

2022 State Journalism Championship



#1 -- Advertising

Time Limit – 1:15

Directions:

Using a page design or other software of your own choosing, create a 5 x 7 inch black and white or color ad for the business listed. Choose only from the provided images and information but you may modify or create other completely original graphics in Photoshop or another design program if you wish. You do not need to use all the information or images provided.

Entries will be evaluated on overall effect, appearance, use of art and quality of copy writing.

When you are finished:

- 1. Type or print your first and last name on your advertisement.**
- 2. Save your document as a PDF with the filename: yourfirstlastname_advertising_Class (For example: SusieSmith_advertising_ClassA)**
- 3. Notify the proctor you are finished.**

Company: Happy Paws – a dog walking service

Call/Text: 402-999-1212

Hours: Monday-Friday 3 PM until sunset. Saturday & Sunday 8AM – 4PM.

Follow on Instagram: @happy_paws

Brand new small business

Owner is a senior at Husker High (that's your school)

Owner's name is Kim Johnson

Offers a 15- or 30-minute walk in your neighborhood

Offers a 15-minute playtime in the backyard.

Rates:

15-minute walk \$15/day

30-minute walk \$30/day

15-minute playtime \$20/day

10% discount for new customers, 20% discount for referrals

Accept Cash, Apple Pay, Venmo

Accept online reservations: happypaws.com/reservations