

Past Matrix Supporters

AAAA	Cartier	Gourmet	Media Networks	Putnam Berkeley
A & E Television Networks	CBS Corp.	Grey Advertising	Media Recruiting Group	Random House
ABC Inc.	CBS News	Gruner + Jahr	Meigher Comms.	Reader's Digest
The Abernathy MacGregor Group	CBS Radio	Gucci Group	Mercedes Benz USA	Revlon
The Ad Age Group	Chandler Chico	Hachette Filipacchi Media U.S.	Meredith Corporation	Rodale Press
Addison	Clark & Weinstock	HarperCollins	Messner Vetere	Ruder Finn
Advaanswers Media Programming	CMP Publications	Harper's Bazaar	Milstein Fuchs	Saatchi & Saatchi
Advanced Marketing Service	CNBC	Harpo, Inc.	Mirabella	Sara Lee Corp.
Advertising Agency Register	CNN	HBO	Mirage Enterprises	Scholastic, Inc.
The Advertising Council	Coca-Cola	Health/Parenting	Miramax	SELF Magazine
Adweek Magazine	Condé Nast Publications	Hearst Corporation	Mobil Corp.	Sesame Workshop
AGT/Seven	Continuum Health Partners	Hearst Entertainment & Syndication	Money	Showtime
AICPA	CPC Best Foods	Hearst Magazines	More Magazine	Simon & Schuster
Altria	Crain Communications	Hearst Newspapers	MPA	Sony Corp. of America
AMC Networks	Creamer Dickson Basford	Heyman Associates	MTV Networks	Sports Illustrated
America Online, Inc.	Creative Artists Agency	Hill & Knowton	Munroe Creative Partners	Steelcase
American Airlines	Crown Publishing	Home Box Office	Murdoch	Sterling Group
American Express	D'Arcy Masius Benton & Bowles	Home Depot	Mutual of NY	Suka & Friends
American Express Publishing	Davis & Gilbert	Howard P. Milstein Foundation	NASDAQ	Sundance Channel
American Health for Women	D-A-Y PR	iVillage	National Geographic Society	Time Inc.
American Legacy	DDB Worldwide	InStyle	NBA	Time Magazine
Ammirati & Puris	Depth of Field	International Creative Management	NBC	Time Out New York
Andrea Electronics	DeVries PR	Interpublic Group	New Amsterdam Entertainment, Inc.	Time Warner
Applevision	Disney Worldwide Outreach	J. Walter Thompson	News Corporation/HarperCollins	Time Warner Trade
Applied Graphics	Dorf & Stanton	JC Penney Co.	NEC Inc.	True North
ASME	DoubleClick	Johnson & Johnson	Neuberger Berman, LLC	Travel & Leisure
ASPCA	Doubleday	Jonathan M. Tisch Foundation	New Line/Fine Line	Tribeca Productions
Associated Press	Dow Jones	Just Ask a Woman	New York Daily News	Turner Broadcasting System, Inc.
A.T. Cross	eBay Inc.	The Kaplan Thaler Group	New York Newsday	TV Guide
AT&T	EAB	Kaplow Communications	New York Power Authority	Universal Studios
Avon Products, Inc.	Eddie Murphy Productions	Kaufman Astoria Studios	The New York Times	US News & World Report
Ballantine/Dell	Edelman PR	Kekst and Co.	News Corporation	USA Network
Barclay's Capital	Elle	Kellwood Company	Newsweek	USA Today
BBC/Lionheart	Entertainment Weekly	Kenneth Cole	NW Ayer	Vanity Fair
BBD0 NY	Essence Communications	Ketchum PR	Ogilvy	Vera Wang
Bcom3	Estee Lauder Companies	KPMG	Oscar de la Renta	Viacom
Biography	Euro RSCG MVBMS Partners	Ladies Home Journal	Pantheon Books	Video Monitoring Services
Bloomberg	Expo Design Center	Lifetime Entertainment Services	Parade Magazine	Vogue
Bloomingdale's	Fairchild Publications	Lippincott & Margulies	Penguin Group (USA)	Volvo
Boxenbaum Grates	Family Circle	Little, Brown	People Magazine	The Wall Street Journal
Bozell	FCB	Liz Claiborne	Peppercom	Walt Disney Studios
Bradford Enterprises	Fine Line	L'Oréal/Matrix	Petersen's Youth Group	Warner Books
Bravo Networks	Food & Wine	Lotas Minard Patton Mclver	Pfizer Inc.	Washington Post
The Bravo Group	Food Network	Lou Hammond & Assoc.	Philip Morris	Watson Wyatt
Bristol Myer	Forbes	MacManus Group	Planned Parenthood	Wells Rich Greene
Brown Printing	Fortune	Mary Tyler Moore	PMK Public Relations	William Morris
BSMG	Fox Cable Networks	McCann Erickson	Port Authority of NY/NJ	WinStar Communications
Burson Marsteller	Gannett	McGraw-Hill	Prada	Woman's Day
Business Week	GE Companies	McKinsey & Co.	Prevention	Women + Co./Citigroup
Calvin Klein	General Foods	Mediaedge:cia	PR Newswire	World Color Press
Capital Publishing	General Motors		Primetime Omnimedia	Worth Magazines
Cappa Productions	Golf Digest		Procter & Gamble	WPP Group USA, Inc.
	Good Housekeeping		Prudential Financial Inc.	Yahoo! Inc.
			PT&Co.	Yorktown Productions
				Young & Rubicam
				Ziff Davis

