



SILVER MEDAL AWARD NOMINATION FORM

Nominee _____

Company _____

The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, AAF member clubs bestow this honor upon outstanding members of the local advertising community.

SILVER MEDAL AWARD CRITERIA

A panel of previous winners selects each Silver Medal recipient. These judges use the following criteria when making their selections. Please be sure your nomination addresses each of these areas. You may use this form, a separate letter, or submit this form's information as an email.

1. **Contribution to Company.** The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.

2. **Creative Ability.** The recipient must have shown a consistent, high degree of original thinking in their field.

3. **Contributions to the General Advancement of Advertising.** The recipient must have worked to increase the stature and raise the standards of the advertising profession.

4. **Contributions to the Community.** The recipient should be someone who has been active in civic, religious, or other groups dedicated to human or social welfare.