

The CableFAXIES Awards salute the companies and people who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry. The coveted awards set the industry benchmark for excellence across all areas of cable's PR and Marketing. The winners and honorable mentions will be saluted during an awards luncheon in Spring 2012 in New York City.

Deadline: January 20, 2012

More Information:
www.cablefaxiesawards.com

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

Campaign Categories

- Advertising Campaign for a Single Program
- Advertising Campaign for a Network
- Corporate Social Responsibility/ Green Campaign
- Community Relations
- Direct Response Marketing
- NEW:** Faith-Based Marketing
- Integrated Marketing Campaign
- Marketing Campaign
- Marketing of a New Series or Show

- Marketing of a Continuing Series
- Marketing of a Special or Documentary/Documentary Series
- Media Event
- Media Relations Campaign
- Mobile Marketing Campaign
- Multicultural Marketing
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign

- NEW:** Social Media During a Program
- Social Media Marketing
- NEW:** Sweepstakes and Games Marketing
- NEW:** Technology Vendor Marketing (Consumer)
- NEW:** Technology Vendor Marketing (B2B)
- Trade Show Marketing/PR
- Tchotchkey
- Video: use of video or moving image

- Viral Marketing Campaign
- NEW:** Youth Marketing

People Categories

- Marketer of the Year, VP Level and above
- PR Executive of the Year, VP Level and above
- Public Affairs Executive of the Year
- NEW:** Up and Comer Award
- Marketing Team of the Year
- PR Team of the Year

Compiling Your Entry (Visit www.cablefaxiesawards.com for full details)

What to Send

At the beginning of your two page synopsis, include the following information for all categories:

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

Supporting Materials

- Sales Figures • Brand Media Coverage • Clippings • Photos • CDs • Research Documents • Testimonials

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

Mary Lou French
 CableFAXIES Awards
 Access Intelligence
 4 Choke Cherry Rd, 2nd Floor
 Rockville, MD 20850

Deadline: January 20, 2012
Late Deadline: January 27, 2012
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: \$199 each \$199 each \$ _____
- Late entry fee: \$199 per entry \$199 each \$ _____
- (for entries sent between Jan. 21, 2012 and Jan. 27, 2012)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after January 20, 2012.

* 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.cablefaxiesawards.com

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 mfrench@accessintel.com.
 Sponsorship Opportunities: Debbie Vodenos at 301-354-1695; dvodenos@accessintel.com.