

# WOMEN TO WATCH U.S.:

# SUBMISSION GUIDELINE FAQs

## What is Ad Age Women to Watch?

It's an annual list of 20-25 women celebrating executives in media, marketing and advertising who have had notable accomplishments in the past 12 months.

## When will Ad Age publish the 2020 class of Women to Watch?

Winners will be published online and in-book on May 25.

## What are the criteria to enter for Women to Watch?

We are looking to recognize women who are changing the industry and/or making a name for themselves at their respective companies. Specifically, we want to see meaningful and measurable accomplishments within the past 12 months.

## How can I nominate someone for Women to Watch?

Nominations must be submitted online at [AdAge.com/w2wus](https://www.adage.com/w2wus).

## How much does it cost to nominate someone?

**Early pricing:** \$225 through March 18, 5 p.m. EDT

**Regular pricing:** \$250 through April 7, 5 p.m. EDT

**Final deadline pricing:** \$300 through April 21, 5 p.m. EDT

The final deadline for nominations is April 21 at 5 p.m. EDT.

## Will I be informed if my nominee was not selected?

No; only selected nominees will be informed in advance of the publication of our Women to Watch issue on May 25.

## If I have not heard from Ad Age by May 18, does that mean my nominee was not selected?

Most likely. However, feel free to reach out to [nnelson@adage.com](mailto:nnelson@adage.com) after May 18 to inform.

## Can someone be honored as a Woman to Watch multiple years?

No; a Women to Watch honor is a one-time honor.

## Can I call you or send you an email with the name of the person I'd like to nominate?

Only entries submitted via our site at [AdAge.com/w2wus](https://www.adage.com/w2wus) will be accepted.

## Can I self-nominate?

Absolutely! We receive a mix of self-nominations and those nominated by others. All entries are judged the same regardless of nominator.

## Who can I nominate?

You can nominate yourself, a client, a family member, your boss, an employee or an acquaintance. The most important thing is that you state a clear, business-oriented reason for the nomination.

## Will more than one nominee from the same company be accepted?

You can nominate multiple executives from one company but only one will be chosen. However, multiple candidates from separate divisions of large conglomerates could be chosen.

## How does the process work?

Ad Age's reporters and editors vet all candidates. The editors then hold a series of meetings to determine which candidates will be chosen, usually from an entry pool of several hundred nominees. We strive to come up with a diverse list that represents a broad spectrum of the industries we cover.

## What is required of those who are selected?

Candidates who are selected must make themselves available for an interview with a reporter—if applicable. Not all honorees are interviewed. We will ask for a headshot and any other info needed to produce our online and in-book article. We then ask that honorees join us for our celebratory luncheon to be held in New York City in August 2020. Honorees are asked to take the stage to accept their award.

## Can I contact you to see how my nominee is doing in the judging process?

No. If we need any further information, we will contact you. Please be patient.

## I was not picked for Women to Watch. Can you tell me why?

With hundreds of candidates and only 20-25 slots, the majority of hopefuls will not be chosen. Unfortunately, we cannot explain why you weren't picked because it won't be for any one reason and may be for reasons that have to do with presenting a diverse range of professions and industries.