

Advertising

THE ASSIGNMENT

For this contest, please design an advertisement for the following client:
Rosario's Mexican Cafe

About the client

Omar Guajillo has been the owner of Rosario's Mexican Cafe for the past 15 years. He opened the restaurant in honor of his mother Rosario's home-cooked Mexican food, which he loved. Many of the recipes come from her personal cookbook and memory.

He would like to place an advertisement in your publication in the hopes that more students will visit the restaurant when they hang out after sporting events or at other times on the weekends. He has never advertised in any student newspaper and thinks that he can attract many teenagers to the restaurant with the ad.

Omar has two students at Sunflower High School currently: Isabelle, who is a freshman, and Luiz, who is a junior. You asked to get a photo of the two of them with their father for the ad, but they were too shy to volunteer.

About your client's company

Rosario's Mexican Cafe is about 1.5 miles from the school and is popular for its enchiladas and nachos. The restaurant can seat 75 people in booths, tables and at the bar. There are TVs over the bar that showcase sporting events on TV, often soccer or football games.

Some Menu Items:

- Enchilada Sampler: \$7.99
- Three Taco Meal: \$7.99
- Beef or Chicken Fajitas: \$9.99
- Guacamole and chips: \$6.99
- Exotic Salsa Sampler: \$5.99
- Taco Special on Thursdays: customers with a student ID can get beef tacos for \$1.99 each

The details

- Hours: Monday through Friday: 11 a.m. to 10 p.m.; Saturday and Sunday: 11 a.m. until 11 p.m.
- Address: 523 North Main Street, next to Glover's Hardware
- Phone number: (785) 111-1111
- Website: www.rosariosmexicancafe-kansas.com
- Logo and Slogan: the restaurant does not have a logo, so you are free to design one for them

For this contest, create an advertisement that publicizes the business

DESCRIPTION

You are a member of Sunflower High School's journalism staff. Your editor has asked you to design an advertisement for the school's newspaper.

SCHOOL INFO

Name: Sunflower High School

Location: Clinton, Kansas

Mascot: Mighty Buffalo

Enrollment: 800 (grades 9-12)

School colors: yellow and brown

Yearbook: The Sunflower

Newspaper: Sunflower News

Contest Info

This is a digital submission contest.

Students must not request help or advice from any person other than the KSPA staff at staff@kspaonline.org. All work must be solely that of the contestant.

and introduces it to a new and vital audience: students at Sunflower High School.

The advertisement should be **exactly** 6 inches tall and 4 inches wide. While you can create images using software and cameras, the advertisement should only include the information above (rewording is ok, of course) and the business name, slogan and logo that you create. Use whatever design, software and photography skills you have. While advertisements allow – and encourage – the creative use of images, entries should avoid the use of copyrighted images not held by the contestant.

SUBMISSION

The 2017 Regional Contest will be the first contest to use our new digital submission system. Hosted by Better Newspaper Contests (BNC), the new system will allow for better feedback for students, more oversight from advisers and a better interface for our judges. Here will be our process to roll out this exciting new service for KSPA members:

1. In January, KSPA will provide tutorials and open up access for advisers to the system. At that point, advisers will be able to set up student accounts so that students can submit and advisers can oversee the entries.
2. On Jan. 17 (one month ahead of the contest deadline), the submission system will open for students to submit their work.
3. Finally, digital submission entries will be due on Feb. 17, 2017.

SPECIFICATIONS

The advertisement must be uploaded to the KSPA online submission according to these specifications:

- The advertising file saved as a pdf for 10 MB or less.
- The advertisement should be 6 inches tall and 4 inches wide (vertical). The page holding the advertisement should be letter sized: 8.5 inches x 11 inches (vertical).
- When you submit your advertisement, you will provide your name and school name but this information should not be contained in the design of the advertisement itself.
- The advertisement may be black & white or color.
- The advertisement must be uploaded by Friday, Feb. 17.

Failure to follow these requirements will result in disqualification.

