

Details about promoting your Best Firms To Work For ranking

1) **Final Rankings:** Note that you must indicate the category ranking when promoting your position on the firm-size lists. For example, Traffic Planning & Design can tout that it is ranked No. 4 on the CE News 2010 Best Civil Engineering Firms To Work For ranking and that it is No. 1 on the CE News 2010 Best Civil Engineering Firms To Work For Mid-size Firm ranking. However, the firm cannot say that it is No. 1 on the CE News 2010 Best Civil Engineering Firms To Work For list.

2) **Publication of results:** Articles will appear in the October issues of CE News, announcing the civil engineering, environmental service, and multidiscipline A/E services lists, and Structural Engineer, announcing the structural engineering and architecture lists. Our websites, www.cenews.com and www.gostructural.com, will also host the articles. Additionally, the ranking lists are published at www.bestfirmstoworkfor.com (go to Rankings) along with links to the ranked firms and the magazine articles. If you are interested in promoting your achievement online, you may link from your firm's website to ours. You do not need to request permission for such links.

However, if you want to maintain a copy of the article on your website, rather than link to ours, you can purchase rights to use the article digitally or obtain a PDF from ZweigWhite. Contact Kevin Carmody at kcarmody@zweigwhite.com or 312-771-9818. We will not release complimentary PDF versions of the article.

If you would like to distribute customized copies of the October CE News or Structural Engineer articles announcing the results to potential recruits, to clients, or others, you may obtain customized reprints of the article. Firms have been very creative over the years in designing valuable marketing materials based on the printed articles. Contact Kevin Carmody at kcarmody@zweigwhite.com or 312-771-9818.

Extra copies of October issue: If you want to order extra copies of the October issue, please contact Sonya Stout at 479-582-5700 or ssout@zweigwhite.com. The cost is \$10 per issue plus 10 percent for shipping and handling. Note that the main contact at all firms that applied will receive two complimentary copies shipped directly from our printer: civil, environmental, and multidiscipline A/E services list applicants will receive CE News; structural and architectural list applicants will receive Structural Engineer.

3) **Logos:** You can download versions of the Best Firms To Work For logos from our website at www.bestfirmstoworkfor.com/logos.html. You have permission to use the logos on your website, in marketing materials, and in advertisements. You do not need to request permission for logo use as long as it is being used in proper context (i.e., firms that weren't ranked or listed as honorable mentions should not use the logo, you should use the correct logo for your rank, et cetera). More usage details are provided online.

4) **Plaques:** To show our appreciation for your involvement in this program and to recognize your firm's achievement, you have or will receive a plaque or certificate for display. Those firms that had representatives at the Best Firms To Work For Summit already received their plaques or certificates; others will arrive soon. If you are interested in having additional plaques made for branch offices or for key team members' individual offices, or if you would like to have plaques made to showcase one of your certificates, please contact Douglas Bankston at 678-265-1142 or dbankston@zweigwhite.com. An order form is available [here](#). These plaques are a great way to showcase your achievement and to thank your colleagues for their extra effort.

5) **Photos:** If a representative from your firm attended the Best Firms To Work For Summit, we took a professional photo of him or her receiving your plaque. A link to the photos of the award presentation will be posted at www.bestfirmstoworkfor.com on the Summit tab soon. You may download your firm's photo(s) to use in announcing your honor.

6) **Merchandise:** In addition to plaques, you may order other types of merchandise to promote your achievement (stickers, decals, t-shirts, et cetera). If you have questions about merchandise orders, please contact Douglas Bankston at dbankston@zweigwhite.com.

7) **Social Media:** If you'd like to celebrate your award on Twitter, please use #bestfirms at the end of your tweet. This way, others can follow all things related to the Best Firms To Work For. Or, if you'd like to post your news on LinkedIn, we'd love to add to the discussion in our groups (CE News, Structural Engineering & Design, and Rebuilding America's Infrastructure). Plus, Stagnito Media will be tweeting about and posting the Best Firms To Work For articles in our LinkedIn groups as soon as they're available.

8) **Benchmarking reports**

Achieving excellence in your workplace is a priority for your firm, and a Best Firms To Work For benchmarking report can support your efforts to reach that goal. A benchmarking report will tell you exactly what the winning firms are doing in the areas of compensation, culture, benefits, retention, performance management, and professional development — and show you how your firm's policies, procedures, and employee satisfaction stack up to the best of the best. To get more information, contact Christine Brack at cbrack@zweigwhite.com or 508-318-5033.