

# Advertising

2013 KSPA REGIONAL CONTEST

## Assignment

You need to create an ad that is 6 inches wide and 8 inches tall. The ad may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper. It should focus on the primary benefit for your audience. Include a 50-word explanation of your design, particularly how you chose to promote the primary benefit.

Also, Paul's Pizza Emporium is a new business and needs a logo that will appeal to high school students. Your recommendations are needed. Include your suggested logo in the ad you create and on a separate 8.5 x 11-inch paper. You need to also submit a 50-word description of your logo design choices. Designs should be computer-generated and may incorporate non-copyrighted art or other graphics to enhance the design.

## Potential Benefits/Ad Elements

Paul's Pizza Emporium would also like you to tell your readers that:

- PPE hand-makes all of their pizzas, based off Paul's Italian grandmother's recipes.
- "Paul's Percentage Night," gives 20 percent of the profits made the night of every basketball game to the Ad Astra Booster Club fund.
- There are more than 20 specialty pizzas on the menu.
- PPE delivers 7 days a week until 10 p.m.
- PPE serves pasta dishes and calzones

## Advertiser Information

Open seven days per week, from 11:00 a.m. to 10 p.m., and 11 p.m. on Friday and Saturday. Located in the Astra-dome shops at 1234 Ad Astra Place. Phone is 785-864-1234.



## Description

You are an advertising staff member of Ad Astra High School's newspaper, The Star. You need to create an ad for Paul's Pizza Emporium, a popular new pizza shop near your high school. It's a great place to celebrate after a game, a school event or just the end of the week.

## 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 non-copyrighted and/or self-generated 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.