



Design an Ad—A Great Student Opportunity!

### **What is Design An Ad?**

This local contest has students creating ads for real businesses from northeast Indiana and northwest Ohio. Students in grades 4-12 are eligible to participate in this innovative and real-world inspired contest.

Three hand-drawn student ads are chosen from each participating business. From those ads, winners are chosen by local advertising professionals in three categories: grades 4-6, 7-9 and 10-12. Winners at each level will be awarded prizes and winning ads will be published on May 11, 2016.

The Design An Ad program allows students to:

- learn more about the many businesses that make up our community
- create an ad and *possibly* see it published
- exercise creative and design skills with an eye towards composition, following directions and project completion

Design An Ad is supported by many area businesses. There is no cost to schools to participate. This program would not be possible without the support of these businesses, as well as the efforts of local teachers and the enthusiastic response of students.

Dates for 2016 are as follows:

- 1/22 Deadline for school commitments
- 1/29 Student templates and contest rules received by schools; also available online
- 1/29 Advertiser information sheets are posted online for hand-drawn entries
- 2/5 Newspapers arrive
- 3/9 Deadline for artwork submission, 5 p.m.
- 4/17 Awards ceremony at IPFW International Ballroom – Walb Union
- 5/11 Special print publication

For more information about Design An Ad, please contact us.

Thanks for your interest!

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