

Partner with Beta Gamma Sigma



BGS News Newsletter

BGS offers traditional ad placements and special partner write-ups in our triannual newsletter BGS News.

- **About BGS News**

- This newsletter reaches our entire active email list around 300,000 worldwide members.
- It features the latest news and info about BGS and our various chapters.
- We use this platform to showcase new and existing programs, highlight events, make announcements, and present partner offers.

- **Advertising Placements**

- Partners can include square images of at least 300 x 300px or banner images of at least 500 x 250px.
- These ads are located at the bottom of the email in our Benefits Spotlight section.
- Any links included with the ad can include UTM tagging or any other means of tracking clicks.

- **Partner write-up**

- These ads are located in the main body of the email.
- Partners can submit copy no longer than 60 words including the partner's section header and CTA.
- Any links included with the write-up can include UTM tagging or any other means of tracking clicks.
- Partners can include either a square image of at least 300 x 300px or a banner image of at least 500 x 250px with the write-up.
- Only two partner write-ups are available for each issue of society spotlight.

- **BGS News Schedule**

- February
- May
- October

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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

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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	Ad Pricing
	1 Ad Placement	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.