

Magazine Ad Contest Score Sheet

Contestant: _____ State: _____ Division: _____

Circle the points that indicate your evaluation of this entry. Scores of 9-10 are superior, 7-8 slightly above average, 4-6 are average, and 1-3 are below average. Feel free to note observations that may be helpful to contestants in the future.

Originality..... Lowest **1 2 3 4 5 6 7 8 9 10** Highest
Does the ad have an innovative message? Is it of interest to the audience?
Does it portray a different approach to the subject?
Comments:

Message..... **1 2 3 4 5 6 7 8 9 10**
Does the ad meet the category objectives? Does it convey a single thought or idea?
Is the message brief and clear?
Comments:

Attracts Attention..... **1 2 3 4 5 6 7 8 9 10**
Does it attract attention? Does it make you want to stop to read it?
Does it cause a reader to want to take action?
Comments:

Use of Space..... **1 2 3 4 5 6 7 8 9 10**
Is the arrangement of materials simple and not cluttered? Is there one dominant center of interest?
Is it balanced?
Comments:

Design..... **1 2 3 4 5 6 7 8 9 10**
Is the style, spacing and size of the lettering make it easy to read?
Is the use of color effective?
Comments:

Total Points (out of 50): _____ Ranking: _____

ATTENTION JUDGES: AT THE CONCLUSION OF THE COMPETITION PLEASE AWARD PLACINGS 1-5. YOU MUST BREAK ALL TIES