

Awards of Excellence Categories

DFW Local Account Executive – Television/Cable

Local Television/Cable Station Management – LSM or NSM

Local Television/Cable Station Management – GM, GSM, DOS or VP of Sales

National Spot Sales Account Executive – National TV Rep Firm/National Cable Rep Firm

National TV/National Cable Rep Firm – Team Manager

DFW Local Account Executive – Radio

Local Radio Station Management – LSM or NSM

Local Radio Station Management – GM, GSM, DOS or VP of Sales

National Spot Sales Account Executive – National Radio Rep Firm

Digital Media: Account Executive – TV, Radio, Print, Digital Property

Digital Media: Sales Manager – TV, Radio, Print, Digital Property

Digital Media: Agency Representative – Digital Media Director, Digital Planner or Digital Coordinator

Out of Home: Account Executive – Outdoor, Transit and

Out of Home: Sales Manager – Outdoor, Transit and Direct Mail

Print Media: Account Executive – Newspaper, Magazine

Print Media: Sales Manager – Newspaper, Magazine

Rising Star – Agency, Television, Radio, Out of Home, Digital

Regional or National Spot Broadcast Buyer – Agency, Buying Service or In-House Agency

DFW Spot Broadcast Buyer – Agency, Buying Service or In-House Agency

Broadcast Agency Planner – Regional or National

Agency Management – Media Director or Media Supervisor; Agency, Buying Service or In-House Agency

Agency Owner, President, Principal or Vice President

Agency of the Year

(revised 11/1/14)