



DESIGN AN AD CONTEST | GRADES 7-12

WHEN DESIGNING YOUR AD:

- 1 Submit only one ad, designed in color, and using the proper orientation. Do not turn your layout sheet sideways.
- 2 Computer-generated and hand-drawn ads are acceptable and will be competing together.
- 3 Digital photos may be included, however ads with photos of *people* must be accompanied by a signed release form found online at nie.lancasteronline.com.
- 4 Use **markers** to make your ad vibrant, and **outline** your artwork with a felt tip or ball point pen to make it pop! Keep in mind, **dark colors** are preferred for print, and light colors like yellow and lime green may not reproduce well.
- 5 Create a **clean, uncluttered** ad and submit the **original**. Be sure to erase any pencil marks. No photocopies will be accepted.
- 6 ALWAYS **check your spelling** and make sure the information in the ad is **correct!** Even the most beautiful, eye-catching advertisement isn't effective if it has the wrong phone number or website listed.
- 7 Have fun, be **creative**, and good luck!

Student Number _____

Age _____ Grade _____

School _____

District _____

Teacher _____

PLEASE NOTE: *This information must be completed for winner identification purposes!*

Half Page Layout

----- Do not turn sheet sideways -----

9.75" wide x 10.5" high

Student Initials _____