

AMERICAN ADVERTISING FEDERATION®

AD CLUB OF NORTHEAST LOUISIANA

Enter the ULM student ADDY competition!

What to enter: A full-page, full-color print ad (portrait layout)

Ads can be for a real or fake brand, and all work must be YOUR original work (no taking a marketer's past or current ad). You may use a company's logo, but that is the only image from the company that you can use. ALL pictures MUST come from Dreamstime.com, and you must provide the photo ID number(s). You DO NOT have to purchase the high resolution photo (but you can if you want to at your own expense), and watermarks on the photos are acceptable.

Ads must be approved by Dr. Babin (351 Hemphill Hall), so plan accordingly.

Cost: \$20 per entry

Deadline to enter: 3:00 p.m. on Wednesday, April 18

Where to enter: 335 Hemphill Hall

Awards luncheon (included in entry): 11:30 a.m. on Wednesday, May 9, SUB Ballroom A

Your paid entry fee includes the awards luncheon where the winners will be announced. A certain percentage of entries will be awarded Gold, Silver, and Bronze ADDY's, and there will be a "Best of Show" winner. The Northeast Louisiana Ad Club (real people working in the advertising industry) will be at our awards luncheon. Dress for the luncheon is **business casual**.

For more information, contact Dr. Laurie Babin (351 Hemphill Hall, babin@ulm.edu).