

**W** NEW YORK  
WOMEN  
IN  
COMMUNICATIONS

Connect  
with the  
women  
who  
connect  
the world

presents

# 2012 MATRIX AWARDS

on Monday, April 23, 2012  
at the Waldorf=Astoria in New York City  
12:00 - 2:00pm Luncheon

MATRIX 2012  
IS HOSTED BY



Interpublic  
Group



**TYRA BANKS**

Chairwoman, CEO &  
Chief Creative Officer  
*Bankable Incorporated*



**GAYLE BUTLER**

EVP, Meredith Creative Content  
Editor-in-Chief  
*Better Homes and Gardens*



**GLENN CLOSE**

Actress/Producer  
Co-Founder & Chairman of the  
Board of *Bring Change 2 Mind*



**MARIA CUOMO COLE**

Film Producer  
Chairman, *HELP USA*



**ANN CURRY**

Emmy Award-winning  
Co-Ancor, "*TODAY*"  
and Correspondent



**LAURA DESMOND**

Global CEO  
*Starcom MediaVest Group*



**ZENIA MUCHA**

Executive Vice President,  
Chief Communications Officer  
*The Walt Disney Company*



**PEGGY NOONAN**

*Wall Street Journal* Columnist  
Best-Selling Author

## SPONSORSHIP OPPORTUNITIES

## 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](http://www.nywici.org) Sponsors Page
- Logo displayed in opening video
- 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](http://www.nywici.org) Sponsors Page
- Logo displayed in opening video
- 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](http://www.nywici.org) Sponsors Page
- Logo displayed in opening video
- 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
- Two 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](http://www.nywici.org) Sponsors Page
- Logo displayed in opening video
- Logo included in Matrix Journal
- Opportunity for product placement in gift bag

#### **NEW \$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](http://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](http://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](http://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](http://www.nywici.org) Sponsors Page

#### **\$2,000 Matrix Foundation Friend** (Limit one per individual/company)

- 2 individuals
- \$500 tax-deductible contribution to NYWICI Foundation
- Listing on Journal insert card

#### **\$20,000 VIP Honoree Green Room Sponsor**

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

#### **\$5,000 Gift Bag Sponsor**

- Opportunity to provide the Gift Bag
- Opportunity for product placement in Gift Bag
- Listing on Journal insert card
- Corporate logo as hyperlink to website on [www.nywici.org](http://www.nywici.org) Sponsors Page

#### **\$1,500 Gift Bag Inclusion**

- Inclusion of your product in the Matrix Gift Bag
- Listing on Journal insert card

#### **Additional Digital Opportunities Available**

Contact Ellery at 212.297.2131





NEW YORK  
WOMEN  
IN  
COMMUNICATIONS

# 2012 MATRIX AWARDS

Please (✓) check all that apply:

## SPONSORSHIPS

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$75,000 Diamond Sponsor                | <input type="checkbox"/> \$50,000 Platinum Sponsor       | <input type="checkbox"/> \$40,000 Gold Sponsor            |
| <input type="checkbox"/> \$25,000 Silver Sponsor                 | <input type="checkbox"/> \$16,000 Corporate Plus Sponsor | <input type="checkbox"/> \$13,500 Corporate Sponsor       |
| <input type="checkbox"/> \$8,000 Supporting Sponsor              | <input type="checkbox"/> \$6,000 Non-Profit Sponsor      | <input type="checkbox"/> \$2,000 Matrix Foundation Friend |
| <input type="checkbox"/> \$20,000 VIP Honoree Green Room Sponsor | <input type="checkbox"/> \$5,000 Text Check-in Sponsor   | <input type="checkbox"/> \$5,000 Gift Bag Sponsor         |
| <input type="checkbox"/> \$1,500 Gift Bag Inclusion              |  |   |

## AD INSERTIONS Ad Close: March 9, 2012 for reservations and materials

- |   |   |  |   |
|---|---|--|---|
| <b>Premium ad space<br/>(Color or b/w):</b> | <input type="checkbox"/> <b>Inside Front Cover:</b><br>\$12,000 | <input type="checkbox"/> <b>Inside Back Cover:</b><br>\$12,000 | <input type="checkbox"/> <b>Back Cover:</b><br>\$13,000 |
| <b>Ad Insertions:</b>                       | <b>Spread</b>   | <b>Full-page</b>   | <b>Half-page</b>  |
| <b>Color:</b>                               | <input type="checkbox"/> \$12,000                               | <input type="checkbox"/> \$6,750                               | <input type="checkbox"/> \$4,750                        |
| <b>B/W:</b>                                 | <input type="checkbox"/> \$8,000                                | <input type="checkbox"/> \$4,500                               | <input type="checkbox"/> \$2,500                        |

## INDIVIDUAL PRICING

<u>Location</u>	<u>Member</u>	<u>Member Guest</u>	<u>Nonmember</u>	<u>Student/ YP Member</u>	<u>Matrix + Membership</u>
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.

### JOURNAL SPECS:

Page size: 8 1/4" X 10 7/8" trim  
Add .125 Bleed  
Paper: 100# Silk Cover  
100# Silk Text  
Binding: Saddle Stitch

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