INDIANAPOLIS
BUSINESS JOURNAL
A division of IBJ Media

Connect with our audience

2024 MEDIA GUIDE

print / digital / events / social / custom content

Indianapolis Business Journal

EXPANDS REACH

print / digital / events / social / custom content

Indianapolis Business Journal has been your top source for business news for 44 years.

Whether you're already an IBJ Media loyalist, or a trusted next-generation leader in the central Indiana business community, we want to make you aware of the full spectrum of targeted, B2B advertising opportunities available to extend your brand's scope and recognition, and reach the decision makers who authorize purchases for their organizations.

IBJ takes an active and interactive role in the lives of business professionals. This stance allows us to tap into the ever-evolving, ever-multitasking leaders of today's organizations at multiple times, in various locations.

Contact 317 634 6200
advertise@ibj.com

Indianapolis Business Journal

32,043

PRINT READERS

IBJ.com

296,000

UNIQUE VISITORS

eNews

84,102

UNDUPLICATED SUBSCRIBERS

IBJ Events

7,000+

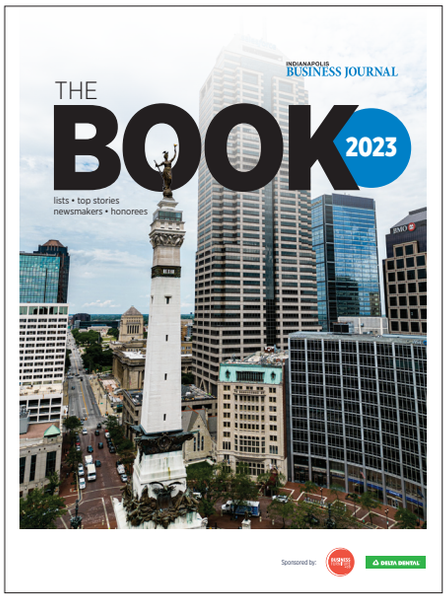
EVENT ATTENDEES

Social Media

128,400

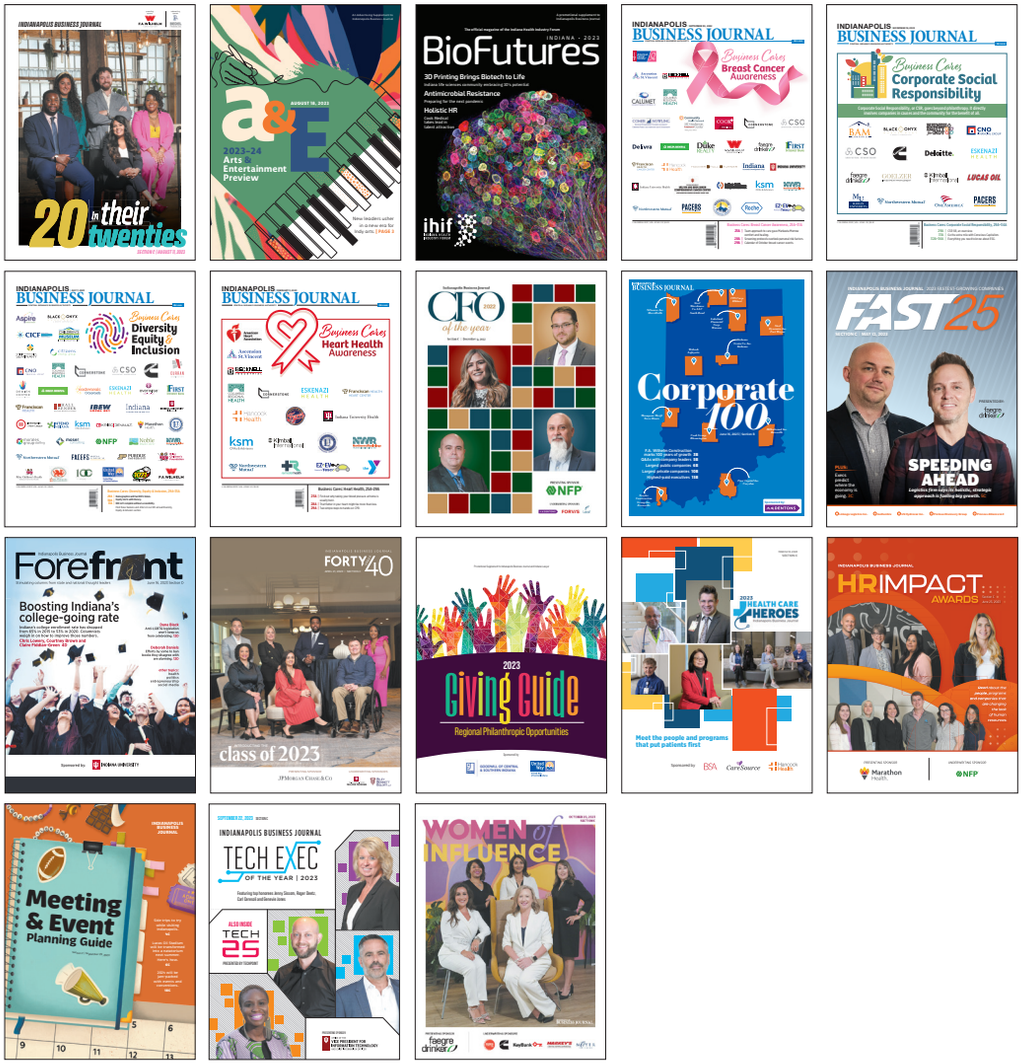
FOLLOWERS

Indianapolis Business Journal



The Book / Year in Review

Indiana 250



MAGAZINES & SUPPLEMENTS

- 20 in their Twenties
- A&E Preview
- BioFutures
- The Book/Year in Review
- Business Cares Breast Cancer Awareness
- Business Cares Corporate Social Responsibility
- Business Cares Diversity, Equity & Inclusion
- Business Cares Heart Health Awareness
- CFO of the Year
- Corporate 100
- Fast25
- Forefront
- Forty Under 40
- Giving Guide
- Health Care Heroes
- HR Impact
- Indiana 250
- Meeting & Event Planning Guide
- Tech Exec of the Year/Tech 25
- Women of Influence

SUBSCRIBER PROFILE

97% Live in Indiana

88% Live in Central Indiana

96% consider IBJ a primary source and one of their most important sources for local business news

85% have purchasing/specifying authority for products and services

For 44 years, IBJ has been central Indiana's trusted source for local business news. Our audience relies on our content via a full spectrum of print and digital products and events.

COMPANY POLICY INFLUENCE

58% banking & financial services
33% legal services
29% corporate giving
45% employee benefits
34% tech equipment & services
42% health insurance
27% P & C insurance
45% real estate/site location
32% acquisitions & mergers
29% corporate wellness
34% education/tuition reimbursement
39% document management services
64% marketing and sales
40% diversity, equity and inclusion

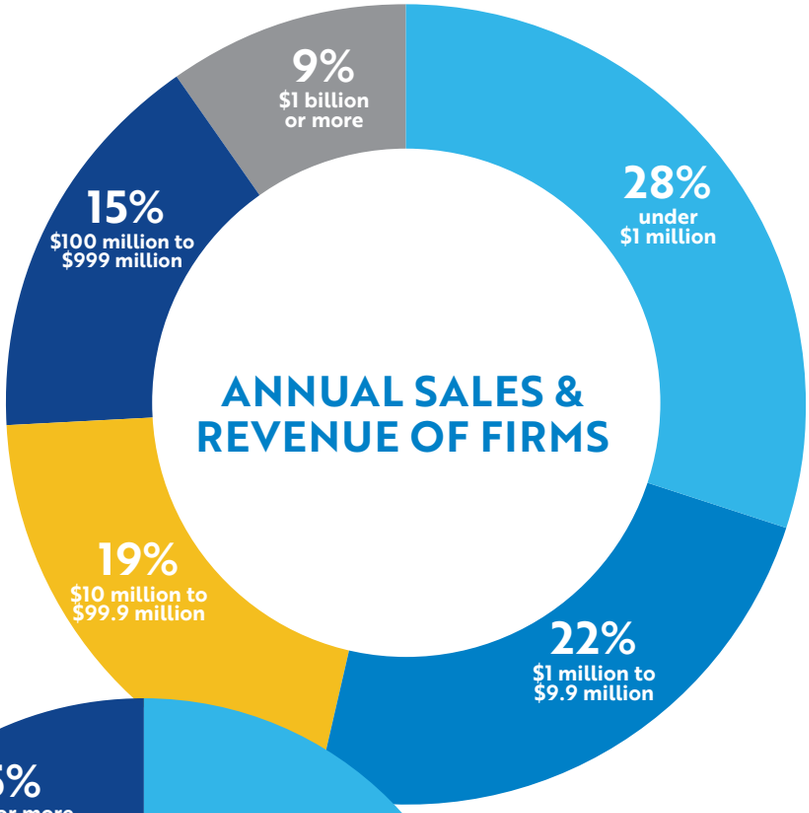
EMPLOYEE BENEFITS

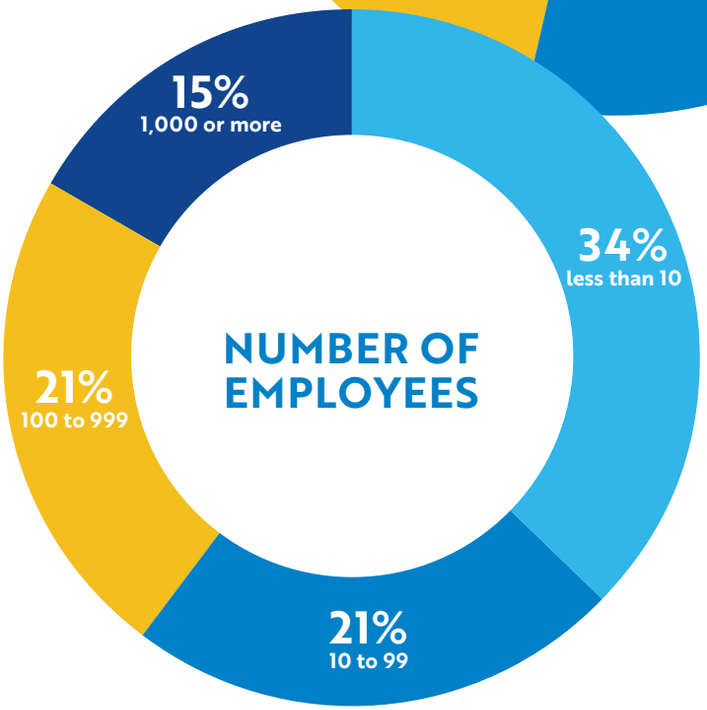
37% plan to add or review
14% review for change in Q1
17% review for change in Q2
36% review for change in Q3
43% implement change in Q4

COMPANY EXPANSION

34% will seek new or enlarged space within the next two years
21% will need office space
Average space needed 16,200 sf. or more

Survey August 2023





46 minutes average time spent reading IBJ

IBJ empowers central Indiana's business professionals by giving them local business news when and where they need it. This enables us to tap into a highly sought after demographic that influences many purchases at home and work.

