

2007 New York Cares Celebrity Ad Campaign

Media Sample Book

Outdoor media donations secured through WOW.

Print publication media donations secured through MindShare.

Samples of Outdoor Media

Media

- Mall Dios
- PATH interior rail cards
- Bus interiors
- Metrolights
- Wildposters
- Bulletins
- Phone Kiosks
- Backlit Panels/ Classic Panels



Malls Dios



Nanuet Mall



Malls Dios



Nanuet Mall & Short Hills Mall



PATH



New Jersey PATH – Interior rail cards



Bus Interiors



Metro Lights



Wild Posting – Citywide Coverage



Wild Posting – Citywide Coverage



Wild Posting – Citywide Coverage



Wild Posting – Citywide Coverage



Bulletins



Phone Kiosks



Backlit Panels/ Classic Panels



Located within various gyms – citywide



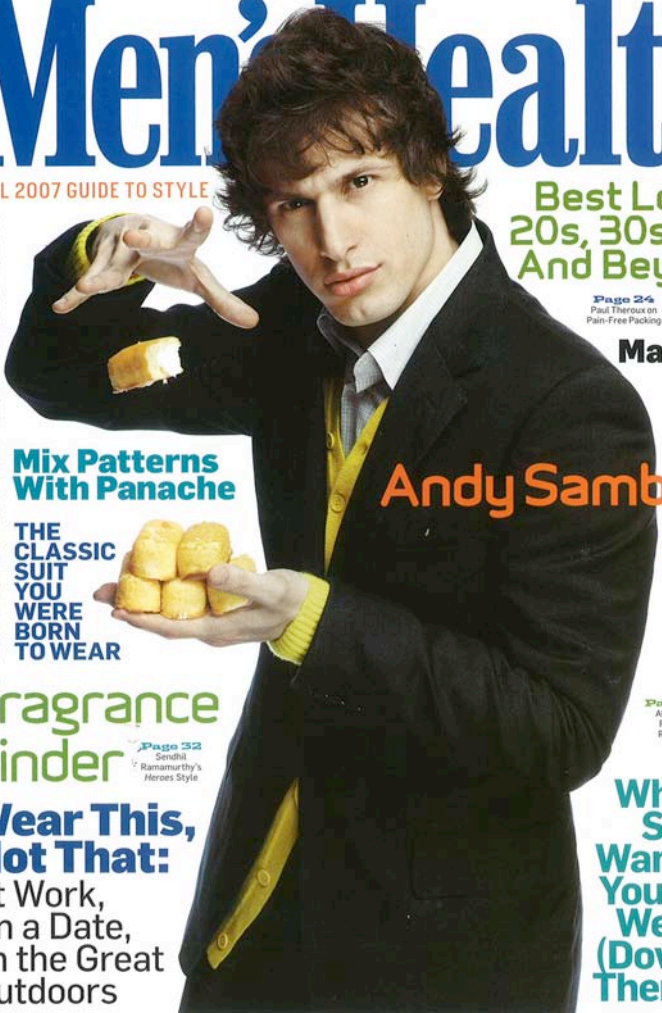
Samples of Print Publication Advertisements

21 PRINCIPLES OF ICONIC STYLE

Men's Health

FALL 2007 GUIDE TO STYLE

GROOMING UPGRADES



Best Looks:
20s, 30s, 40s
And Beyond!

Page 24
Paul Theroux on
Pain-Free Packing

**How
Manners
Make
The
Man**

Andy Samberg

How to
Be Funny
And Still
Look
Smart

**Mix Patterns
With Panache**

THE
CLASSIC
SUIT
YOU
WERE
BORN
TO WEAR



**Fragrance
Finder**

Page 32
Sensil
Ramanurthy's
Heroes Style

**Wear This,
Not That:**

At Work,
On a Date,
In the Great
Outdoors

Page 44
Al Roker's
Favorite
Raincoat

**What
She
Wants
You to
Wear
(Down
There)**

SHARPER SHOES!

