

BENEFITS Quarterly

Advertising Opportunities

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

www.iscebs.org

PARTNERS IN EDUCATIONAL EXCELLENCE

BENEFITS Quarterly

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.

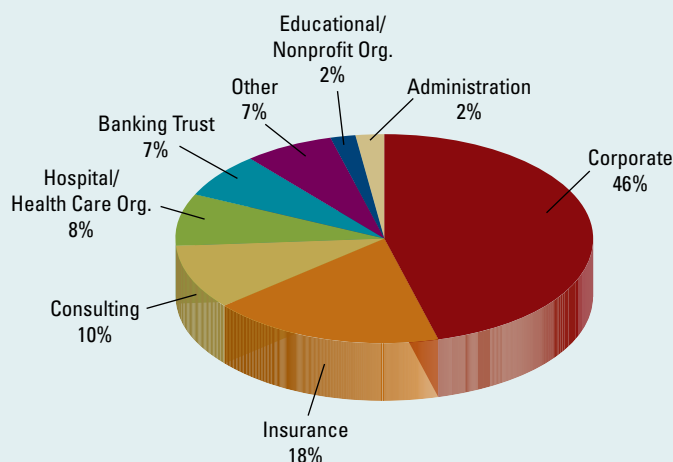
Expanded Opportunity— Cross-Market at the Annual ISCEBS Symposium!

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.

Readership Breakdown



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
www.iscebs.org

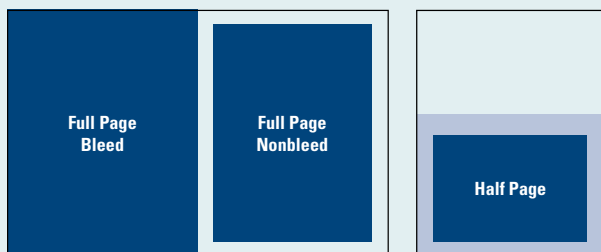
Display Advertising*—Benefits Quarterly

RATE INFORMATION				
Four-Color Options	1x List Price	2x (15% Discount)	3x (20% Discount)	4x (25% Discount)
Outside Back Cover (Bleed)	\$5,000	\$4,250	\$4,000	\$3,750
Inside Front Cover (Bleed)	\$4,175	\$3,549	\$3,340	\$3,131
Inside Back Cover (Bleed)	\$4,175	\$3,549	\$3,340	\$3,131
Full Page (Bleed or Nonbleed)	\$2,300	\$1,955	\$1,840	\$1,725
Half Page	\$1,150	\$978	\$920	\$863
Black-and-White Options (Inside Pages Only)				
	List Price	2x (15% Discount)	3x (20% Discount)	4x (25% Discount)
Full Page	\$1,650	\$1,403	\$1,320	\$1,238
Half Page	\$825	\$701	\$660	\$619

STANDARD AD UNITS		
	Width	Height
Outside Back Cover (Bleed)	(Live)	7.5"
	(Trim)	8.5"
	(Bleed)	8.833"
Inside Front Cover Inside Back Cover Full Page (Bleed)	(Live)	7.5"
	(Trim)	8.5"
	(Bleed)	8.833"
Full Page (Nonbleed)	7.5"	10"
Half Page	6.833"	4.75"

INSERTION ORDER AND MATERIALS DEADLINE		
Issue Date	Insertion Order Deadline	Materials Deadline
1st Quarter	October 15	November 15
2nd Quarter	January 15	February 15
3rd Quarter	April 15	May 15
4th Quarter	July 15	August 15

*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.

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 (outside back cover, inside front cover or 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 of 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 and the International Foundation have not reviewed the products or services advertised and that ISCEBS and the International Foundation will not be viewed as endorsing any of the products or services.

Benefits Quarterly

DISPLAY ADVERTISING INSERTION ORDER

Advertiser

Company name _____
 Address _____
 City _____ State _____ ZIP _____
 Contact _____ Email _____
 Phone number _____ Fax number _____

Agency

Company name _____
 Address _____
 City _____ State _____ ZIP _____
 Contact _____ Email _____
 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:
 ISCEBS, 18700 W. Bluemound Rd., P.O. Box 209, Brookfield, WI 53008-0209.
 (262) 786-8771 • (262) 786-8670 (fax) • iscebs@iscebs.org**