

The FAXIES

Entry Deadline: March 20, 2015

Final Deadline: March 27, 2015

www.thefaxies.com

The FAXIES Awards presented by Cablefax 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 breakfast in June 2015 in New York City.

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
- Acquisition and Upgrade Marketing
- Advertising Campaign for a Network
- Affiliate and Partnership Marketing
- Brand Image and Positioning Campaign
- Corporate Social Responsibility/ Green Campaign
- Community Relations
- Direct Response 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

- Multicultural Marketing
- Non-Profit Partnerships
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- Social Media During a Program
- Social Media Marketing
- Sweepstakes and Games Marketing

- Technology Vendor Marketing
- Trade Show Marketing/PR
- Tchotchke

People Categories

- Marketer of the Year, VP Level and above
- Marketing Team of the Year
- PR Executive of the Year, VP Level and above
- PR Team of the Year

Compiling Your Entry (Visit www.thefaxies.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:

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

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Event: June 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: \$350 each \$350 each \$ _____
- Secondary entry of same campaign** into one or more categories: \$230 each \$230 each \$ _____
- Late entry fee: \$230 per entry \$230 each \$ _____
(for entries sent between March 21, 2014 and March 27, 2015)

Total \$ _____

The late entry fee must be applied to each individual entry postmarked after March 21, 2014.

* 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

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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: Rich Hauptner at 203-899-8460, rhauptner@accessintel.com.