



ADVERTISING
EDUCATIONAL
FOUNDATION

Honors Night

TUESDAY, JUNE 11, 2013

ABOUT HONORS NIGHT

AEF Honors Night recognizes one outstanding representative company from each of the Foundation's constituencies—advertisers, agencies and media—for its accomplishments in the industry and for its support of the AEF. A Lifetime Achievement Award is presented to an individual for outstanding contributions to the industry and society. A Student Award will be presented for an original paper that focuses on the role of advertising in culture and society. Dinner proceeds support AEF operations and help fulfill AEF's educational initiatives for professors and students, including "Race & Ethnicity in Advertising: America 1890–Today" online archives, exhibit and curriculum.

ADVERTISING EDUCATIONAL FOUNDATION (AEF)

The AEF is a nonprofit foundation that provides and distributes educational content to enrich the understanding of advertising and its role in society, culture and the economy. AEF programs and materials stimulate a balanced dialogue at top colleges and universities. As a result, the Foundation helps attract the highest level of talent to the industry. AEF's main priorities and resources are:

Inside Advertising Speakers Program

AEF partners with faculty and staff at colleges and universities in the U.S. to coordinate mini "executive-in-residence" programs on issues surrounding advertising's role in society and business. The goal is to establish a dialogue about such topics as ethics, gender, ethnicity, global communications and public service.

Visiting Professor Program

Offers two-week fellowships hosted by agency, advertiser or media companies to give qualified professors an appreciation for the advertising process and confidence to teach with more authority.

www.aef.com

Provides comprehensive educational information and materials on advertising. Updated regularly, the site offers extensive exhibits on current and historical advertising. The site includes two AEF publications distributed globally by The Johns Hopkins University Press Project MUSE to libraries and academic institutions:

Advertising & Society Review (A&SR)

Published by the AEF, this peer-reviewed online academic journal represents the full spectrum of views about advertising and its role in society.

ADText Online Curriculum

ADText is the first online textbook about advertising and society. Its 25 units offer a broad cultural perspective on advertising as a social force and creative form.

Annual Symposium

Leaders from academia and the industry come together to exchange ideas on current advertising related issues.

"Race & Ethnicity in Advertising: America 1890–Today"

A unique online exhibit and archives that will trace the portrayal of key ethnic groups since 1890.

YOU ARE CORDIALLY INVITED

TO THE 13th ANNUAL

HONORS NIGHT DINNER

Tuesday, June 11, 2013

LIFETIME ACHIEVEMENT AWARD

Laurel Cutler
Brander

MEDIA AWARD

News Corporation
David Hill
Senior Executive Vice President

AGENCY AWARD

Saatchi & Saatchi
Durk Barnhill
Saatchi & Saatchi New York, CEO

THE ALFRED J. SEAMAN AWARD FOR BEST UNDERGRADUATE ESSAY ON ADVERTISING AND SOCIETY

6:30pm: Cocktails

7:30pm: Dinner and Presentations

UNIVERSITY CLUB

ONE WEST 54TH STREET
NEW YORK CITY

Business attire:

Jackets and ties, please.

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R/GA

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Journalism & Communications
University of Colorado, Boulder

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Janice Spector, Deputy Director
Shari Gottlieb, Office Manager

Event Management: Projects Plus, Inc.
Invitations: Landor Associates

HONORS NIGHT

Tuesday, June 11, 2013

DINNER CHAIR

David J. Moore
Chairman and CEO
24/7 Media, Inc.

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Durk Barnhill
Saatchi & Saatchi New York, CEO
Saatchi & Saatchi

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Interpublic Group

Linda Sawyer
CEO, N.A.
Deutsch Inc., A Lowe & Partners Company

Barry Wacksman
EVP & Chief Growth Officer
R/GA

Honors Night

**Please reserve the following
(all tables seat 10) :**

- \$50,000 Dinner Underwriter Table(s)
- \$25,000 Leadership Table(s)
- \$15,000 Benefactor Table(s)
- \$10,000 Patron Table(s)

**Individual tickets are available for
(indicate number needed) :**

- \$5,000 Dinner Underwriter Ticket(s)
- \$2,500 Leadership Ticket(s)
- \$1,500 Benefactor Ticket(s)
- \$1,000 Patron Ticket(s)

■ **I am unable to attend, but enclosed is my
tax-deductible contribution in the amount of**

\$

The Advertising Educational Foundation has been granted tax-exempt status as a charitable organization under the provisions of section 501 (c)(3) of the Internal Revenue Code.

A financial report on the Advertising Educational Foundation may be obtained by writing to the New York Department of State, Office of Charitable Registration, 162 Washington Avenue, Albany, NY 12231.

Contributions are fully tax-deductible to the extent allowed by law; the non-deductible portion of each dinner ticket is \$165. (Tax ID# 13- 3228986)

Projects Plus Inc.™, under the direction of Penny Stoil, has been retained by the Advertising Educational Foundation to manage Honors Night 2013.

Tuesday | June 11, 2013 | University Club | NYC



ADVERTISING
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FOUNDATION

PLEASE PRINT YOUR LISTING INFORMATION:

I prefer a Business Listing

I prefer a Personal Listing

Name

Title

Company

Address

City

State

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Phone

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My check is enclosed.

Please bill me.

For additional information, please contact
Terry Cooper at Honors Night Headquarters:

Phone: (212) 997-0100, ext. 238

Fax: (212) 997-0188

Email: tcooper@projectsplusinc.com

Please make checks payable to:

Advertising Educational Foundation (AEF)

Mail to:

AEF Honors Night Headquarters

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New York, NY 10036