

PRNews' DIGITAL PR AWARDS

Entry Deadline: July 10, 2015

Final Deadline: July 17, 2015

Categories

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

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

How To Enter:

Mary Lou French
PR News' Nonprofit PR Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Fl
Rockville, MD 20850

Deadline:

July 10, 2015

Late Deadline:

July 17, 2015

Event:

Fall 2015

Entry Form (All Information Required)

Name of Campaign, Corporation: _____

Name & Job Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

E-Mail Address: _____

Compiling Your Entry (visit www.prnewsonline.com/digital-pr2015 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: \$425 each | \$425 each \$ _____ |
| <input type="checkbox"/> Secondary entry of same campaign** into one or more categories: \$275 each | \$275 each \$ _____ |
| <input type="checkbox"/> Late entry fee: \$275 per entry
(for entries sent between July 11, 2015 and July 17, 2015) | \$275 each \$ _____ |
| | Total \$ _____ |

The late entry fee must be applied to each individual entry postmarked after July 10, 2015.

* 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/digital-pr2015 for more information

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

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