HOUSEHOLD DECISION MAKERS

$213,000 average individual income
$280,000 average household income
$2,590,000 average household net worth
42% have millionaire status

TOTAL VALUE INVESTMENTS AND BANKING SERVICES

14% $249,999 or less
25% $499,999 – $999,999
21% $1 million – $1.9 million
29% $2 million or more

TYPE OF RESIDENCE

88% own their primary residence
$520,000 average value of residence
22% plan to buy or sell real estate within the next 24 months
49% plan to renovate or remodel

AUTOMOTIVE

44% plan to purchase or lease a vehicle within the next 24 months

LIFESTYLE

73% plan to purchase tickets to cultural events
67% plan to purchase tickets to sporting events
62% plan to buy gift certificates
53% plan to buy workout packages
18% plan to purchase fine jewelry
96% dine out 3 to 9 times per week

FAMILY

88% responsible for financial decisions
40% responsible for elder care decisions
27% plan to purchase legal services

EDUCATION

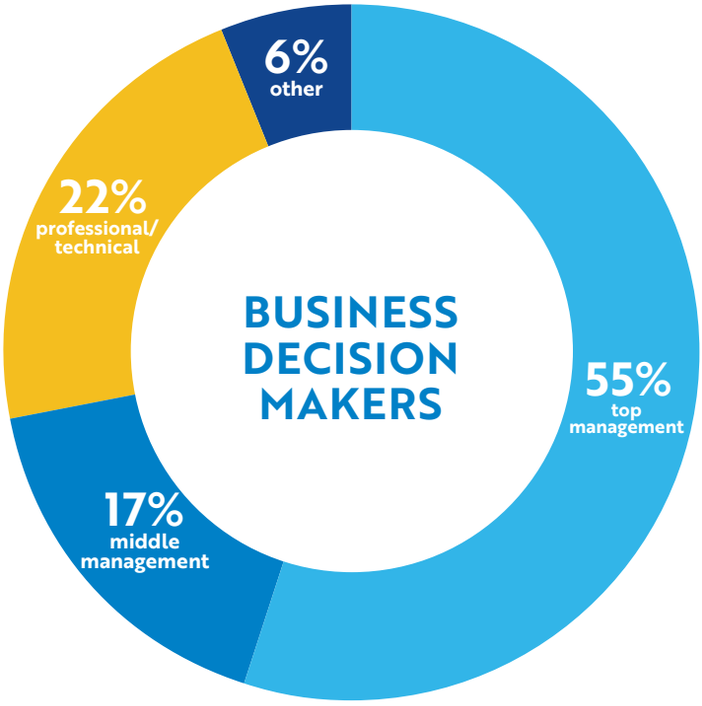
93% college graduate
35% Master's/JD/Doctorate

GENDER AND AGE

68% male
30% female
Average age is 58 years

55% are in top management

22% are business owners



Responsive Readership Advertising

40% visited an advertiser's website

23% have saved an ad for reference

39% researched a product or service online

Survey August 2023

2024 CALENDAR & DEADLINES

Issue Date	Focus | Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline	
					Focus	ROP
1/5				12/28		1/2
1/12	Education	Technical Education Programs		1/4	1/8	1/9
1/19	Million Dollar Givers	Financial Planning Firms; Biggest Gifts		1/11	1/15	1/16
1/26	Big Deals	Mergers & Acquisitions; Commercial Real Estate Deals; Top Performing Stocks		1/18	1/22	1/23
2/2	Health Care	Physical Therapy/Sports Medicine Clinics		1/25	1/29	1/30
			Heart Health Business Cares Cover & Section**	1/17		1/24
2/9	Banking & Finance	SBA Lenders; SBA Loans		2/1	2/5	2/6
2/16	Hospitality/Meetings/Events	Upscale Hotels; Retail Florists		2/8	2/12	2/13
2/23	Technology (Event follow-up)	VC Deals		2/15	2/19	2/20
3/1	Construction/Design/ Engineering	Top 50 Construction Projects; Construction Contractors		2/22	2/26	2/27
			Health Care Heroes	1/31		2/15
3/8	Employee Benefits	Employee Benefit Services Firms		2/29	3/4	3/5
3/15	Commercial Real Estate	Multifamily Property Management Firms		3/7	3/11	3/12
			BioFutures Magazine**	1/29		2/14
3/22	Residential Real Estate	Residential Real Estate Agencies; Most Difficult Golf Courses		3/14	3/18	3/19
3/29	Energy & Environment	Environmental Consultants		3/21	3/25	3/26
4/5	Advanced Manufacturing	Manufacturers		3/28	4/1	4/2
4/12	Hospitality/Meetings/Events	Independent Caterers		4/4	4/8	4/9
			Forty Under 40	3/13		3/28 cover ads 3/21
4/19	Commercial Real Estate	Commercial Real Estate Developers; Commercial Property Management Firms		4/11	4/15	4/16
4/26	Banking & Finance	Banks		4/18	4/22	4/23
5/3	Life Sciences (Event follow-up)	Medical Device & Product Manufacturers		4/25	4/29	4/30
5/10	Agriculture	Commercial Printers		5/2		5/7
5/17	Construction/Design/Engineering	Engineering Firms		5/9	5/13	5/14
			Fast 25	4/17		5/2
5/24	Education (Event follow-up)	Graduate Business Programs; Private Secondary Schools; Private Primary Schools		5/16	5/20	5/21
5/31	Innovation Issue			5/22*	5/24*	5/28
6/7	Health Care	Hospitals		5/30	6/3	6/4
			Swimming Trials magazine	4/10		5/2
			Leadership in Law	5/2		5/16
6/14	Corporate 100	Indiana Public Companies; Indiana Private Companies; Highest Paid Executives		6/6	6/10	6/11
6/21	Entrepreneurship/Small Business (Event follow-up)	Advertising, Marketing and PR Firms		6/13	6/17	6/18
6/28	Talent & Workforce			6/20	6/24	6/25

*Early Deadlines

**Promotional publications published in conjunction with outside agencies

Issue Date	Focus | Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline	
					Focus	ROP
7/5	Diversity in Business	Minority-Owned Businesses; Indiana Employers		6/26*	6/27*	6/28*
			Diversity, Equity & Inclusion Business Cares Cover & Section**	6/19		6/26
7/12	Construction/Design/Engineering	Architectural Firms		7/3*	7/8	7/9
7/19	Hospitality/Meetings/Events	Motorsports Companies; Gambling Facilities		7/10*	7/11*	7/11*
			Indiana 250	5/29*		6/3*
7/26	Banking & Finance	Credit Unions; Directors' Fees of Public Companies		7/18	7/22	7/23
8/2	Talent & Workforce	Indianapolis Public Companies; Indianapolis Private Companies		7/25	7/29	7/30
8/9	Supply Chain & Logistics	Industrial Parks		8/1	8/5	8/6
8/16	Education	Online Degree Programs; Performing Arts Organizations		8/8	8/12	8/13
			A&E Preview	7/24		7/31
			20 in their Twenties	7/17		8/1
8/23	Business of Law	Not-For-Profits; Law Firms		8/15	8/19	8/20
8/30	Aviation & Aerospace			8/22	8/26	8/27
9/6	Commercial Real Estate (Event follow-up)	Downtown Office Complexes; North Meridian Office Complexes Commercial Real Estate Brokerages		8/29	8/30*	9/3
9/13	Employee Benefits	Independent Insurance Agencies/Brokerages		9/5	9/9	9/10
			Tech Exec of the Year	8/14		8/29
9/20	Technology/Cybersecurity	IT Consulting Firms		9/12	9/16	9/17
9/27	Residential Real Estate	Custom Home Builders; Home Builders Largest Hotels; Most Popular Indianapolis Area Attractions		9/19	9/23	9/24
			Meeting & Event Planning Guide	9/4		9/12
10/4	Health Care & Benefits (Event follow-up)			9/26	9/30	10/1
			Breast Cancer Business Cares Cover & Section**	9/18		9/25
10/11	Construction/Design/ Engineering	Electrical Contractors; Office Furniture Dealers		10/3	10/7	10/8
			Diversity in Law	9/9		9/23
10/18	Banking & Finance	Accounting Firms; Investment Brokerages		10/10	10/14	10/15
10/25	Research & Discovery	Life Sciences & Pharmaceutical Companies; VC & Private Equity Firms		10/17	10/21	10/22
			Women of Influence	9/25		10/10
			Hoosier Holiday Gift Guide**	10/2		10/7
11/1	Hospitality/Meetings/Events	Meeting Facilities		10/24	10/28	10/29
11/8	Education	Colleges & Universities; Employment Agencies		10/31	11/4	11/5
11/15	Health Care	Physician Group Practices		11/7	11/11	11/12
			2025 Giving Guide**	9/18		9/27
			Corporate Social Responsibility Business Cares Cover & Section**	10/30		11/6
11/22	Entrepreneurship/Small Business	Women-Owned Businesses		11/14	11/18	11/19
11/29	Commercial Real Estate	Office Complexes		11/20*	11/21*	11/22*
12/6	Legislative Preview 2025			11/27*	12/2	12/3
			CFO of the Year	10/30		11/14
12/13				12/5		12/10
12/20				12/12		12/13
12/27				12/16*		12/17*
			The Book/Year in Review	10/23		11/4

*Early Deadlines

**Promotional publications published in conjunction with outside agencies

INDIANA 250

Indiana 250 provides a close-up look at the people currently making an impact in Indiana. Nominated by fellow Hoosiers with final selections by IBJ Media editors and staff, Indiana 250 highlights the best of Indiana in public and private business as well as not-for-profit, philanthropic, government, and economic development sectors.

