

Advertising

2014 KSPA STATE CONTEST

Assignment

You need to create an ad that is 6 inches wide and 6 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.

Logo CK is an established screen printing company in Clinton and it needs a logo and ad that will appeal to high school students. Design an ad that includes an original logo as well as some of the benefits and elements included in the list below. Designs should be computer generated.

Potential Benefits/Ad Elements

Logo CK would also like you to tell your readers that:

- we are celebrating our 20th anniversary of serving the Clinton community
- 15% discount on any order by any Sunflower HS student/group or staff member
- we provide a variety of services including but not limited to screenprinting, embroidery, banners, uniforms, trophies/plaques and promotional items.
- 48-hour turnaround on all orders

Advertiser Information

Open six days per week, from 8 a.m. to 5 p.m. Located at 512 Self Drive, Clinton, Kansas. Phone is 685-213-2567.

Description

You are a member of Sunflower High School's journalism staff. Your editor has asked you to create an advertisement for Logo CK, an established business in town that is offering specials to students/groups and staff members.

School Info

Name: Sunflower High School

Location: Clinton, Kansas

Mascot: Mighty Buffalo

Enrollment: 800 (grades 9-12)

School colors: yellow and brown

Yearbook: The Sunflower

Newspaper: Sunflower News

Contest Info

This is a carry-in contest.

Designs should be computer generated. **All artwork and images used in the ad must be the original work of the student. Students may not use copyrighted or non-copyrighted art or other graphics taken from the Internet or other non-original sources.**

In ink, please write your assigned contest number to 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 must not request help or advice from any person other than the KSPA Executive Director. All work must be solely that of the contestant.

