



# MATRIX AWARDS

NEW YORK WOMEN  
IN COMMUNICATIONS

Celebrating 50 Years

# WOMEN WHO CONNECT THE WORLD

Hosted by: **IPG**

Join us Monday, **May 18, 2020** | 12:00 p.m.  
at the Sheraton New York Times Square

# MATRIX SPONSORSHIP OPPORTUNITIES

BENEFITS	Non-Profit* \$6,500	Supporting \$8,500	Corporate \$16,000	Silver \$26,500	Gold \$45,000	Sapphire \$55,000	Diamond \$80,000	Platinum \$100,000
Listing on Matrix Journal Insert Card	X	X	X	X	X	X	X	X
Logo hyperlinked on nywici.org sponsorship page	X	X	X	X	X	X	X	X
Table of 10	1	0.5	1	1**	2	3	4	5
Tax Deductible Contribution	\$0	\$5,750	\$11,500	\$16,500	\$29,500	\$37,000	\$56,000	\$82,500
VIP Honoree Green Room Tickets				3	4	4	6	8
Ad in Matrix Journal				Full Page	Full Page	Full Page	Spread	Spread <sup>†</sup>
1 Year Membership				1	2	2	3	
Corporate Membership								1
Logo in Matrix Journal and Show Presentation				X	X	X	X	X

\*Organization must be a 501(c)6 or a 501(c)3 for this special rate

\*\*Table of 12

† Front or back cover if available

## \$20,000 VIP Room Sponsor

- \$10,000 tax deductible contribution
- 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 Judith Harrison from dais

## \$10,000 WiFi Sponsor

- Recognition in printed (print deadline permitting) and online event materials including the Matrix Journal
- On-Site signage with sponsor logo
- Attendees will be notified of free WiFi prior to the event and sponsor will be recognized in the notifications
- 2 tickets to attend the Matrix Awards
- Listing on Journal insert card

## \$10,000 Live Stream Sponsor

- Recognition in printed (print deadline permitting) and online event materials including the Matrix Journal
- On-Site signage with sponsor logo
- Non-attendees will be notified via social media and eblast that the Matrix Awards will Live Streamed by Sponsor Company
- 2 tickets to attend the Matrix Awards
- Listing on Journal insert card

## 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 Insertions: Spread Full-page Half-page

4-Color: \$12,000 \$6,750 \$4,750

B/W: \$8,000 \$4,500 \$2,500



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# SPONSORSHIP OPPORTUNITIES

Please fill out and submit this form.

(✓) Check all that apply:

## SPONSORSHIPS

- \$100,000 Platinum Sponsor
- \$80,000 Diamond Sponsor
- \$55,000 Sapphire Sponsor
- \$45,000 Gold Sponsor
- \$26,500 Silver Sponsor
- \$16,000 Corporate Sponsor
- \$8,500 Supporting Sponsor
- \$6,500 Non-Profit Sponsor
- \$20,000 Reception Sponsor
- \$10,000 Wifi Sponsor
- \$10,000 Live Stream Sponsor

## PREMIUM AD SPACE

- Inside Front Cover  4-Color \$12,000  B/W \$12,000
- Inside Back Cover  4-Color \$12,000  B/W \$12,000
- Back Cover  4-Color \$13,000  B/W \$13,000

## AD INSERTIONS

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

## INDIVIDUAL PRICING

- |                                |                                |                                |                                |  |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--|
| <b>Member</b>                  | <b>Member Guest</b>            | <b>Nonmember</b>               | <b>Student/<br/>YP Member</b>  | <b>Matrix +<br/>Membership</b>   |
| <input type="checkbox"/> \$325 | <input type="checkbox"/> \$450 | <input type="checkbox"/> \$575 | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$525 (valid for new professional members only) |

NYWICI Foundation is a 501C3 non-profit organization (Federal Tax ID #: 134111956.) Federal income tax laws limit deductions for charitable contributions to amounts in excess of the fair value of goods or services provided in exchange for your contribution. (a good faith estimate of the value of goods or services per person you receive is \$250/head. Or \$2,500 for a table of ten) The tax deductible portion of your contribution is limited to the amount of your contribution less the value of goods or services received in return.

### DIGITAL SPECIFICATIONS:

For submission of ad materials, questions on specs or FTP information, contact: June Price  
Phone: 404.822.6167  
Email: jprice@kellencompany.com

File requirements:  
Adobe press ready PDF files are preferred. Please be sure all fonts converted and bleeds are included.

Ads can be submitted via email, if under 5MB. If larger than 5MB, an FTP site is available.

