

New York Women In Communications, Inc.

Monday, April 19, 2004

Matrix

Women Who Change the World

75
celebrating

NYWICI
1929-2004

Sponsorship and Advertising Opportunities





2004 Matrix Sponsorship & Ad Insertion Form

SPONSORSHIPS

Please (✓) check all that apply:

- \$75,000 DIAMOND SPONSOR
 \$50,000 PLATINUM SPONSOR
 \$30,000 GOLD SPONSOR

- \$20,000 SILVER SPONSOR
 \$10,000 CORPORATE SPONSOR
 \$5,000 NON-PROFIT SPONSOR

AD INSERTIONS

Please (✓) check all that apply:

- 4-Color Spread, \$7,500 Full-Page, \$4,500 Half-Page, \$3,000
B/W Spread, \$4,500 Full-Page, \$3,000 Half-Page, \$1,500

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

Check for \$ _____ enclosed. (Please make check payable to NYWICI)

Credit Card Type: AMEX VISA MASTERCARD

Name on Card

Credit Card Number

Expiration

Signature

New York Women in Communications, Inc. Presents

The Matrix Awards

Hosted by COSMOPOLITAN & COSMOgirl! • Monday, April 19, 2004 • The Waldorf=Astoria • New York City

The Matrix Awards Honorees:

Advertising

Ann Fudge
Chairman and CEO
Young & Rubicam

presented by **Vernon Jordan, Jr.**
Sr. Managing Director, Lazard Frères & Co. LLC

Arts & Entertainment

Bernadette Peters
Actress

presented by **Joel Grey**, Actor

Books

Susan Petersen Kennedy
President, Penguin Group (USA)

presented by **Ellen Burstyn**, Actress

Broadcasting

Paula Zahn
Anchor
CNN-Paula Zahn Now

presented by **Candice Bergen**, Actress

Magazines

Martha Nelson
Managing Editor
People Magazine

presented by **Hilary Swank**
Actress

Newspapers

Alix M. Freedman
Senior Editor
Wall Street Journal

presented by **Mandy Grunwald**
President, Grunwald Communications

Online Media

Nell Merlino
President & CEO
Count Me In for Women's
Economic Independence

presented by **Caroline Hirsch**
President-Owner, Carolines on Broadway

Public Relations

Debra Shriver
Vice President, Chief
Communications Officer
The Hearst Corporation

presented by **Cathleen P. Black**
President, Hearst Magazines

SPONSORSHIPS LEVELS & BENEFITS

\$75,000 DIAMOND SPONSOR

- Five tables of 10, primary position
- \$12,000 tax-deductible contribution to NYWICI Foundation
- Five invitations to pre-luncheon VIP reception
- Verbal acknowledgement at podium
- Prominent listing on sponsorship card, video and signage
- Full page ad spread in luncheon program (color or b/w)
- Three NYWICI one-year memberships

\$50,000 PLATINUM SPONSOR

- Four tables of 10, primary position
- \$10,000 tax-deductible contribution to NYWICI Foundation
- Four invitations to pre-luncheon VIP reception
- Verbal acknowledgement at podium
- Prominent listing on sponsorship card, video and signage
- Full page or spread ad in luncheon program (color or b/w)
- Two NYWICI one-year memberships

\$30,000 GOLD SPONSOR

- Three tables of 10, preferred position
- \$5,000 tax-deductible contribution to NYWICI Foundation
- Three invitations to pre-luncheon VIP reception
- Verbal acknowledgement at podium
- Prominent listing on sponsorship card, video and signage
- Full page ad in luncheon program (color or b/w)
- Two NYWICI one-year memberships

\$20,000 SILVER SPONSOR

- Two tables of 10, good position
- \$3,000 tax-deductible contribution to NYWICI Foundation
- Two invitations to pre-luncheon VIP reception
- One NYWICI one-year membership
- Listing on sponsorship card, video and signage

\$10,000 CORPORATE SPONSOR

- One table of 10

\$5,000 NON-PROFIT SPONSOR

- One table of 10

AD INSERTION SPECIFICATIONS

ADVERTISING RATES (NET)

| | <u>Spread</u> | <u>Full-page</u> | <u>Half-page</u> |
|-----|---------------|------------------|------------------|
| 4C | \$7,500 | \$4,500 | \$3,000 |
| B/W | \$4,500 | \$3,000 | \$1,500 |

SIZES

| | <u>Spread</u> | <u>Full-page</u> | <u>Half-page</u> |
|-----------|----------------|------------------|------------------|
| Non bleed | 15"x10" | 7"x10" | 7"x5" |
| Bleed | 16.25"x11.125" | 8.125"x11.125" | 8.125"x5.5625" |
| Trim | 16"x10.875" | 8"x10.875" | 8"x5.875" |

AD CLOSE: March 1, 2004 for reservations;
March 5, 2004 for delivery

PAPER STOCK: 100# White Dull Opus Text

DIGITAL SPECIFICATIONS: Ads should be supplied in Macintosh format, QuarkXpress 4.0 or Indesign 2.0 files, collected with fonts and images linked.

Image files should be Photoshop Tiff or EPS at 300dpi, and Illustrator vector files with fonts converted to outline.

Fonts should be Type 1 fonts, no Truetype. Be sure to include printer and screen fonts.

Adobe PDF files also accepted if distilled at the PDFx1/a format, or high res equivalent.

Please provide a full size color laser of your ad. Ads can be submitted on CD ROM, DVD ROM or Zip disk.

For any questions regarding ad submission, please contact: Sam Robbins, Production Director, Hearst Creative Communications, (212) 649-4378 or srobbins@hearst.com.

