

Ad Age Best Places to Work 2025

**Registration Deadline:
August 9, 2024**

What is this?

Ad Age's Best Places to Work is a survey and awards program that honors employers in the advertising industry that are making their workplaces great. This is a project of Ad Age in partnership with Workforce Research Group.

What's the process like?

A two-part survey is conducted to get a thorough assessment of each employer.

- Part 1 consists of an Employer Assessment where we capture details about policies and practices.
- Part 2 consists of the Employee Feedback Survey where we capture employees' opinions about their workplace experience. Employee surveys can be conducted via online or paper survey methodologies.

Both the employer and employee data sets are combined to determine the best workplaces.

Who is eligible?

Organizations must meet the following criteria*:

- Be an agency; ad tech firm; data or research firm; brand or corporate marketing department or group; or in-house agency of a marketer
- Headquartered or have a main office in North America (U.S./Canada)
- Have at least 15 full- or part-time employees working in the U.S./Canada
- Be in business for at least one year at the program registration deadline

**additional details available online*

What does it cost?

All organizations pay a non-refundable \$499 registration fee. Organizations needing paper, have additional fees to cover the costs of printing, shipping, etc. More details available online.

No. of employees in the U.S./CAN	No. of employees surveyed	Registration fee*	Paper fee*
15-24	All	\$499	\$370
25-99	All	\$499	\$415
100-199	All	\$499	\$615
200-499	Up to 300**	\$499	\$815
500-999	400**	\$499	\$915
1000+	500**	\$499	\$1,115

**Fees are non-refundable **Employees are randomly selected*

Are reports available for purchase?

All collected employee feedback will be presented in an online interactive reporting tool called the Employee Feedback Data Dashboard. The dashboard will allow each employer to view data by graphs, charts and tables. Plus, standard downloadable reports containing responses by demographic, employee comments and benchmarks are also available. This data is available for purchase for as little as \$890 and discounts are available if pre-purchased.

Recognition:

Employers will find out if they have made the list soon after the surveys are completed. Those who make the best list will be honored on AdAge.com in January 2025. The identities of organizations not making the list will be kept confidential.

To register visit: www.AdAgeBestPlacesToWork.com.
For answers to any questions, please email answers@workforcerg.com or call (281) 602-5004.