



Student Information

You are encouraged to research your advertiser. Newspaper archives and the company Website are great resources to finding out about the advertiser’s products or services. If possible, you should visit one of your advertiser’s retail outlet(s) to get first-hand information of the company’s products and to see who their customers are.

It is important to be creative and communicate your idea clearly.

See the Advertiser Information sheet for details:

- Is there a theme that has been suggested? Be sure to include it in the advertisement you design.
- Why is the company advertising? What services/products do they have to offer, and how is it different from other companies?”
- Are there any specific instructions that have been given by your advertiser on the Advertiser Information Sheet?
- Is there a logo or symbol that the client uses regularly?
- Make sure that your ad is drawn vertically – note the *Top of Ad* information.

Tips & Reminders

- 1) Look at actual ads from the newspaper to see the different styles, sizes and design options.
- 2) Practice first. Draw a rough draft for ideas and then use your best design for your final entry. Layout your design as neatly as possible, since good composition, neatness, and workmanship will be taken into consideration by judges.
- 3) Don’t leave anything out! Ads should attract a reader’s attention! This includes a main headline, an illustration and the client’s name, address, phone number and Website.
- 4) Be sure to spell all words and names correctly.
- 5) **IMPORTANT: THIS FORM MUST BE COMPLETE TO BE ELIGIBLE FOR THE 2024 DESIGN AN AD CONTEST.**

<p>Student Information: PLEASE PRINT</p> <p>FIRST NAME: _____ Grade _____</p> <p>LAST NAME: _____</p> <p>Parent’s Name(s) _____</p> <p>Home Address _____</p> <p>Home City/State/Zip _____</p> <p>Home Phone _____</p> <p>Email Address _____</p>	<p>Teacher Information: PLEASE PRINT</p> <p>BY RETURNING THIS FORM I HAVE CONFIRMED CONSENT TO RELEASE STUDENT NAME AND GRADE INFORMATION PUBLICLY IN OUR DESIGN AN AD PUBLICATION.</p> <p>Advertiser Assigned: _____</p> <p>School Name: _____</p> <p>Teacher Name: _____</p> <p>Teacher’s Email: _____</p> <p>School Address: _____</p> <p>City: _____ State: _____ ZIP _____</p>
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Please use this template to complete your design. You may want to make extra copies before you begin just in case you make a mistake and need to start over. PLEASE DO NOT CUT OUT THE DESIGN. All portions of your ad should be hand drawn. Bright ink colors will reproduce the best. Actual ad size published will be 5.167"x5.937" or 2.5"x3". The space below has been proportionately increased to allow more space to draw.

TOP OF AD

