

Partner with Beta Gamma Sigma



The BGS Benefit Newsletter

This triannual newsletter was created to spread the news about our partners with members around the world. It's also a chance for partners to share information on the exclusive benefits, discounts, services and programs that they provide to BGS members.

- Advertising on the BGS Benefit is an affordable way to reach out to all BGS members.
 - Gain the opportunity to reach our global BGS membership.
 - This includes over 300,000 active email addresses both in the US and Internationally.

Ad Layout and Assets

Your ad can be featured in the main body of the newsletter or at the end of the email in our benefits spotlight section. This is what our team needs to layout your ad:

For main body ads:

- Section header
- Copy
- Link to landing page
- Ad Images or logos

For ads in benefit spotlight section:

- Ad image
- Link to landing page

Marketing Asset requirements

- Copy
 - No longer than 60 words including the partner's section header and CTA.
- Links
 - The partner can include UTM links or any means of tracking clicks on their end.
- Images
 - Can be square JPEG or PNG files and at least 250 x 250 px and 300 DPI or banner images of at least 500x250 px and 300 DPI.
 - These can include any personal branding or copy the partner desires.

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Newsletter Schedule

The BGS Benefit will go out three times a year during the following months:

- **January** - 3rd week of the month
- **August** - 3rd week of the month
- **November** - 3rd week of the month

Newsletter Participation

Any partner that is interested in participating in the newsletter will need to submit their marketing assets to us at least 2 weeks prior to the proposed send date for that issue.

Partners are free to select any of the specified months for their ad to appear in the newsletter throughout the year.

Example Ad Layouts

Each ad in the main body of the newsletter will be set up in one of the following layouts depending on the type of image shared with BGS (banner or square).

Example 1



Get the clarity and plan you need to create a fulfilling career with the Beta Gamma Sigma Alumni Career Design Program.

Whether you want to make the most of your current career or change careers entirely, this flexible online program will give you the structure, confidence, and accountability you need to make it happen!

[Learn more and Enroll](#)

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Example Ad Layouts

Example 2



Get the clarity and plan you need to create a fulfilling career with the Beta Gamma Sigma Alumni Career Design Program.

Whether you want to make the most of your current career or change careers entirely, this flexible online program will give you the structure, confidence, and accountability you need to make it happen!

[Learn more and Enroll](#)

Ads featured in the benefit spotlight section at the bottom of the newsletter can be either a banner or square ad with a link to your chosen landing page.

Example 1



Example 2



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Pricing

Ad Type	Ad Pricing 1 Ad Placement	Ad Pricing 3 Newsletter Bundle
Main Body Ad	\$250	\$675
Benefits Spotlight	\$75	\$200

Placements can be included in marketing packages or offered to any of our partners for purchase.

Please reach out to [Matt Plodzien](#), Associate Director of Marketing & Partnerships for additional information or to schedule a discussion.