

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 Willie Wilson's Water Adventure to run immediately.

### School Info

**Name:** Ad Astra High School  
**Enrollment:** 950 (grades 9-12)  
**Name of Yearbook:** *Souvenir*

**Location:** Aspera, Kansas  
**School Colors:** Green & Gold  
**Name of Newspaper:** *The Star*

**Mascot:** Box Turtles

## DIRECTIONS

### Assignment

The advertisement space is 7 inches wide by 4 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 1/2 x 11 inch paper.

### Ad Elements

You must prepare a layout, headline and copy block for Willie Wilson's Water Adventure. An illustration or artwork should be part of the layout. Store slogan: "Get wet with Willie."

### Advertiser

Willie's Wilson's Water Adventure, 1400 Splash Street. This is a water slide and water games theme park.

### Propositions

Willie Wilson's Water Adventure hosts all types of slides, water volleyball, lap lanes, and a Marco Polo area. Bring school ID for entry into High School Cool Pool--no middle school kids allowed.

**DIRECTIONS CONT'D****Location**

Located at 1400 Center St. Phone number is 620-444-1000. Open 10 a.m. to 8 p.m. Monday through Saturday. Open noon to 7 p.m. on Sunday. Memorial Day and Labor Day weekends.

**Audience**

High school students preparing for summer fun.

**Medium**

*The Star*, the official newspaper of Ad Astra High School.