



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.

Deadline: November 11, 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)

Best Overall Websites

- Cable Network - Small and Mid-Size (Fewer than 50mIn subs)
- Cable Network - Large (More than 50mIn subs)
- Cable Operator
- Official Show Website
- Regional/Local Programmers
- Technology and other Vendors
- Web Show

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: November 11, 2011
Late Deadline: November 18, 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 Nov. 11, 2011 and Nov. 18, 2011)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after Nov. 11, 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/BOW

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