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## Cal Poly's Mustang Daily Wins National Collegiate Press Award

SAN LUIS OBISPO – Cal Poly's student newspaper, the Mustang Daily, recently received a top award from the Associated Collegiate Press.

The Mustang Daily won the 2008 Associated Collegiate Press Pacemaker Award in Advertising for Display Ad Design. This is the second consecutive year that the Mustang Daily received the prestigious Pacemaker Award.

The winning ad was designed by art and design major Andrew Santos-Johnson, and Megan Dilley, a communication studies major, was the advertising account executive.

The advertising awards honor excellence in the categories of display ad, in-house promotional ad, ad campaign, ad or editorial supplement, and brochure or rate card. Judges from Swift Communications selected the finalists based on contemporary appeal, trends, effective use of photos, color, art, graphics, typography and suitability for the respective audiences. The judges selected 21 finalists out of 277 entries.

Last year, the Mustang Daily was honored as the Best Daily Newspaper Website.

For more information on the advertising winners, go to <a href="http://studentpress.org/acp/winners/adv08.html">http://studentpress.org/acp/winners/adv08.html</a>. For more information on the Mustang Daily, contact General Manager Paul Bittick at 756-2537 or Advertising Coordinator Jessica Lutey, 756-1143.

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