



Rules - Counter 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 counter ad--It should be a print ad from a magazine, internet, or other source and from 2010 or later. It must be:
 - at least 5" x 8" in size
 - not excessively wrinkled or torn
 - no older than 2010
 - the original ad, not a copy
 - paperclipped, not stapled to your entry form
 - A Counter Ad Contest entry form.
[See attached entry form](#)
3. Your essay will be scored using the criteria on the [Counter Ad Scoring Guidelines](#) attachment.
4. While editorial suggestions from teachers are encouraged, your counter ad must reflect your own thoughts and work. [See a counter ad sample here.](#)
5. See the [Deconstruction Gallery](#) on our website and the [Introduction to Media Literacy](#) for ideas for your counter ad.
6. Deadline: All essays must be postmarked by **January 16, 2012**. Late entries will not be accepted.
7. Send all entries to:

Counter Ad Contest
c/o Media Literacy Project
6400 Wyoming Blvd. NE
Albuquerque NM 87109
8. One winner and runner-up will be selected. Middle school and high school entries will be judged together. Winners will need to 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 counter ads become the property of the Media Literacy Project. If you would like your counter ad to be returned, enclose a stamped, self-addressed envelope.

Questions?

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