



**Beta Gamma Sigma**  
**International**  
**EXCHANGE**

A Marketplace of Ideas for BGS Members Around the World

**Advertising  
Rate  
Guide  
2005**

**The *BGS International Exchange* is the official publication of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International. Beta Gamma Sigma makes advertising in the *BGS International Exchange* available exclusively to those companies, organizations and business schools that partner with the Society.**

### **Circulation Among Beta Gamma Sigma Members**

The circulation of the *BGS International Exchange* is presently more than **362,000 worldwide**. 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, and top corporate officers. The circulation of the *BGS International Exchange* grows approximately 18,000-22,000 each year with the induction of new members.

Beta Gamma Sigma's membership is made up of those individuals who ranked at the top of their classes when they attended business school. Only those schools that have earned accreditation through AACSB International - The Association to Advance Collegiate Schools of Business, qualify to install a chapter of Beta Gamma Sigma.

**Those members who qualify to join the Society in their junior years must rank in the top 7 percent of their class. Seniors are required to rank in the top 10 percent. Masters students must rank in the top 20 percent, while all doctoral candidates qualify when they complete all the requirements of their programs.**

Members receive the *BGS International Exchange* in all 50 states in the U.S., plus more than 250 other countries worldwide. Beta Gamma Sigma is an international honor society, and the *BGS International Exchange* is delivered to approximately 20,000 members outside the U.S.

### **Benefits to Our Advertisers**

- Direct mailing to all 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 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 a "Partner in Excellence" - links from the BetaNet website tell members that advertiser supports their business honor society.

# Technical Requirements

## Specifications

- Printing for the BGS International Exchange is done by web offset.
- Binding is saddle stitching.

<b>Space</b>	<b>Size</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 QuarkXPress, InDesign, PageMaker, Photoshop, and Illustrator files are preferred. Windows-based files are also acceptable.

Provide all support files.

CMYK color breaks (no RGB images).

Color TIFFs at 300 dpi.

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

Provide a color proof for color ads. Provide a laser proof for black-and-white ads.

Do not apply style attributes to fonts. Use Postscript fonts only (TrueType fonts are not accepted), and include a copy of the font with the file. Contact the publisher for additional questions/requirements.

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

# General Advertising Rates

## Black & White (per ad)

Frequency	1x	2x
Full Page	6,500	5,900
2/3 Page	5,200	4,700
1/2 Page	3,900	3,500
1/3 Page	2,925	2,625
1/4 Page	2,275	2,075

## Color (add per page or fraction of page)

	One Page	Spread
Standard color (red, green, yellow or blue)	600	1,000
4-color	1,000	1,800
5-color	1,800	3,200

## Covers (4-color process only)

Inside front: Regular full-page rate plus 15% premium.  
Inside back: Regular full-page rate plus 10% premium.  
Outside back\*: Regular 1/2- or 2/3-page rate plus 20% premium.  
\* *bleed is allowed on the outside back cover*

## Educational (AACSB accredited business schools and others as approved by BGS)

25% discount on any of the above pricing.

## 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.

## Closing and Publication Dates

Issue	Closing Date	Materials Due	Mailing Date
Summer 2005	April 15	May 1	June 1
Winter 2005	October 15	November 1	December 1

# 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 Representative

Beta Gamma Sigma

Tim Weatherby - 314-432-5650 or [tweatherby@betagamma.org](mailto:tweatherby@betagamma.org)

## Mailing Instructions

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



### **Beta Gamma Sigma, Inc.**

125 Weldon Parkway

Maryland Heights, MO 63043-3101

Phone: 800-337-4677 (US)

1-314-432-5650 (outside US)

Fax: 314-432-7083

[www.betagamma.org](http://www.betagamma.org)

[tweatherby@betagamma.org](mailto:tweatherby@betagamma.org)

[bgshonors@betagamma.org](mailto:bgshonors@betagamma.org)