

This is a carry-in contest. Please attach the contest number assigned to you on the upper right-hand corner of the entry. Do not put your name on the entry. If you do, your entry will be disqualified.

Students are not to request help or advice from anyone other than the KSPA Executive Director. All work must be that of the contestant. Computer use on this contest is required. Students may choose to use computer clip art for this contest.

## OVERVIEW

### Description

You are a staff member of Ad Astra High School's The Star. Your newspaper editor has asked you to prepare an advertisement for Turtle Cove, a health-food restaurant and hangout for high school students in town.

### School Info

Name: Ad Astra High School	Location: Aspera, Kansas	Mascot: Box Turtles
Enrollment: 850 (grades 9-12)	School Colors: Green & Gold	
Name of Yearbook: Honeybee	Name of Newspaper: The Star	

## DIRECTIONS

### Assignment

The advertisement space is 5 inches wide (approximately two columns) by 8 inches tall and should include the design, copy block and headline for the ad. Designs should be computer-generated and may incorporate clip art or other graphics to enhance the design. The ad may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper.

### Ad Elements

You must prepare a layout that includes art (borrowed or original), a copy block and a headline.

### Advertiser Information

Turtle Cove, Aspera's only vegetarian-friendly restaurant. Located in Dole Plaza, 1553 Kassebaum Parkway. Phone is 867-5309. Open 11 a.m. to 9 p.m. Monday through Saturday.

### Audience and Medium

Caters to health-conscious young adults (lunch and dinner) and to students (all times) of Ad Astra. This ad is for the student newspaper.

### Advertiser Propositions

Turtle Cove emphasizes fast, friendly and healthy food, and offers Wi-Fi services. It has been a popular spot for Ad Astra students since it opened in 1960. Fiftieth anniversary party (1960 prices and "Mad Men" costume party) set for mid-January.