



Cablefax's CALL FOR ENTRIES DIGITAL AWARDS

Recognizing Outstanding Web Sites, Digital Initiatives and People in Cable

ENTRY DEADLINE: DECEMBER 12, 2014 | FINAL DEADLINE: DECEMBER 19, 2014

Cablefax's Digital Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, and industry partners.

The Cablefax Digital Awards will also salute the cable executives behind the scenes who make these initiatives shine. The awards are presented by the most trusted information source in cable: Cablefax Daily and Cablefax: The Magazine. The winners and honorable mentions will be saluted during at an awards event in spring 2015. 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.

CATEGORIES:

CAMPAIGN CATEGORIES:

- Ad/Series of Ads
- App (for Smartphone)
- App (for Tablet)
- Authenticated Content Marketing
- Campaign
- Best Visual Design
- Best Website Navigation
- Blog or Series of Blogs
- Contest/Online Games
- Digital Agency of the Year
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence
- Facebook Campaign
- Mobile Marketing Campaign
- Online Community
- Online Newsroom
- Online Store/Merchandizing
- Original Content

- Podcast or Videocast
- Social Good Campaign
- Social Media Campaign
- Social Media Dream Team
- Supplemental Web Content
- Use of Facebook
- Use of Pinterest
- Use of Twitter
- Use of Video/Moving Image
- Web Site Design
- Web Site Redesign

PEOPLE CATEGORIES:

- Blogger
- Tweeter
- Online Community Facilitator
- Community Editor
- Digital Hot List
- 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 50mln subs)
- Cable Network - Large (More than 50mln subs)
- Cable Operator
- Official Show Website
- Regional/Local Programmers
- Technology Partners

TV EVERYWHERE CATEGORIES:

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





National & International Recognition

The Cablefax Digital Awards serve as a testament to you and your team's success. Present your best digital content and become one of the select Cablefax Digital Award recipients.

Cablefax Digital Award Winners will gain:

- Recognition at an Awards Luncheon honoring the winners and honorable mentions.
- Recognition in Cablefax eletters and national wire services.
- A crystal award.
- Recognition in Cablefax Daily and exposure through email promotions and press releases.
- Coverage on CablefaxDigitalAwards.com, Cablefax.com and a link to the winner's Web site.

General Entry Rules

ELIGIBILITY PERIOD

To be eligible, the site, program or campaign must have been active (either in part or full) over the last 12 calendar months. 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 2014 and beyond.

Who Should Enter

The Cablefax Program Awards are open to all cable networks and MSOs worldwide. Additionally, PR, marketing and publicity firms and other show partners are eligible to compete on behalf of their cable clients.

How to Enter

You can mail your entry or enter online at CablefaxDigitalAwards.com

COMPILING YOUR ENTRY

The following information must be listed on your synopsis:

- Category entered
- Title of entry (as it would appear on your award)
- Team members (on campaign) or Person who is entering
- Key contact for entry
- Organization submitting entry

There are no binder specifications when compiling your entry.

YOUR WRITTEN ENTRY

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

WHAT TO SEND

Send three (3) copies of your entry form, three (3) copies of your synopsis, three (3) sets of supporting materials including a video clip in DVD format, and the entry fee.

If you are mailing your entry, please send three (3) copies of our entry form, three (3) copies of your synopsis, three (3) sets of supporting materials.

Supporting Materials May Include:

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

FINAL DEADLINE

Final Entry Deadline: December 19, 2014 (postmarked)

Entries postmarked between December 13, 2014 and December 19, 2014, please add a \$215 late fee per entry.

Where to send entry

Access Intelligence, LLC,
Mary-Lou French
Cablefax Digital Awards
4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850
mfrench@accessintel.com

Please indicate on the left-hand corner of the envelope the categories you are entering. Cablefax will not return any entries or supporting materials.