Align yourself with 250 leaders spanning many industries, including:

- Health Care and Life Sciences
- Energy and Agriculture
- Hospitality, Restaurants, Entertainment
- Financial Services, including Banking, Venture Capital, Accounting and Insurance
- Technology and Media
- Manufacturing, Logistics and Transportation
- Real Estate, including Retail, Construction, Architecture and Design
- Law
- Education, Not-For-Profits and Arts
- Philanthropy, Government and Civic Leadership

EVENT DATE
July 17, 2024

PUBLICATION DATE
July 19, 2024

SPACE RESERVATION
Deadline: May 29, 2024

AD ARTWORK DEADLINE
June 5, 2024

SUBMITTING FILES
https://www.ibj.com/submit-advertising

TYPE REQUIREMENTS
- Fine lines and serifs may not print
- Min. size for solid type: 7 pt
- Min. type size reverse from black: 10 pt
- Min. type size reverse from color: 12 pt

FILE REQUIREMENTS
- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted

IMAGE AND COLOR REQUIREMENTS
- Resolution: 300 dpi placed at 100%
- Color: Must be process CMYK
- Black must be 0/0/0/100
- Ink Densities: Must not exceed 220%

TITLE SPONSORSHIP: $25,000 NET
- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements
- Stage presence and welcome remarks at the event (2 minute)
- 6 tickets to the reception
- Logo inclusion in AV display at event
- Logo inclusion on signage at the event
- Verbal recognition by publisher/editor during the event
- Marketing collateral piece
- Two-page spread advertisement in Indiana 250 (or two single full-pages)
- Company-mention in post-event coverage on Inside INdiana Business with Gerry Dick feature on Indiana 250 and/or online
- 25 extra copies of Indiana 250
- First right to renew for the following year (valid for 90 days post event)

PREMIER SPONSORSHIP: $15,000 NET
- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements
- 4 tickets to the reception
- Logo inclusion in AV display at event
- Logo inclusion on signage at the event
- Verbal recognition by publisher/editor during the event
- Marketing collateral piece
- Full page advertisement in Indiana 250
- Company-mention in post-event coverage in Indiana 250 and/or online
- 10 extra copies of Indiana 250

BAR SPONSORSHIP: $7,500 NET
- 2 tickets to the reception
- Logo inclusion on the bar display and signage
- Logo inclusion on one piece of collateral (i.e. napkins)
- Verbal recognition by the publisher/editor during the event
- Half-page advertisement in Indiana 250
- 5 extra copies of Indiana 250

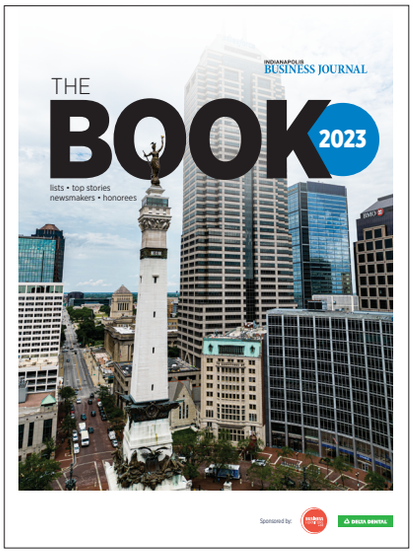
POLYBAG SPONSORSHIP: $9,750 NET (Run of 11,000)
- 8.5" x 5.5" sticker on polybag (Sticker to be supplied by advertiser.)

INSERT SPONSORSHIP: $3,050 NET (Run of 11,000)
- Max. 8.5" x 11" (Insert to be supplied by advertiser.)

MECHANICALS (W X H)

2 Page Spread	17" x 11.125" (Bleed)
2 Page Spread	16" x 10.125" (Live Area)
Full Page	8.625" x 11.125" (Bleed)
Full Page	7.25" x 10.125" (Live Area)
1/2 Page H	7.25" x 4.75"

Do not submit ads with crop marks.



The Book/Year in Review is an annual compilation of the weekly Top 25 Lists featured in IBJ. Included will be a year-end review of top stories, newsmakers, and award honorees from IBJ events.

- The single most comprehensive resource publication on Indiana businesses.
- Reach Indianapolis executives where they work, all year long, with a single integrated ad buy.
- One of IBJ's most popular issues of the year.
- Choose ad adjacencies that align with your business and target market.
- Includes additional brand exposure on IBJ.com.

PUBLICATION DATE
December 27, 2024

SPACE RESERVATION
Deadline: October 30, 2024

AD ARTWORK DEADLINE
November 11, 2024

SUBMITTING FILES
https://www.ibj.com/submit-advertising

TYPE REQUIREMENTS
- Fine lines and serifs may not print
- Min. size for solid type: 7 pt
- Min. type size reverse from black: 10 pt
- Min. type size reverse from color: 12 pt

FILE REQUIREMENTS
- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted

IMAGE AND COLOR REQUIREMENTS
- Resolution: 300 dpi placed at 100%
- Color: Must be process CMYK
- Black must be 0/0/0/100
- Ink Densities: Must not exceed 220%

COVER PRESENTING SPONSORSHIP: $15,000 NET
- Logo on front cover
- Two-page (dual side), 4-color tab on one of the category sections
- Logo on Section Index page
- Mention in the Publisher's Note
- Additional full page, 4-color ad in The Book
- Half page, 500-word sponsor column
- Logo in all print promotions
- Logo on all digital promotions
- Logo placement on landing page on IBJ.com
- Bold listing on Advertiser's Index page
- "Sponsored By" recognition on Category Table of Contents page
- 200,000 impressions – run of site ads on IBJ.com
- One free download (Excel format)
- 50 copies of The Book
- Exclusive of industry

INDUSTRY TAB SPONSORSHIP: $9,500 NET
- Two-page (dual side), 4-color tab on one of the category sections
- Logo on Section Index page
- Half page, 4-color ad in The Book
- Quarter page, 250-word sponsor column
- Bold listing on Advertiser's Index page
- "Sponsored By" recognition on Category Table of Contents page
- 100,000 impressions – run of site ads on IBJ.com
- One free download (Excel format)
- 25 copies of The Book

LIST ADJACENCY OPPORTUNITIES

Full Page	$6,650
Half Page V and H	$4,902
1/4 Square	$3,755

PREMIUM POSITIONS (BASED ON AVAILABILITY)

Back Cover	$8,543
Inside Front	$7,013
Inside Back	$6,445

Rate Card #46 / Effective 1/1/24

Smart Advertising Investment:

83% of readers keep The Book/Year in Review for a month or more

MECHANICALS (W X H)

Full Page (Live)	7" x 10.125"
Full Page (Bleed)	8.625" x 11.125"
1/2 Page	7" x 4.5"
1/4 Page	3.375" x 4.5"
Tab (Live)	7" x 10.125"
Tab (Bleed)	8.625" x 11.125"

Do not submit ads with crop marks.

PAID CIRCULATION

Paid circulation is a big reason why your advertising works in IBJ.

PUBLICATION VALUE

Year after year, the percentage of our paid subscribers who renew exceeds industry standards.

96% consider IBJ a primary source and one of their most important sources for local business news.

Indianapolis Business Journal

32,043

PRINT READERS

IBJ.com

267,000

UNIQUE VISITORS

eNews

84,103

UNDUPLICATED SUBSCRIBERS

Average Time

46 min.

SPENT READING IBJ WEEKLY

AUDITED CIRCULATION FIGURES—SUBSCRIPTIONS

Print & Digital	10,681
Digital Only	4,036
Total Average Paid	14,514
Total Average Non-Paid	171
TOTAL AVERAGE CIRCULATION (Publisher's statement September 2023)	**14,685**

READERSHIP

Subscriber	1
Pass-Along Readers	2
TOTAL PRINT READERSHIP	**32,043**

INDIANAPOLIS BUSINESS JOURNAL

Swift victory took time

How Lucas Oil Stadium became a stop on history's biggest tour

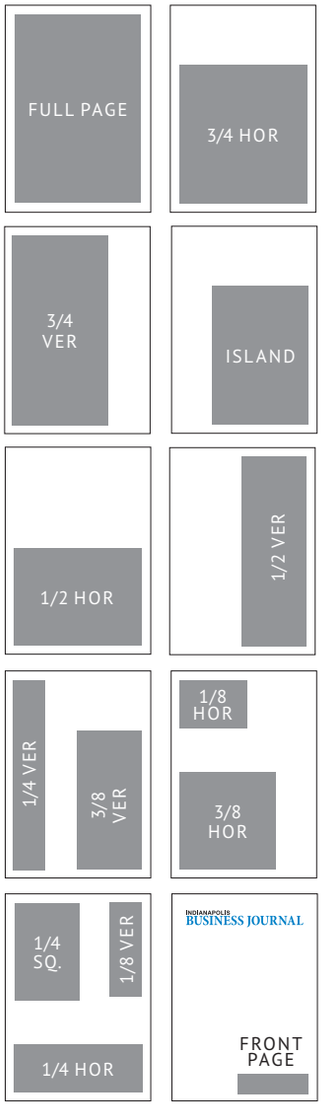
Broad Ripple feels optimistic about safety at curfew's end

RATES PER INSERTION

Frequency rates are earned with pre-planned number of insertions over 12 months.

PLACEMENT	1-12X	13-25X	26-51X	52X
Center Spread	$14,879	$12,189	$11,390	$10,011
3/4 Page Center Spread	$14,107	$11,561	$10,817	$9,345
Jr. Center Spread	$12,514	$10,265	$9,604	$8,093
Back Cover	$10,216	$8,396	$7,862	$6,644
Full Page	$8,281	$6,826	$6,395	$5,420
3/4 Page	$7,360	$6,055	$5,700	$4,836
Island	$6,715	$5,552	$5,216	$4,433
1/2 Page	$5,938	$4,929	$4,626	$3,942
3/8 Page	$5,189	$4,317	$4,058	$3,469
Front Page	$3,849	$3,226	$3,043	$2,625
1/4 Page	$3,623	$3,043	$2,873	$2,482
1/8 Page	$2,504	$2,095	$2,024	$1,771

Rate Card #46 / Effective 10/1/23
Contact your account executive about premium placement



SUBMITTING FILES

https://www.ibj.com/submit-advertising

TYPE REQUIREMENTS

- We do not recommend reversing text out of 4-color images
- Fine lines and serifs may not print
- Min. size for solid type: 7 pt
- Min. type size reverse from black: 10 pt
- Min. type size reverse from color: 12 pt

FILE REQUIREMENTS

- IBJ subscribes to the SWOP Standards
- No crop or bleed marks
- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted

IMAGE AND COLOR REQUIREMENTS

- Resolution: 200 dpi placed at 100%
- Color: Must be process CMYK
- Black must be 0/0/0/100
- Ink Densities: Must not exceed 270%
- We do not recommend black or dark backgrounds on full page ads as they do not reproduce well on newsprint

FRONT PAGE AD

Placement: Ad will appear on bottom right side of front page.

