

ZTC Student Advertising Contest
SUBMIT YOUR WORK!
Crafton Hills College – Spring 2026

Winning entries will receive cash prizes (\$100, \$75, \$50, and \$25), and the top entry will be featured a Crafton Zero Textbook Cost (ZTC) digital marketing campaign.

Who can submit: Any Crafton Hills College student enrolled in the Spring 2026 semester.

What to submit: Any original design, including short video or image (static artwork), that promotes ZTC to Crafton students by communicating what ZTC is and why it matters.

Please find additional information about Crafton’s ZTC program at:

<https://www.craftonhills.edu/zero-textbook-costs/index.php>

When to submit: Submission window is between Monday, March 9th, 2026 – Monday, March 24th, 2026, by midnight.

How to submit your work:

1. Use your Crafton Hills College student email account to email your original artwork/design/video as an attachment to ztc@craftonhills.edu.
2. You also need to fill out and include as an attachment the contest cover sheet for your submission.
3. Only one entry per student
4. The subject line of your submission email should be “ZTC Student Advertising Contest Submission.”

Questions? Email us at ztc@craftonhills.edu

Please make sure to keep the following recommendations and requirements in mind as you create your ZTC Student Advertising Contest submission:

Recommendations:

- Please do not make misleading claims, exaggerated promises or “too good to be true” statements.
- Please do not use copyrighted music, images, or video without written permission.
- Please do not use content that falls clearly into a “special category” (ex: ads about employment, housing, credit, or social issues) without appropriate disclosures.
- Clearly communicate what ZTC is and why it matters.
- Create an engaging submission.

Requirements:

Image: High resolution and 1080×1080 pixels or 1080×1350 pixels

Video: 1080×1080 pixels or 1080×1350 pixels
Length: Up to 3 minutes, but shorter is preferred

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Cover Sheet

Please include the following cover sheet in your submission.

Student Name:

SID:

Title of Entry:

Address Line 1:

Address Line 2:

City, State, Zip:

Phone Number:

Email Address:

The information below involves several types of permission. By signing and dating this cover sheet, you acknowledge and understand its terms and conditions.

If the original artwork/design/video I'm submitting to the ZTC Student Advertising Contest receives an award and/or is selected for use in advertising, Crafton Hills College may use my design/artwork/submission, including:

- My original artwork/design/video may appear on the Crafton Hills College website.
- My original artwork/design/video may be used in a public advertising campaign, including print, mail, and/or digital media, by Crafton Hills College.
- My original artwork/design/video can be lightly edited to comply with advertising media standards, specifications, and regulations by Crafton Hills College.
- My original artwork/design/video does not use copyrighted music, images, or video.
- My original artwork/design/video can be used in future marketing and advertising campaigns by Crafton Hills College.

Signature: _____ Date: _____