

2021 40 UNDER 40 PROGRAM FAQ

What is Ad Age's 40 Under 40 Program?

An annual list of 40 people who have, either personally or as part of a team, been responsible for helping to advance a business or a brand at an advertiser, agency, media, tech or marketing company in a demonstrable way within the last 12 months.

When will Ad Age publish the next class of 40 Under 40?

The 40 Under 40 honorees will be announced in our October 4 issue.

When do nominations begin?

The nominations open May 18 and close on July 15. When nominations are open, the link to enter can be found on www.adage.com/events and on the www.adage.com/40u40 award site.

What are the qualifications for 40 Under 40?

We are looking for people who will be under the age of 40 on October 4, 2021 who have made a significant contribution to the worlds of media, advertising or marketing within the last year. We are looking for paradigm breakers, smart thinkers and thought-leaders who are really making a difference and who are tipped to climb company ladders. The goal is to identify the people who are reshaping marketing and making important contributions to a company or business. International entrants are accepted.

Who decides who will be in 40 Under 40?

A panel of Ad Age editors and reporters.

How can I nominate someone for 40 Under 40?

Nominations must be submitted online at www.adage.com/40u40. There is a cost to enter.

Will I be informed if my nominee was not selected?

No. Only selected nominees will be informed in advance of publication of our annual 40 Under 40 issue.

If I have not heard from Ad Age by the end of September, does that mean my nominee was not selected?

That would be a fair assumption, but not all honorees will be contacted. For questions please reach out to Nicole Nelson nnelson@adage.com

Can an executive be honored as a 40 Under 40 multiple years?

No, a 40 Under 40 recognition is a one-time honor.

Can I just call you or send you an e-mail with the name of the person I'd like to nominate?

No. We need to have the online entry form filled out, including contact information for the person you are nominating and the fee must be paid.

Can I self-nominate?

Absolutely! Judges look at those who self-nominate in exactly the same way as a nominee who was nominated.

I want to nominate my boss, but would it be better if someone higher up nominated him? Can I nominate a family member?

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 it is more than likely that only one will be chosen. However, multiple candidates from separate divisions of large conglomerates could be chosen.

I would like to nominate someone, but they will turn 40 before your publication date. Can I still nominate that person?

No. Nominations for anyone who does not meet the age requirement are discarded. We verify birth dates of finalists.

How does the process work?

After we receive a nomination, reporters and editors vet the candidates. The editors and reporters then hold a series of meetings to determine which candidates will be chosen, usually from a universe 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 contacted before the announcement. Honorees will be asked to verify their age, for a recent headshot and any other pertinent information our reporters need to do a write up for the issue.

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

No. We don't give status reports. If we need any further information, we will contact you. Please be patient.

I was not picked for 40 Under 40.

Can you tell me why?

With hundreds of candidates and only 40 slots, the majority of hopefuls will not be chosen. 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.