Restrictions: Front-page ads cannot run when client placing the ad is the subject of a story on the front page. Once an ad is placed, it cannot be pulled because of editorial content that may appear on the inside pages of IBJ.

MECHANICALS (W X H)

Center Spread	21.125 x 13.25”
3/4 Center Spread	21.125” x 9.875”
Jr. Center Spread	15.75” x 9.875”
Full	10” x 13.5”
3/4 Vertical	7.25” x 13.25”
3/4 Horizontal	10” x 9.875”
Island	7.25” x 9.875”
1/2 Vertical	4.75” x 13.25”
1/2 Horizontal	10” x 6.5”
3/8 Vertical	4.75” x 9.875”
3/8 Horizontal	7.25” x 6.5”
Front Page	4.75” x 1.5”
1/4 Square	4.75” x 6.5”
1/4 Vertical	2.25” x 13.25”
1/4 Horizontal	10” x 3.125”
1/8 Vertical	2.25” x 6.5”
1/8 Horizontal	4.75” x 3.125”

INSERTS (Rates are per thousand)

1x-3x	$250
4x-8x	$235
9x-12x	$225
13x-52x	$215

Size: Max. 10” x 13”

Quantity: Min. 5,000; 35% surcharge for partial runs

Full Run: Approx 11,000

Weight: $40/M per ounce over 1 oz.

Deliver to: AIM – Greenfield
c/o: IBJ insert
22 West New Road
Greenfield IN 46140
317-462-5528

- Include name of insert and issue date on cartons
- Insert must arrive at AIM by 4 p.m. one week (Friday) prior to publication

Frequency discounts: Advertising must be inserted within one year of first insertion to earn frequency discounts. Frequency discounts will be given in advance only on contracts specifying units of space.

Unfulfilled contracts: Unfulfilled contracts or contracts canceled by advertiser prior to completion will be short-rated at the highest applicable earned rate on current rate card in effect. Insertion orders may not be canceled after closing date.

Liability for payment: Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the Publisher.

Commissions and discounts: A 15% commission will be allowed for recognized agencies on display advertising 1/8 page or larger and inserts. Commissions will be allowed on all charges for space, color and position premiums. No commissions will be allowed on charges 60 days past due.

Publisher approval: All advertising must be approved by the Publisher. Publisher may require the word “advertisement” to appear in any advertisement. Advertiser and his agency will indemnify, defend and hold harmless the Publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

Publisher liability: The liability of the Publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

IBJ COVER WRAPS

FULL NEWSPAPER WRAP (NEWSPRINT)

your company is the front cover and back cover of the newspaper plus inside front cover and inside back cover for a total of 4 full pages of advertising

- Four, 4-color, full-pages printed on newsprint
- Postal delivery label area required
- While content is initiated by the client, IBJ reserves the final right to determine the acceptability of the message
- All covers will have the words "Paid Advertisement in the lower left corner above the label area

No advertorials allowed.

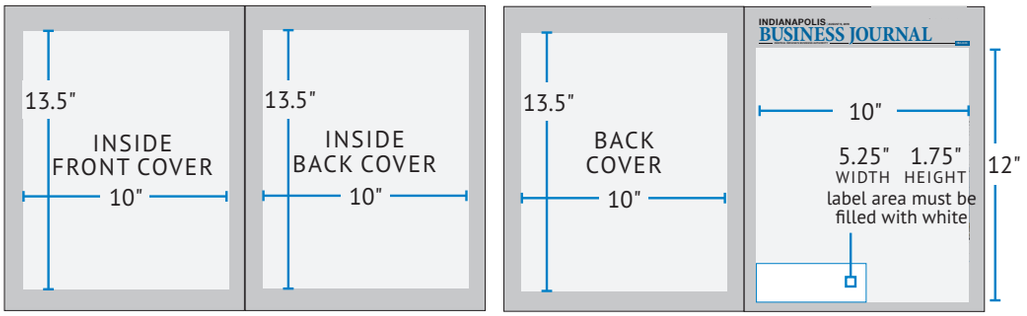
All advertising must be approved by the publisher.

RATE

FULL WRAP: $18,500 net
(includes design & printing)

FILE REQUIREMENTS FOR ALL WRAPS

- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted
- Resolution: 300 dpi placed at 100%



HALF NEWSPAPER WRAP (NEWSPRINT)

your company is the front cover and inside front cover of the newspaper for a total of 2 full pages of advertising

- Two, 4-color, full-pages printed on newsprint
- Postal delivery label area required
- While content is initiated by the client, IBJ reserves the final right to determine the acceptability of the message
- All covers will have the words "Paid Advertisement" in the lower left corner above the label area

RATE

HALF WRAP: $15,000 net (includes design & printing)

AD SPECS

FRONT PAGE: 10" x 12" (Label area on bottom left corner of front cover: 5.75 wide x 2.25 tall. Filled with white.)

INSIDE FRONT PAGE: 10" x 13.5"

No advertorials allowed.

All advertising must be approved by the publisher.

FULL COVER WRAP (GLOSS)

your company is the front cover and back cover of the newspaper plus inside front cover and inside back cover for a total of 4 full pages of advertising of branding and awareness

- Four, 4-color, full-pages printed on 100 lb., gloss text
- 500 additional copies for company use
- IBJ issue inserted into wrap
- Postal delivery label area required
- While content is initiated by the client, IBJ reserves the final right to determine the acceptability of the message
- All covers will have the words "Paid Advertisement" in the lower left corner above the label area

No advertorials allowed.

All advertising must be approved by the publisher.

RATE

FULL COVER WRAP (GLOSS) $20,000 net
(includes design & printing)

AD SPECS

FLAT SIZE: 22.875" x 14.5"

Individual Page Sizes:

FRONT PAGE: 11.75" x 14.5" (Label area on bottom left corner of front cover: 5.75" x 2.25" filled with white. 2.25" tall white strip must be included at the top for the newspaper nameplate.)

INSIDE FRONT PAGE: 11.75" x 14.5 tall"

INSIDE BACK PAGE: 11.125" x 14.5 tall"

BACK PAGE: 11.125" x 14.5 tall"

BLEED: Must include an 1/8" bleed.

"THE BAND" SPONSORSHIP

- Unique and exclusive print/digital sponsorship opportunity
- Sliding Billboard with Pencil leave behind on IBJ for one week Runs the same week as print issue from 12 a.m. Friday to 11:55 p.m. Thursday. Band: 920 x 260 and the leave behind is 920 x 30
- Print: 21.125" x 3" ad is surrounded by editorial content from pages 1 and 3. (location center spread)

RATE

$10,000 net

BELLY BAND

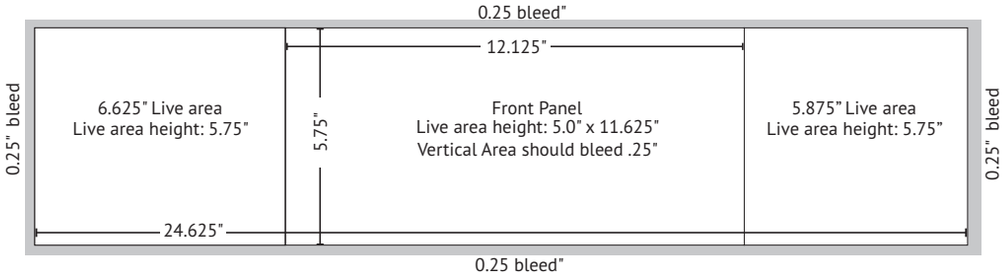
The belly band allows you the opportunity to display your message across the front page of IBJ. Your message wraps around the entire issue. Art is 4-color and appears on all copies of IBJ with the exception of newsstand copies.

RATES

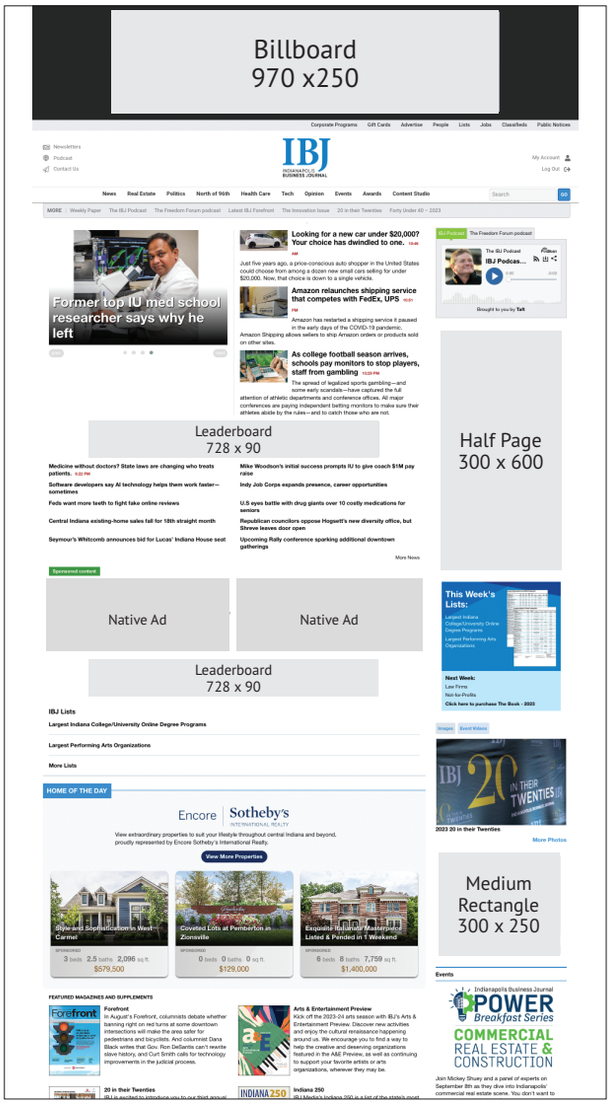
Investment (includes design & printing)	$15,000 net
Double-sided printing, add	$1,000 net

DESIGN SPECIFICATIONS

- The folded width of 12.125" is subject to change, based on the number of pages and inserts in the publication
- Crossovers on join should be used with caution
- All art files need to be to IBJ 18 business days prior to publication date



IBJ.COM



BUSINESS PROFILE

45% top management
20% middle management
40% professional/technical
6% other

COMPANY POLICY INFLUENCE

75% of visitors have purchasing/specifying authority for products and services
47% banking & financial services
30% legal services
26% employee benefits
33% tech equipment
23% health insurance
27% real estate/site location
20% education/tuition reimbursement
31% diversity, equity & inclusion

HOUSEHOLD DECISION MAKERS

$164,000 average individual income
$225,000 average household income
$2,084,790 is the average net worth
87% own their primary residence
$458,000 average value of residence
60% dine out 3 to 9 times a week
44% plan to purchase or lease a vehicle in the next 24 months

GENDER AND AGE

57% male
40% female
Average age is 60 years

EDUCATION

92% college graduate
42% Master's/JD/Doctorate

296,000
average unique monthly visitors

575,000+
monthly pageviews

95% of digital subscribers in Indiana

72% of digital subscribers in Central Indiana

59% have taken an action on seeing an ad

IBJ.COM RATES

Imp/mo.	1 mo.	6+ mo.
100,000	$3,000	$2,800
150,000	$4,200	$3,750
200,000	$5,000	$4,000
300,000	$6,900	$5,400

Rates effective 10/1/23
(For newsletter rates, see newsletter pages.)

