

past matrix supporters

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|-------------------------------|--------------------------------|------------------------------------|-----------------------------------|----------------------------------|
| AAAA | CBS Radio | HarperCollins | Microsoft | Saatchi & Saatchi |
| A & E Television Networks | Chandler Chico | Harper's Bazaar | Milstein Fuchs | Sara Lee Corp. |
| ABC Inc. | Clark & Weinstock | Harpo, Inc. | Mirabella | Schawk/AGT7 |
| The Abernathy MacGregor Group | CMP Publications | HBO | Mirage Enterprises | Scholastic, Inc. |
| The Ad Age Group | CNBC | Health/Parenting | Miramax | SELF Magazine |
| Addison | CNN | Hearst Corporation | Mobil Corp. | Sesame Workshop |
| Advaanswers Media Programming | Coca-Cola | Hearst Entertainment & Syndication | Money | Showtime |
| Advanced Marketing Service | Condé Nast Publications | Hearst Magazines | More Magazine | Simon & Schuster |
| Advertising Agency Register | Continuum Health Partners | Hearst Newspapers | MPA | Sony Corp. of America |
| The Advertising Council | CPC Best Foods | Heyman Associates | MTV Networks | Sports Illustrated |
| Adweek Magazine | Crain Communications | Hill & Knowlton | Munroe Creative Partners | Steelcase |
| AGT/Seven | Creamer Dickinson Basford | Home Box Office | Murdoch | Sterling Group |
| AICPA | Creative Artists Agency | Home Depot | Mutual of NY | Suka & Friends |
| Altria | Crown Publishing | Howard P. Milstein Foundation | NASDAQ | Sundance Channel |
| AMC Networks | D'Arcy Masius Benton & Bowles | iVillage | National Geographic Society | Time Inc. |
| America Online, Inc. | Davis & Gilbert | InStyle | NBA | Time Magazine |
| American Airlines | D-A-Y PR | International Creative Management | NBC | Time Out New York |
| American Express | DDB Worldwide | Interpublic Group | New Amsterdam Entertainment, Inc. | Time Warner |
| American Express Publishing | Depth of Field | J. Walter Thompson | News Corporation/HarperCollins | Time Warner Global Marketing |
| American Health for Women | DeVries PR | JC Penney Co. | NEC Inc. | Time Warner Trade |
| American Legacy | Disney Worldwide Outreach | Johnson & Johnson | Neuberger Berman, LLC | True North |
| Ammirati & Puris | Dorf & Stanton | Jonathan M. Tisch Foundation | New Line/Fine Line | Travel & Leisure |
| Andrea Electronics | DoubleClick | Just Ask a Woman | New York Daily News | Tribeca Productions |
| Applevision | Doubleday | The Kaplan Thaler Group | New York Newsday | Turner Broadcasting System, Inc. |
| Applied Graphics | Dow Jones | Kaplow Communications | New York Power Authority | TV Guide |
| ASME | eBay Inc. | Kaufman Astoria Studios | The New York Times | Universal Studios |
| ASPCA | EAB | Kekst and Co. | News Corporation | US News & World Report |
| Associated Press | Edelman PR | Kellwood Company | Newsweek | USA Network |
| A.T. Cross | Elle | Kenneth Cole | NW Ayer | USA Today |
| AT&T | Entertainment Weekly | Ketchum PR | Ogilvy | Vanity Fair |
| Avon Products, Inc. | Essence Communications | KPMG | Oscar de la Renta | Vera Wang |
| Ballantine/Dell | Estee Lauder Companies | Ladies Home Journal | Pantheon Books | Viacom |
| Barclay's Capital | Euro RSCG MVBMS Partners | Lehman Brothers | Parade Magazine | Video Monitoring Services |
| BBC/Lionheart | Expo Design Center | Lifetime Entertainment Services | Pearson/Financial Times | Vogue |
| BBDO NY | Fairchild Publications | Lippincott & Margulies | Penguin Group (USA) | Volvo |
| Bcom3 | Family Circle | Little, Brown | People Magazine | Wall Street Journal |
| Biography | FCB | Liz Claiborne | Peppercom | Walt Disney Studios |
| Bloomberg | Fine Line | L'Oreal/Matrix | Petersen's Youth Group | Warner Books |
| Bloomingdale's | Fleishman-Hillard | Lotas Minard Patton McIver | Pfizer Inc. | Washington Post |
| Boxenbaum Grates | Food & Wine | Lou Hammond & Assoc. | Philip Morris | Watson Wyatt |
| Bozell | Food Network | MacManus Group | Planned Parenthood | Wells Rich Greene |
| Bradford Enterprises | Forbes | Mary Tyler Moore | PMK Public Relations | William Morris |
| Bravo Networks | Fortune | Martha Stewart Living Omnimedia | Port Authority of NY/NJ | WinStar Communications |
| The Bravo Group | Fox Cable Networks | MasterCard | Prada | Woman's Day |
| Bristol Myers | Gannett | McCann Erickson | Prevention | Women + Co./Citigroup |
| Brown Printing | GE Companies | McGraw-Hill | PR Newswire | World Color Press |
| BSMG | General Foods | McKinsey & Co. | Primetime Omnimedia | Worth Magazines |
| Burson Marsteller | General Motors | Mediaedge:cia | Procter & Gamble | WPP Group USA, Inc. |
| Business Week | Golf Digest | Media Networks | Prudential Financial Inc. | Yahoo! Inc. |
| Calvin Klein | Good Housekeeping | Media Recruiting Group | PT&Co. | Yorktown Productions |
| Capital Publishing | Gourmet | Meigher Comms. | Putnam Berkeley | Young & Rubicam |
| Cappa Productions | Grey Advertising | Mercedes Benz USA | Random House | Ziff Davis |
| Cartier | Gruner + Jahr | Meredith Corporation | Reader's Digest | |
| CBS Corp. | Gucci Group | Messner Vetere | Revlon | |
| CBS News | Hachette Filipacchi Media U.S. | | Rodale Press | |
| | | | Ruder Finn | |

