

ABOUT THE AWARDS



MAGNUM OPUS AWARDS

Presented by **CONTENT MARKETING INSTITUTE**
and **BECONTENTWISE.COM**

ENTRY DEADLINE:

MARCH 23, 2012

Early bird deadline: February 23, 2012
Late entry deadline: February 30, 2012

TIMELINE

December 15, 2011

Call for entries opens

February 23, 2012

Early bird deadline
\$165 per entry

March 23, 2012

Regular deadline
\$180 per entry

March 30, 2012

Late entry deadline
\$190 per entry

June 2012

**Winners for the
2012 awards program
will be announced!**

ELIGIBILITY

- Open to all companies, organizations, and institutions that create branded or custom content, in print or electronic form (sometimes referred to as “content marketing”).
- Entries must have been created in calendar year 2011 to qualify for the 2012 awards. If entries were created in 2011 but not “published” or distributed until 2012, they still qualify.
- Publications and websites created by media companies purely for consumer consumption are not eligible—nor are entries created by McMurry, Inc. and ZSquaredMedia, the parent companies of the awards program.

PARTNERSHIP

- The Magnum Opus Awards were founded in 2004 by McMurry, Inc., as the first awards program to honor excellence in corporate communications.
- Beginning with the 2011 awards, McMurry partnered with the Content Marketing Institute to help extend the reach of the program.
- The 2012 awards are the first to feature the rebranded Magnum Opus Awards logo.

For more information call us at 888-303-2373 or email us at info@magnumopusawards.com.