

DESIGN-AN-AD GRADES 4-12

Contest Rules 2016

- Registration will be accepted from teachers only, for the entire class (min. 20 students). Registration and entries cannot be accepted from individual students for this contest.
 - Teachers may register their classes to participate in the contest by completing the Design-An-Ad Registration form in this brochure and returning it to the Standard-Examiner. The contest is limited to 30 classes. A class will be matched to a business by a random drawing from the completed registration forms. **Deadline to register is Saturday, Dec 20, 2015.**
 - Teachers whose classes are drawn will receive a packet containing entry forms, advertiser guidelines, and instructions to help students design the ads.
 - Classes will be assigned to design ads for a local business that has purchased space in the NIE Design-An-Ad section. Students in the class will design an original ad for their assigned business. Teachers will then submit all of the student designed ads to the Standard-Examiner. Then the ads will be given to the business assigned to the class. They will select their favorite ad from the class entries. The ad chosen by the business will be published in the **NIE Design-An-Ad section Monday, March 21, 2016.**
 - Ads chosen for publication in the NIE Design-An-Ad section will compete for cash prizes. Members of the Standard-Examiner's Marketing, Design and NIE Departments will select 11 prize winners.
 - Grand Prize \$75**
 - First Place \$50**
 - Second Place \$35**
 - Third Place \$25**
 - 7 Honorable Mentions \$15 each**
- Deadline for completed ads is Saturday, Feb 20, 2016.**
- For EXPRESS ENTRY**
 Scan a 300 dpi of artwork, send email with text document, entry form and 300 dpi photo of student to jthalman@standard.net
- Teachers may also mail or deliver registration forms and ads to:**
Standard-Examiner
Design-An-Ad Contest
PO Box 12790
Ogden, Utah 84412-2790
 (332 Standard Way, Ogden)

Calendar for 2016

| | |
|-----------------------------|---|
| Sunday, Dec. 20 2015 | Deadline for class registration. A maximum of 30 classes will be selected to participate. Classes will be assigned to businesses by a random drawing. |
| Saturday, Feb. 20 | Ads due back from teachers. Please have students attach a 2" x 3"-size photo of themselves to their entry. Photos are published of the winners (in all categories) in the NIE Design An-Ad section. |
| Sunday, Feb. 28 | Advertisers choose ads to be published. |
| Monday, March 7 | Student winners notified by phone. |
| Monday, March 21 | Publication of the annual NIE Design-An-Ad section in the Standard-Examiner. |
| Thursday, April. 21 | Awards will be presented to the winners at the Apple for the Teacher Event |

STANDARD-EXAMINER 2016
DESIGN-AN-AD
ENTRY FOR 1/4 PG TABLOID



Student Name _____ Phone # _____

School _____

Teachers Name _____ Advertiser _____

In the event my student's ad is chosen for publication in the Standard-Examiner, I give permission to print his/her full name, grade, picture and school in the publication.

Parent/Guardian: _____

Use your imagination! Only use black felt tip pen or black pen. You may draw in pencil first, just make sure to erase carefully after going over the ad in black ink.



4.8"x5 Ad