



Rules - Bad Ad Contest

Teachers and students: Please note our contest rules have been updated from last year and include some changes below.

1. To participate in the contest, you must be enrolled in grades 6-12 in a public or private school, or participate in an after-school program or community organization.
2. Send us:
 - Your “bad ad”--It should be a print ad from a magazine, internet, or other source and from 2010 or later. It must be:
 - at least 4” x 6” in size
 - not excessively wrinkled or torn
 - paper clipped, not stapled
 - no older than 2010
 - the original ad, not a copy
 - have your name on the back (or you can use a sticky note)
 - Your essay about the ad. Include your name and contact information on the essay. Paperclip your “bad ad” to your essay.
 - A Bad Ad Contest entry form.
[See attached entry form](#)
3. Your essay will be scored using the criteria on the [Bad Ad Scoring Guidelines](#) attachment.
4. While editorial suggestions from teachers are encouraged, your essay must reflect your own thoughts and work. [Read sample bad essay attachment](#)
5. See the [Deconstruction Gallery](#) on our website and the [Introduction to Media Literacy](#) for tips on how to deconstruct ads.
6. Deadline: All essays must be postmarked by **January 16, 2012**. Late entries will not be accepted.
7. Send all entries to:

Bad Ad Contest
c/o Media Literacy Project
6400 Wyoming Blvd. NE
Albuquerque NM 87109
8. A winner and runner-up will be selected in two categories: middle school and high school. Winners will need to email their essays to MLP in a Word document and complete a W-9 form in order to receive their payment.

9. Prizes: Winning entries in each category will receive \$100. Runner-up entries will receive \$50. The sponsors of winning and runner-up entries will receive their choice of any two MLP resources.
10. Winners will be notified in late April 2012.
11. All essays become the property of the Media Literacy Project. If you would like your essay to be returned, enclose a stamped, self-addressed envelope.

Questions?

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505-828-3266 (Mon-Fri, 9am-5pm MT)