

# PRNews' DIGITAL PR AWARDS

Entry Deadline: July 11, 2014  
Final Deadline: July 18, 2014

## Categories

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

- |   |   |  |
|---|---|--|
| <input type="radio"/> Blog (Organization)         | <input type="radio"/> Corporate Digital PR Team of the Year | <input type="radio"/> New Site                     |
| <input type="radio"/> Blog (Person)               | <input type="radio"/> Nonprofit Email Newsletter/s          | <input type="radio"/> Online Community             |
| <input type="radio"/> Blogger                     | <input type="radio"/> Employee Communications               | <input type="radio"/> Online Newsroom              |
| <input type="radio"/> Cause Marketing/CSR         | <input type="radio"/> Online Facebook Communications        | <input type="radio"/> Podcast or Videocast         |
| <input type="radio"/> Contest/Game                | <input type="radio"/> Influencer Communications             | <input type="radio"/> PR Firm of the Year: Digital |
| <input type="radio"/> Crisis Management           | <input type="radio"/> Intranet                              | <input type="radio"/> Public Affairs Campaign      |
| <input type="radio"/> Digital Communicator        | <input type="radio"/> Listening Campaign                    | <input type="radio"/> Redesign/Relaunch of Site    |
| <input type="radio"/> Digital Marketing Campaign  | <input type="radio"/> Location-Based Digital Campaign       | <input type="radio"/> SEO                          |
| <input type="radio"/> Digital PR Campaign         | <input type="radio"/> Media Relations Campaign              | <input type="radio"/> Social Networking Campaign   |
| <input type="radio"/> 100k and under              | <input type="radio"/> Microsite/Custom Site                 | <input type="radio"/> Twitter Communications       |
| <input type="radio"/> 100k - 200k                 | <input type="radio"/> Mobile Campaign                       | <input type="radio"/> Use of Facebook              |
| <input type="radio"/> 200k - 500k                 | <input type="radio"/> Mobile App                            | <input type="radio"/> Video                        |
| <input type="radio"/> 500k +                      | <input type="radio"/> Most Engaged Brand                    | <input type="radio"/> Viral Campaign               |
| <input type="radio"/> Digital PR Team of the Year | <input type="radio"/> New Digital Service/Product           | <input type="radio"/> WOW Campaign                 |

## How To Enter:

Mary Lou French  
PR News' Nonprofit PR Awards  
Access Intelligence  
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Rockville, MD 20850

### Entry Form (All Information Required)

Name of Campaign, Corporation: \_\_\_\_\_  
Name & Job Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_

**Deadline:**  
July 11, 2014

**Late Deadline:**  
July 18, 2014

**Event:**  
Fall 2014

## Compiling Your Entry (visit [www.prnewsonline.com/Digital2014](http://www.prnewsonline.com/Digital2014) for full details)

### What to Send

Within your 2-page synopsis, please describe your campaign or PR initiative including the following:  
• Objectives • Research • Strategy • Execution • Evaluation of Success/Results/ROI • Budget (optional)

### Supporting Materials

Supporting materials should show evidence of the success of your work. It can be any of the following: CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials. For all mailed entries, please provide three (3) copies of all materials including your synopsis.

## Entry Fees

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Primary entry: \$350 each   | \$350 each \$ _____ |
| <input type="checkbox"/> Secondary entry of same campaign** into one or more categories: \$225 each                    | \$225 each \$ _____ |
| <input type="checkbox"/> Late entry fee: \$225 per entry<br>(for entries sent between July 12, 2014 and July 18, 2014) | \$225 each \$ _____ |
|  | Total \$ _____      |

The late entry fee must be applied to each individual entry postmarked after July 11, 2014.

\* Payment in full must accompany the entry.

\*\* If entering more than one category, please submit separate entry forms.

## Payment Options

- |   |   |
|---|---|
| <input type="checkbox"/> Check (payable to Access Intelligence/PR News) | <input type="checkbox"/> Money Order      |
| <input type="checkbox"/> Mastercard                                     | <input type="checkbox"/> Visa             |
| <input type="checkbox"/> Discover                                       | <input type="checkbox"/> American Express |

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_ CVC # \_\_\_\_\_

Print name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

Entry fees are not refundable.  
Access Intelligence Federal Tax ID#: 52-2270063

Visit [www.prnewsonline.com/Digital2014](http://www.prnewsonline.com/Digital2014) for more information

**Questions?** Contact Mary-Lou French at 301-354-1851; [mfrench@accessintel.com](mailto:mfrench@accessintel.com).

**Sponsorship Opportunities:** SVP & Group Publisher, Diane Schwartz at [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).