ADMONGO.gov™

Live the *ad*venture.

Enter the fun, fast-paced world of Admongo for an *ad*venture in advertising.

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Everywhere you look,

you see advertisements – many targeting kids ages 8 to 12. Do your students have the critical thinking skills to understand ads, what they're saying, and what they want kids to do?

To help equip your students with these valuable skills, the Federal Trade Commission, the nation's consumer protection agency, welcomes you to Admongo. Admongo's centerpiece is Admongo.gov, which helps kids learn to ask three key questions when they see advertising:

Who is responsible for the ad?
What is the ad actually saying?
What does the ad want me to do?

Help your students think critically about ads, as well as non-commercial messages like news stories and literature. Use Admongo in your class. The free curriculum meets national standards for language arts and social studies.

Admongo has four components:

An online game.

Sample ads to use in the classroom.

A free curriculum for 5th and 6th grade developed with Scholastic, Inc.

Teacher training videos.

Visit Admongo.gov and

Share the adventure:

- Link to the game or grab the teacher training videos for your own website.
- Tell friends and colleagues.
- Share information with organizations that would make good partners for the campaign, like libraries and parent groups.

Live the adventure.

All Admongo materials are free and in the public domain.