

THIS IS A CARRY-IN CONTEST. PLEASE ATTACH THE CONTEST NUMBER ASSIGNED TO YOU ON THE UPPER RIGHT-HAND CORNER OF THE ENTRY. DO NOT PUT YOUR NAME ON THE ENTRY. IF YOU DO, YOUR ENTRY WILL BE DISQUALIFIED.

STUDENTS ARE NOT TO REQUEST HELP OR ADVICE FROM ANYONE OTHER THAN THE KSPA EXECUTIVE DIRECTOR. ALL WORK MUST BE THAT OF THE CONTESTANT. COMPUTER USE ON THIS CONTEST IS REQUIRED. STUDENTS MAY CHOOSE TO USE COMPUTER CLIP ART FOR THIS CONTEST.

## OVERVIEW

### Description

You are a staff member of Sunflower High School's *The Standard*. Your newspaper editor has asked you to prepare an advertisement for The Gazebo Gift Shop to run immediately.

### School Info

**Name:** Sunflower High School    **Location:** Midway, Kansas  
**Enrollment:** 950 (grades 9-12)    **School Colors:** Blue & White    **Mascot:** Sailors  
**Name of Yearbook:** *Souvenir*    **Name of Newspaper:** *The Standard*

## DIRECTIONS

### Assignment

The advertisement space is 5 inches wide (2 columns) by 2 inches tall and should include the design, copy block, and headline for the ad. Designs should be computer generated and may incorporate clip art or other graphics to enhance the design. The ad may be submitted in color or black and white and should be printed on 8 1/2 x 11 inch paper.

### Ad Elements

You must prepare a layout, headline and copy block for The Gazebo Gift Shop. An illustration or artwork should be part of the layout.

### Advertiser

The Gazebo Gift Shop, 1400 Blackwell Road. A selection of gifts is available.

### Propositions

The Gazebo has been a family-owned gift shop since its opening in 1973. Mike and Paula Hartwig, SHS alumni, have owned and operated the store since its opening.

## **DIRECTIONS CONT'D**

### **Location**

Located at 1400 Blackwell Road. Phone number is 444-1000. Open 10 a.m. to 6 p.m. Monday through Saturday. Closed Sunday.

### **Audience**

Caters to all ages interested in fine gifts. The Gazebo offers a fine selection of baskets, ceramics, glass, pictures, brass and lamps.

### **Medium**

*The Standard*, the official newspaper of Sunflower High School.