

SPONSORSHIP OPPORTUNITIES

NEW YORK WOMEN IN COMMUNICATIONS

Connect
with the
women
who
connect
the world

presents

2011 MATRIX AWARDS

Monday, April 11, 2011

Waldorf=Astoria, New York City

THE 2011 MATRIX HONOREES INCLUDE:



Cindi Berger
Chairman and CEO
*PMK*BNC*
Public Relations



Gwen Ifill
Moderator and Managing
Editor "*Washington Week*"
Senior Correspondent
"*The PBS NewsHour*"



Robin Koval
President
The Kaplan Thaler Group



Idina Menzel
Tony Award-winning
Performer



Abbe Raven
President and CEO
AETN, A&E Television
Networks



Sheryl Sandberg
Chief Operating Officer
Facebook



Gina Sanders
President and CEO
Fairchild Fashion Group

Emcee: Sandra Lee

Editor in Chief, *Semi-Homemade Magazine*
New York Times Bestselling author
and Food Network celebrity



Matrix 2011 is hosted by



MATRIX & CORPORATE MEMBERSHIP SPONSORSHIP RATES

Become a corporate member and partner with New York Women in Communications. We work with corporate members to recruit new talent, nurture existing talent and connect your employees to a network of communications professionals every step of their career.

Platinum Corporate Membership Package *Overall Benefits (\$100,000)*

- \$20,000 Tax-deductible contribution to Foundation
- Three tables of 10, prime position at the Matrix Awards
- Six invitations to Matrix Honoree Green Room
- Product placement in Matrix Goody Bag
- Full-page ad in Matrix Journal (color or B/W)
- Logo presented in Matrix Journal
- Listing in Matrix Journal insert
- Logo displayed in PowerPoint presentation at Matrix Awards
- Standard membership benefits for all employees, including member rate at events
- Exclusive bookings of senior managers for programs
- Co-sponsor of two programs
- One exclusive networking event organized by us at your facility
- Complimentary and unlimited job listings on our website
- Sponsorship of three webinars or three podcasts on our website featuring senior or mid-level management
- Logo with company description on our website linking to your corporate site
- Two executive profiles in Connect newsletter
- Recruitment booth and sponsorship of one panel at Student Conference

Gold Corporate Membership Package *Overall Benefits (\$75,000)*

- \$16,000 Tax-deductible contribution to Foundation
- Two tables of 10, prime position at the Matrix Awards
- Five invitations to Matrix Honoree Green Room
- Logo presented in Matrix Journal
- Listing in Matrix Journal insert
- Logo displayed in PowerPoint presentation at Matrix Awards
- Standard membership benefits for all employees, including member rate at events
- Co-sponsor of one program
- Complimentary and unlimited job listings on our website
- Sponsorship of two webinars or two podcasts on our website featuring senior or mid-level management
- One executive profile in Connect newsletter
- Recruitment booth and sponsorship of one panel at Student Conference

Silver Corporate Membership Package *Overall Benefits (\$50,000)*

- \$10,000 Tax-deductible contribution to Foundation
- One table of 10, preferred position at the Matrix Awards
- Four invitations to Matrix Honoree Green Room
- Logo included in Matrix Journal
- Listing in Matrix Journal insert
- Logo displayed in PowerPoint presentation at Matrix Awards
- Standard membership benefits for all employees, including member rate at events
- Complimentary and unlimited job listings on our website
- Sponsorship of a webinar or podcast on our website featuring senior or mid-level management
- One executive profile in Connect newsletter
- Recruitment booth and sponsorship of one panel at Student Conference

Want to sit on the dais with the Matrix 2011 Winners including:

*Cindi Berger — Chairman and CEO, PMK*BNC Public Relations*

Gwen Ifill — Moderator and Managing Editor “Washington Week” and Senior Correspondent “The PBS NewsHour”

Robin Koval — President, The Kaplan Thaler Group

Idina Menzel — Tony Award-winning Performer

Abbe Raven — President and CEO, AETN, A&E Television Networks

Sheryl Sandberg — Chief Operating Officer, Facebook

Gina Sanders — President and CEO, Fairchild Fashion Group

As an added incentive to spread the word about a NYWICI membership, Linda Kaplan Thaler, President of NYWICI, has a special offer for you: Be the member who recruits the most new members, and you will sit on the dais at the 2011 Matrix Awards with the winners and get the best seat in the house!

