

**BENEFITS
QUARTERLY**

Advertising Opportunities

2010–2011

Promote your products and services to over 13,000 benefits and compensation professionals including CEBS® graduates and International Foundation corporate plan sponsor members.

www.iscebs.org



International Society
of Certified Employee Benefit Specialists

BENEFITS QUARTERLY

Limited Space Available.
Reserve Ad Space Now!

About *Benefits Quarterly*

Benefits Quarterly is published four times a year by the International Society of Certified Employee Benefit Specialists. It addresses the leading issues and trends in an insightful, readable format. The articles are comprehensive and provide a thorough analysis of the subject matter. Each issue features a legal update, article abstracts from recent benefit publications and reviews of current literature. In addition, executive summaries help readers select the articles they need immediately.

Who Reads *Benefits Quarterly*?

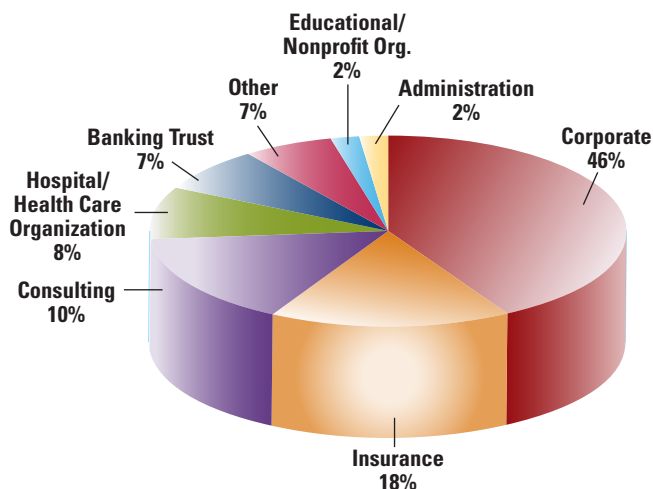
Benefits Quarterly is distributed to over 13,000 individuals representing both plan sponsors and providers from the health, retirement and other areas of employee benefits. The readership consists of the following components:

- CEBS graduates and students—This group numbers approximately 6,500 and includes a mix of plan sponsors and providers. Included in this segment are middle, upper and senior managers, directors and executives.
- Members of the corporate sector of the International Foundation of Employee Benefit Plans—This group numbers 7,000 and is composed of mid- to upper-level benefits, compensation and human resource professionals. Also, there are CFOs and CEOs of smaller businesses.
- General subscribers—The balance of the readership consists of a mix of plan sponsors and providers as well as public and professional libraries.

Terms and Conditions

- The publisher reserves the right to reject any advertising.
- Ads must be submitted according to guidelines outlined in "Mechanical Specifications."
- The publisher reserves the right to place the word "advertisement" on copy that resembles editorial matter.
- Advertising space is allotted on a "first-come, first-served" basis.
- Positioning of the ads is at the discretion of the publisher unless the advertiser has contracted for a premium position (back cover, inside front cover and inside back cover).
- Advertisers who cancel premium positions after the insertion order deadline will be billed the full amount of space contracted.
- Advertisers and their advertising agencies assume joint liability for all the content (including text, representation and illustrations) of printed advertisements and also assume responsibility for any claims against the publisher resulting from the ad, including costs associated with defending such a claim.
- Publisher is not liable for delays in delivery and/or nondelivery of its publication in the event of any condition beyond the control of the publisher that may affect production or shipping of its publication.
- These terms and conditions shall apply to all advertising accepted by the publisher and supersede any advertiser contract clauses not specifically acknowledged above.
- Each publication will contain a disclaimer indicating that ISCEBS has not reviewed the products or services advertised and ISCEBS will not be viewed as endorsing any of the products or services.

Readership Breakdown



50% of the readership are candidates and graduates of the Certified Employee Benefit Specialist® program.