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border.
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

All sizes required

Medium Rectangle	300 x 250 (build size: 600 x 500 px)
Half Page*	300 x 600 (build size: 600 x 1200 px)
Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

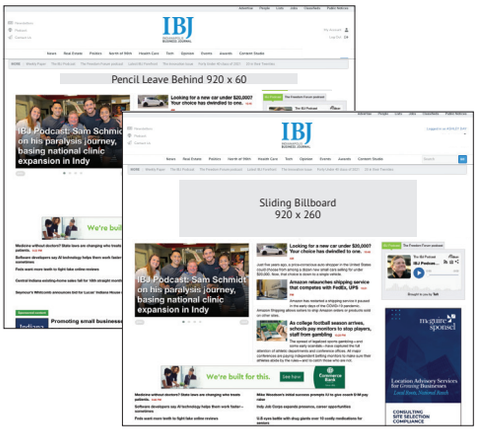
NATIVE AD REQUIREMENTS:

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

HOMEPAGE TAKEOVER

- Take over IBJ.com's home page for the day
- All display ad units will be seen on IBJ.com home page for a continuous 24-hour period, from 12 a.m. – 11:59 p.m.
- Creative required: 970 x 250, 300 x 600, 728 x 90, 300 x 250, 160 x 600, 600 x 200 (build at 2x the dimensions)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

RATES (net)
$2,500 per day

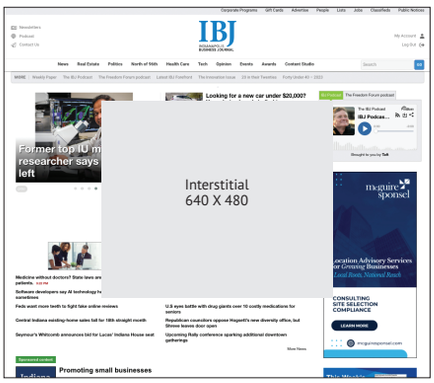


SLIDING BILLBOARD WITH PENCIL LEAVE-BEHIND

- Premium placement at the top of the home page under the navigation bar
- Creative required: 920 x 260, 920 x 30 (build at 2x the dimensions)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

RATES (net)

Impressions	
50,000	$2,700
100,000	$5,000



INTERSTITIAL

- Ad appears as full screen take over when IBJ.com readers access the site or click through emails to a story
- Ad is served only one time per day
- Creative required: 640 x 480 (build at 2x the dimensions)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

RATES (net)

2 week period	$3,375
4 week period	$6,250

EIGHT@8

Nearly 30,000 business professionals enjoy the top online business stories delivered to their inbox Monday through Friday mornings at 8 a.m. This newsletter sees an open rate of 45% and a delivery rate of 99%. The average CTR is 5%.

98% consider Eight@8 their primary or one of several equally important sources of current news.

EIGHT@8 RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-5 MO.	6-11 MO.	12 MO.
Leaderboard (728 x 90) upper	$6,120	$5,685	$4,720
Billboard (970 x 250) upper	$5,830	$5,420	$4,490
Native	$4,270	$3,960	$3,285
Billboard (970 x 250) lower	$5,550	$5,160	$4,275
Leaderboard (728 x 90) lower	$4,905	$4,555	$3,770

All schedules that run 9 months or more receive 50,000 bonus IBJ.com impressions per month.

All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/23

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

IBJ Eight@8

Friday, September 22, 2023

Compiled by Mason King-mking@ibj.com

Leaderboard 728 x 90

1 State testing shows 'abundant' water supply for LEAP

The initial findings of a central Indiana water study show that an aquifer connected to the Wabash River contains enough water to support a high-tech manufacturing district in Boone County without depriving the Greater Lafayette region of an adequate water supply, according to the Indiana Economic Development Corp. The preliminary results of the long-anticipated study indicate what IEDC officials had been asserting for nearly a year: transporting as much as 100 million gallons of water a day through a 35-mile pipeline to support a planned 9,000 acre or more technology and manufacturing hub is feasible without hurting existing homeowners and businesses that rely on the water supply. IBJ's Peter Blanchard has more.

2 Hoosier guitarist Wanchic is Farm Aid's mechanic

Willie Nelson, Neil Young, John Mellencamp and Dave Matthews are the stars of this year's edition of Farm Aid, but Bloomington-based Mike Wanchic is arguably the festival's most valuable player. Wanchic joined Mellencamp's band in 1978 and has helped back up performers at the festival for decades, becoming a one-off music director for performances by Lou Reed, John Prine, John Fogerty, Bonnie Raitt and even Tom Keifer of Cinderella. He also produced for a double-album compilation of Farm Aid performances in 2000. During the 35th edition of Farm Aid, set for Saturday at Noblesville's Ruoff Music Center, Wanchic again will be doing double duty, playing with Mellencamp and then serving as music director for the Jim Irsay Band that's performing with Ann Wilson of Heart. IBJ's Dave Lindquist has more on the man who's not on the Farm Aid poster but who helps serve as the glue keeping everything together.

Billboard 970 x 250

3 UAW expected to expand strikes on Friday

The United Auto Workers and the Detroit's Big Three automakers spent Thursday in negotiations as union leaders warned that an ongoing labor strike could spread to new facilities as soon as midday Friday. An expanded work stoppage over wages and benefits for some 150,000 autoworkers could exacerbate disruptions to an industry that makes up about 3 percent of the nation's gross domestic product. UAW President Shawn Fain has not said which plants would be affected next—the union's stated strategy is to "keep the companies guessing." The UAW has more than 13,000 members in Indiana. The Washington Post has more.

4 Biden aims to scrub medical debt from credit scores

U.S. Vice President Kamala Harris said Thursday that the Biden administration is taking the first steps toward removing medical bills from people's credit scores, which could improve ratings for millions of people. Harris said that would make it easier for them to obtain an auto loan or a home mortgage. Roughly one in five people report having medical debt. The vice president said the Consumer Financial Protection Bureau is beginning the rulemaking process to make the change. AP has more.

SPONSORED CONTENT

Native Ad

5 Startup founder: Google's deals thwart competition

Appearing in the biggest antitrust trial in a quarter century, DuckDuckGo founder Gabriel Weinberg testified Thursday that it was hard for his small search engine company to compete with Google because the powerhouse has deals with phone companies and equipment manufacturers to make its product the default search option on so many devices. Google argues that even when it holds the default spot on smartphones and other devices, users can switch to rival search engines with a couple of clicks. But Weinberg testified that getting users to switch from Google was complicated, requiring as many as 30 to 50 steps to change defaults on all their devices, whereas the process could be shortened to just one click on each device. AP has more from the trial.

6 Tech firms try to take AI image generators mainstream

Artificial intelligence tools that can conjure whimsical artwork or realistic-looking images from written commands started wowing the public last year. But most people don't actually use them at work or home. That could change as leading tech companies are competing to take text-to-image generators mainstream by integrating them into Adobe Photoshop, YouTube and other familiar tools. But challenges related to copyright theft and troubling content abound. AP has more.

Billboard 970 x 250

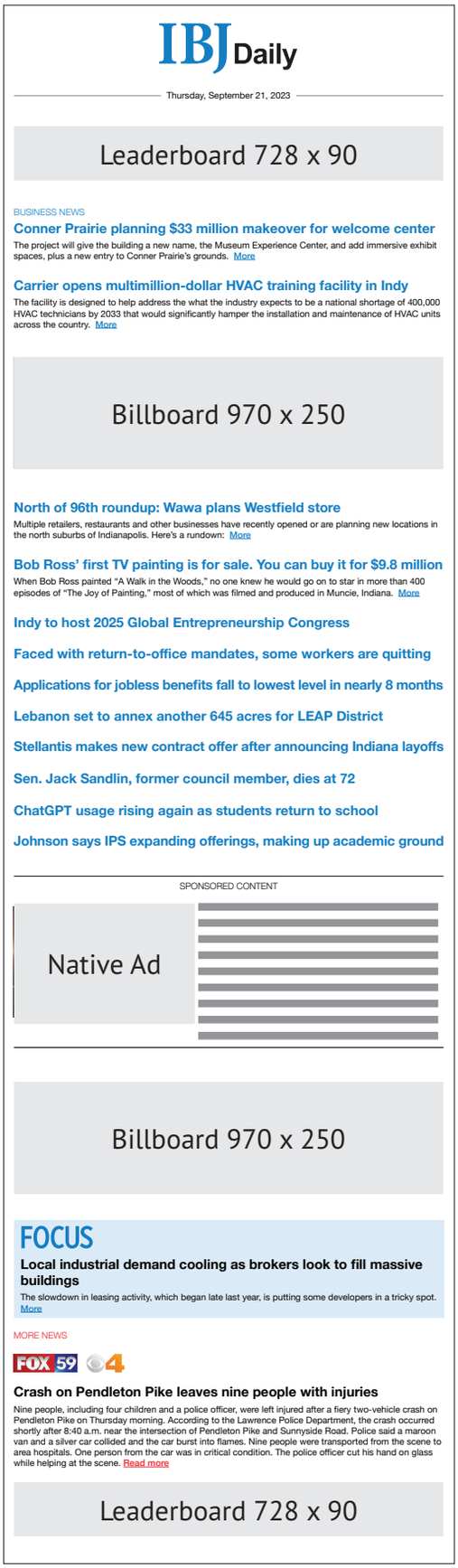
7 Director's aim wavers in Robinhood saga 'Dumb Money'

Could Frank Capra make Capra-esque movies today? Would we fall for his trademark themes: an individual overcoming systemic persecution from The Man; the inherent decency and compassion of everyday Americans; and the belief that effective and lasting social change can be engineered by the actions of a few in a two-hour run time? Eight@8 suspects we've become a bit too cynical and/or ambivalent to swallow a modern Capra, and goodness knows we've experienced more than our fair share of Pyrrhic victories for The People since Capra's heyday in the 1930s and early 1940s. But maybe the story from 2021 about the way mom-and-pop investors thwarted hedge-fund titans who tried to short sell GameStop would be sufficiently limited in scope to accept the Capra treatment? You might remember the GameStop episode for the involvement of the Robinhood stock market app, and is there anything more Capra-esque than the legend of Robin Hood? According to The Ringer's celluloid correspondent Adam Neyman, the new comedy "Dumb Money" gets a lot of mileage with Capra-esque scenario and travels to some surprisingly poignant places as it follows the story's real-life arc. But sticking the landing in the America 2021 is another thing.

