

Sponsorship Opportunities

Be part of this year's Matrix Awards!

W NEW YORK
WOMEN
IN
COMMUNICATIONS

2010 MATRIX AWARDS

Honoring Extraordinary Achievements of Outstanding Women in the Communications Industry

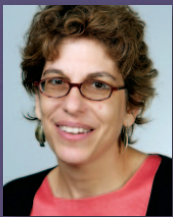
Save the Date: Monday, April 19, 2010
at the Waldorf Astoria, New York City.

Hosted by **NBC UNIVERSAL**



Emcee:
Brian Williams,
Anchor and Managing
Editor, "NBC Nightly News"

2010 MATRIX HONOREES



Susan Chira
Foreign Editor
The New York Times



Sheryl Crow
Grammy
Award-winning
Singer/Songwriter



Tina Fey
Executive Producer,
Head Writer, Star
*NBC's Three-Time
Emmy Award-winning
"30 Rock"*



Ina Garten
Author and Host
*Emmy Award-winning
Food
Network Program,
"Barefoot Contessa"*



**Doris Kearns
Goodwin**
Pulitzer Prize-
winning Author
and Presidential
Historian



Anne Keating
Senior Vice President,
Public Relations,
Special Events &
Corporate Philanthropy
Bloomingdale's



Gayle King
Editor-At-Large
O, The Oprah Magazine
Host, "The Gayle King
Show" on Sirius XM



Marissa Mayer
Vice President,
Search Products
& User Experience
Google

NBC Photo: Mary Ellen Matthews

SPONSORSHIP LEVELS & BENEFITS

\$75,000 Diamond Sponsor

- Four tables of 10, prime position
- \$12,000 tax-deductible contribution to NYWICI Foundation
- Six tickets to "Honoree Green Room"
- 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
- Link corporate logo to and from NYWICI website
- Logo will rotate through editorial slideshow at the top of NYWICI home page (size: 320x207 pixels)

\$40,000 Gold Sponsor

- Two tables of 10, preferred position
- \$8,000 tax-deductible contribution to NYWICI Foundation
- Three tickets to "Honoree Green Room"
- Logo presented in Matrix Journal
- One one-year membership
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation
- Link corporate logo to and from NYWICI website

\$12,000 Corporate Sponsor

- One table of 10, good position
- \$1,000 tax-deductible contribution to NYWICI Foundation
- Listing on Journal insert card
- Link corporate logo to and from NYWICI website

\$5,000 Non-Profit Sponsor

- One table of 10
- Listing on Journal insert card
- Link corporate logo to and from NYWICI website

Reception Sponsor Package

\$15,000 General Reception Sponsor

Held in the East Foyer, leading into the Grand Ballroom, at 11:00. Reception is open to all guests.

- Full-page, 4/C ad in Matrix Journal
- 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 Denise Warren from dais
- 2 Tickets to Honoree Green Room

\$50,000 Platinum Sponsor

- Three tables of 10, prime position
- \$10,000 tax-deductible contribution to NYWICI Found.
- Four tickets to "Honoree Green Room"
- 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
- Link corporate logo to and from NYWICI website
- Logo will rotate through editorial slideshow at the top of NYWICI home page (size: 320x207 pixels)

\$25,000 Silver Sponsor

- One table of 10, prime position
- \$5,000 tax-deductible contribution to NYWICI Foundation
- Two tickets to "Honoree Green Room"
- Logo included in Matrix Journal
- One one-year membership
- Listing on Journal insert card
- Logo displayed in PowerPoint Presentation
- Link corporate logo to and from NYWICI website

\$6,000 Supporting Sponsor

- Half table of five, good position
- Listing on Journal insert card
- Link corporate logo to and from NYWICI website

\$2,000 Matrix Foundation Friend

(Limit one per individual/company)

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

Digital Sponsorship Opportunities

\$3,000 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).

For reservations, please contact Emily Brochstein | Phone: 212.297.2133

Email: ebrochstein@kellencompany.com

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



Advertising Rates (net)

Premium ad space:

Inside Front Cover:	4C or B/W \$11,000
Inside Back Cover:	4C or B/W \$11,000
Back Cover:	4C or B/W \$12,000

Ad Close: March 5, 2010 for reservations; March 12, 2010 for materials

Ad Insertions:

	Spread	Full-page	Half-page
4-Color:	\$10,000	\$6,250	\$4,250
B/W:	\$6,000	\$4,250	\$2,250

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at the Waldorf Astoria, New York City.

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DIGITAL SPECIFICATIONS:

The Journal is a saddle-stitch book. It is 7 inches wide by 10 inches high.

The paper stock for the interior pages is 100# recycled matte text and covers are 100# recycled matte cover.

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 ROM.

For submission of ad materials, questions or FTP information, contact: June Price, 35 28th Ave., #105, San Mateo, CA 94403 Phone: 650.212.2895 Email: jprice@kellencompany.com

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
- \$6,000 supporting sponsor
- \$5,000 non-profit sponsor
- \$2,000 Matrix Foundation friend
- \$15,000 reception sponsor
- \$3,000 text check-in sponsor

PREMIUM AD SPACE

Please (✓) check all that apply:

- Inside Front Cover 4-Color \$11,000 B/W \$11,000
- Inside Back Cover 4-Color \$11,000 B/W \$11,000
- Back Cover 4-Color \$12,000 B/W \$12,000

AD INSERTIONS

Please (✓) check all that apply:

- 4-Color spread \$10,000 full-page \$6,250 half-page \$4,250
- B/W spread \$6,000 full-page \$4,250 half-page \$2,250

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.

PAST MATRIX SUPPORTERS

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