



Beta Gamma Sigma  
International  
**EXCHANGE**  
A MARKETPLACE OF IDEAS FOR BGS MEMBERS AROUND THE WORLD

Advertising  
Rate Guide  
2010

The *BGS International Exchange* is the official publication of The International Honor Society Beta Gamma Sigma. Beta Gamma Sigma makes advertising in the *BGS International Exchange*, *B-Zine*, and BetaNet website available to those companies, organizations and business schools that value the Mission of the Society.

### Circulation Among Beta Gamma Sigma Members

The circulation of the *BGS International Exchange* will be more than **100,000 (U.S.) for each issue in 2010**. In addition, up to **150,000 members around the world will receive a link through email to the electronic version each time**. The publication is printed and mailed to lifetime members, who paid the lifetime membership fee at the time of their induction into the Society. The membership of Beta Gamma Sigma is made up of business professionals at every stage of their careers, including graduating students, mid-level professionals, entrepreneurs, top corporate officers, business school deans and faculty.

The circulation of the *B-Zine* email publication is **approximately 150,000 members around the world**. This publication is distributed every other month to members with email addresses on file with the BGS Central Office.

The BetaNet website is the online home of Beta Gamma Sigma and can be found at <http://www.betagammasigma.org>. There are a variety of different options to advertise on BetaNet, so contact Robin Bueler at [rbueler@betagammasigma.org](mailto:rbueler@betagammasigma.org) or Seth Treptow at [streptow@betagammasigma.org](mailto:streptow@betagammasigma.org). You can reach either at 314-432-5650.

Members receive the *BGS International Exchange* in all 50 states in the U.S. (two issues annually). Members residing in countries around the world receive a link to the electronic version. Beta Gamma Sigma is an international honor society.

### Benefits to Our Advertisers

- Direct mailing to Beta Gamma Sigma members, as well as deans and faculty at the world's top business schools, which could be beneficial in selling products/services or reaching very attractive employment or graduate school candidates.
- Ability to reach business professionals at every stage of their careers, including graduating students, mid-level professionals, entrepreneurs, and top corporate officers.
- Become connected in members' minds with the world's premier business honor society.
- Receive recognition as an affiliate of the Society - links from the BetaNet website tell members that advertiser supports their business honor society.

# General Advertising Rates

**BGS International Exchange Corporate Rates** - Four-Color Advertising (all ads can utilize four-color printing)

Frequency	1	2+
Full Page	\$6,300	\$4,800
2/3 Page	\$5,100	\$3,800
1/2 Page	\$3,800	\$2,700
1/3 Page	\$2,925	\$2,025
1/4 Page	\$2,375	\$1,675

**BGS International Exchange Educational Rates** - Four-Color Advertising (all ads can utilize four-color printing)

Frequency	1	2+
Full Page	\$4,150	\$3,450
2/3 Page	\$2,950	\$2,450
1/2 Page	\$2,300	\$1,900
1/3 Page	\$1,750	\$1,450
1/4 Page	\$1,400	\$1,200

**NOTE: Educational Pricing**

Special pricing is available to business schools accredited by AACSB International. Only those business schools accredited by AACSB International are eligible to advertise in the *Exchange*. Please contact Beta Gamma Sigma for more information.

**Covers**

Inside front: Regular full-page rate plus 15% premium.  
Inside back: Regular full-page rate plus 10% premium.

*\* bleed is allowed on cover advertisements*

**Special Positioning**

When an advertiser requests a full- or fractional-page ad to be placed in a specific position, add a 10% premium to the above pricing.

# BGS International Exchange Technical Requirements

## Specifications

- Printing for the *BGS International Exchange* is done by web offset.
- Binding is saddle stitching and the publication is mailed flat.

<b>Size</b>	<b>Orientation</b>	<b>Width</b>	<b>Depth</b>
Full Page	standard	7 1/2"	10"
2/3 Page	vertical	4 7/8"	10"
	horizontal	7 1/2"	6 1/2"
1/2 Page	vertical	3 5/8"	10"
	horizontal	7 1/2"	4 7/8"
1/3 Page	vertical	2 3/8"	10"
	horizontal	7 1/2"	3 1/4"
1/4 Page	standard	3 5/8"	4 7/8"

## Electronic Submission of Advertising

The *BGS International Exchange* is a direct-to-plate publication. Digital files are preferred.