8 Eight@8 Writers Club: A Homeric home repair tale

Mrs. Eight@8 has a regular writers club that she leads, so Mr. Eight—who is not at all a competitive person—is going to start his own writers club. So there. And you all are invited to join! (Editor's note: This is not to be confused with the Eight@8 Book Club or Eight@8's Gen X Nostalgia Lounge for Children of Divorced Parents, both of which are preparing for comebacks in the near future.) Our goal is simply to enjoy an unusual piece of creative nonfiction, and the piece for the club's debut is a humdinger. John Jeremiah Sullivan has the true story of the ultimate prolonged visit by a home contractor. It come to us via Harpers and is labeled "Prose," although it's clearly in the form of a Homeric epic poem. Our hero (or maybe anti-hero; it's certainly debatable) is Greg, the crackhead plumber. Greg is widely considered a genius in plumbing circles, and you will not believe the odyssey that leads to his triumph in Sullivan's sewage-scented home. But Greg's Achilles heel is crack—not to mention the requisite amount of pride. Enjoy.

Leaderboard 728 x 90



IBJ Daily delivers local & national business news to nearly 32,000 business professionals Monday through Friday at 1 p.m. This newsletter experiences an open rate of 43% and a delivery rate of 99%. The average CTR is 5%.

99% consider IBJ Daily their primary or one of several equally important sources of current local news.

IBJ DAILY RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-5 MO.	6-11 MO.	12 MO.
Leaderboard (728 x 90) upper	$5,900	$5,460	$4,530
Billboard (970 x 250) upper	$5,620	$5,220	$4,315
Native	$4,270	$3,960	$3,285
Billboard (970 x 250) lower	$5,350	$4,965	$4,105
Leaderboard (728 x 90) lower	$4,530	$4,195	$3,485

All schedules that run 9 months or more receive 50,000 bonus IBJ.com impressions per month.

All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/23

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

NEWSLETTERS

This Week in IBJ highlights the stories, columns and other features that run in each Friday's print edition, including an image of that week's front page. The newsletter is the perfect way for readers to share the in-depth stories and smart opinions that are part of every issue. More than 27,000 people receive This Week in IBJ newsletter every Saturday morning, with an open rate of 40% and a CTR of nearly 5%.

EXCLUSIVE OPPORTUNITY

IBJ News Updates are sent out to approximately 28,000 subscribers as the news is happening. These newsletters are sent when there is a development in an ongoing story. Since we don't make the news, there is no set schedule. There are a minimum of 4 News Updates guaranteed each month, however it has been averaging 8 per month. This newsletter has an average open rate of 41% and the CTR is 3%.

THIS WEEK IN IBJ RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-5 MO.	6-11 MO.	12 MO.
Upper Leaderboard (728 x 90)	$3,960	$3,300	$2,640
Middle Leaderboard (728 x 90)	$3,795	$3,135	$2,475
Middle Billboard (970 x 250)	$3,300	$2,640	$1,980
Lower Billboard (970 x 250)	$2,805	$2,145	$1,485

All schedules that run 9 months or more receive 50,000 bonus IBJ.com impressions per month.
All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/2023

IBJ NEWS UPDATE RATES

Rates are monthly, for a minimum of 4x a month.

AD SIZE	1-5 MO.	6-11 MO.	12 MO.
Medium Rectangle (300 x 250)	$6,645	$5,538	$4,615

All contracts are irrevocable once signed.
Rates effective 10/1/2023

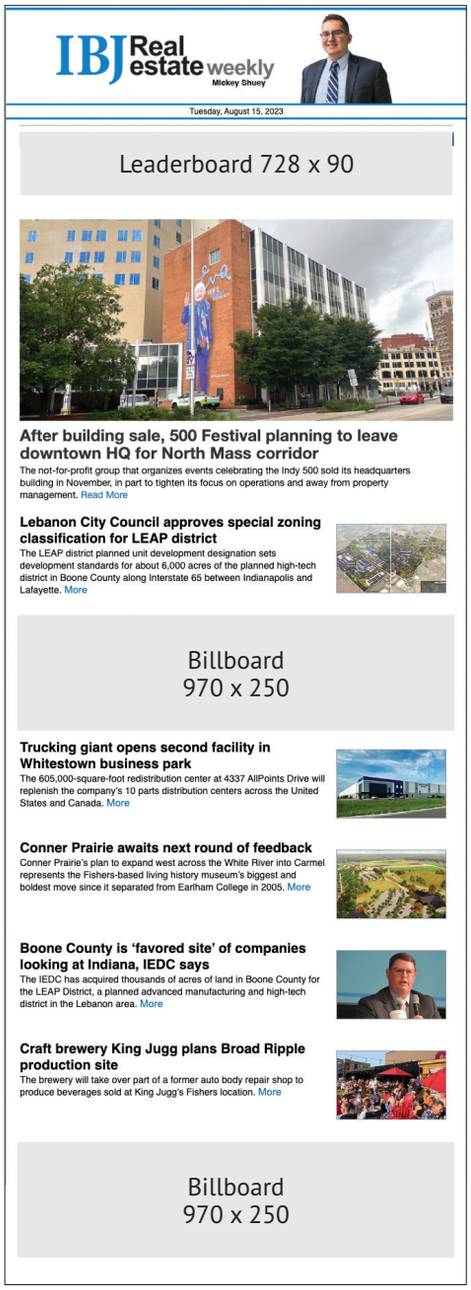
DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

Medium Rectangle	300 x 250 (build size: 600 x 500 px)
Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)



Real Estate Weekly newsletter covers commercial, industrial and residential real estate, including stories about restaurants, shops, sales and acquisitions, leasing contracts, construction and more. Sent to more than 21,000 subscribers every Tuesday, this newsletter has a 43% open rate and an average CTR of 5%.

IBJ Breaking News is sent out to approximately 32,000 subscribers as the news is happening. These newsletters are sent to provide breaking news. Since we don't make the news, there is no set schedule. There are a minimum of 4 Breaking News guaranteed each month, however it has been averaging higher per month. This newsletter has an average open rate of 45% and the CTR is 6%.

IBJ BREAKING NEWS RATES

Rates are monthly, for a minimum of 4x a month.

AD SIZE	1-5 MO.	6-11 MO.	12 MO.
Medium Rectangle (300 x 250)	$6,645	$5,538	$4,615

All contracts are irrevocable once signed.
Rates effective 10/1/2023

REAL ESTATE

Rates are monthly, for 1 day per week.

AD SIZE	1-4 MO.	5-8 MO.	9-12 MO.
Leaderboard (728 x 90)	$3,495	$3,060	$2,620
Billboard (970 x 250)	$3,710	$3,275	$2,840
Native	$3,385	$2,950	$2,510
Lower Billboard (970 x 250)	$3,175	$2,840	$2,400

All schedules that run 9 months or more receive 50,000 bonus IBJ.com impressions per month. All rates are net per month. All contracts are irrevocable once signed. Rates effective 10/1/23

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

Medium Rectangle	300 x 250 (build size: 600 x 500 px)
Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

PAID SUBSCRIBER NEWSLETTERS

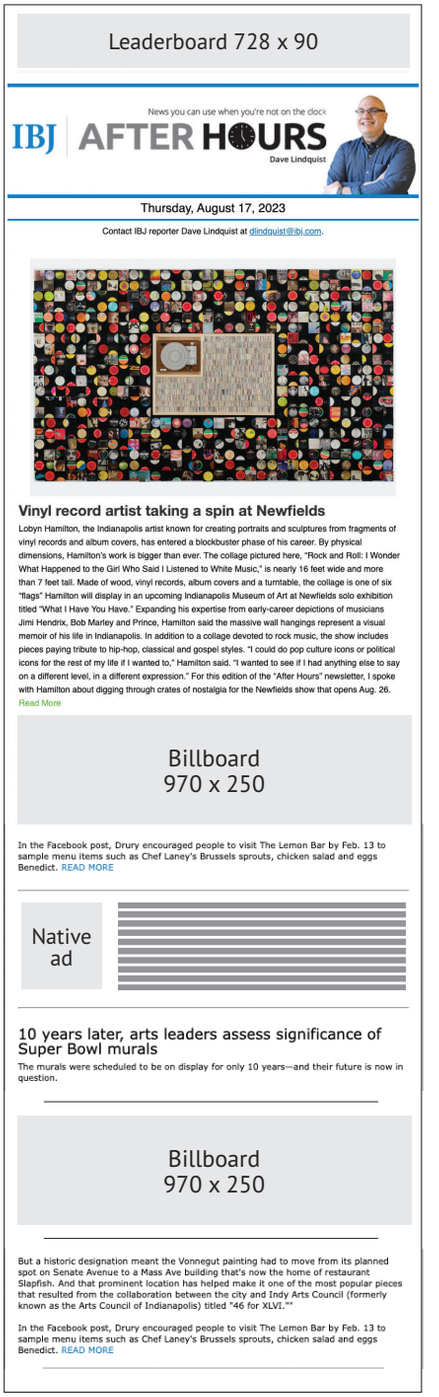
After Hours is written by renowned arts & entertainment reporter Dave Lindquist. After Hours brings you stories about the personalities, places and events that make Indianapolis an engaging place to live. Delivered every Thursday to 9,000 subscribers. After Hours open rate is 54% and the average CTR of 2%.