### JOURNAL SPECS:

**Paper:** 100# Silk Cover  
100# Silk Text  
**Binding:** Perfect bound  
**Size:** 8.5x11

For reservations, please contact Emily Brochstein  
Phone: 212.297.2126  
Email: ebrochstein@kellencompany.com

Reserve ads by April 5.  
Materials due by April 10.

Complete and mail or email to New York Women in Communications  
Matrix Awards  
355 Lexington Avenue,  
Floor 15, New York, NY  
10017-6603  
Phone: 212.297.2133  
Email: info@nywici.org

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 \_\_\_\_\_

# PAST MATRIX SUPPORTERS

21st Century Fox	Business Week	Food Network	Lippincott Mercer	The PBS News Hour	Time Magazine
4 A's	Calvin Klein	Forbes	Little, Brown and Company	Pearson/Financial Times	Time Out New York
42 West	Capital Publishing	Fortune	Liz Claiborne	Penguin Group (USA)	Time Warner
A + E Networks	Cappa Productions	Fox Cable Networks	L'Oreal/Matrix	People Magazine	Time Warner Global Marketing
AARP	Cartier	Gannett	Lotus Minard Patton McIver	Peppercom	Time Warner Cable Marketing
ABC Inc.	CBS Corp.	GE Companies	Lou Hammond & Assoc.	Petersen's Youth Group	Time Warner Cable Media Sales
ABC Media Networks	CBS Interactive	General Foods	Macy's	Pfizer Inc.	Time Warner Trade
ABC Television Network	CBS News	General Motors	MacManus Group	PGM	Tory Burch, LLC
The Abernathy MacGregor Group	CBS Radio	Glamour	Magaschoni	Philip Morris USA	The Travelers Companies, Inc.
Accenture	Chandler Chico	Goldman, Sachs & Company	The Markle Foundation	Planworks	True North
The Ad Age Group	Chobani	Golf Digest	Marsh Inc.	Planned Parenthood	Travel & Leisure
The Ad Council	Cindy Adams	Good Housekeeping	Martha Stewart Living Omnimedia	PMK Public Relations	Tribeca Productions
Addison	CIT Group	Google	MasterCard	Polo Ralph Lauren	Tupperware Brands
Advanswers Media Programming	Citi	Grey Advertising	Mattel Fisher Price	Port Authority of NY/NJ	Turner Broadcasting System, Inc.
Advanced Marketing Service	Clark & Weinstock	Gruner + Jahr	McCann Worldgroup	Prada	TV Guide
Advertising Agency Register	CMP Publications	Gucci Group	The McGraw-Hill Companies	Prevention	United Technologies Corporation
Adweek	CNN	Gurwitch Products LLC	McKinsey & Co. Mediaedge:cia	PR Newswire	Universal Studios
Adweek Magazine	Coca-Cola	Hachette Filipacchi Media U.S.	Mediaedge:cia	Pricewaterhouse Coopers	U.S. Fund for UNICEF
AGT/Seven	Combs Enterprises	HarperCollins	Medialink	Prudential Financial Inc.	US News & World Report
AICPA	Comcast NBCUniversal	Harper's Bazaar	MediaStorm	PT&Co.	USA Network
Altria	Condé Nast Publications	Harpo, Inc.	Media Networks	Publicis USA	USA Today
AMC Networks	Continuum Health Partners	HBO	Media Recruiting Group	Publicis Kaplan Thaler	Vanity Fair
American Advertising Federation (AAF)	Cover Girl	Health/Parenting	Meigher Comms.	Putnam Berkeley	Verizon
American Airlines	CPC Best Foods	Hearst Corporation	Mercedes Benz USA	PVH Corp.	Vera Wang
American Express	Crain Communications	Hearst Entertainment & Syndication	Meredith Corporation	Quantcast	Viacom
American Express Publishing	Creamer Dickson Basford	Hearst Magazines	Messner Vetere	Ralph Lauren Corporation	Video Monitoring Services
American Health for Women	Creative Artists Agency	Hearst Newspapers	Microsoft	Ralph Lauren Fragrances	Vogue
American Ireland Fund	Crown Publishing	Help USA	Milstein Fuchs	Random House	Volvo
American Legacy	DailyCandy.com	Heyman Associates	Mirage Enterprises	Reader's Digest	Waggener Edstrom Worldwide
American Legacy Foundation	The Daniel Neidich and Brooke Garber Foundation	Hill Holliday	Miramax	Refinery29	Wall Street Journal