In addition, Macintosh-based InDesign, QuarkXPress, PageMaker, Photoshop, Illustrator, and high-resolution PDF files are preferred. (Windows files acceptable.)

Provide all support files, including all fonts.

CMYK four-color process ready (no RGB images).

Color TIFFs at 300 dpi.

Black-and-white line art at 1,200 dpi.

Provide a PDF (color for color ads; grayscale for black-and-white ads).

At this time, Beta Gamma Sigma will not set ads from copy. Files must be completed as the advertiser wishes the advertisement to appear.

## Closing and Publication Dates (upcoming)

<b>Issue</b>	<b>Closing Date</b>	<b>Materials Due</b>	<b>Mailing Date</b>
<b>Fall 2010</b>	September 24, 2010	October 1, 2010	November 1, 2010
<b>Spring 2011</b>	February 25, 2011	March 4, 2011	April 1, 2010

## B-Zine Bi-Monthly publication

The *B-Zine* is delivered by email to more than 150,000 members around the world who have kept a valid email address on file with Beta Gamma Sigma. Each *B-Zine* covers an issue of interest to business people.

**Cost: (15 percent discount for multiple ads)**

- **\$300 each 185 pixel x 185 pixel advertisement**
- **\$450 each 185 pixel x 370 pixel (vertical) advertisement**

The *B-Zine* is produced every other even month (February, April, etc.). Requests and all materials for ads must be submitted by the 10th of the month of publication (i.e. April 10 for inclusion in the April *B-Zine*).

## BetaNet Website Advertising

Beta Gamma Sigma allows AACSB accredited business schools, partners, and other companies and organizations to advertise on Beta Gamma Sigma's website, BetaNet. The advertisements can be designed a variety of ways, with length of term and size customizable.

Below you will find some sample costs for BetaNet ads. These should not be considered all-inclusive, as the Society has the ability to customize these advertising opportunities.

**Home Page - Skyscraper Ads** (running vertically down the right side of the page) (120 x 480 pixels)

	<b>Corporate</b>	<b>Educational</b>
1 month	\$1,200	\$960
3 months	\$3,300	\$2,640
6 months	\$6,000	\$4,800
12 months	\$10,000	\$8,000

**Home Page - Box Ads** (running down the right side of the page) (120 x 120 pixels)

	<b>Corporate</b>	<b>Educational</b>
1 month	\$500	\$400
3 months	\$1,350	\$1,080
6 months	\$2,500	\$2,000
12 months	\$4,500	\$3,600

**Home Page - Banner Ads** (running horizontally on the page) (60 x 480 pixels)

	<b>Corporate</b>	<b>Educational</b>
1 month	\$750	\$600
3 months	\$1,800	\$1,440
6 months	\$3,300	\$2,640
12 months	\$5,500	\$4,400

**Benefits Page - Any Ads**

2/3 of the Home Page pricing (above)

**Other Pages - Any Ads**

1/3 of the Home Page pricing (above)

# Miscellaneous

## Advertiser's Protection

When new advertising rates are announced, current advertisers will be protected at their contract rates for the periods covered by their contracts.

## Publisher's Rights and Protections

Publisher reserves the right to reject any advertiser or specific advertising which it feels is not in keeping with the standards or policies of Beta Gamma Sigma, Inc.

Advertiser agrees to hold Beta Gamma Sigma, Inc. harmless from any and all claims or suits arising out of the publication of any advertising accepted.

## Unacceptable Advertising (*at the publisher's discretion*)

Classified advertising, ads which must be restricted to definite geographic regions, and "blind-box" advertisements cannot be accepted.

## Commission

15% of gross billing to recognized agencies, provided the account is paid within 30 days of invoice date.

## Advertising Representatives

Robin Bueler - [rbueler@betagammasigma.org](mailto:rbueler@betagammasigma.org) or 314-432-5650

Seth Treptow - [streptow@betagammasigma.org](mailto:streptow@betagammasigma.org) or 314-432-5650

## Mailing Instructions

Space orders, insertion instructions and all advertising materials should be sent to:  
Seth Treptow, Beta Gamma Sigma, 125 Weldon Parkway, Maryland Heights, MO 63043-3101. Telephone: 1-800-337-4677 or 314-432-5650.



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