

# 2002 MATRIX AWARDS JOURNAL

Distributed to all attendees at the event on April 15, 2002

## WOMEN ARE CHANGING

### THE WORLD

Since 1970, NYWICI's Matrix Awards Luncheon has been recognized by New York's communications and entertainment community as one of the most outstanding events of the year. Every April, more than 1,200 guests gather to salute remarkable women who have achieved the highest level of excellence in advertising, books, broadcast, film, magazines, newspapers, new media, and public relations.

Past recipients include

such distinguished communicators as

Katie Couric,

Jane Bryant Quinn,

Meryl Streep,

Esther Dyson,

Grace Mirabella, and

Rosie O'Donnell,

to name just a few.

## WHO

The 2002 Matrix Award winners are:

### ADVERTISING

Peggy Conlon, President and CEO, The Advertising Council

### ARTS & ENTERTAINMENT

Eve Ensler, Playwright/Activist

### BOOKS

Kati Marton, Author

### BROADCASTING

Carole Black, President & CEO, Lifetime Entertainment Services

### MAGAZINES

Anna Wintour, Editor in Chief, VOGUE

### NEW MEDIA

Meg Whitman, President & CEO, eBay Inc.

### NEWSPAPERS

Helen Thomas, Hearst Newspapers Columnist, Heart Newspapers Corporation

### PUBLIC RELATIONS

Madeline M. DeVries, CEO, DeVries Public Relations

## WHEN

Monday, April 15, 2002. Reserve space for your advertisement now (see insertion order on reverse side).

## WHY

Matrix 2002 presents a tremendous opportunity to reach an important audience of over 1200 celebrities and top business executives with your advertising message.

## HOW

Your ad in the 2002 Matrix Awards Journal will make a tremendous difference in helping talented young women become future leaders in the communications industry. Your full-page ad affords you priceless visibility at a gathering of the foremost communicators in New York and two tickets to this year's Matrix Awards.

# 2002 MATRIX AWARDS

Insertion Order:  
 2002 Matrix Awards Journal  
 Fax to: Deborah O'Brien, 212.850.9360

\_\_\_\_\_  
 DATE

\_\_\_\_\_  
 ADVERTISER

\_\_\_\_\_  
 CONTACT PERSON

\_\_\_\_\_  
 ADDRESS

\_\_\_\_\_  
 TELEPHONE

\_\_\_\_\_  
 CLIENT SIGNATURE

\$

made payable to NYWICI

\_\_\_\_\_  
 ENCLOSED IS OUR CHECK FOR

## Schedules, Materials Specifications & Mechanical Specifications:

Ad Close: February 18, 2002  
 Ad Film Close: February 25, 2002  
 Event Date: April 15, 2002

Paper Stock: Newsstand Cover 8pt  
 Body Pages 70#

Digital Specifications: Current file formats supported by Biography Magazine are: Vendor prepared TIFF/IT-P1, CT/LW or raster-based DCS2. Information should be supplied on a Macintosh formatted JAZ, Zip, CD-ROM, or sent via Wam!Net. Materials should include three files: final page (FP), continues tone (CT) and line work (LW). The CT file should comply with SWOP standards between 200 and 400 cpi. The total density should not exceed SWOP, which is 300%. Any 5<sup>th</sup> or spot color should be in a separate file. (Please include a separate check list). All required trapping must be included in the file. The black text should be merged with the LW: right reading portrait mode only, 100% size, no rotations, standard trim and bleed marks in all separations. Use only postscript fonts. Truetype fonts are unacceptable. Avoid use of Multiple Master fonts. Images for 4/C ads must be submitted as final, high-resolutions, CMYK files. Ads created in Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program will NOT be accepted. All digital pages should include a printout of contents of each disk supplied as well as correct copy information for content and positioning.

## SIZES

	Full-page	Half-page	Spread
Non bleed	7" x 10"	7" x 5"	15" x 10"
Bleed	8 1/8" x 11 1/8"	8 1/8" x 5 9/16"	16 1/4" x 11 1/8"
Trim	8" x 10 7/8"	8" x 5 7/16"	16" x 10 7/8"

## ADVERTISING RATES

	Full-page	Half-page	Spread
4C	\$3,000	\$2,000	\$5,000
B/W	\$2,000	\$1,000	\$3,000

Delivery Address: All proofs must be shipped to: