

W NEW YORK
WOMEN
IN
COMMUNICATIONS

Connect
with the
women
who
connect
the world

presents

2013 MATRIX AWARDS

on Monday, April 22, 2013

at the Waldorf=Astoria in New York City

12:00 - 2:00pm Luncheon

Honoring the extraordinary achievements of outstanding women
in the communications industry at the 2013 Matrix Awards.

Women Who Change the World.

sponsorship opportunities

EMCEE: JOAN RIVERS

WE tv's "Joan and Melissa: Joan Knows Best"



Matrix 2013
is hosted by



MATRIX SPONSORSHIP OPPORTUNITIES

MATRIX TABLE PACKAGES

\$75,000 Diamond Sponsor

- Four tables of 10, prime position
- \$12,000 tax-deductible contribution to NYWICI Foundation
- Six invitations to VIP Honoree Green Room
- 2-page ad spread in luncheon program (color or b/w)
- Three one-year memberships
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Logo will rotate through editorial video at the top of NYWICI home page (size: 320x207 pixels)
- Opportunity for product placement in gift bag

\$50,000 Platinum Sponsor

- Three tables of 10, prime position
- \$10,000 tax-deductible contribution to NYWICI Foundation
- Four invitations to VIP Honoree Green Room
- Full-page ad in luncheon program (color or b/w)
- Two one-year memberships
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Logo will rotate through editorial video at the top of NYWICI home page (size: 320x207 pixels)
- Opportunity for product placement in gift bag

\$40,000 Gold Sponsor

- Two tables of 10, prime position
- \$8,000 tax-deductible contribution to NYWICI Foundation
- Three invitations to VIP Honoree Green Room
- One one-year membership
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Opportunity for product placement in gift bag

\$25,000 Silver Sponsor

- One table of 12, prime position
- \$5,000 tax-deductible contribution to NYWICI Foundation
- Four invitations to VIP Honoree Green Room
- Two one-year memberships
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page
- Logo displayed in opening slides
- Logo included in Matrix Journal
- Opportunity for product placement in gift bag

\$16,000 Corporate Plus Sponsor

- One table of 10, premium position
- \$2,000 tax-deductible contribution to NYWICI Foundation
- Two invitations to VIP Honoree Green Room
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page

\$13,500 Corporate Sponsor

- One table of 10, good position
- \$1,000 tax-deductible contribution to NYWICI Foundation
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page

\$8,000 Supporting Sponsor

- Half table of five
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page

\$6,000 Non-Profit Sponsor

- One table of 10
- Listing on Journal insert card
- Corporate logo as hyperlink to website on www.nywici.org Sponsors Page



ADVERTISING RATES

Premium ad space (4-color or B/W):

Inside Front Cover: \$12,000
Inside Back Cover: \$12,000
Back Cover: \$13,000

Ad Close: March 8, 2013 for reservations and materials

Ad Insertions:

	Spread	Full-page	Half-page
4-Color:	\$12,000	\$6,750	\$4,750
B/W:	\$8,000	\$4,500	\$2,500

\$20,000 VIP Honoree Green Room Sponsor Benefits

- The option to purchase a table sponsor package at a 20% discount
- Full-page ad in Matrix Journal (color or b/w)
- Signage at entry, plus signage at bars
- Announcement on invitation, on sponsor card at each luncheon place, and, if time allows, in Journal
- Acknowledgement by NYWICI president Nancy Weber from dais

\$5,000 Text Check-in Sponsorship

- All attendees are sent an advance welcoming text message with their table number
- The message will be brought to them by (Sponsor Company)
- Listing on Journal insert card

2013 MATRIX AWARDS

Please (✓) check all that apply:

SPONSORSHIPS

- | | | |
|---|--|--|
| <input type="checkbox"/> \$40,000 Gold Sponsor | <input type="checkbox"/> \$75,000 Diamond Sponsor | <input type="checkbox"/> \$50,000 Platinum Sponsor |
| <input type="checkbox"/> \$13,500 Corporate Sponsor | <input type="checkbox"/> \$25,000 Silver Sponsor | <input type="checkbox"/> \$16,000 Corporate Plus Sponsor |
| <input type="checkbox"/> \$20,000 Reception Sponsor | <input type="checkbox"/> \$8,000 Supporting Sponsor | <input type="checkbox"/> \$6,000 Non-Profit Sponsor |
| | <input type="checkbox"/> \$5,000 Text Check-in Sponsor | |

PREMIUM AD SPACE

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

AD INSERTIONS Ad Close: March 8, 2013 for reservations and materials

- | | | | |
|---------|--|--|--|
| 4-Color | <input type="checkbox"/> Spread \$12,000 | <input type="checkbox"/> Full-page \$6,750 | <input type="checkbox"/> Half-page \$4,750 |
| B/W | <input type="checkbox"/> Spread \$8,000 | <input type="checkbox"/> Full-page \$4,500 | <input type="checkbox"/> Half-page \$2,500 |

INDIVIDUAL PRICING

Location	Member	Member Guest	Nonmember	Student/ YP Member	Matrix + Membership
Floor	<input type="checkbox"/> \$250	<input type="checkbox"/> \$375	<input type="checkbox"/> \$500	<input type="checkbox"/> \$180	<input type="checkbox"/> \$425
2nd Tier	<input type="checkbox"/> \$200	<input type="checkbox"/> \$325	<input type="checkbox"/> \$450	<input type="checkbox"/> \$130	<input type="checkbox"/> \$375
3rd Tier	<input type="checkbox"/> \$150	<input type="checkbox"/> \$275	<input type="checkbox"/> \$400	<input type="checkbox"/> \$80	<input type="checkbox"/> \$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. (Please make check payable to New York Women in Communications)

Credit Card Type: AMEX VISA MASTERCARD

Name on Card

Credit Card Number

Expiration

Signature

DIGITAL SPECIFICATIONS:

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

File requirements:
 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 reservations, please contact Ellery Moses
 Phone: 212.297.2131
 Email: emoses@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.

PAST MATRIX SUPPORTERS

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