

## 2009 MATRIX AWARDS Sponsorship Opportunities

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

**Save the Date:** Monday, April 27, 2009  
at the Waldorf=Astoria in New York City.

Hosted by  
*seventeen*

### WOMEN WHO CHANGE THE WORLD

#### HONOREES:



**Linda Sawyer**  
**Advertising**  
CEO  
*Deutsch, Inc.*



**S. Epatha  
Merkerson**  
**Arts &  
Entertainment**  
Actress



**Campbell Brown**  
**Broadcasting**  
CNN Anchor  
*No Bias, No Bull*



**Dany Levy**  
**Digital Media**  
Founder and  
Editorial Director  
*Daily Candy, Inc.*



**Linda Wells**  
**Magazines**  
Editor in Chief  
*Allure Magazine*



**Sherrie Rollins Westin**  
**Marketing**  
EVP and Chief  
Marketing Officer  
*Sesame Workshop*



**Monica Langley**  
**Newspapers**  
Deputy Bureau Chief  
*The Wall Street Journal*



**Leslee Dart**  
**Public Relations**  
Founder and  
Chief Executive Officer  
*42West*

PRESENTERS INCLUDE: **Kurt Andersen**, Host, *PRI's "Studio 360"*; **Joan Ganz Cooney**, Creator, *Sesame Street Workshop*; **Donny Deutsch**, Chairman, *Deutsch, Inc.*; **Tom Hanks**, Actor; **Julianne Moore**, Actress; **James Stewart**, Author Columnist, *Smart Money* and *The Wall Street Journal*; **Brian Williams**, Anchor and Managing Editor, *'NBC Nightly News'*;

# 2009 MATRIX AWARDS

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

Monday, April 27, 2009 at the Waldorf=Astoria in New York City

Hosted by *seventeen*

## SPONSORSHIP LEVELS & BENEFITS

### **\$75,000 Diamond Sponsor**

- Four tables of 10, prime position
- \$15,000 tax-deductible contribution to Foundation
- Seven invitations to pre-luncheon VIP reception
- Product placement in goody bag
- Logo presented in Matrix Journal
- Ad spread in luncheon program (color or b/w)
- Three one-year memberships
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation

### **\$50,000 Platinum Sponsor**

- Three tables of 10, prime position
- \$12,000 tax-deductible contribution to Foundation
- Six invitations to pre-luncheon VIP reception
- Product placement in goody bag
- Logo presented in Matrix Journal
- Full-page ad in luncheon program (color or b/w)
- Two one-year memberships
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation

### **\$40,000 Gold Sponsor**

- Two tables of 10, preferred position
- \$8,000 tax-deductible contribution to Foundation
- Five invitations to pre-luncheon VIP reception
- Logo presented in Matrix Journal
- One one-year membership
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation

### **\$25,000 Silver Sponsor**

- One table of 12, preferred position
- \$5,000 tax-deductible contribution to Foundation
- Four invitations to pre-luncheon VIP reception
- Logo included in Matrix Journal
- One one-year membership
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation

### **\$12,000 Corporate Sponsor**

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

### **\$5,000 Non-Profit Sponsor**

- One table of 10
- Listing on Journal insert card

## AD INSERTION RATES AND PRODUCTION 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: 4C \$12,000; B/W \$9,000

#### 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: March 6, 2009 for reservations;  
March 13, 2009 for materials

### **Digital Specifications:**

The Journal is a perfect bound book that is 8.25 inches wide by 10.75 inches high. The paper stock for the inside pages is 100# recycled matte text and for the cover, 100# recycled matte cover.

Adobe press ready PDF files are preferred. Please make sure fonts converted. If sending native files, please be sure to include: printer and screen fonts, if not converted; all support files; and a low res pdf to use as a go-by. Full size color laser or digital proof of your ad.

Ads can be submitted via email, if under 5MB, on CD ROM, or an FTP site is also available for larger files.

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

For reservations, please contact Emily Brochstein:  
Phone: 212.297.2133  
Email: [ebrochstein@kellencompany.com](mailto:ebrochstein@kellencompany.com)

For additional digital or reception sponsorship opportunities please contact Nancy Megan at 212.534.0523 or Maria Ungaro at 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       4-Color \$12,000       B/W \$9,000

## 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

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 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](http://www.nywici.org).

# PAST MATRIX SUPPORTERS

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