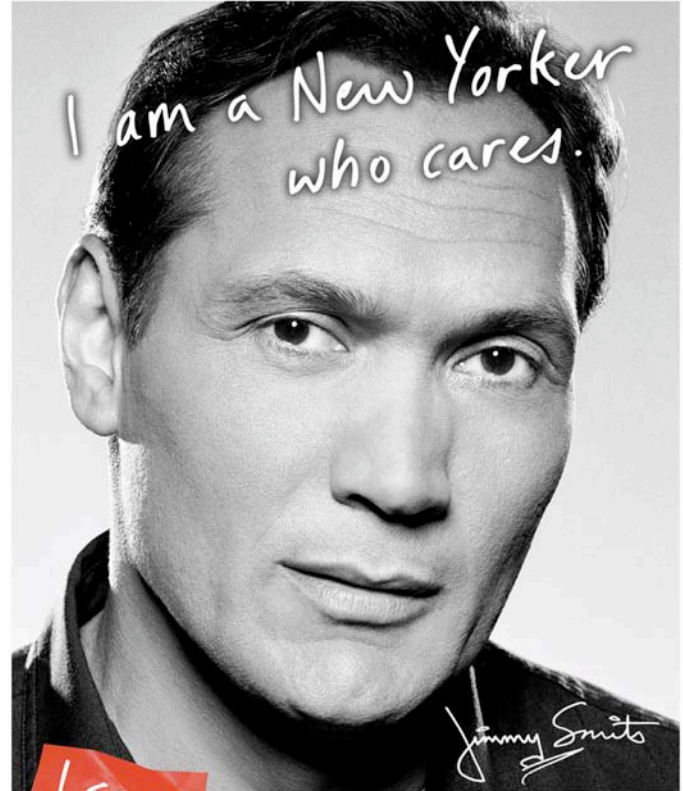


Photo by Robert Fush

I care

And so do thousands of others who support New York Cares. Their dedicated volunteers tackle the most critical needs in our city — from helping children read and serving meals to the homeless, to revitalizing city parks and visiting homebound seniors. No wonder New York Cares is New York City's leading volunteer organization. Show how much you care — volunteer today at www.nycares.org.



GLAM IT UP!
Gorgeous Holiday Looks

Woman's Day

LIVE WELL EVERY DAY

Have the **Best Christmas Ever**

- ★ 134 Holiday Ideas
- ★ Presents Under \$50
- ★ Save \$100's on Christmas

10-Minute Suppers

Eat More, Weigh Less
20 Fat-Blasting Foods

SCARY SYMPTOMS
Should You Worry?

FREE
Cookie & Cupcake Cookbook

06935 46
NOVEMBER 13, 2007
U.S. \$2.79 CANADA \$3.79
womansday.com
100's of Recipes & Useful Tips

I am a New Yorker who cares.

Sarah
Sarah, Duchess of York

I care

And so do thousands of others who support New York Cares. Their dedicated volunteers tackle the most critical needs in our city — from helping children read and serving meals to the homeless, to revitalizing city parks and visiting homebound seniors. No wonder New York Cares is New York City's leading volunteer organization. Show how much you care — **volunteer today at www.nycares.org.**

New York Cares
The way to volunteer

#958 • OCTOBER 12, 2007

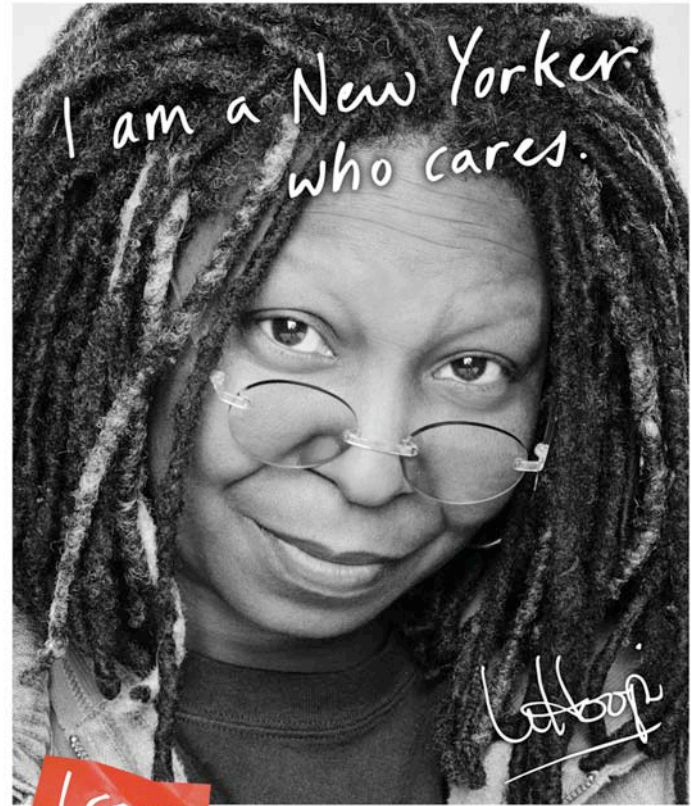
Entertainment WEEKLY

Return of the Ring?



After Years of Feuding,
Peter Jackson and New Line Get Closer to Making
THE HOBBIT
...And Another Billion Dollars

www.ew.com



I care

And so do thousands of others who support New York Cares. Their dedicated volunteers tackle the most critical needs in our city — from helping children read and serving meals to the homeless, to revitalizing city parks and visiting homebound seniors. No wonder New York Cares is New York City's leading volunteer organization. Show how much you care — volunteer today at www.nycares.org.



Photo by: Ramon Hertz

Smart ways to live well

OCTOBER 2007

Prevention

BREAKTHROUGH SCIENCE!

PERFECT HEALTH AFTER 40!

- Incredible Energy
- Strong, Lean Body
- Superior Immunity

The Best **VITAMINS** For **YOUNGER SKIN**

DROP POUNDS Effortlessly!

#1 MOVE FOR DEEP SLEEP

THE ONE FOOD THAT Fills You Up, Fights Disease & Fires Up Weight Loss

POWER MEALS THAT HEAL! RECIPES, P. 190

AGE-PROOF YOUR MEMORY

I am a New Yorker who cares.

Sarah
Sarah, Duchess of York

I care

And so do thousands of others who support New York Cares. Their dedicated volunteers tackle the most critical needs in our city — from helping children read and serving meals to the homeless, to revitalizing city parks and visiting homebound seniors. No wonder New York Cares is New York City's leading volunteer organization. Show how much you care — volunteer today at www.nycares.org.

New York Cares
The way to volunteer.