

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 David's Station, a clothing store for guys and gals 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 6 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 David's Station. An illustration or artwork should be part of the layout.

### Advertiser

David's Station, Martin Square, 2331 Belleview Road. Fine clothing in Midway. David's emphasizes casual clothing.

### Propositions

David's Station will have its grand opening Feb. 21. This is a family-run operation. The Reed family has been in the clothing business for five years.

**DIRECTIONS CONT'D****Location**

Located in Martin Square, 2331 Belleview Road. Phone number is 444-1000. Open 9 a.m. to 5 p.m. Monday through Saturday.

**Audience**

Caters to young adults both male and female.

Grand opening T-shirts available with any purchase of \$5 or more.

**Medium**

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