

2012 Silver Medal Award Nomination Form

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's local advertising federations bestow this honor upon outstanding community leaders.

I would like to nominate for the 2012 American Advertising Federation Silver Medal Award.

**Please explain how your nominee meets the following criteria.
Submit by Friday, January 27, 2012:**

1) Explain your nominee's contributions to his/her company

The nominee must have achieved success in one of the following areas of work: advertising agency, advertiser, media, in-house advertising or advertising service company.

2) Explain your nominee's Creative ability

How has the nominee shown a consistent, high degree of creative, original thinking in whatever phase of advertising this person has worked?

3) Please explain your nominee's contributions to the general advancement of advertising
What has the nominee done to increase the stature and raise the standards of the advertising profession?

4) Please explain your nominee's contributions to the community

What involvement has the nominee had in civic, religious or other groups dedicated to some phase of human or social welfare?

Please return your nomination by mail, fax or email to:

Alice Sharp

c/o Classic Printing, Inc. 104 S. 5th Ave, Yakima, WA 98902

phone: 509-452-1231 • **fax:** 509-452-9481

email: mailing@classicprintingyakima.com



**YAKIMA
ADVERTISING
FEDERATION**