**ART CONTEST**

**KyAEA**

**Advertising Campaign**

It’s been a difficult time for the arts in the state of KY.

The Kentucky Art Education Association needs your help shouting from the rooftops that Visual Art is important in our state.

**We are asking the question (Please pick one):**

* **Art is important to me because…**
* **Without art life would be…**
* **I am thankful for the arts because…**

**Deadline:** April 1st, 2019

**Cost**  $5 per entry

**Who Can Enter?** High School and College students age 14-25.

**What you get?** Your image can potentially be all over the state, and $100 in art supplies.

**Dimensions** Wide Board Document Size: 24.333” w x 6.333” h Billboard Size: 48’ w x 14’ h Condensed Board.

Document Size: 11.33” w x 5.22” h Billboard Size: 24’ w x 12’ h

**File Requirements** Format: .jpg Resolution: 300 dpi Color Space: CMYK

**Please include the following information with your submission**:

Name

Complete Address

Phone Number

Email Address

Title

Mediums

One Paragraph Bio

Website or Social Media Handle

**More Info:**

-All works submitted for the competitions must be original works of art (no reproductions of copyrighted or other material will be accepted)

- All original creative with no trademarks, logos, images of licensed characters, etc.

-Artwork that does not meet the specification requirements will not be accepted.

-There are no guarantees on billboard locations, or how we use the images, as they could be anywhere for any length of time.

-Ideally, your billboard design should consist of just 2 main components:

*A compelling image / photo*

*A unique, benefit laden, emotionally charged headline*

-Thin and/or elaborate script fonts are hard to read (and often invisible) at long distances. Use thick strokes and simple styles to increase legibility at distances greater than 1,000 feet.

-When designing billboards, minimum type size should be 18" tall, with 3' and taller being optimal

-Think about how letter sizes will appear from 500 feet away and simulates a billboard on a freeway.

-You’ve only got seconds to convey your message – no time to list multiple features, lengthy mission statements, or all-inclusive contact information

-Prospects are zipping by at 55+ M.P.H. They have only 5-10 seconds to notice, become engaged by and process your message.

- Try to keep your copy length to 7 words or less.

-Try to reach everyone, you’ll appeal to no one. Your target prospect has a name, a face, a neighborhood, passions, desires and needs. Ensure your billboard speaks one-on-one to their specific needs, just as you would with a friend.

-Bear in mind... Absolutely NO ONE will remember DULL.

**Please submit to** [**iszekely0304@gmail.com**](mailto:iszekely0304@gmail.com)

**Dr. Ilona Szekely**

**President, KyAEA**

**157 Saint James Dr**

**Lexington, KY 40502**