

W NEW YORK
WOMEN
IN
COMMUNICATIONS

2008 MATRIX AWARDS Sponsorship Opportunities

*Honoring Extraordinary Achievements
of Outstanding Women in the
Communications Industry*

Save the Date: Monday, April 7, 2008,
at the Waldorf=Astoria in New York City.

Hosted by **People**

WOMEN WHO CHANGE THE WORLD

HONOREES:



Joannie C. Danielides
Public Relations
President & Founder
*Danielides
Communications, Inc.*



Susan Gianinno
Advertising
Chairman & CEO
Publicis USA



Linda Greenhouse
Newspapers
Supreme Court
Correspondent
The New York Times



Ruth Reichl
Magazines
Editor-in-Chief
Gourmet Magazine



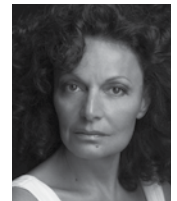
Robin Roberts
Broadcasting
News Anchor
ABC News



Anna Deavere Smith
Arts & Entertainment
Actress, Playwright,
Teacher and Author



Anne Sweeney
Television
Co-Chair, *Disney
Media Networks* and
President, *Disney-ABC
Television Group*



Diane von Furstenberg
**Special Lifetime
Achievement**
CEO
Diane von Furstenberg

PRESENTERS INCLUDE: Donna Hanover, *Cohost, The WOR Morning Show*;
Maurice Levy, *Chairman & CEO, Publicis Groupe S.A.*; Wolfgang Puck, *Chef, Wolfgang Puck Worldwide*;
Diane Sawyer, *Co-Author, "Good Morning America" and Co-Author, "Primetime"*; Arthur Sulzberger Jr., *Chairman,
The New York Times Company and Publisher, The New York Times*; and Bob Woodruff, *Anchor, ABC News*.

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SPONSORSHIP LEVELS & BENEFITS

\$75,000 Diamond Sponsor

- Four tables of 11, prime position
- \$15,000 tax-deductible contribution to Foundation
- Six invitations to pre-luncheon VIP reception
- Logo presented in Matrix Journal
- Ad spread in luncheon program (color or b/w)
- Three one-year memberships
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$50,000 Platinum Sponsor

- Three tables of 11, prime position
- \$12,000 tax-deductible contribution to Foundation
- Five invitations to pre-luncheon VIP reception
- Logo presented in Matrix Journal
- Full-page ad in luncheon program (color or b/w)
- Two one-year memberships
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$40,000 Gold Sponsor

- Two tables of 11, preferred position
- \$8,000 tax-deductible contribution to Foundation
- Four invitations to pre-luncheon VIP reception
- Logo presented in Matrix Journal
- One one-year membership
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$25,000 Silver Sponsor

- One table of 11, preferred position
- \$5,000 tax-deductible contribution to Foundation
- Three invitations to pre-luncheon VIP reception
- Logo included in Matrix Journal
- One one-year membership
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$12,000 Corporate Sponsor

- One table of 10
- \$1,000 tax-deductible contribution to Foundation
- Listing on Journal insert

\$5,000 Non-Profit Sponsor

- One table of 10
- Listing on Journal insert

AD INSERTION SPECIFICATIONS

Advertising Rates (net)

Premium ad space:

Inside Front Cover:	4C \$12,000;	B/W \$9,000
Inside Back Cover:	4C \$12,000;	B/W \$9,000
Back Cover:	Sold Out	Sold Out

Ad Insertions:

	spread	full-page	half-page
4-Color:	\$10,000	\$6,000	\$4,000
B/W:	\$6,000	\$4,000	\$3,000

Ad Close: February 25, 2008 for reservations;
 March 3, 2008 for materials

Paper Stock: 100# White Dull Opus Text

Digital Specifications:

Adobe press ready PDF files are preferred. If sending native files (QuarkXpress, InDesign or Illustrator), files need to be collected with fonts and images. Image files should be Photoshop tiffs at 300 dpi, or Illustrator vector files with fonts converted. Be sure to include printer and screen fonts if not converted. Please provide a full size color laser or digital proof of your ad.

Ads can be submitted on CD ROM or emailed (if under 5MB).

An FTP site is also available.

For submission of ad materials or for any questions on materials and FTP information, contact
 June Price: Kellen Company, 35 28th Ave., #105,
 San Mateo, CA 94403. Phone: 650.212.2895.
 Email: jprice@kellencompany.com.

For reservations, please call Emily Brochstein at 212.297.2133 or email at ebrochstein@kellencompany.com.

For additional sponsorship opportunities please call Nancy Megan 212.534.0523 or Maria Ungaro 212.297.2133.

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

PREMIUM AD SPACE

Please (✓) check all that apply:

- Inside Front Cover 4-Color \$12,000 B/W \$9,000
 Inside Back Cover 4-Color \$12,000 B/W \$9,000
 Back Cover Sold Out Sold Out

AD INSERTIONS

Please (✓) check all that apply:

- 4-Color spread \$10,000 full-page \$6,000 half-page \$4,000
 B/W spread \$6,000 full-page \$4,000 half-page \$3,000

New York Women in Communications 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 New York Women in Communications)

Credit Card Type:

AMEX

VISA

MASTERCARD

Name on Card

Credit Card Number

Expiration

Signature

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.

PAST MATRIX SUPPORTERS

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