

Advertising

2011 KSPA State Competition

Description

You are a staff member of Ad Astra High School's yearbook, The Honeybee, and you have been assigned to design a full-page advertisement for the Safe & Sober Driving School, an Aspera company that offers driver education classes for beginning drivers and others who have lost their licenses because they've been caught driving unsafely. Much of S&S's business comes from AAHS students.

School Info

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

Contest Info

This is a **carry-in** contest.

Computer use on this contest is **required**. Students may choose to use computer clip art for this contest.

Please attach **your assigned contest number** in the upper right-hand corner on the back of your 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.

Assignment

The advertisement space is a full-page in the advertising section in your yearbook. Your yearbook pages are 10 inches tall and 8 inches wide, but you want to make sure there's enough space around the ad, so you'll design the ad to be 9 inches tall and 7.5 inches wide.

The ad should include the design, a logo for Safe & Sober, a copy block and a headline for the ad. Design should be computer-generated and may incorporate any art and graphics you may find that will also enhance the design. The ad may be submitted in color or black and white, and should be printed on 11 x 8.5 inch paper. You must prepare a layout that includes art (borrowed or original), a copy block and a headline.

Ad Elements

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

Advertiser Information

S&S is open seven days per week, 7:30 a.m. to 5 p.m. (8 p.m. in the summer). Located in McCrossen Plaza, 1234 Chittum Way. Phone is 785-555-2525.

Audience and Medium

You sell 800 yearbooks every year, and a survey you did last year indicates that every yearbook is read by up to five people, including high school students, their parents and high school graduates who look back on the book after several years. S&S primarily wants to reach freshmen and sophomores with this ad, but they also understand a larger audience will see it over time.

Advertiser Propositions

S&S offers state-court-approved ticket dismissal classes for drivers who have been caught driving unsafely. S&S is also famous for its "Scared Sober" one-day class intended to convince its students never to drink and drive. All classes (Ticket Dismissal, Scared Sober, and Beginning Driver) are \$280 for eight hours classroom and six hours behind-the-wheel instruction, with a 10 percent Box Turtle Discount for AAHS students. Driver's License obtainable without exam upon successful completion of the course.