MATRIX TABLE PACKAGES

\$75,000 Diamond Sponsor

- Four tables of 10, prime position
- \$12,000 tax-deductible contribution to NYWICI Foundation
- Six tickets to Honoree Green Room
- Logo presented in Matrix Journal
- Ad spread in luncheon program (color or b/w)
- Three one-year memberships
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation
- Link corporate logo to and from NYWICI website
- Logo will rotate through editorial slideshow at the top of NYWICI home page (size: 320x207 pixels)

\$40,000 Gold Sponsor

- Two tables of 10, prime position
- \$8,000 tax-deductible contribution to NYWICI Foundation
- Three tickets to Honoree Green Room
- Logo presented in Matrix Journal
- One one-year membership
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation
- Link corporate logo to and from NYWICI website

\$12,000 Corporate Sponsor

- One table of 10, good position
- \$1,000 tax-deductible contribution to NYWICI Foundation
- Listing on Journal insert card
- Link corporate logo to and from NYWICI website

\$5,000 Non-Profit Sponsor

- One table of 10
- Listing on Journal insert card
- Link corporate logo to and from NYWICI website

Reception Sponsor Package

\$15,000 VIP Reception Sponsor

Held in the Astor Room.

- The option to purchase a Corporate Table for \$10,000 (a \$2,000 discount)
- Full-page, 4/C or B/W ad in Matrix Journal
- Signage at bars, plus signs at entry
- Announcement on invitation, on sponsor card at each luncheon place, and, if time allows, in Journal
- Acknowledgement by NYWICI president Linda Kaplan Thaler from dais

\$50,000 Platinum Sponsor

- Three tables of 10, prime position
- \$10,000 tax-deductible contribution to NYWICI Found.
- Four tickets to Honoree Green Room
- Logo presented in Matrix Journal
- Full-page ad in luncheon program (color or b/w)
- Two one-year memberships
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation
- Link corporate logo to and from NYWICI website
- Logo will rotate through editorial slideshow at the top of NYWICI home page (size: 320x207 pixels)

\$25,000 Silver Sponsor

- One table of 10, prime position
- \$5,000 tax-deductible contribution to NYWICI Foundation
- Two tickets to Honoree Green Room
- Logo included in Matrix Journal
- One one-year membership
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation
- Link corporate logo to and from NYWICI website

\$6,000 Supporting Sponsor

- Half table of five, good position
- Listing on Journal insert card
- Link corporate logo to and from NYWICI website

\$2,000 Matrix Foundation Friend

(Limit one per individual/company)

- 2 individuals, good position
- \$500 tax-deductible contribution to NYWICI Foundation
- Listing on Journal insert card



For reservations, please contact Ellery Moses
Phone: 212.297.2131 | Email: emoses@kellencompany.com

For submission of ad materials or for any questions on materials and FTP information, contact:
 June Price, 1100 Johnson Ferry Rd., Suite 300, Atlanta, GA 30342
 Phone: 678.303.3012 | Email: jprice@kellencompany.com

Advertising Rates (net)

Premium ad space:

Inside Front Cover:	4C \$12,000 or B/W \$11,000
Inside Back Cover:	4C \$12,000 or B/W \$11,000
Back Cover:	4C \$13,000 or B/W \$12,000

Ad Close: March 18, 2011 for reservations and materials

Ad Insertions:

	Spread	Full-page	Half-page
4-Color:	\$10,000	\$6,250	\$4,250
B/W:	\$6,000	\$4,250	\$2,250

Save the Date: Monday, April 11, 2011
at the Waldorf=Astoria, New York City.



NEW YORK
WOMEN
IN
COMMUNICATIONS

2011 MATRIX AWARDS

DIGITAL SPECIFICATIONS:

The Journal is a saddle-stitch magazine.

Paper stock for the interior pages is 100# recycled matte text and covers are 100# recycled matte cover. Trim size is 8.25" W x 10.875" H. Half page ads are 8.25" x 5.375".

Adobe press ready PDF files are preferred. Please be sure all fonts converted; bleeds are included; and provide a full size color laser or digital proof of your ad.

Ads can be submitted via email, if under 5MB. If larger than 5MB, an FTP site is available, or files can be sent on CD.

For submission of ad materials, questions or FTP information, contact: June Price
Phone: 678.303.3012
Email: jprice@kellencompany.com

Complete and mail or fax to New York Women in Communications Matrix Awards
355 Lexington Avenue, Suite 1500, New York, NY 10017-6603
Phone: (212) 297-2133
Fax: (212) 370-9047
Or submit on-line at www.nywici.org.