AFTER HOURS WEEKLY RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-4 MO.	5-8 MO.	9-12 MO.
Leaderboard (728 x 90) upper	$1,995	$1,398	$1,496
Billboard (970 x 250)	$2,122	$1,871	$1,623
Native	$1,935	$1,687	$1,436
Leaderboard (728 x 90) lower	$1,871	$1,623	$1,372

All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/23



DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

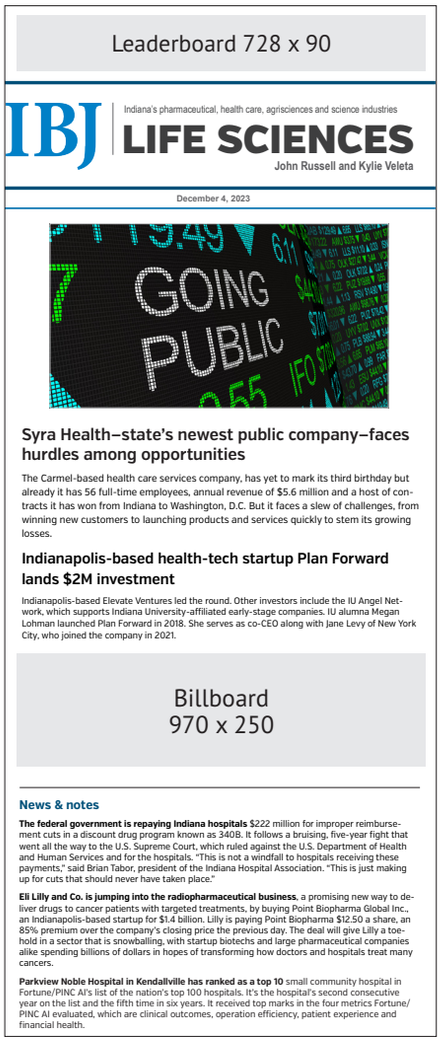
AD SIZES & REQUIREMENTS

Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

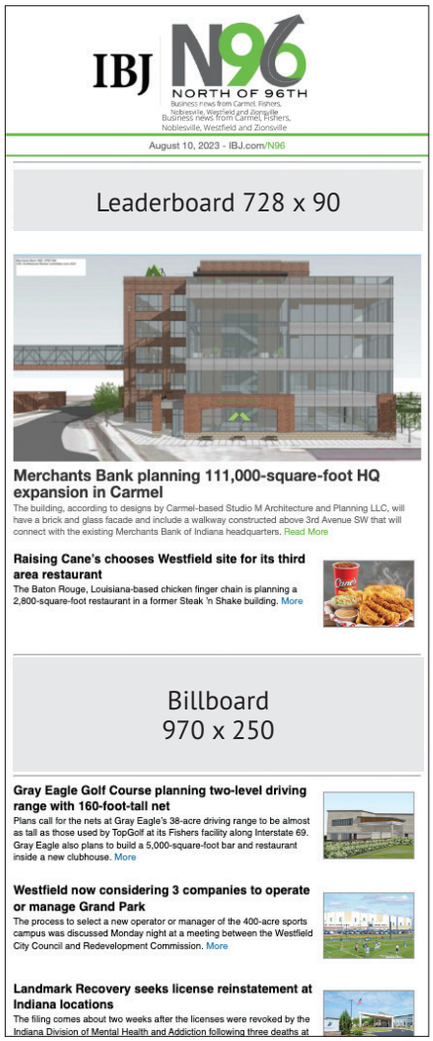
*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information



Indiana's Life Sciences email newsletter will bring readers the latest about the state's expanding pharmaceuticals, health care, agriscience, medical device and science industries through breaking news stories, features and more. IBJ's John Russell and Inside INdiana Business' Kylie Veleta—both award-winning, veteran journalists—will author this weekly newsletter. This email will deploy on Mondays to nearly 4,000+ readers with an open rate of nearly 92% and a CTR of nearly 4%.



North of 96th offers extensive coverage of the fast-growing northern suburbs of Indianapolis: Carmel, Fishers, Noblesville, Westfield and Zionsville. Each Thursday, 5,000 subscribers get the latest stories featured on North of 96th. North of 96th is the go-to destination to find out what's going on in north-side business, how public policy shapes progress and who's calling the shots. North of 96th on IBJ.com has 5,000 monthly unique page views. North of 96th newsletter has a 62% open rate and an average CTR of 9%.

INDIANA'S LIFE SCIENCES WEEKLY RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-4 MO.	5-8 MO.	9-12 MO.
Leaderboard (728 x 90)	$1,330	$1,165	$997
Billboard (970 x 250)	$1,415	$1,247	$1,082
Native	$1,290	$1,125	$957
Lower Billboard (970 x 250)	$1,247	$1,082	$915

NORTH OF 96TH RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-4 MO.	5-8 MO.	9-12 MO.
Leaderboard (728 x 90)	$1,330	$1,165	$997
Billboard (970 x 250)	$1,415	$1,247	$1,082
Native	$1,290	$1,125	$957
Lower Billboard (970 x 250)	$1,247	$1,082	$915

All schedules that run 9 months or more receive 50,000 bonus IBJ.com impressions per month. All rates are net per month. All contracts are irrevocable once signed. Rates effective 10/1/23

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

Medium Rectangle	300 x 250 (build size: 600 x 500 px)
Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

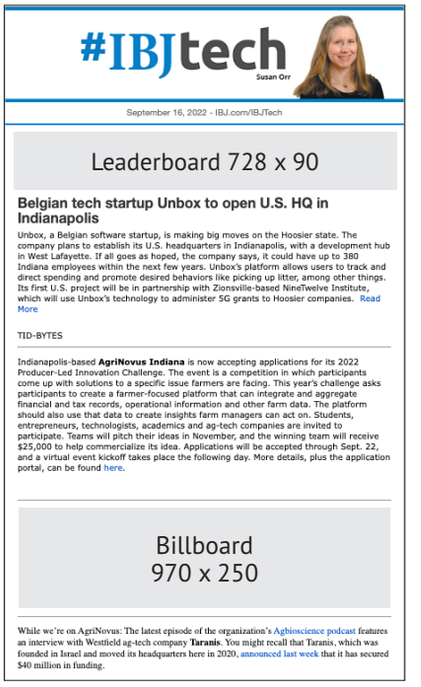
*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

PAID SUBSCRIBER NEWSLETTERS

The Rundown delivers the latest in political and government news straight to 6,000 subscribers every Friday morning. You'll see what your local, state and federal elected leaders are doing and keep tabs on the latest legislation and campaigns. The Rundown is a must-read for anyone who cares about government. The Rundown open rate is 57% and the average CTR of 2.9%.



This Indy-focused newsletter, published every Friday, gives readers a rundown of technology and innovation happenings. #IBJtech features share-worthy stories from Indiana and abroad, collecting all tech information in one place. #IBJtech has approximately 5,300 subscribers. #IBJtech has a 56% open rate and a CTR of 2%.

THE RUNDOWN RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-4 MO.	5-9 MO.	9-12 MO.
Leaderboard (728 x 90)	$1,280	$1,120	$960
Billboard (970 x 250)	$1,440	$1,280	$1,120
Native	$1,200	$1,040	$880
Leaderboard (728 x 90) lower	$1,120	$960	$800

#IBJTECH RATES

Rates are monthly, for 1 day per week.

AD SIZE	1-4 MO.	5-9 MO.	9-12 MO.
Leaderboard (728 x 90)	$1,280	$1,120	$960
Billboard (970 x 250)	$1,440	$1,280	$1,120
Native	$1,200	$1,040	$880
Leaderboard (728 x 90) lower	$1,120	$960	$800

All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/23

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

AD SIZES & REQUIREMENTS

Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

ABOUT THE IBJ PODCASTS

The **IBJ Podcast** is a weekly take on business news in central Indiana. Episode topics have included legislation, area startups, business innovations and much more. New episodes drop every Monday.

The Freedom Forum with Angela B. Freeman explores the intersection of business, race and gender. The monthly podcast considers how the corporate community can advance diversity and equity in the way companies hire and promote employees, choose vendors and contractors, and fund startups and ideas. The podcast's host, Angela B. Freeman, is a partner and intellectual property attorney at Barnes & Thornburg and a former president of Women & Hi Tech. She brings listeners interviews with Indiana business leaders about the challenges and opportunities companies face as they work to create a more inclusive business culture and community. New episodes drop the last Wednesday of each month.

WHERE YOUR ADVERTISING WILL BE HEARD & APPEAR

- Brought to you by "sponsoring company name" will be announced at the beginning of each podcast.
- 15 to 30 second audio spot will play approximately halfway through each Podcast. The IBJ Podcast is approximately 20 minutes long, on average. Due to the forever shelf-life of a Podcast, all spots should be branding in nature and not include any offers or discounts.
- Sponsoring Company logo will appear on the top right of the IBJ Podcast email. A
- A 970 x 250* ad on the IBJ Podcast email. B
- Brought to you by "sponsoring company name" on the home page of IBJ.com under the Podcast feature in the top right rail. C
- A 970 x 250* digital display ad will appear under the current podcast on IBJ.com. D
- Road Block ads on the landing page IBJ.com/podcast. 2 – 970 x 250 ads and 2 – 300 x 250 ads* E
- Brought to you by "sponsoring company name" on Podbean where the podcast is hosted. F

*See Ad Sizes & Requirements on page 14.

