Divide your 15000 this way:
7000 to your 401 K , because you get another 3500 contributed by the company.
5500 to a Roth IRA, the legal maximum for 2013, because your future investment withdrawls are tax-free. (Assuming your total gross income is less than 188,000 limit to utilize Roth IRA) Since no another savings alternative is in the problem, put the remaining 2500 into the 401 K , even though there is no matching contribution.

