

TO: Principals and Art Instructors

AAA Traffic Safety Poster Contest Goes Digital – over \$20,000 in Prizes

Please accept AAA's invitation to enter your students in the 66th annual National School Traffic Safety Poster / PSA Contest. The 2009-2010 program has been streamlined and is easier to participate in than ever! We've gone digital, so you don't have to mail the posters or wait for them to be returned.

Poster Guidelines

- Entries must be received by the local AAA or CAA club on or before **January 29, 2010. Please be sure you are submitting your entries to the proper club. AAA Hoosier Motor Club only covers 50 counties in Central Indiana.**
- Poster design submitted in the paper form may be vertical or horizontal, and measure no larger than 15" x 22" (including bottom margin).
- Poster submissions submitted digitally must be submitted in hi-res format, and the entry form must be attached on the bottom left corner of the poster margin and must be clearly readable. You must also submit a separate form with each child's name, age and grade printed on it.
- Slogan may be in student's native language, but must be accompanied by an English translation.
- Make sure the slogan is **spelled correctly**. Slogan must be in the category assigned.
- Illustrations must be positive and demonstrate proper traffic safety behaviors.
- Entries must be completed under the supervision of an authorized instructor or youth organization representative, certifying that it is the student's own original work.
- Designs may not include copyrighted materials such as comic and/or television characters, photographs, or magazine/newspaper illustrations.
- The AAA/CAA logo may **not** appear in the poster design.
- The name of the student must be spelled correctly and **TYPED** on the bottom left hand side of the poster. This information will be used for gift checks and certificates, and it's important that names are clear and spelled correctly. Submissions that do not follow these guidelines will not be considered for national judging.
- There should be a strong relation of the poster design to traffic safety practices.
- The poster design should be original, with a strong visual impact and supporting message.

Senior High Communications Contest

- **Graphic Arts**
 - Hand-drawn or computer-generated poster: Overall size (including mounting) must be no smaller than 8.5" x 11" and no larger than 15" x 20". May be on any type of poster board or heavy board, or submitted digitally.
 - Single cartoon: Overall size (including mounting) must be 15" x 20".
 - The AAA/CAA logo may not appear in the poster design.
- **Audiovisual**
 - Video Presentation: Recommended video should be no less than 60 seconds and no more than 2 minutes in length. May be in documentary, drama, music, or public service announcement format. **Must be in DVD format only** (no CD or VHS).
 - Brand names/copyright objects (such as clothing or props) or music should be avoided.
 - The use of the AAA/CAA logo is prohibited in the video.