

AD AGE BEST PLACES TO WORK 2021: SUBMISSION GUIDELINE FAQs

What is Ad Age Best Places to Work?

Ad Age Best Places to Work is a ranking of the top 50 workplaces in the advertising, marketing, media and ad tech industries that lead the pack in benefits, culture and other key factors.

When will Ad Age Best Places to Work 2021 publish?

The Ad Age Best Places to Work 2021 ranking will publish in January 2021.

What are the criteria to enter Best Places to Work?

In order to be eligible for Ad Age Best Places to Work, your company must be in the marketing, media, advertising or ad tech industry for more than one year, headquartered in North America and have a minimum of 15 full-time employees.

Are in-house agencies eligible?

As of 2019, in-house agencies are eligible to participate in Best Places to Work.

Do I qualify for the Best Places to Work list?

We recommend that you take the [pre-qualifier survey](#) to confirm if your company is qualified to participate. Still have questions? Email us at aaentryquestions@adage.com.

How do I enter Best Places to Work?

Visit us at AdAge.com/BPTW and select the “Enter now” button. You will complete the form and submit payment. Once Ad Age receives your payment, we will send you an email with your unique company survey and employee survey links as well as detailed instructions on next steps.

How much does it cost to enter?

This year, we will be charging a flat fee of \$350 per entry.

How does the process work?

Once payment for your entry is complete, you’ll receive an email from us with unique links to both surveys. We recommend the company survey be filled out by someone in HR, senior leadership or someone who has access to information including the company’s approximate revenue, the number of full-time employees and company benefits. For the employee survey, the number of responses needed depends on the size of your organization. You’ll have until September 24 to complete both surveys. We will send you reminders and status updates throughout the process to ensure your company meets all deadlines.

What type of information is required for the company survey?

The company survey will collect some basic information about your company including number of full-time employees, office locations, primary offerings and approximate total revenue (this will not be shared publicly). Additionally, the survey will ask for details around employee benefits, staff and management diversity as well as company policies.

What type of questions will be asked in the employee survey?

The employee survey will ask you questions about what matters to you in the workplace, to what degree, and how your current employer rates on the things you care about.

Are the responses in the employee survey confidential?

Yes; all employee responses are strictly confidential and no identifying information will be shared with your employer, under any circumstance.

How many employees are required to complete the employee survey?

Employee participation rates are dependent upon the size of the company. Companies with fewer than 50 full-time employees require 50% participation; companies with 50-100 full-time employees require 40% participation; and companies with more than 100 full-time employees require 30-50 employees to participate

Do I need to fill out the survey in one sitting?

No; both the company and employee surveys are designed to let you start, stop and come back when you are ready to complete the survey. Simply close out of your internet browser and all of your answers will be saved. However, we encourage you to try and finish the survey in one sitting when possible as incomplete survey results will not be used in our final analysis and rankings.

How do I access the surveys?

We will provide you with unique links for the company and employee surveys. Please do not share links since these are unique to you. If you are having issues with your unique link, please email aaentryquestions@adage.com.

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Can a company be honored as a Best Places to Work multiple times?

Yes, a company can be honored multiple times.

Can I call you or send you an email with my company information to be considered?

We cannot accept company information over the phone or via email. All company information must be submitted via the company survey to be considered.

Can I contact you to see how my survey process is going?

We are happy to provide survey progress updates. Please email us at aaentryquestions@adage.com.

I entered my company in Best Places to Work but we can no longer participate. Can I get a refund?

All purchases including entries and reports are non-refundable.

If I already purchased a report can I upgrade to another report?

Yes; if you're interested in upgrading your report or one of our add-ons, please email aaentryquestions@adage.com.

I was not chosen for the Best Places to Work 2021 list; can you tell me why?

Winners reflect the highest overall numerical scores based on an analysis of questionnaires submitted by employers and survey responses from thousands of their employees. The scoring system factored in the importance of six key satisfaction areas, an aggregate of each company's ratings in those key areas, and a collective workplace rating to arrive at an overall score. Your company's overall numerical score was not high enough to make our ranking of top 50 companies.

What is required of those companies selected?

If your company ranks on our Best Places to Work 2021, Ad Age will reach out to schedule a follow up interview in November-December 2020.