

Advertising Carry-in Contest

CONCEPT

Client: Carolina Journalism Institute

www.sc.edu/cmciis/so/sipa/cji

803.777.6284

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June 9-13, 2010

Columbia, S.C.

University of South Carolina School of Journalism & Mass Communications

Target Audience: Middle and high school students



For more information on CJI visit the Web site www.sc.edu/cmciis/so/sipa/cji.
The site has classes, faculty bios and the 2009 photojournalism slideshow.

CATEGORIES

(AC) – Advertising, Color

(ABW) – Advertising, Black and White

RULES

Students must design computer-generated advertisement not to exceed 8 x 13 inches. The ad must target middle and high school students and be based on the above concept.

ENTRY PREPARATION

Each entry must be mounted on black, white or gray mounting/foam/poster board no larger than 14 x 22 inches. Each entry must have a tag on the back. Tags will be available at the registration desk.

Winning ads will be used in advertising the 2010 Carolina Journalism Institute.