning a 1st place prize win \$100 Visa Card**

For More information about Design An Ad, please contact us at: nieorders@fortwayne.com