

## Contest Rules

Judging will be on the basis of originality of idea and appropriate use of materials. Design composition, neatness, and workmanship will be taken into consideration by judges. Judges' decisions are final. Prizes are given to the top three hand-drawn ads in each competition level: grades 4-6, 7-9, and 10-12.

1. The final deadline to sign up to receive the teacher packet for Design An Ad 2016 is **January 22, 2016**. Information will be mailed to the schools. This will include entry forms, design templates and instructions to assist students in creating an original advertisement for a local business. This information is also available online at [designanad.fortwayne.com](http://designanad.fortwayne.com).
2. Winning designs will be printed as a special publication on May 11, 2016.
3. Business ads will be designed by more than one class. Ads will all be the same finished size – a template that is oversized will be provided to allow for the best reproduction. **A 30% reduction will be used, so please caution students against overly small type.**
4. Please follow the guidelines provided on the Advertiser Information sheets which will be posted online at [designanad.fortwayne.com](http://designanad.fortwayne.com) no later than **January 29, 2016**. All submitted entries will be reviewed and the top three ads from each advertiser will be chosen. From those three, advertising professionals will choose the first, second and third place winners. Overall winners for each grade category will be determined from the first place winners. The top three ads from each advertiser will appear as a special publication.
5. All students in grades 4 through 12 are eligible to enter, however, only the Allen County schools will receive the newspaper.
6. Acceptable art materials include pen and ink, markers and/or colored pencils. Other mediums, including crayons, graphite and no. 2 pencils, gel pens and paints are not appropriate and should not be used, as they do not scan or reproduce well on newsprint.
7. All parts of the ad must be the student's own work, designed and created by the contestant. Hand-drawn art submissions may not display any form of computer generated art. Business logos should be drawn by the student, tracing is not recommended. Color versions can be accessed along with the Advertiser Information sheet at [designanad.fortwayne.com](http://designanad.fortwayne.com).
8. Only one entry per student. The student's name and complete contact information must be included on the entry. Student's information will not be printed in the newspaper or online without parent permission. **Any concerns about this information being shared with the public should be noted with the contest entry submission.**
9. All completed student submissions should be forwarded to Fort Wayne Newspapers for participation in the Design An Ad contest. Teachers should not pre-judge the artwork.
10. Student ad designs must be received at Fort Wayne Newspapers by **5 p.m. on Wednesday, March 9, 2016**.

**Mail or deliver entries to: Advertising - Design An Ad  
Fort Wayne Newspapers  
600 W Main St  
Fort Wayne, IN 46802**

11. Fort Wayne Newspapers will not be responsible for entries damaged in the mail.
12. Ads become property of Fort Wayne Newspapers and will not be returned.