WHERE THE PODCAST APPEARS

IBJ.com:

- At its landing page: www.ibj.com/podcast
- On the front page of IBJ.com, at the top right rail
- On individual story pages, like the example above

Outside IBJ.com:

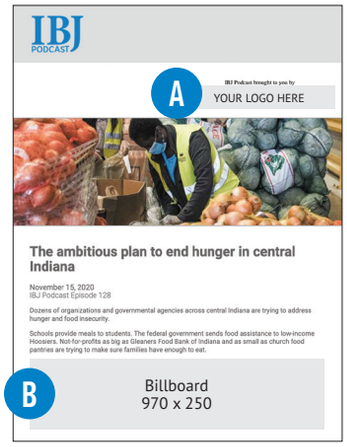
- iTunes
- Google Play
- Tune In
- Spotify
- Podbean
- Other podcast sites and apps

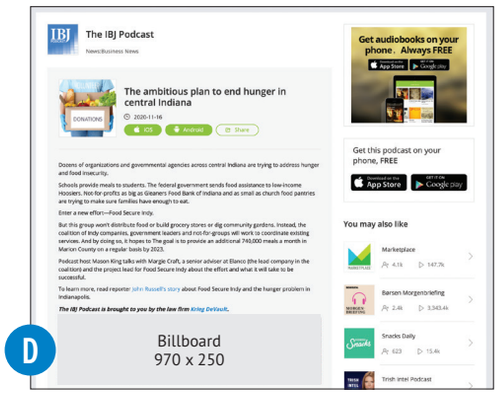
IBJ PODCASTS ARE PROMOTED

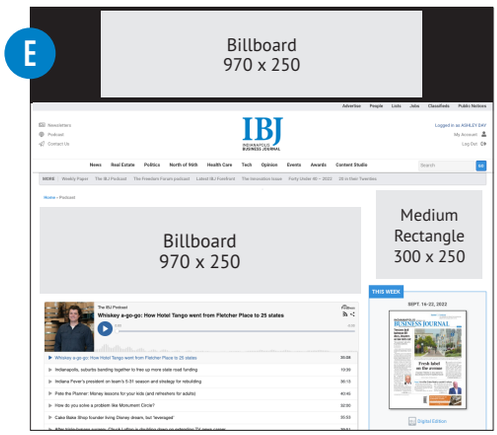
- Podcast email to 30,300
- Promoted on IBJ Social media – Facebook, LinkedIn and X (Total of 107,572 followers)
- Prompted on Eight@8 – 39,000 and IBJ Daily – 32,000

IBJ PODCAST

National winner of the Society for Advancing Business Editing and Writing Best of Business audio award.







35,000
IBJ Podcast weekly email
57% open rate

8,000+
IBJ Podcast average monthly downloads

25,000
average monthly ad impressions on IBJ.com

IBJ PODCAST RATES (PER MONTH)

(Publishes weekly)

1-5 months: $6,500

6-11 months: $6,000

12 months: $5,400

THE FREEDOM FORUM RATES (PER MONTH)

(Publishes 1x per month)

6 month rate: $2,700

12 month rate: $2,550

400
Freedom Forum
average monthly downloads

IBJ MEDIA CONTENT STUDIO

SPONSORED CONTENT – PRINT

IBJ Print Sponsored Content, published as an advertorial, provides the opportunity for businesses and organizations to tell their stories, extend their messages, and enhance their brands. Print Sponsored Content, goes beyond traditional advertising. Talk directly to IBJ's executive audience about new products or services, current events, or hot button issues affecting the business community and beyond. Print Sponsored Content reaches over 32,000 readers.

SPECS:

- Advertiser must provide any photo/graphics needed for the story or of the person writing
- For Q&As, please provide a headshot and company logo
- Custom Content copy will be formatted to fit the IBJ template
- Copy should be 750–800 words
- Option to include 1/4 horizontal ad at the bottom (10" x 3.125")
- Additional cost to appear in Indiana Lawyer*

RATES:

1 x $6,995
2x or more $5,700 each

PAID ADVERTISEMENT

Goodwill Develops Indiana's Workforce Through Unique Education Model for Adults

By Kent A. Kramer, President & CEO of Goodwill of Central & Southern Indiana

Kramer

As a child, Rachel Dell was homeschooled alongside her six siblings. Her environment lacked both the structure and resources that she needed to keep up with her coursework, and over time, her grades slipped.

"I'd fallen so far behind that it felt like I was never going to be able to catch up," she admitted. "I didn't have any goals for myself after high school, and it just seemed pointless to continue."

She worked a string of odd jobs to make ends meet, but without a high school diploma, she struggled to identify a solid path forward that would provide a living wage, and she's not alone.

Nearly half-a-million working age Hoosiers lack a high school diploma and the skills required to fill the needs of Indiana's employers. The Indiana Chamber of Commerce estimates nearly one million do not have the skills necessary to be successful in today's workforce. This misalignment of educational attainment and employer needs causes financial hardships for families as well as challenges for Indiana's businesses and economy. Developing human potential is crucial to meeting these demands. Goodwill provides programs and services that help address barriers to employment, bridging the workforce gap for individuals who are motivated to grow personally and professionally.

Goodwill of Central & Southern Indiana serves 39 central and southern Indiana counties and employs more than 4,500 individuals–80% of whom have one or more barriers to employment, like a disability, lack of a high school diploma or a criminal history. Our mission is to change lives by empowering people to increase their independence and reach their potential through education, health and employment. We serve more than 10,000 Hoosiers every day in service of this mission.

With an estimated 16,000 new high school dropouts each year in Indiana, Goodwill believes it is essential to raise educational attainment levels. The poverty rate for dropouts is twice as high as graduates, and they are eight times more likely to be incarcerated. In addition, a child is twice as likely to finish high school if their parents also finished.

In 2010, Goodwill opened The Excel Center®, a tuition-free high school for adults who want to earn a Core 40 diploma and pursue a college

Rachel Dell

- Academic and life coaching
- Free onsite child care
- Transportation assistance
- Flexible scheduling
- Accelerated (8-week) terms
- Free college credits and industry-recognized certifications

Not only has The Excel Center expanded nationally, with more than 35 locations now operating across the country, but this unique education model is also delivering results:

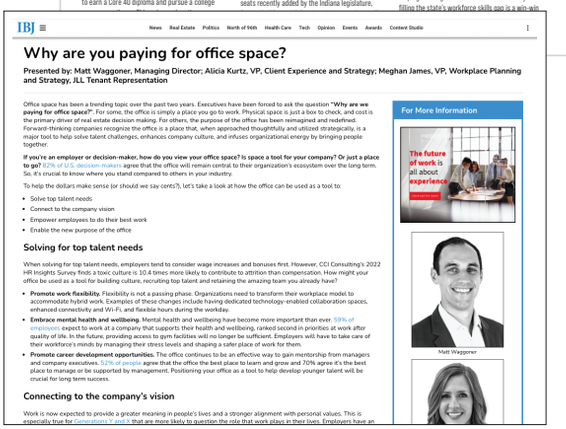
- Over 7,500 students have graduated from The Excel Center's 19 Indiana locations.
- More than 8,000 industry-recognized certifications have been earned.
- 99% of students graduate with postsecondary college credits and/or an industry-recognized certification.
- According to the University of Notre Dame's Laboratory of Economic Opportunity, Excel Center graduates see a 39% increase in their earnings in five years.

The overwhelming need for The Excel Center has prompted rapid expansion, and thanks to the 1,650 seats recently added by the Indiana legislature, and the Marion County Community Justice Center. Other locations are planned for Terre Haute and Evansville. Once the new schools are established, The Excel Center will have 6,550 seats across 23 Excel Centers in the state. This increase in seats will help serve more adults across the state, like Rachel, introduced above.

At the age of 20, she was introduced to The Excel Center® and finally saw herself pursuing a career and not just working a job for minimum wage. Within a year, she earned all of the necessary credits to graduate with an Indiana Core 40 high school diploma. Rachel continued her education at Ivy Tech Community College, completing her degree in respiratory therapy. Today, she works as a Registered Respiratory Therapist in the Neonatal Intensive Care Unit at Riley Hospital for Children.

"I never felt like I was worthy of the type of life that I saw for myself," Rachel said. "The Excel Center gave me confidence and opened my eyes to the fact that I was fully capable of achieving the things I wanted."

The evolving economy increasingly places new demands on the workforce, guiding all employers–including Goodwill–on how to continue to support a pipeline of workers equipped with the skills necessary to perform the tasks of the 21st century. Helping adults gain economic self-sufficiency while filling the state's workforce skills gap is a win-win



IBJ ≡ News Real Estate Politics North of 96th Health Care Tech Opinion Events Awards Content Studio

Why are you paying for office space?

Presented by: Matt Waggoner, Managing Director; Alicia Kurtz, VP, Client Experience and Strategy; Meghan James, VP, Workplace Planning and Strategy, JLL Tenant Representation

Office space has been a trending topic over the past two years. Executives have been forced to ask the question **"Why are we paying for office space?"**. For some, the office is simply a place you go to work. Physical space is just a box to check, and cost is the primary driver of real estate decision making. For others, the purpose of the office has been reimagined and redefined. Forward-thinking companies recognize the office is a place that, when approached thoughtfully and utilized strategically, is a major tool to help solve talent challenges, enhances company culture, and infuses organizational energy by bringing people together.

If you're an employer or decision-maker, how do you view your office space? Is space a tool for your company? Or just a place to go? 82% of U.S. decision-makers agree that the office will remain central to their organization's ecosystem over the long term. So, it's crucial to know where you stand compared to others in your industry.

To help the dollars make sense (or should we say cents?), let's take a look at how the office can be used as a tool to:

- Solve top talent needs
- Connect to the company vision
- Empower employees to do their best work
- Enable the new purpose of the office

Solving for top talent needs

When solving for top talent needs, employers tend to consider wage increases and bonuses first. However, CCI Consulting's 2022 HR Insights Survey finds a toxic culture is 10.4 times more likely to contribute to attrition than compensation. How might your office be used as a tool for building culture, recruiting top talent and retaining the amazing team you already have?

- **Promote work flexibility.** Flexibility is not a passing phase. Organizations need to transform their workplace model to accommodate hybrid work. Examples of these changes include having dedicated technology-enabled collaboration spaces, enhanced connectivity and Wi-Fi, and flexible hours during the workday.
- **Embrace mental health and wellbeing.** Mental health and wellbeing have become more important than ever. 59% of employees expect to work at a company that supports their health and wellbeing, ranked second in priorities at work after quality of life. In the future, providing access to gym facilities will no longer be sufficient. Employers will have to take care of their workforce's minds by managing their stress levels and shaping a safer place of work for them.
- **Promote career development opportunities.** The office continues to be an effective way to gain mentorship from managers and company executives. 52% of people agree that the office the best place to learn and grow and 70% agree it's the best place to manage or be supported by management. Positioning your office as a tool to help develop younger talent will be crucial for long term success.

Connecting to the company's vision

Work is now expected to provide a greater meaning in people's lives and a stronger alignment with personal values. This is especially true for Generations Y and Z that are more likely to question the role that work plays in their lives. Employers have an

For More Information

The future of work is all about experience

Matt Waggoner

SPONSORED CONTENT — DIGITAL

- Story featured on a dedicated landing page within the IBJ Content Studio Section of IBJ.com for 12 months
- 300 x 600 or 300 x 250 digital ad to run on content page
- Native ad with link to story will rotate on IBJ.com home page for 2 weeks
- Story promoted via IBJ Social Media channels 2 days after post – **(Choice of one platform and one push)** – Facebook, Linkedin or X
- Story promoted via Native ads on IBJ e-newsletters – one on Eight@8 and one on IBJ Daily
- