

# Advertising

## 2011 KSPA Regional Competition

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### Description

You are a staff member of Ad Astra High School's The Star. You sold an ad in the March issue of the newspaper, and now you have to prepare an ad for Sasha's Sassy T's, a local screen printer who creates T-shirts, shorts and hats with custom designs. Much of Sasha's business comes from AAHS clubs and athletic teams.

### 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 8 inches wide (approximately four 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

Sasha's Sassy T's, Aspera's only full-service screen-printing shop. Located in Brownback Plaza, 1553 Dole Parkway. Phone is 867-5309. Open 9 a.m. to 5 p.m. Monday through Friday.

### Audience and Medium

Sasha wants to reach the high school audience, but particularly those students and faculty who make decisions for clubs and athletic teams about where they have their custom T-shirts and other uniform items printed.

### Advertiser Propositions

Sasha promises a three-day turnaround on all single-color, one-sided print jobs. Other jobs may take a few days longer. She will provide a 10 percent discount for all AAHS student-run clubs and organizations.