SPONSORSHIPS

Please (✓) check all that apply:

- | | | |
|---|---|---|
| <input type="checkbox"/> \$75,000 diamond sponsor | <input type="checkbox"/> \$50,000 platinum sponsor | <input type="checkbox"/> \$40,000 gold sponsor |
| <input type="checkbox"/> \$25,000 silver sponsor | <input type="checkbox"/> \$12,000 corporate sponsor | <input type="checkbox"/> \$6,000 supporting sponsor |
| <input type="checkbox"/> \$5,000 non-profit sponsor | <input type="checkbox"/> \$2,000 Matrix Foundation friend | <input type="checkbox"/> \$15,000 reception sponsor |

PREMIUM AD SPACE

Please (✓) check all that apply:

- | | | |
|--------------------|---|---------------------------------------|
| Inside Front Cover | <input type="checkbox"/> 4-Color \$12,000 | <input type="checkbox"/> B/W \$11,000 |
| Inside Back Cover | <input type="checkbox"/> 4-Color \$12,000 | <input type="checkbox"/> B/W \$11,000 |
| Back Cover | <input type="checkbox"/> 4-Color \$13,000 | <input type="checkbox"/> B/W \$12,000 |

AD INSERTIONS

Please (✓) check all that apply:

- | | | | |
|---------|--|--|--|
| 4-Color | <input type="checkbox"/> spread \$10,000 | <input type="checkbox"/> full-page \$6,250 | <input type="checkbox"/> half-page \$4,250 |
| B/W | <input type="checkbox"/> spread \$6,000 | <input type="checkbox"/> full-page \$4,250 | <input type="checkbox"/> half-page \$2,250 |

INDIVIDUAL PRICING

Location	Member	Member Guest	Nonmember	Student/ YP Member	Matrix + Membership
Floor	\$250	\$375	\$500	\$180	\$425
2nd Tier	\$200	\$325	\$450	\$130	\$375
3rd Tier	\$150	\$275	\$400	\$80	\$325

NYWICI Tax I.D. #13-6274650: Matrix sponsorships and advertising fees are not deductible as charitable contributions. They may be deductible for federal income tax purposes as an ordinary and necessary business expense.

Please Print or Type	DATE
Company	
Address	
City	State
	Zip
Contact	
Phone	Fax
Email	
Web Address (to link to your website)	
Check for \$	enclosed. <i>(Please make check payable to New York Women in Communications)</i>
Credit Card Type:	<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD
Name on Card	
Credit Card Number	Expiration
Signature	