Entry Fees

The price of each primary entry is \$325. If you submit the same entry into multiple categories, the additional fee is \$215 per category. Late entry surcharge of \$215 per entry. Payment in full must accompany the entry. Entry fees are not refundable. Multiple entries are accepted and encouraged. A single entry can be entered into one or more categories. Please follow the "How to Enter" instructions above for each additional category you will be entering.

SPONSORSHIP OPPORTUNITIES

To sponsor the Cablefax Digital Awards & the Cablefax Digital Awards Special coverage, please contact Amy Abbey at (301) 354-1629 or aabbey@accessintel.com.

ENTRY QUESTIONS

Please contact awards coordinator Mary Lou French at (301) 354-1851, mfrench@accessintel.com

FAQs

HOW ARE THE ENTRIES JUDGED?

Entries are judged by outside experts, as well as by the staff of Cablefax Daily and Cablefax: The Magazine. We evaluate your entry based on the criteria listed in this awards program, including quality of show, viewership success, and creativity of programming. In the case of the "people" awards, entries are evaluated based on outstanding acting, directing, producing, and writing.

WHERE AND WHEN WILL THE RECEPTION BE HELD?

The winners and honorable mentions will receive their Cablefax Digital Award during an awards event in March 2015 in New York City.

HOW DO I INCREASE MY CHANCES OF WINNING AN AWARD?

Provide succinct video clips, summary, 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 Digital Awards event.

IS THIS AWARDS PROGRAM AFFILIATED WITH ANY INDUSTRY ORGANIZATIONS?

The Cablefax Digital Awards is an independent competition unaffiliated with any other cable organization. Your entries are held in strict confidence by the judges and Cablefax.

About Us

Cablefax is the most trusted brand in the industry, providing cable executives with the most original, comprehensive and insightful overview of the latest industry news and strategic initiatives. Cablefax offerings include a wide range of resources for cable professionals, including Cablefax Daily, Cablefax: The Magazine, award programs, webinars, special reports, and networking events.

Cablefax's Digital Awards is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, and industry partners.

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

Visit www.cablefaxdigitalawards.com for full details

Campaign Categories:

- Ad/Series of Ads
- App (for Smartphone)
- App (for Tablet)
- Authenticated Content Marketing
- Campaign
- Best Visual Design
- Best Website Navigation
- Blog or Series of Blogs
- Contest/Online Games
- Digital Agency of the Year
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence
- Facebook Campaign
- Mobile Marketing Campaign
- Online Community
- Online Newsroom
- Online Store/Merchandizing
- Original Content

- Podcast or Videocast
- Social Good Campaign
- Social Media Campaign
- Social Media Dream Team
- Supplemental Web Content
- Use of Facebook
- Use of Pinterest
- Use of Twitter
- Use of Video/Moving Image
- Web Site Design
- Web Site Redesign

People Categories:

- Blogger
- Tweeter
- Online Community Facilitator
- Community Editor
- Digital Hot List
- 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 50mln subs)
- Cable Network - Large (More than 50mln subs)
- Cable Operator
- Official Show Website
- Regional/Local Programmers
- Technology Partners

TV Everywhere Categories:

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

COMPILING YOUR ENTRY
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

Supporting Materials:

- Video of Program on DVD
- Clippings
- Photos

How To Enter: Use this form or visit www.cablefaxdigitalawards.com for additional category information.

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

Entry Deadline: December 12, 2014
Final Deadline: December 19, 2014
Event: March 2015

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: \$325 each \$325 each \$ _____
- Secondary entry of same campaign** into one or more categories: \$215 each \$215 each \$ _____
- Late entry fee: \$215 per entry (for entries sent between December 13 and December 19, 2014) \$215 each \$ _____
- Total \$ _____**

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.CablefaxDigitalAwards.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 301-354-1851; mfrench@accessintel.com.

Sponsorship Opportunities: Amy Abbey at 301-354-1629; aabbey@accessintel.com.