Ammirati & Puris	Danielides Communications, Inc.	Hill & Knowlton	Mobil Corp.	Revlon	The Walt Disney Company
Andrea Electronics	Davis & Gilbert	Hoffmann	Money	Roche	Walt Disney Studios
ANA	D-A-Y PR	Hollins University	More Magazine	Rodale	Warner Books
ANN INC.	DDB Worldwide	Home Depot	MPA	Rodale Press	Washington Post
Aol	Deutsch	Howard P. Milstein Foundation	MSL Group	Ronald McDonald House New York	WE tv
The Apollo Theater Foundation	DeVries PR	Horizon Media	MTV Networks	Rosie's All For Kids Foundation	Weber Shandwick
Applevision	Diane Von Furstenberg	HSN	Munroe Creative Partners	Rubenstein	Weight Watchers International, Inc.
Applied Graphics	Discovery Communications	Hudson Yards	Mutual of NY	Ruder Finn	Wells Rich Greene
ASME	Disney-ABC Television Group	HuffingtonPost.com	NASDAQ	Russell Reynolds Associates	WETA Washington, D.C.
ASPCA	Disney Global Public Policy	iVillage	National Geographic	Saatchi & Saatchi	William Morris
Associated Press	Disney WorldWide Outreach	InStyle	National Geographic Society	Sara Lee Corp.	WinStar Communications
A.T. Cross	Dorf & Stanton	International Creative Management	NBA	The Savannah College of Art and Design	Woman's Day
AT&T	DoubleClick	Interpublic Group	NBC News	Schawk/AGT7	Women + Co./Citigroup
Avon Foundation	Doubleday	IPG Mediabrands	The Nduna Foundation	Scholastic, Inc.	Women's Health Magazine
Avon Products, Inc.	Dow Jones	J. Walter Thompson	New Amsterdam Entertainment, Inc.	The Secular Society	World Color Press
Ballantine/Dell	Dyllan McGee/Makers	JC Penney Co.	News Corporation	SELF Magazine	Worth Magazines
Bank of America	eBay Inc.	Johnson & Johnson	NEC Inc.	Sesame Workshop	WPP Group USA, Inc.
Barclay's Capital	EAB	Jonathan M. Tisch Foundation	Neuberger Berman, LLC	Seventeen	Wunderman New York
BBC/Lionheart	Edelman PR	Jones Apparel Group	New Line/Fine Line	Showtime	WWE, Inc.
BBDO NY	Electronic Arts	Just Ask a Woman	New York Daily News	Shyldo Communications, LLC	Yahoo! Inc.
Bcom3	Elle	Kaplow	New York Mets	Simon & Schuster	Yorktown Productions
BerlandTeam	Entertainment Weekly	Kaufman Astoria Studios	New York Private Bank & Trust	Snap Inc.	Young & Rubicam
BET Networks	ESPN/Disney Consumer Products	Kekst and Co.	New York Newsday	Sony Corp. of America	Ziff Davis
Better Homes and Gardens Real Estate	Essence Communications	Kellwood Company	New York Power Authority	SONY Pictures Television	The Zucker Organization
Biography	Estee Lauder Companies	Kenneth Cole	The New York Times	Sports Illustrated	
Bloomberg	Euro RSCG MVBMS Partners	Ketchum PR	New York Yankees	SRDS/Kantar Media	
Bloomingdale's	Expo Design Center	The Knopf Publishing Group	News Corporation	Starlink	
BlueRock	Facebook	Know Your Value	Newsweek	Starcom/Mediavest	
Boxenbaum Grates	Fairchild Publications	KPMG	NW Ayer	Steelcase	
Bozell	Family Circle	La Roche Inc.	NYU College of Nursing	Sterling Group	
Bradford Enterprises	FCB	Ladies Home Journal	Oath	Suka & Friends	
Brand.net	The Female Quotient	Landor Associates	Oberg & Lindquist Corporation	Sundance Channel	
The Bravo Group	Fidelity	Laurie M. Tisch Illumination Fund	Ogilvy & Mather	Teneo Strategy LLC	
Bristol Myers	Fine Line	Legacy	Oscar de la Renta	Thomson Reuters Tax and Accounting	
Brown Printing	Fleishman-Hillard	Lehman Brothers	OWN: Oprah Winfrey Network	Tiffany & Co.	
BSMG	Food & Wine	Lifetime Entertainment Services	Oxygen Media	Time Inc.	
Burberry		Lifetime Networks	Pantheon Books		
Burson Marsteller		LinkedIn	Parade Magazine		
		Lippincott & Margulies	PBS		

For more information, please go to our website [nywici.org](http://nywici.org)

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