Ship all materials to:

Attn: Sam Robbins/Leslie Sim, The Hearst Corporation,
250 West 55th Street, 5th Floor, New York, NY 10019
(212) 649-4378

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|-------------------------------|-------------------------------|------------------------------------|-----------------------------------|---------------------------|
| AAAA | CBS Corp. | Grey Advertising | Mercedes Benz USA | Reader's Digest |
| A & E Television Networks | CBS News | Hachette Filipacchi Media U.S. | Meredith Corporation | Revlon |
| ABC Inc. | CBS Radio | HarperCollins | Messner Vetere | Rodale Press |
| The Abernathy MacGregor Group | Chandler Chico | Harper's Bazaar | Milstein Fuchs | Ruder Finn |
| The Ad Age Group | Clark & Weinstock | Harpo Entertainment | Mirabella | Saatchi & Saatchi |
| Addison | CMP Publications | HBO | Mirage Enterprises | Sara Lee Corp. |
| Advaanswers Media Programming | CNBC | Health/Parenting | Miramax | Scholastic |
| Advanced Marketing Service | Coca-Cola | Hearst Corporation | Mobil Corp. | SELF Magazine |
| Advertising Agency Register | Condé Nast Publications | Hearst Entertainment & Syndication | Money | Sesame Workshop |
| The Advertising Council | Continuum Health Partners | Hearst Magazines | More Magazine | Showtime |
| Adweek Magazine | CPC Best Foods | Hearst Newspapers | MPA | Simon & Schuster |
| AGT/Seven | Crain Communications | Heyman Associates | MTV Networks | Sony Corp. of America |
| AICPA | Creamer Dickson Basford | Hill & Knowton | Munroe Creative Partners | Sports Illustrated |
| Altria | Creative Artists Agency | Home Box Office | Murdoch | Steelcase |
| AMC Networks | Crown Publishing | Home Depot | Mutual of NY | Sterling Group |
| American Airlines | D'Arcy Masius Benton & Bowles | Howard P. Milstein Foundation | NASDAQ | Suka & Friends |
| American Express | Davis & Gilbert | iVillage | National Geographic Society | Sundance Channel |
| American Express Publishing | D-A-Y PR | InStyle | NBA | Time Inc. |
| American Health for Women | DDB Worldwide | International Creative Management | NBC | Time Magazine |
| American Legacy | Depth of Field | Interpublic Group | New Amsterdam Entertainment, Inc. | Time Out New York |
| Ammirati & Puris | DeVries PR | J. Walter Thompson | News Corporation/HarperCollins | Time Warner |
| Andrea Electronics | Dorf & Stanton | JC Penney Co. | NEC Inc. | Time Warner Trade |
| Applevision | DoubleClick | Johnson & Johnson | Newberger Berman LLC | True North |
| Applied Graphics | Doubleday | Julian Schnabel | New Line/Fine Line | Travel & Leisure |
| ASME | Dow Jones | Jonathan M. Tisch Foundation | New York Daily News | Tribeca Productions |
| Associated Press | eBay Inc. | Just Ask a Woman | New York Newsday | Turner Broadcasting |
| A.T. Cross | EAB | The Kaplan Thaler Group | New York Power Authority | TV Guide |
| AT&T | Eddie Murphy Productions | Kaplow Communications | New York Times | Universal Studios |
| Avon Products | Edelman PR | Kaufman Astoria Studios | News Corporation | US News & World Report |
| Ballantine/Dell | Elle | Kekst and Co. | Newsweek | USA Network |
| Barclay's Capital | Entertainment Weekly | Kellwood Company | NW Ayer | USA Today |
| BBC/Lionheart | Essence Communications | Kenneth Cole | Ogilvy | Vanity Fair |
| BBDO NY | Estee Lauder Companies | Ketchum PR | Oscar de la Renta | Vera Wang |
| Bcom3 | Euro RSCG MVBMS Partners | KPMG | Pantheon Books | Viacom |
| Biography | Expo Design Center | Ladies Home Journal | Parade Magazine | Video Monitoring Services |
| Bloomberg | Fairchild Publications | Lifetime Television | Penguin Putnam | Vogue |
| Bloomingdale's | Family Circle | Lippincott & Margulies | Peppercom | Volvo |
| Boxenbaum Grates | FCB | Little, Brown | Petersen's Youth Group | Wall St. Journal |
| Bozell | Fine Line | Liz Claiborne | Pfizer Inc. | Walt Disney Studios |
| Bradford Enterprises | Food & Wine | L'Oreal/Matrix | Philip Morris | Warner Books |
| Bravo Networks | Food Network | Lotas Minard Patton Mclver | Planned Parenthood | Washington Post |
| The Bravo Group | Forbes | Lou Hammond & Assoc. | PMK Public Relations | Watson Wyatt |
| Bristol Myer | Fortune | MacManus Group | Port Authority of NY/NJ | Wells Rich Greene |
| Brown Printing | Fox Cable Networks | Mary Tyler Moore | Prada | William Morris |
| BSMG | Gannett | McCann Erickson | Prevention | WinStar Communications |
| Burson Marsteller | GE Companies | McGraw-Hill | PR Newswire | Woman's Day |
| Business Week | General Foods | McKinsey & Co. | Primetime Omnimedia | Women & Co./Citigroup |
| Calvin Klein | General Motors | MediaedgeCIA | Procter & Gamble | World Color Press |
| Capital Publishing | G&J USA Publishing | Media Networks | Prudential | Worth Magazines |
| Cappa Productions | Golf Digest | Media Recruiting Group | PT&Co. | Yahoo! |
| Cartier | Good Housekeeping | Meigher Comms. | Putnam Berkeley | Yorktown Productions |
| | Gourmet | | Random House | Young & Rubicam |
| | | | | Ziff Davis |