



111 Sutter Street, 12th Floor T +1 415 984 3200
San Francisco, CA 94104 USA F +1 415 984 3201

Contact:

Eva Diemel
Communications Manager, BSR
ediemel@bsr.org, +1 415 984 3233

BSR, *Bloomberg Businessweek* to Produce Special Ad Section on 'Redefining Leadership'

Sponsors of BSR Conference 2011 to Receive Discounted Ad Rates

San Francisco—June 15, 2011—BSR and *Bloomberg Businessweek* have partnered to co-create a [special advertising section](#) that will focus on the [BSR Conference 2011](#) theme of "Redefining Leadership."

This custom story will appear in the September 26 issue of *Bloomberg Businessweek*, reaching more than 4.5 million readers in the magazine's global edition. The magazine will also be distributed at the BSR Conference 2011, taking place November 1 through 4 in San Francisco.

All BSR members are eligible to advertise in this custom section. Companies that take advantage of this opportunity will also receive coverage in the advertorial text written by *Bloomberg Businessweek's* team and focused on the theme of "Redefining Leadership" for sustainable business.

In addition, **BSR Conference 2011 sponsors are eligible for a discount of 70 percent off** open advertising rates for select display advertising units within the BSR custom section.

Advertisers must reserve space by August 9 to be included in the BSR section; actual advertising materials are due on September 6.

For additional information and to confirm advertising rates, please contact Bloomberg representatives [Jordan Hyman](#) (+1 212 617 3709) or [Jody Shue](#) (+1 617 816 7301).

To register for the BSR Conference 2011, visit www.bsr.org/conference.

About BSR

A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world. Visit www.bsr.org for more information.