

External announcement embargoed until June 7, 2018

Promote internally to employees now through June 7.

- Announce to employees that your company was selected as a “top company” winner, **DO NOT** announce externally at events or in social media. External announcement is embargoed until June 7.
- Involve employees in the planning of a celebration at your office – brainstorm fun ideas on how to engage employees and celebrate your award.
- Purchase a table at the awards breakfast for the employees. This is a great opportunity to recognize your top performers. Be sure to have a cross representation of employees represented.
- Purchase promotional products such as award plaques, balloons, banners, decals, lanyards, etc., with “azcentral.com Top Companies” branding. Call BestCompaniesAZ if you do not have a provider.

Promote externally to media, clients, and the community after June 7.

- Get your press release and social media ready to go immediately following the awards breakfast. See sample press release in Coaches Corner. Be sure to use the hashtag #TopCompaniesAZ

Elevate your employer brand all year!

- Contact BestCompaniesAZ team to take advantage of our annual employer branding and promotional services. Contact Denise Gredler at 480-545-5151 dgredler@bestcompaniesaz.com

Mark Your Calendars! Critical Dates and Deadlines

PUBLICATION AND AWARD DATES

- June 7 – Top Companies Magazine publish date & Award Breakfast
- June 10 – AZ Republic publish date featuring Top Companies issue
- Breakfast Celebration – June 7 – [Purchase tickets here](#). R.S.V.P and ticket purchase deadline: Monday, June 4, 2018 by 12:00 PM

EMPLOYEE FEEDBACK REPORTS (Contact Best Companies Group):

- Late April: You will receive the Employee Feedback Report which contains your employees' responses to the 78 survey questions, as well as the employee comments.
- After June 7: After the rankings are revealed at the event, you will receive the state benchmarks for the 78 survey questions and employer questionnaire, so you can compare your results to the "Top Companies" list-making and non-list-making organizations.
- Purchase reports: Lauren Kissinger, 717-323-5216 LKissinger@BestCompaniesGroup.com

SPACE RESERVATION DEADLINES

Sneak Peek, Publication Profiles & Video Packages: **Wednesday, April 25, 2018**

Display Ad Packages: **Wednesday, May 2, 2018**

PRODUCTION DEADLINES

Sneak Peek, Publication Profile Interview & Company Profile Photo Shoot Must be Completed: **Monday, May 2, 2018**

Video Must be Completed: **Friday, May 4, 2018**

Sneak Peek & Website Digital Display Camera Ready Submission
(300x250, 300x600, 728x90 and 320x50): **Monday, May 7, 2018**

Publication Profile Ad Customer Approval: **Wednesday, May 16, 2018**

Publication Display Ad Camera Ready Submission: **Wednesday, May 16, 2018**

Video Customer Approval: **Wednesday, May 30, 2018**