



CableFAX
BEST OF THE
WEB AWARDS



You're Invited to
Compete in the Industry's
Only Awards Program
Recognizing Cable's
Online Leaders
and Innovators

CALL FOR ENTRIES

Entry Deadline: December 2, 2011

Enter online:
CableFAX.com/BOW11



Frequently Asked Questions

HOW ARE THE ENTRIES JUDGED?

Entries are judged by a panel of experts in the digital and entertainment marketplace, as well as by the staff of *CableFAX Daily* and *CableFAX: The Magazine*. They will evaluate your entry based on the criteria in this brochure, including quality of website, originality, creativity and success. The “people” awards are judged on outstanding work behind the scenes.

WHO IS ELIGIBLE TO WIN AN AWARD?

The CableFAX Best of the Web Awards is open to all cable programmers, operators and cable associations in North America. In addition, PR, marketing and publicity firms and other partners are eligible to compete on behalf of a cable client.

WHERE AND WHEN WILL THE RECEPTION BE HELD?

The winners and honorable mentions will receive their CableFAX Best of the Web Award during an awards event in early Spring 2012, New York City.

HOW DO I INCREASE MY CHANCES OF WINNING AN AWARD?

By providing a succinct summary, video clips, testimonials and other supporting material.

WHEN WILL I BE NOTIFIED ABOUT THE STATUS OF MY ENTRY?

You will be contacted by *CableFAX* staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the CableFAX Best of the Web Awards event.

IS THIS AWARDS PROGRAM AFFILIATED WITH ANY INDUSTRY ORGANIZATIONS?

The CableFAX Best of the Web Awards is an independent competition unaffiliated with any other cable organization. Your entries are held in strict confidence by the judges and *CableFAX*.

Entry Deadline: December 2, 2011

Enter at www.CableFAX.com/BOW11

Recognizing Digital Excellence Among Cable Programmers, Operators, Vendors and Associations

Enter online at
CableFAX.com/
BOW11

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.

The CableFAX Best of the Web Awards will also salute the cable executives behind the scenes who make these digital initiatives shine. The awards are presented by the most trusted information source in cable: *CableFAX Daily* and sister brand *CableFAX: The Magazine*. The winners and honorable mentions will be saluted during at an awards event in Spring 2012 in New York City.

Several awards may be given in each category to recognize the different goals and challenges between independent operators and larger operators, small and large networks.

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 WEBSITES:

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

ENTRY INFORMATION

How To Enter Campaign Categories:

(You can mail your entry or enter online at CableFAX.com/BOW11)

For each entry, provide a 1-3 page synopsis of your campaign that includes:

- Goals & Objectives
- Budget (all budget information is strictly confidential)
- Time Period of Campaign/Initiative
- Target Audience
- Research
- Strategy/Execution
- Evaluation of Success/Results/ROI

How To Enter People Categories:

(You can mail your entry or enter online at CableFAX.com/BOW11)

Please provide a 3-page (not to exceed 2,000 words) summary of the digital media executives achievements related to the award category he or she being entered into. Also include a brief career bio and any supporting materials, such as testimonials, news coverage, etc. Be sure to justify why this person deserves an award with tangible examples, ie sales goals met; traffic increase due to improved editorial content, etc.

Information For All Categories:

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

Entry Deadline:
November 11, 2011

Enter Online:
CableFAX.com/BOW11

Supporting Materials For All Categories May Include:

- Websites
- Clippings
- Photographs
- Magazines
- Video Links
- E-letters
- Newsletters
- Testimonials
- Printouts of Web pages

If You Are Mailing Your Entry, Send:

- Three copies of our entry form (per category entered)
- Ten copies of your synopsis (per category entered)
- Five sets of supporting materials (per category entered)

Eligibility Period for Campaign Categories:

To be eligible, the site, program or campaign must have been active (either in part or full) over the last 12 calendar months (between December 1, 2010 and December 1, 2011). Some of the work must have occurred during this time, but it's not necessary for it to have been completed during the eligibility period. Your campaign/program can still be in progress in 2011 and beyond.

Eligibility Period for People Categories:

The achievements must have taken place in the past 12 months.

Deadlines:

All entries must be postmarked by Friday, December 2, 2011. Late entry deadline is December 14, 2011. For entries postmarked between December 3, 2011 and December 14, 2011 please add a \$175 late fee per entry.

Returning Entries:

Due to a large number of entries, CableFAX cannot return any entries or supporting materials.

Entry Fees:

The price of each entry is \$300. Late entry surcharge of \$175 per category entered. Payment in full must accompany the entry. Entry fees are not refundable.

Questions:

Contact awards coordinator Mary Lou French at 301-354-1610 or mfrench@accessintel.com

Sponsorship:

To sponsor the Best of the Web Awards program, including the luncheon and special issue contact publisher Debbie Vodenos at 301-354-1695 or dvodenos@accessintel.com

CableFAX Best of the Web winners and honorable mentions will receive:

Industry-wide recognition:

- Crystal Award
- Profile in CableFAX: Daily Special Issue and on CableFAX.com including link to winner's websites
- Promotion via press releases
- Honored at premier awards event

Judging

A distinguished panel of judges will evaluate your entry based on evidence of success in meeting the objectives of your campaign or initiative. Be sure to provide as much concrete evidence of success as possible. State objectives for the campaign or initiative, the criteria by which you measured your results, and both quantitative and qualitative data demonstrating results in meeting those objectives.

Entry Deadline: December 2, 2011

For multiple entries, please copy this form for each category entered.

ENTRY FORM

Deadline: December 2, 2011

Late Deadline: December 14, 2011

Enter Online: www.CableFAX.com/BOW11

If mailing your entries, send to:

Mary-Lou French, CableFAX Best of the Web Awards

Access Intelligence, LLC,

4 Choke Cherry Rd. • 2nd Floor

Rockville, MD 20850

Please indicate in the left-hand corner of the envelope the categories you are entering. Detach and return with entry.

Campaign Categories:

- Ad/Series of Ads
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- App (for Tablet)
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Best Overall Websites:

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

The late entry fee must be applied to each individual entry sent after December 2, 2011.

Entry fees are not refundable. Access Intelligence, LLC Federal ID#: 52-22-70063

Entry Information

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

Telephone of Contact

Fax of Contact

Address

City

State

Zip

Email Address (Required)

Entry Fee

Regular fee: @\$300 each \$

Late entry fee: @\$175 extra \$

Secondary entry of same campaign into additional categories: @ \$175 each \$

Total \$

PAYMENT OPTIONS: Check (Payable to Access Intelligence) Money Order
 Mastercard Visa Discover American Express

Credit Card #

Exp Date

Card Holder's Name

Signature

Date

Receipts – please contact Toyin Salau at tsalau@accessintel.com