

2009 Design an Ad Contest



Contest Categories

Design a Business Ad: Grades 4-12

Students design advertisements following the specifications of local businesses.

Design a Promotional Ad: Grades 1-3

Students design promotional ads on why people should read the newspaper.

Students will learn to use persuasive language, follow directions and use critical thinking skills to become informed consumers. Advertising plays an important role in shaping the world in which we live. As a consumer you have the responsibility to understand what advertising is and how it affects you. To begin, read the *Courier Times* and study the advertisements.

Design a Business Ad: Grades 4-12

1. During the week of February 2 every registered class will receive the name of the business whose ad they will design.
2. Students design ads following the specifications of a local business on provided entry forms, using colored markers.
3. All graphics and art must be designed by hand. Students may scan in their original art for computer-generated ads.
4. Limit of one original entry per student; no group submissions.
5. Every entry must include name, school, teacher & grade.

Design a Promotional Ad: Grades 1-3

1. Students design promotional ads around the theme, "Read the *Courier Times* Because . . ."
2. Ads must include the name of the newspaper.
3. Ads must be completed on provided entry forms.
4. Use crayons or colored markers.
5. Limit of one original entry per student; no group submissions.
6. Every entry must include name, school, teacher & grade.



Registration deadline: Wednesday, January 21 2008

\$20.00 Registration Fee per class. No charge for classes receiving weekly newspapers through the NIE Sponsorship Program.

Complete the entry form on the other side and mail to the *Bucks County Courier Times*.
For additional information or to join the NIE Sponsorship Program, call 215-949-4074.

Registration Deadline
Wednesday, January 21, 2009

BUCKS COUNTY
Courier Times

Contest Entries Due
Wednesday, March 4, 2009

Registration/Order Form

DIRECTIONS:

1. Check each box that is appropriate for your class.
Students may enter more than one contest. If you are entering more than one grade level in the same contest, indicate the number of students in each grade level.
2. One registration form per teacher. If additional copies are needed, please reproduce.
3. Receipt of this form represents a firm commitment to the contest. The number of students you register in the advertising contest is the number of entries that the participating business is expecting to receive.
4. It is advisable to obtain approval from your administrator and/or students' parents to participate in these contests. Winners will be published.
5. \$20.00 Registration Fee per class. No charge for classes receiving weekly newspapers through the NIE Sponsorship Program.



- Classroom set of newspapers (1 per student) Wednesdays, February 4, 11, 18 & 25 and publication date Wednesday, April 22, 2009
- Contest appropriate curriculum
- Entry forms
- Certificates for all participants

For additional information or to join the NIE Sponsorship Program, call 215-949-4074

Design a Newspaper Promotional Ad

Grades 1-3 Number of Students _____ in Grade _____

Design a Local Business Ad

Grades 4-12 Number of Students _____ in Grade _____

REGISTRATION DEADLINE: WEDNESDAY, JANUARY 21, 2009

Teacher _____

School _____

Address _____

Town _____ State _____ Zip _____

Phone _____ Grade _____ # of Students _____

E-mail Address _____

Mail to:
NIE Design an Ad Contest
Bucks County Courier Times
8400 Route 13
Levittown, PA 19057



- Payment enclosed Purchase Order # _____ Sponsored Teacher - No Registration Fee required for teachers receiving weekly newspapers.

*Sponsored teachers may fax form to 215-949-4023

