

WHO DECIDED AFM'S THE BEST OF THE VALLEY?

FAQs about *Arizona Foothills Magazine's* Best Of the Valley Contest

WHO PICKS THE BUSINESSES FEATURED IN THE CONTEST?

The featured businesses are chosen several ways. Anybody had the opportunity to nominate a business by contacting us via e-mail or through the contact form on AZFoothills.com. *AFM* also conducted focus groups with Valley VIPs in numerous fields to generate ideas. All final lists are at the discretion of our editors, as those featured need to uphold the standards and integrity of *Arizona Foothills Magazine*.

To nominate a business for the 2011 Best Of Contest, e-mail bestof@mediathatdelivers.com with the subject line **Best Of Nominee 2011**.

WHO PICKS THE WINNERS?

Everybody does! The nominees all have the opportunity to win a category, as the top businesses are chosen through Web voting.

HOW DOES VOTING WORK?

Voting online will take place between September 2, 2009 and December 2, 2009. Businesses, individuals and clients of Valley businesses are all welcome to vote once per person per day, every day, within the three-month period. Bot activity is not an acceptable form of voting. If bots are detected the associated IP Address will be banned from voting. We reserve the right to disqualify any business suspected of partaking in this type of activity. The winner of each category is the business or individual with the most votes as the clock strikes 5:00:00 p.m. on December 2, 2009.

MY FAVORITE RESTAURANT/FLOREST/DOCTOR SAYS THEY WERE NOT A PART OF THE LIST BECAUSE THEY DON'T CURRENTLY ADVERTISE WITH AFM. IS THIS TRUE?

Arizona Foothills Magazine and AZFoothills.com maintain their editorial integrity by keeping stories and features (like this contest) completely separate from advertising agreements. It is how they have remained successful for 14 years! Because the best businesses in the Valley often advertise in

the marketplace, it is possible that they may have ads running on the pages of *AFM* or be listed on AZFoothills.com. Please understand that that is simply a coincidence, and inclusion in such lists and contests is never sold to businesses or individuals like advertisements are. Those featured have no prior knowledge of their inclusion in the contest and all have equal opportunity to win their categories.

IF MY FAVORITE BUSINESS/PROFESSIONAL IS NOT ON THE LIST, DOES THAT MEAN THEY ARE NOT A GOOD RESTAURANT/FLOREST/DOCTOR?

Not at all. Because our Valley is such a huge place, there is no way to feature all the amazing businesses and professionals it has to offer. Those featured are names we heard on multiple occasions, who have made huge impressions on many people living here.

WHAT DO THE WINNERS RECEIVE?

Aside from the bragging rights and title they've won, businesses and individuals with the most votes will receive:

- A mention in the March 2010 "Best of the Valley" issue (at the peak visitor season)
- The right to use *AFM's* "Best of the Valley Winner 2010" logos on all advertisements, on the Web and in their business locations indefinitely
- Promotional event opportunities in the upcoming year, for "Best Of" winners only

ADDITIONAL QUESTIONS MAY BE E-MAILED TO [BESTOF@MEDIATHATDEELIVERS.COM](mailto:bestof@mediathatdelivers.com). WE WILL DO OUR BEST TO ANSWER ALL QUESTIONS WITHIN ONE BUSINESS DAY. ALL QUESTIONS & PROBLEMS MUST BE SUBMITTED IN WRITING VIA EMAIL.