Promote your products and services to over 11,000 benefits and compensation professionals including CEBS® graduates and International Foundation corporate members.

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**About Benefits Quarterly**

*Benefits Quarterly* (BQ) is published four times a year by the International Society of Certified Employee Benefit Specialists (ISCEBS). 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 11,000 individuals representing plan sponsors and providers from the health, retirement and other areas of employee benefits. The readership consists of the following components:

- **Certified Employee Benefit Specialists® (CEBS) graduates and students**—This group numbers approximately 5,000 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 approximately 6,000 and is composed of mid- to upper-level benefits, compensation and human resource professionals. Also included 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.

**Expanded Opportunity—Cross-Market at the Annual ISCEBS Symposium!**

Readers of *Benefits Quarterly* also attend the annual Symposium sponsored by ISCEBS. Consider a sponsorship at the Symposium and reach the decision makers who attend the conference for education and networking opportunities as well as finding new products and services to keep ahead of the curve. The Symposium attracts over 600 benefits and compensation professionals from the United States and Canada, many having earned the prestigious CEBS designation. By sponsoring at the Symposium, you’ll not only receive discounted and/or free ads in *BQ*, you’ll gain unparalleled access to a very targeted audience looking for solutions in the employee benefits field.

Most sponsorships include a free Symposium registration, enabling your organization to personally reach out to this audience.

For complete details, contact the Society at (262) 786-8771 or iscebs@iscebs.org.

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**Readership Breakdown**

- **Corporate**: 46%
- **Insurance**: 18%
- **Consulting**: 10%
- **Hospital/Health Care Org.**: 8%
- **Banking Trust**: 7%
- **Other**: 7%
- **Administration**: 2%
- **Educational/Nonprofit Org.**: 2%

45% 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) 786-8670
Email: iscebs@iscebs.org
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Display Advertising*—Benefits Quarterly

### RATE INFORMATION

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*Members of the International Society or the International Foundation will receive an additional 25% discount on all published advertising rates. Call (262) 786-8771 for details.

### Mechanical Specifications
- Please email PDF (press optimized, all fonts embedded) to iscebs@iscebs.org and specify publication date and name and phone number of contact person.
- Files can be uploaded to an FTP site; please contact us at (262) 786-8771 or iscebs@iscebs.org for more information.
- Electronic files consisting of spot color or RGB color space will be converted to CMYK color space.

### 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, contact us at (262) 786-8771 or iscebs@iscebs.org.
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**Benefits Quarterly**

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**Issue**  **Position**  **Ad Size**  **Gross Amount**  **Net Amount**  

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$  

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