If you would like a sample issue or an editorial calendar, contact:

ISCEBS
P.O. Box 209
Brookfield, WI 53008-0209
Phone (262) 786-8771
Fax (262) 786-8650
E-mail iscebs@iscebs.org
www.iscebs.org

Display Advertising—*Benefits Quarterly*

RATE INFORMATION (2X TO 4X/RATE DISCOUNTS AVAILABLE)			
Positions	Black and White	Two-Color (PMS 300 and Black)	Four-Color
Back cover	\$3,250	Not Available	\$4,500
Inside front cover	\$2,500	Not Available	\$3,750
Inside back cover	\$2,500	Not Available	\$3,750
Page	\$1,500	\$1,750	Not Available
Half page	\$ 750	\$1,000	Not Available

STANDARD AD UNITS		
	Width	Height
Back cover (no bleed option)	7 $\frac{1}{3}$ " (43 $\frac{1}{2}$ picas)	7" (42 picas)
Inside front and inside back cover (bleed option)	Trim size: 8 $\frac{1}{2}$ " x 11"; live area 7 $\frac{1}{2}$ " x 9 $\frac{5}{8}$ "	
Full-page ad (nonbleed)	7 $\frac{1}{2}$ " (45 picas)	9 $\frac{5}{8}$ " (58 picas)
Half-page horizontal	7 $\frac{1}{2}$ " (45 picas)	4 $\frac{3}{4}$ " (28.5 picas)
Half-page vertical	3 $\frac{5}{8}$ " (22 picas)	9 $\frac{5}{8}$ " (58 picas)

INSERTION ORDER AND MATERIALS DEADLINES		
Issue Date	Insertion Date Deadline	Materials Deadline
First Quarter/January 2010	October 15, 2009	November 15, 2009
Second Quarter/April 2010	January 15, 2010	February 15, 2010
Third Quarter/July 2010	April 15, 2010	May 15, 2010
Fourth Quarter/October 2010	July 15, 2010	August 15, 2010
First Quarter/January 2011	October 15, 2010	November 15, 2010
Second Quarter/April 2011	January 15, 2011	February 15, 2011
Third Quarter/July 2011	April 15, 2011	May 15, 2011
Fourth Quarter/October 2011	July 15, 2011	August 15, 2011

Mechanical Specifications

- Please furnish: PDF (press-optimized, all fonts embedded); InDesign file (Mac version), including all fonts and high-resolution (300 dpi or higher) images. Files may be mailed on CD-ROM.
- 133-line screen
- Enclose proof specifying publication date and name and phone number of contact person.
- Production charges for any unsatisfactory material, including any electronic rework or conversion processes, will be billed to the advertiser at cost.

Agency Commissions

15% of gross billings is allowed to recognized agencies providing the account is paid within 30 days upon receipt of the invoice.

Sponsorship Opportunities

Special sponsorships are available for select issues of *Benefits Quarterly*. If you would like to learn more about sponsorship opportunities, please call Sandra Becker at (262) 373-7670.

See reverse side for insertion order.



International Society of Certified Employee Benefit Specialists

18700 W. Bluemound Rd. • P.O. Box 209 • Brookfield, WI 53008-0209
(262) 786-8771 • Fax (262) 786-8650 • E-mail: iscebs@iscebs.org

Non-Profit Org.
U.S. POSTAGE
PAID
MILWAUKEE, WI.
PERMIT No. 1633

Benefits Quarterly

DISPLAY ADVERTISING INSERTION ORDER

Advertiser

Company name _____
Address _____
City _____ State _____ ZIP _____
Contact _____ E-mail _____
Phone number _____ Fax number _____

Agency

Company name _____
Address _____
City _____ State _____ ZIP _____
Contact _____ E-mail _____
Phone number _____ Fax number _____

Issue	Position	Ad Size	Gross Amount	Net Amount
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____

Materials Instructions

Material to arrive on _____
 Materials enclosed Rerun previous ad/sample attached
Production contact _____
Phone number _____ Fax number _____
Send bill to: Advertiser Agency

**Please keep a copy of this insertion order for your files. Send original and ad materials to:
Sandra Becker, CEBS, ISCEBS, 18700 W. Bluemound Rd., P.O. Box 209, Brookfield, WI 53008-0209.
(262) 373-7670 • (262) 786-8650 (fax) • E-Mail: sandyb@iscebs.org**

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