the winners are...



Renetta McCann
Chief Executive Officer
Starcom Mediavest Group



Geena Davis
Actor



Candace Bushnell
Author



Beth Comstock
President, NBCU Digital Media
& Market Development



Katherine Oliver
Commissioner, Mayor's Office
of Film, Theatre & Broadcasting



Cynthia Leive
Editor-in-Chief
Glamour Magazine



Jill Abramson
Managing Editor
The New York Times



Joan Hamburg
Radio Personality
WOR Radio

sponsorship & advertising opportunities



hosted by ellen degeneres

new york women in communications, inc. presents the 2006 matrix awards

NY WICI

monday, april 3, 2006

waldorf=astoria, new york city

vip reception 11:30 am

luncheon program begins promptly at 12:00 noon



women who change the world

new york women in communications, inc.
presents the 2006 matrix awards

monday, april 3, 2006 at the waldorf=astoria, new york city
with special host Ellen DeGeneres* — sponsored by Oxygen

ADVERTISING: Renetta McCann, Chief Executive Officer, Starcom Mediavest Group
FILM: Katherine Oliver, Commissioner Mayor's Office of Film, Theatre & Broadcasting

ARTS & ENTERTAINMENT:
Geena Davis, Actor

MAGAZINES: Cynthia Leive
Editor-in-Chief, *Glamour Magazine*

BOOKS: Candace Bushnell, Author

NEWSPAPERS: Jill Abramson
Managing Editor, *The New York Times*

CORPORATE COMMUNICATIONS:

Beth Comstock, President, NBCU Digital Media & Market Development

RADIO: Joan Hamburg
Radio Personality, WOR Radio

**NYWICI will be presenting a Special Humanitarian Award to Ellen for her work in the Gulf Coast region following the aftermath of Hurricane Katrina.*

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 in luncheon program and video
- 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 in luncheon program and video
- Full-page ad in luncheon program (color or b/w)
- Two NYWICI one-year memberships

\$40,000 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 in luncheon program and video
- Two NYWICI one-year memberships

\$25,000 silver sponsor

- Two tables of 10, good position
- \$3,000 tax-deductible contribution to NYWICI Foundation
- Two invitations to pre-luncheon VIP reception
- Prominent listing in luncheon program and video
- One NYWICI one-year membership

\$12,000 corporate sponsor

- One table of 10
- \$1,000 tax-deductible contribution to NYWICI Foundation

\$5,000 non-profit sponsor

- One table of 10

ad insertion specifications

advertising rates (net)

	spread	full-page	half-page
4C	\$8,000	\$5,000	\$3,500
B/W	\$5,000	\$3,500	\$2,000

sizes	spread	full-page	half-page
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 2, 2006 for reservations;
March 3, 2006 for materials

paper stock: 100# White Dull Opus Text

digital specifications:

Adobe press ready PDF or Illustrator files are preferred.

If sending native files: ads should be supplied in Macintosh format (QuarkXpress or InDesign) and files need to be collected with fonts and images linked. Image files should be Photoshop Tiff or EPS at 300 dpi, or Illustrator vector files with fonts converted to outline. Fonts should be Type 1 fonts, no TrueType. Be sure to include printer and screen fonts.

Please provide a full size color laser or digital proof of your ad. Ads can be submitted on CD ROM or emailed, if under 4MB. FTP site is also available.

For submission of ad materials or for any questions on materials and FTP information, contact June Price:
Kellen Company
5775 Peachtree Dunwoody Road, Building G,
Suite 500, Atlanta, GA 30342
(678) 303-3012
jprice@kellencompany.com

For reservations, please call Emily Brochstein at
(212) 297-2133 or email at
ebrochstein@kellencompany.com.

sponsorships

Please (✓) check all that apply:

- \$75,000 diamond sponsor \$50,000 platinum sponsor \$40,000 gold sponsor
 \$25,000 silver sponsor \$12,000 corporate sponsor \$5,000 non-profit sponsor

ad insertions

Please (✓) check all that apply:

- 4-Color spread \$8,000 full-page \$5,000 half-page \$3,500
B/W spread \$5,000 full-page \$3,500 half-page \$2,000

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

Complete and mail or fax to NYWICI Matrix Awards, 355 Lexington Avenue, 15th Floor, New York, NY 10017-6603
Phone: (212) 297-2133 • Fax: (212) 370-9047 • Or submit on-line at www.nywici.org.