PAST MATRIX SUPPORTERS

42 West	Burson Marsteller	FCB	The Knopf Publishing Group	Neuberger Berman, LLC	Sesame Workshop
A&E Television Entertainment	Business Week	Fine Line	KPMG	New Line/Fine Line	Seventeen
A&E Television Networks	Calvin Klein	Fleishman-Hillard	La Roche Inc.	New York Daily News	Showtime
ABC Inc.	Capital Publishing	Food & Wine	Ladies Home Journal	New York Mets	Simon & Schuster
ABC Media Networks	Cappa Productions	Food Network	Landor Associates	New York Private Bank & Trust	Sony Corp. of America
ABC Television Network	Cartier	Forbes	Laurie M. Tisch Illumination Fund	New York Newsday	Sports Illustrated
The Abernathy MacGregor Group	CBS Corp.	Fortune	Lehman Brothers	New York Power Authority	Starlink
Accenture	CBS Interactive	Fox Cable Networks	Lifetime Entertainment Services	The New York Times	Starcom/Mediavest
The Ad Age Group	CBS News	Gannett	Lifetime Networks	Newsweek	Steelcase
Addison	CBS Radio	GE Companies	Lippincott & Margulies	NW Ayer	Sterling Group
Advanswers Media Programming	Chandler Chico	General Foods	Lippincott Mercer	NYU College of Nursing	Suka & Friends
Advanced Marketing Service	Cindy Adams	General Motors	Little, Brown and Company	Oberg & Lindquist Corporation	Sundance Channel
Advertising Agency Register	CIT Group	Glamour	Liz Claiborne	Ogilvy	Thomson Reuters Tax and Accounting
The Advertising Council	Citi	Goldman, Sachs & Company	L'Oréal/Matrix	Oscar de la Renta	Tiffany & Co.
Adweek Magazine	Clark & Weinstock	Golf Digest	Lotus Minard Patton Mclver	Oxygen Media	Time Inc.
AGT/Seven	CMP Publications	Good Housekeeping	Lou Hammond & Assoc.	Pantheon Books	Time Magazine
AICPA	CNN	Google	Macy's	Parade Magazine	Time Out New York
Altria	Coca-Cola	Grey Advertising	MacManus Group	Pearson/Financial Times	Time Warner
AMC Networks	Condé Nast Publications	Gruner + Jahr	Magaschoni	Penguin Group (USA)	Time Warner Global Marketing
American Airlines	Continuum Health Partners	Gucci Group	The Markle Foundation	People Magazine	Time Warner Trade
American Association of Advertising Agencies	CPC Best Foods	Hachette Filipacchi Media U.S.	Marsh Inc.	Peppercom	True North
American Express	Crain Communications	HarperCollins	Martha Stewart Living Omnimedia	Petersen's Youth Group	Travel & Leisure
American Express Publishing	Creamer Dickson Basford	Harper's Bazaar	MasterCard	Pfizer Inc.	Tribeca Productions
American Health for Women	Creative Artists Agency	HBO	Mattel Fisher Price	PGM	Turner Broadcasting System, Inc.
American Legacy	Crown Publishing	Health/Parenting	McCann Erickson	Philip Morris USA	TV Guide
Ammirati & Puris	DailyCandy.com	Hearst Corporation	McGraw-Hill	Planworks	United Technologies Corporation
Andrea Electronics	The Daniel Neidich and Brooke Garber Foundation	Hearst Entertainment & Syndication	McKinsey & Co.	Planned Parenthood	Universal Studios
AOL, LLC	Danielides Communications, Inc.	Hearst Magazines	Mediaedge:cia	PMK Public Relations	US News & World Report
Applevision	Davis & Gilbert	Hearst Newspapers	Media Networks	Polo Ralph Lauren	USA Network
Applied Graphics	D-A-Y PR	Help USA	Media Recruiting Group	Port Authority of NY/NJ	USA Today
ASME	DDB Worldwide	Heyman Associates	Meigher Comms.	Prada	Vanity Fair
ASPCA	Deutsch	Hill & Knowlton	Mercedes Benz USA	Prevention	Vera Wang
Associated Press	DeVries PR	Hoffmann	Meredith Corporation	PR Newswire	Viacom
A.T. Cross	Diane Von Furstenberg	Home Depot	Messner Vetere	Pricewaterhouse Coopers	Video Monitoring Services
AT&T	Discovery Communications	Howard P. Milstein Foundation	Microsoft	Primetime Omnimedia	Vogue
Avon Foundation	Disney-ABC Television Group	Hudson Yards	Milstein Fuchs	Procter & Gamble	Volvo
Avon Products, Inc.	Disney Worldwide Outreach	HuffingtonPost.com	Mirage Enterprises	PT&Co.	Wall Street Journal
Ballantine/Dell	Disney Worldwide Outreach	iVillage	Miramax	Publicis	Walt Disney Studios
Bank of America	Dorf & Stanton	InStyle	Mobil Corp.	Putnam Berkeley	Warner Books
Barclay's Capital	DoubleClick	International Creative Management	Money	Ralph Lauren Fragrances	Washington Post
BBC/Lionheart	DoubleDay	Interpublic Group	More Magazine	Random House	Weber Shandwick
BBDO NY	Doubleday	J. Walter Thompson	MPA	Reader's Digest	Wells Rich Greene
Bcom3	Dow Jones	JC Penney Co.	MS&L	Revlon	William Morris
Biography	eBay Inc.	Johnson & Johnson	MTV Networks	Roche	WinStar Communications
Bloomberg	EAB	Jonathan M. Tisch Foundation	Munroe Creative Partners	Rodale	Woman's Day
Bloomingdale's	Edelman PR	Jones Apparel Group	Mutual of NY	Rodale Press	Women + Co./Citigroup
Boxenbaum Grates	Electronic Arts	Just Ask a Woman	NASDAQ	Rosie's All For Kids Foundation	World Color Press
Bozell	Elle	The Kaplan Thaler Group	National Geographic	Ruder Finn	Worth Magazines
Bradford Enterprises	Entertainment Weekly	Kaplow Communications	National Geographic Society	Russell Reynolds Associates	WPP Group USA, Inc.
Bravo Networks	Essence Communications	Kaufman Astoria Studios	NBA	Saatchi & Saatchi	Wunderman New York
The Bravo Group	Estee Lauder Companies	Kekst and Co.	NBC Universal	Sara Lee Corp.	Yahoo! Inc.
Bristol Myers	Euro RSCG MVBMS Partners	Kellwood Company	The Nduna Foundation	The Savannah College of Art and Design	Yorktown Productions
Brown Printing	Expo Design Center	Kenneth Cole	New Amsterdam Entertainment, Inc.	Schawk/AGT7	Young & Rubicam
BSMG	Fairchild Publications	Ketchum PR	News Corporation	Scholastic, Inc.	Ziff Davis
Burberry	Family Circle		NEC Inc.	SELF Magazine	The Zucker Organization