

Can you use a **GRAND?**
We're looking
for a ...

GRAND IDEA!

Brainstorm an ad that promotes the medical assisting profession, the Certified Medical Assistant® (CMA) credential and membership in the American Association of Medical Assistants (AAMA).

Your ad idea could win **\$1000!**

If you design the winning ad, you will receive a \$1,000 US Savings Bond from textbook publisher FA Davis. The award will be presented to you at the EXCEL Awards ceremony on September 14, 2009 during the AAMA Annual Convention in Houston, TX. Also, your ad will be on display during the convention, posted to the AAMA website for a month, and featured in *CMA Today*.

Your audience: Potential medical assisting students. Who better to tell them about entering the medical assisting profession than you!

Your ad's objectives:

- 1) Promote the medical assisting profession.
- 2) Promote the CMA credential.
- 3) Promote the AAMA.

Your judges: The AAMA Communications and Marketing Department will judge the awards.

Your deadline: July 1, 2009

How to get started: Think about what you would say to a friend or an acquaintance to encourage them in pursuing medical assisting as a profession. Why did you choose it as your career path? Then, think about what you would tell this person about going after that CMA credential. What kind of professional edge do those three letters provide. Finally, think about what you'd tell this person about joining the AAMA, the only national organization dedicated to promoting the interests of medical assistants. Keep your message simple.

Look through your favorite magazine to find ads that really capture your attention. What is it about an ad that grabs you. Is it funny? Is it profound? Does it motivate you to buy something, or to do something, or to think about something you've never thought about before? What is the ad's slogan? What is its call to action?

Eligibility: You are eligible to enter if you are enrolled in and have completed at least one quarter or semester at a postsecondary medical assisting program accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP).

Ad details: Your ad must include ...

- a slogan—a brief, memorable statement that summarizes your message. (See sample.)
- body copy—limit 30 words. (Keep your objectives in mind!)
- a call to action—again, a brief statement telling your audience what you want them to do. (See sample.)

Submission requirements:

- Hard copies only.
- Ad size must be 8 1/2" x 11" (letter-sized paper).
- Ads must be formatted vertically (ie, portrait orientation). (See sample.)
- You can design your ad using any medium (eg, electronically with word processing, desktop publishing and/or graphic software, crayons, markers).
- One student per ad.
- One ad per student.

Judging criteria: Submissions will be judged based on writing, design concept, and effectiveness.

Entries that do not meet all the submission requirements will automatically be disqualified.

Submissions will not be returned.

Entry form: Fill out this form, detach it, and mail it by July 1, 2008 with your entry to the AAMA at the address displayed below.

Your full name: _____
 Your address: _____
 Your city and state: _____
 Your zip code: _____
 Your daytime phone number: _____
 Your e-mail address: _____
 The institution name of your medical assisting program: _____

Institution address: _____

Institution city and state: _____

Institution zip code: _____

Your instructor's name: _____



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