

# Partner with Beta Gamma Sigma



## Society Spotlight Newsletter

BGS offers traditional ad placements and special partner write-up in our quarterly newsletter Society Spotlight.

- **About Society Spotlight**
  - This newsletter reaches our entire active email list of 260,000 worldwide members.
  - It features the latest news and info about what's happen at BGS and in our various chapters.
  - We use this platform to showcase new and existing programs, highlight events, make announcements, and present partner offers.
- **Advertising Placements**
  - Standard square ad at least 300 x 300px
  - Located at the bottom of the email in our Benefits Spotlight section.
- **Partner write-up**
  - Located in the main body of the email.
  - Partners can submit a two-paragraph description or write-up on a program, benefit, or opportunity they would like to offer BGS members.
  - Partners can include a photo either square or banner at least 500px wide to include with the write-up.
  - Only two partner write-ups are available for each issue of society spotlight.
- **Society Spotlight Schedule**
  - August
  - November
  - February
  - May

**Placements are included in marketing packages and offered to any of our partners free of charge.**

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