



# Written Advertisement Scholarship Contest Rules

## *Multiple Awards from \$1,000 to \$2,000!*

*NPG, a national membership organization devoted to population issues, invites students to compete in our Written Advertisement Scholarship Contest.*

**Create a Written Advertisement appropriate for a magazine or newspaper. Ads must be at least 100 words but not more than 200 words.** Your ad should persuade the general public to support programs that are designed to slow, halt, and eventually reverse U.S. population growth. The ad should be text only, original and entirely the student's work. The key issue to be addressed in your ad is U.S. population size and growth, which may include topics such as fertility and immigration rates – the two factors which most influence our nation's overall population numbers. You may also address the negative consequences of U.S. overpopulation, such as: environmental damage, natural resource depletion, deterioration of infrastructure, economic strain, etc. **Ad submissions should not include pictures.** You may suggest a picture you think would complement your ad, however the ad will be judged on text only. At the completion of the contest, submissions may be used by NPG for advertising purposes.

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The NPG Scholarship Committee will select multiple winning advertisements. Ads will be judged based on the quality of writing, originality, relevance to topic, and evidence of critical thinking. All decisions are within the discretion of NPG Scholarship judges and all decisions are final. All scholarships will be paid directly to the accredited college or university account of the winning student(s). Official Contest information is available on our website ([www.NPG.org](http://www.NPG.org)).

### **Official Contest Rules and Eligibility Requirements:**

1. Applicant must be a U.S. Citizen or legal permanent resident.
2. Applicant must be a senior in high school or a college freshman, sophomore, or junior enrolled in an official undergraduate program of study for the fall 2016 semester. Applicant must be 14 years old or older.
3. Applicant must be currently enrolled in or attending an accredited school within the United States, or operated overseas by the U.S. government, for the Fall 2016 semester.
4. To be considered, submission must be complete and include the entrant's name, address, email, and telephone number. (Full criteria and submission instructions available at [www.NPG.org](http://www.NPG.org).)
5. No purchase or contribution is required for entry. Neither membership in nor contributions to NPG will enhance the chances of winning.
6. Advertisement should be between 100 and 200 words, in 12-14 pt. font, printed, single-sided pages of 8.5 x 11 inch white paper. Title and works cited are not required, and are not to be included in word count. Finalists will need to supply MS Word or Plain Text (.txt) file document of their advertisement.
7. Emailed or faxed Ads will **NOT** be accepted.
8. Applicant must sign and date the Application Form. (A parent or guardian signature is also required for all applicants under 18.)
9. All submissions are subject to the NPG Privacy Policy ([www.NPG.org/npg-contest-privacy-policy.html](http://www.NPG.org/npg-contest-privacy-policy.html)).
10. Relatives of employees or directors of NPG are not eligible.
11. Not valid where prohibited.
12. Only one entry per student. If you would like proof that your ad has arrived, please provide a self-addressed, stamped envelope along with your ad submission.
13. **Entries must be received by April 22, 2016. Those postmarked prior to due date but received after the deadline will NOT be accepted. Winners will be announced online at [wwwNPG.org](http://wwwNPG.org) by June 17, 2016.**
14. **Entries must be submitted via mail to: NPG Scholarship Contest • P.O. Box 1265 • Teaneck, NJ 07666 Please note, UPS and FedEx will not deliver to a P.O. Box.**
15. Follow submission instructions carefully to ensure your entry is accepted for consideration. Partial submissions, submissions that do not meet specified criteria, and submissions that do not include all material (ad and signed Application) will **NOT** be accepted. Staple application and ad together to ensure documents remain secure.

*NPG is a national non-profit membership organization headquartered in Alexandria, VA. Since 1972, our primary purpose has been to educate the American public and elected officials regarding the damaging effects of overpopulation on our environment, resources, and quality of life.*

**For more information, visit us online at [www.NPG.org](http://www.NPG.org).**