



Advertising Rate Guide 2006

The *BGS International Exchange* is the official publication of Beta Gamma Sigma, the honor society recognizing business excellence. Beta Gamma Sigma makes advertising in the *BGS International Exchange* available to those companies, organizations and business schools that recognize the value in partnering with the Society.

Circulation Among Beta Gamma Sigma Members

The circulation of the *BGS International Exchange* is presently more than **390,000 worldwide for the September 2006 issue. For the other three issues (March, June, December 2006), the circulation will be more than 85,000.** 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.

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 170 countries worldwide. Beta Gamma Sigma is an international honor society.

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.

Space	Size	Width	Depth
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, 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

Four-Color Advertising (all ads can utilize four-color printing)

Frequency	1x	2x	3x	4x
Full Page	6,900	6,300	5,600	4,800
2/3 Page	5,600	5,100	4,500	3,800
1/2 Page	4,200	3,800	3,300	2,700
1/3 Page	3,225	2,925	2,525	2,025
1/4 Page	2,575	2,375	2,075	1,675

Covers

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 15% premium.

** bleed is allowed on cover advertisements*

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

Three advertisements for the price of two.

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
Spring 2006	January 15	January 30	March 1
Summer 2006	April 15	April 28	June 1
Fall 2006	July 15	July 28	September 1
Winter 2006	October 13	October 27	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@betagammasigma.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.
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