



## Student Advertiser Instructions:

<b>Advertiser Contact Information: (NOT FOR USE IN AD)</b>
NAME <u>Jessica Neuenschwander</u>
PHONE <u>260-480-4120</u>
EMAIL <u>jneuenschwande2@ivytech.edu</u>

<b>Advertiser Information: (YOUR AD MUST INCLUDE THESE ITEMS)</b>
Business Name <u>Ivy Tech Community College Fort Wayne &amp; Warsaw</u>
Business Address <u>3800 N. Anthony Blvd.</u>
Website <u>IvyTech.edu</u>
Phone Number <u>260-480-4100</u>
<b>COPY SPECIFICATIONS FROM ADVERTISER: (YOUR AD MUST INCLUDE THESE ITEMS)</b>
Special Instructions (Store hours, company brand colors, tagline/slogan) _____
Brand Colors: <u>Ivy green, woodland green, banks of the Wabash green, turquoise, peach, navy blue, light grey (style guide attached)</u>
Tagline: <u>The goal isn't graduation day, it's a better every day after.</u>
Suggested themes: <u>graduation, careers (e.g. medical, industrial, culinary), someone living their best life (however you want to convey that!)</u>

**You are encouraged to contact your advertiser to learn more about their business. You may ask them about the products or services they offer, or how advertising helps their business, or the history of their business. There is a lot of information that they may offer that will help you create your BEST ad!**

**Good Luck and Happy Creating!**

**From Your Friends at Fort Wayne Newspapers**