

Entry Deadline: March 14, 2014 Late Deadline: March 21, 201 Enter Online: prnewsonline.com/agency-elite2014

Categories

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

- 0 Advocacy
- 0 Branding
- 0 Business to Business
- 0 Cause/CSR
- 0 **Community Relations**
- 0 Consumer Marketing
- 0 Content Marketing
- 0 Crisis Management
- 0 Digital/Social Media
- 0 **Financial Communications**
- 0 Integrated Communications

How To Enter:

- О **Issues Management**
- 0 Labor Relations
- Ο Marketing Communications
- 0 Marketing to Youth
- 0 Marketing to Women
- 0 Marketing to Latinos
- 0 Measurement/Evaluation
- Ο Media Relations
- Ο Media Training
- О Multicultural Marketing
- Ο Nonprofit/Association

- Ο **Public Affairs**
- 0 Product Launch
- 0 Publicity
- 0
- Reputation Management
- 0 Search Engine Optimization/ Marketing
- 0 Word of Mouth/Viral
- 0 Writing/Editing
- Ο Best Training/Education Program
- 0 **Diversity Initiatives**

- 0 Proprietary Software/ **Client Solutions**
- Ο Promotion of Firm (marketing, advertising, PR)
- 0 Internal Communications
- О Web site
- 0 Community Relations/ Volunteer Programs
- 0 Agency People "Awe" Award

Mary Lou French PR News' PR Agency Elite Awa			
Access Intelligence 4 Choke Cherry Rd, 2nd Fl	Name/Job Title:		
Rockville, MD 20850	Company:		
Deadline: March 14, 2014 Late Deadline: March 21, 2014	Address:	 	
	City: Telephone:	Zip:	
Event: Fall 2014	Fax: E-Mail Address:	 	

Compiling Your Entry (visit www.prnewsonline.com/agency-elite2014 for full details)

What to Send

Entry Fees

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)

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.

Supporting materials should show evidence of the success of your

Payment Options

Supporting Materials

□ Primary entry: \$350 each \$350 each \$		□ Check (payable to Access Intelligence/PR News)			🗅 Money Order	
□ Secondary entry of same campaign** into one or more categories: \$225 each	\$225 each \$	□ Mastercard	□ Visa	Discover	□ American Express	
□ Late entry fee: \$225 per entry	\$225 each \$	Credit Card #				
(for entries sent between March 15, 2014 and March 21, 2014)		Exp.				
Total \$ The late entry fee must be applied to each individual entry postmarked after March 21, 2014. * Payment in full must accompany the entry.		 Print name of card holder Signature 				
** If entering more than one category, please submit separa						
Visit www.prnewsonline.com/ag for more information	Entry fees are not refundable. Access Intelligence Federal Tax ID#: 52-2270063					

Questions? Contact Mary-Lou French at 301-354-1851; mfrench@accessintel.com.

Sponsorship Opportunities: SVP & Group Publisher, Diane Schwartz at dschwartz@accessintel.com.