

2009 MATRIX AWARDS Sponsorship Opportunities

*Honoring Extraordinary Achievements
of Outstanding Women in the
Communications Industry*

Save the Date: Monday, April 27, 2009
at the Waldorf=Astoria in New York City.

Hosted by
seventeen

WOMEN WHO CHANGE THE WORLD

HONOREES:



Linda Sawyer
Advertising
CEO
Deutsch



S. Epatha Merkerson
Arts & Entertainment
Actress



Campbell Brown
Broadcasting
Anchor
*Campbell Brown:
No Bias, No Bull*



Dany Levy
Digital Media
Founder
Daily Candy



Linda Wells
Magazines
Editor in Chief
Allure magazine



Sherrie Rollins Westin
Marketing
EVP and Chief
Marketing Officer
Sesame Workshop



Monica Langley
Newspapers
Senior Special Writer
The Wall Street Journal



Leslee Dart
Public Relations
Founder and
Chief Executive Officer
42West

PRESENTERS INCLUDE: **Kurt Anderson**, Host, *PRI's "Studio 360"*; **Joan Ganz Cooney**, Creator, *Sesame Street Workshop*; **Donny Deutsch**, Chairman, *Deutsch Inc.*; **Tom Hanks**, Actor; **Julianne Moore**, Actress; **Jim Stewart**, Author Columnist, *Smart Money and The Wall Street Journal*; **Brian Williams**, Anchor and Managing Editor, *NBC Nightly News*;

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Monday, April 27, 2009 at the Waldorf=Astoria in New York City

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SPONSORSHIP LEVELS & BENEFITS

\$75,000 Diamond Sponsor

- Four tables of 10, prime position
- \$15,000 tax-deductible contribution to Foundation
- Seven invitations to pre-luncheon VIP reception
- Product placement in goody bag
- Logo presented in Matrix Journal
- Ad spread in luncheon program (color or b/w)
- Three one-year memberships
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$50,000 Platinum Sponsor

- Three tables of 10, prime position
- \$12,000 tax-deductible contribution to Foundation
- Six invitations to pre-luncheon VIP reception
- Product placement in goody bag
- Logo presented in Matrix Journal
- Full-page ad in luncheon program (color or b/w)
- Two one-year memberships
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$40,000 Gold Sponsor

- Two tables of 10, preferred position
- \$8,000 tax-deductible contribution to Foundation
- Five invitations to pre-luncheon VIP reception
- Logo presented in Matrix Journal
- One one-year membership
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$25,000 Silver Sponsor

- One table of 12, preferred position
- \$5,000 tax-deductible contribution to Foundation
- Four invitations to pre-luncheon VIP reception
- Logo included in Matrix Journal
- One one-year membership
- Listing on Journal insert
- Logo displayed in PowerPoint Presentation

\$12,000 Corporate Sponsor

- One table of 10
- \$2,000 tax-deductible contribution to Foundation
- Listing on Journal insert

\$5,000 Non-Profit Sponsor

- One table of 10
- Listing on Journal insert

AD INSERTION SPECIFICATIONS

Advertising Rates (net)

Premium ad space:

Inside Front Cover:	4C \$12,000;	B/W \$9,000
Inside Back Cover:	4C \$12,000;	B/W \$9,000
Back Cover:	4C \$12,000;	B/W \$9,000

Ad Insertions:

	spread	full-page	half-page
4-Color:	\$10,000	\$6,000	\$4,000
B/W:	\$6,000	\$4,000	\$3,000

**Ad Close: February 25, 2009 for reservations;
March 3, 2009 for materials TBD from June**

Paper Stock: Recycled100# Matte Text

Digital Specifications:

Adobe press ready PDF files are preferred. Please make sure 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. Phone: 650.212.2895. Email: 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 4-Color \$12,000 B/W \$9,000
 Inside Back Cover 4-Color \$12,000 B/W \$9,000
 Back Cover 4-Color \$12,000 B/W \$9,000

AD INSERTIONS

Please (✓) check all that apply:

- 4-Color spread \$10,000 full-page \$6,000 half-page \$4,000
 B/W spread \$6,000 full-page \$4,000 half-page \$3,000

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 New York Women in Communications Matrix Awards)*

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

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