

Advertising

2012 KSPA State Contest

Description

You are an advertising staff member of Ad Astra High School's newspaper, The Star. You need to create an ad for the Aspera Recreation Center's (ARC) tennis club. The club is new and the ARC wants to generate interest in high school 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

You need to create an ad that is 7" wide and 8" tall. This ARC tennis club ad should feature "Try it Thursday," a promotional event held every other Thursday by the ARC where Ad Astra High School students can try out a sport club for free. The ad may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper.

Also, since the tennis club is new, the ARC needs a logo for the club that will appeal to high school students and could be easily printed on a t-shirt for all new members. 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 clip art or other graphics to enhance the design.

Ad Elements

The ARC would also like you to consider the following:

- Ad Astra students who join the tennis club will pay only \$15 (the membership fee for community members is \$30) and receive a free t-shirt (with your logo on it).
- Tennis is a fun recreational sport that is easy to learn and play.
- The club will travel to nearby cities to compete. AAHS students will have the chance to form teams and compete against rival John Brown High School teams.
- The ARC offers a variety of others sport clubs and leagues for students to join.

Advertiser Information

The ARC is open seven days per week, from 6:00 a.m. to midnight Sunday through Thursday, and 8 a.m. to 10 p.m. on Friday and Saturday. Located at 1435 Main Street. Phone is 785-864-1234.