New York Women in Communications, Inc.



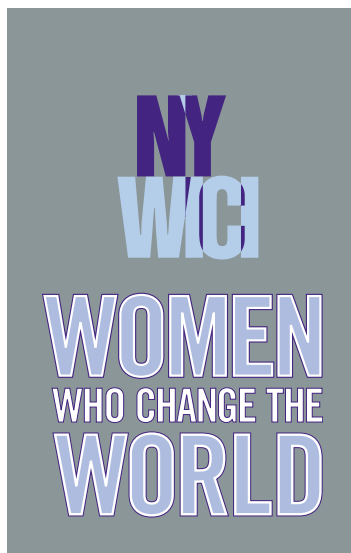
Honoring Extraordinary Achievements of Outstanding Women in the Communications Industry

The Matrix Awards

Monday, April 11, 2005

Sponsorship and Advertising Opportunities





2005 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
 \$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, New York, NY 10017-6603
 Phone: (212) 297-2133 • Fax: (212) 370-9047 • Or submit on-line at www.nywici.org.

New York Women in Communications, Inc. Presents

The Matrix Awards

Hosted by The New York Times Company • Monday, April 11, 2005
 The Waldorf=Astoria • New York City

The Matrix Awards Honorees:

ADVERTISING
Nina DiSesa
Chairman
 McCann Erickson

ARTS & ENTERTAINMENT
Edie Falco
Actor

BOOKS
Linda Fairstein
Lawyer/Author

BROADCASTING
Christiane Amanpour
Chief International Correspondent, CNN

MAGAZINES
Amy Gross
Editor-in-Chief
 O, The Oprah Magazine

NEWSPAPERS
Marjorie Scardino
Chief Executive, Pearson PLC

ONLINE MEDIA
Wenda Harris Millard
Chief Sales Officer, Yahoo! Inc.

PUBLIC RELATIONS
Charlotte R. Otto
Senior Vice President & External Relations Officer
 Procter & Gamble

Presenters at this year's event include: Tina Brown, Host, CNBC's Topic A with Tina Brown; Senator Hillary Rodham Clinton; Madeline de Vries, CEO, DeVries Public Relations; John Dooner, CEO, McCann Worldgroup; Allison Pearson, Author; Tom Peters, Business Author/Speaker; Carolyn Strauss, President, HBO Entertainment; and Oprah Winfrey, Chairman, Harpo, Inc.

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
- Spread ad 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

\$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 in luncheon program and video
- 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
- Prominent listing in luncheon program and video

\$12,000 CORPORATE SPONSOR

- One table of 10
- \$1,000 tax-deductible contribution to NYWICI Foundation
- Prominent listing in luncheon program

\$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
(wide x deep)	26 3/4" x 21"	13" x 21"	13" x 10.5"

center, gutter bleed

AD CLOSE: March 11, 2005 for reservations;
 March 15, 2005 for materials

PAPER STOCK: Newspaper Broadsheet Format; 50# Offset

DIGITAL SPECIFICATIONS: Electronic submission of an industry standard PDF file is preferred for all advertising material. All fonts must be properly embedded and the PDF should not contain any ICC profiles. The resolution should be set for 300 dpi.

Native Quark files version 5.0 or below will also be accepted. Fonts must be supplied as type 1 post script fonts. Image files should be submitted as a PhotoShop TIFF or EPS format at 300 dpi. Illustrator vector based graphics should have all fonts converted to outline.

You will need to know the following information in order to submit the ads through the website:

• *Date of publication* — April 11

• *B&W or Color*

For reservations or any questions on materials and ad submission, please call Jamie Najarian, at (212) 556-7511.

Submit materials to The New York Times via the website, www.nytadvertising.com.

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