

# The Canto Law Firm Ad Competition

## COMPETITION OBJECTIVE

Design an advertisement (ad) focused on Immigration Law in Spanish for The Canto Law Firm, LLC. The ad will be used in select transit (bus) shelters and other print media in Montgomery County and Prince George's County in Maryland. The target audience speaks Spanish and is from Central/South America. We are marketing a free initial consultation with José Canto for clients to learn about their immigration options to obtain a US green card/US passport.

For more information regarding the competition, see [www.cantolaw.com/media](http://www.cantolaw.com/media)

## PRIZES

### \$500 CASH PRIZE for "The Canto Law Firm Pick"

The Canto Law Firm Pick is the ad selected by José Canto of The Canto Law Firm.

### \$500 CASH PRIZE for "The Crowd Favorite"

The Crowd Favorite is the ad that receives the most likes on The Canto Law Firm's Facebook page [www.facebook.com/cantolaw](http://www.facebook.com/cantolaw) by Sunday, 22 October at 11:00PM ET.

The ad that wins each of the \$500 cash prize may have her/his ad printed for use in a transit shelter and/or other print media. Selection is subject to the discretion of The Canto Law Firm, LLC.

**\$100 CASH PRIZE** for ads used, but not selected for any of the \$500 cash prizes above.

## ELIGIBILITY

This competition is open to ALL. There is no limit to the number of ads each Graphic Designer may submit. Each ad/design may win only one cash prize, but each Graphic Designer may receive multiple cash prizes. Each design must meet all the [Design Requirements](#) to be eligible to win a cash prize.

## DESIGN REQUIREMENTS

**File specifications:** illustrator, Photoshop, InDesign & Press-quality PDF. Include both screen and printer fonts or convert to paths/outlines. Be sure to include all imported or placed graphic files. PhotoShop imports must be saved as (.psd in layers), (.eps), (.jpg12), or (.tif) CMYK images. Name all your files using your "last name\_first name" format.

**Mechanical proportion & scale:** 1/8" = 1"; Layout size: 8.625" H x 6" W; Bleed: none  
Margin: 0.25" (critical elements area); Digital Resolution at this scale is best at 600dpi.

**Dimensions:** 65" H x 44" W Copy Area (critical elements); 69" H x 48" W Overall Area (paper size)

## 10 MANDATORY AD FEATURES

**3 mandatory styles:** 1) incorporates the color scheme of the [www.cantolaw.com](http://www.cantolaw.com) website, 2) includes a photo of José Canto (see [www.cantolaw.com/media](http://www.cantolaw.com/media) for high resolution files), and 3) includes the flags of Central/South American countries (excluding Puerto Rico).

**7 mandatory text incorporated in the ad:** 1) [www.cantolaw.com](http://www.cantolaw.com), 2) José Canto, Abogado, 3) Inmigración, 4) Consulta Gratis, 5) (301) 244-8048, 6) Precio fijo, and 7) Plan de pago disponible.

**Optional:** incorporate some of the information from The Canto Law Firm's website:

<http://www.cantolaw.com/our-law-practice/deportacion/>

## ATTESTATION OF ORIGINAL WORK AND COPYRIGHT RELEASE

By submitting an ad, each Graphic Designer is attesting that the submitted ad is her/his original work and does not infringe upon any copyright, trademark, and/or intellectual property. By submitting an ad, the entrant provides The Canto Law Firm, LLC all rights to edit, store, and publish the material in whole and in part for commercial use in perpetuity worldwide without any additional payments.

## SUBMISSION CAN BE ANYTIME BEFORE THE DEADLINE

Each entrant must submit her/his work in **2 ways** to qualify for the prizes described above.

- 1) Email your design file to: [jose@cantolaw.com](mailto:jose@cantolaw.com); **AND** 2) Connect with The Canto Law Firm Page on Facebook at [www.facebook.com/cantolaw](http://www.facebook.com/cantolaw) and post your design on the page.

**Deadline to submit is: Sunday, 15 October 2017 at 12:00PM ET**

Winners will be posted on [www.cantolaw.com/media](http://www.cantolaw.com/media) by Monday, 23 October 2017 at 12:00PM ET