

women who *change the world*
*honoring extraordinary achievements of outstanding
women in the communications industry*

SPONSORSHIP
& ADVERTISING
OPPORTUNITIES

new york women in
communications, inc.

presents the
2007 matrix awards

monday, april 23, 2007
at the waldorf=astoria
in new york city

Cindy
Adams



Lisa
Caputo



Joan
Didion



Pamela
Fiori



Thelma
Golden



Arianna
Huffington



Susan
Lyne



Meredith
Vieira



Rosie O'Donnell
Emcee



new york women in communications, inc.
presents the 2007 matrix awards

monday, april 23, 2007 at the waldorf=astoria, new york city
with emcee rosie o'donnell — hosted by AOL

h o n o r e e s

CINDY ADAMS

Columnist, NY Post; Regular Guest Commentator on WNBC's "Live at Five"

LISA CAPUTO

Chief Marketing, Advertising and Community Relations Officer, Global Consumer Group, Citigroup; President & CEO, Women & Company, Citigroup

JOAN DIDION

Author

PAMELA FIORI

Editor-in-Chief, Town & Country

THELMA GOLDEN

Director and Chief Curator, The Studio Museum in Harlem

ARIANNA HUFFINGTON

Co-Founder and Editor-in-Chief, The Huffington Post

SUSAN LYNE

President and CEO, Martha Stewart Living Omnimedia, Inc

MEREDITH VIEIRA

Co-Anchor, NBC News' "Today"

PRESENTERS INCLUDE JOY BEHAR, SENATOR HILLARY RODHAM CLINTON, DANNY MEYER AND MARTHA STEWART.

sponsorship 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
- Ad spread 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

\$40,000 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

\$25,000 silver sponsor

- Two tables of 10, good position
- \$3,000 tax-deductible contribution to NYWICI Foundation
- Two invitations to pre-luncheon VIP reception
- Prominent listing in luncheon program and video
- One NYWICI one-year membership

\$12,000 corporate sponsor

- One table of 10
- \$1,000 tax-deductible contribution to NYWICI Foundation

\$5,000 non-profit sponsor

- One table of 10

ad insertion specifications

advertising rates (net)

premium ad space:

Inside Front Cover: 4C \$10,000; B/W \$7,000 (SOLD OUT)

Inside Back Cover: 4C \$10,000; B/W \$7,000

Back Cover: 4C \$12,000; B/W \$9,000 (SOLD OUT)

	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
Non bleed	15"x10"	7"x10"	7"x5"
Bleed	16.25"x11.125"	8.125"x11.125"	8.125"x5.5625"
Trim	16"x10.875"	8"x10.875"	8"x5.875"

ad close: March 8, 2007 for reservations;
March 15, 2007 for materials

paper stock: 100# White Dull Opus Text

digital specifications:

Adobe press ready PDF files are preferred. If sending native files (QuarkXpress, InDesign or Illustrator): files need to be collected with fonts and images. Image files should be Photoshop tiffs at 300 dpi, or Illustrator vector files with fonts converted. Be sure to include printer and screen fonts if not converted.

Please provide a full size color laser or digital proof of your ad. Ads can be submitted on CD ROM or emailed, if under 5MB. An FTP site is also available.

For submission of ad materials or for any questions on materials and FTP information, contact June Price: Kellen Company, 35 28th Ave., #105, San Mateo, CA 94403 650.212.2895 • jprice@kellencompany.com

For reservations, please call Emily Brochstein at 212.297.2133 or email at ebrochstein@kellencompany.com.

For additional digital sponsorship opportunities please call Nancy Megan 212.534.0523 or Maria Ungaro 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 (SOLD OUT)

4-Color \$10,000

B/W \$7,000

Inside Back Cover

4-Color \$10,000

B/W \$7,000

Back Cover (SOLD OUT)

4-Color \$12,000

B/W \$9,000

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, Suite 1500, New York, NY 10017-6603
Phone: (212) 297-2133 • Fax: (212) 370-9047 • Or submit on-line at www.nywici.org.

Matrix

past matrix supporters

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