



## Rules – 3rd ALTA Journalism Award

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### 1. OBJECTIVE

1.1. The 3rd edition of the ALTA Journalism at Altitude Award, organized by the Latin American and Caribbean Air Transport Association (ALTA), aims to recognize the work of journalists from Latin America and the Caribbean who have published stories on **competitiveness in the air transport sector**, with a special focus on **costs and fares**, highlighting their impact on the development of air transport in the region.

1.2. Journalists are encouraged to submit work that helps the public better understand the challenges and opportunities related to cost structures, fare policies, taxes, airport charges, and other factors influencing aviation efficiency and accessibility.

### 2. PARTICIPATION

2.1. Journalists from Latin America and the Caribbean may participate with reports published in newspapers, magazines, websites, online portals, radio, TV, YouTube, or blogs, in print or digital formats.

2.2. Individual or team submissions are accepted. Each journalist or team may submit only one entry per category.

### 3. REGISTRATION

3.1. Registration must be done exclusively online at <https://alta.aero/en/2025-periodismo-de-altura-award>, from **July 21 to September 1, 2025 (until 11:59 p.m.)**.

3.2. Only reports published between **September 1, 2024, and September 1, 2025**, will be accepted.

3.3. Journalistic series must be submitted through a single form and as one PDF file containing the full report.

3.4. Entries may be submitted in **Portuguese, Spanish, or English**.

### 4. CATEGORIES

4.1. Awards will be given in the following categories:

- **Best General Media Report** (print or digital)
- **Best Specialized Media Report** (print or digital)

4.2. Reports must address topics such as:



- Air transport competitiveness, sustainability, airport infrastructure, or connectivity.

## 5. EVALUATION

5.1. Reports will be evaluated by a jury of five professionals from the aviation and journalism sectors.

5.2. Evaluation criteria include: **relevance, originality, depth, journalistic quality, accuracy, impact, and creativity.**

5.3. The jury's decision is final and cannot be appealed.

## 6. AWARDS

6.1. Prizes will be awarded to the winners in each category:

- **1st place (General Media and Specialized Media):**
  - A trip to **Lima, Peru**, including accommodation, to attend the **ALTA AGM & Airline Leaders Forum 2025**.

6.2. The award ceremony will take place during the gala dinner of the **ALTA AGM & Airline Leaders Forum**, in Lima, Peru, on **October 21, 2025**. Winners will be notified up to **30 days in advance**.

6.3. In the case of collective reports, **ALTA is not responsible for the division of prizes among the authors.**

## 7. FINAL PROVISIONS

7.1. The Organizing Committee, composed of ALTA members, will be responsible for the overall coordination of the award.

7.2. The following are not eligible to participate:

- ALTA employees and their family members;
- Professionals who have provided services to ALTA within one year prior to the start of registration;
- Individuals without a professional journalism license.

7.3. By registering, authors authorize the use of their reports for the purpose of promoting the award, with appropriate credit to the author and the publication outlet.

7.4. If the journalist cannot travel to receive the award, ALTA is not responsible for delivering it in another location.

7.5. Registration implies full acceptance of these regulations.