



CableFAX's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, vendors and associations.

Late Deadline: December 14, 2011 • Enter Online: www.CableFAX.com/BOW11 • Event: Spring 2012

Enter as many categories as you like, but please tailor your entry to the category you are entering.

Campaign Categories:

- General and Campaign Categories
Ad/Series of Ads
App (for Smartphone)
App (for Tablet)
Authenticated Content Marketing Campaign
Blog or Series of Blogs
Community/Social Networking
Contest/Online Games
Corporate Social Responsibility/Education
Digital Marketing Campaign
Digital PR Campaign
Editorial Excellence

- Email Marketing Campaign
Online Newsroom
Online Store/Merchandizing
Original Content
Podcast or Videocast
Social Media Campaign
Supplemental Web Content
Use of Facebook
Use of Twitter
Use of Geo-Location (FourSquare, Gowalla, etc)
Use of Video/Moving Image
Virtual Tradeshow or Online Event
Web Site Design
Web Site Redesign

People Awards

- Blogger / Tweeter / Social Networking Facilitator
Digital Hot List
Video Editor/Producer
Web Content Director
Other (please enter an executive who is successfully leading your organization's digital initiatives)

- Cable Operator
Official Show Website
Regional/Local Programmers
Technology and other Vendors
Web Show

TV Everywhere Awards

- Best Content Marketing/PR
Best App
Best Portal Site (Operator)
Best Portal Site (Programmer)
Best TV Everywhere Technology (Vendor)

Best Overall Websites

- Cable Network - Small and Mid-Size (Fewer than 50mln subs)
Cable Network - Large (More than 50mln subs)

Category definitions, FAQs, a list of last year's winners, and to enter online at www.CableFAX.com/BOW

Compiling Your Entry (Visit www.CableFAX.com/BOW11 for full details)

What to Send

At the beginning of your 2-3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

Supporting Materials

- URL/Web address(es) • Clippings • Photographs • Magazines • E-letters • Newsletters • Testimonials • Print-outs of Web Pages

How To Enter: Use this form or visit www.CableFAX.com/BOW11 for additional category information and to enter online.

Mary Lou French
CableFAX's Best of the Web Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Fl
Rockville, MD 20850

Deadline: December 2, 2011
Late Deadline: December 14, 2011
Event: Spring 2012

Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected):

Company and/or Client:

Contact Name of person submitting entry Job Title:

Address:

City: State: Zip:

Telephone of Contact: Fax of Contact:

Email Address (Required):

Entry Fees

- Primary entry: \$300 each \$300 each \$
Secondary entry of same campaign** into one or more categories: \$175 each \$175 each \$
Late entry fee: \$175 per entry \$175 each \$
(for entries sent between Dec. 2, 2011 and Dec. 14, 2011)

Total \$

The late entry fee must be applied to each individual entry postmarked after Dec. 2, 2011.

* Payment in full must accompany the entry.

** If entering more than one category, please submit separate entry forms.

Payment Options

- Check (payable to Access Intelligence/CableFAX) Money Order
Mastercard Visa Discover American Express

Credit Card #

Exp.

Print name of card holder

Signature

Entry fees are not refundable.

Access Intelligence Federal Tax ID#: 52-2270063

www.CableFAX.com/BOW11

The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

Questions? Contact Awards Coordinator Mary Lou French at 301-354-1610; mfrench@accessintel.com.

Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com or Amy Abbey at 301-354-1629; aabbey@accessintel.com.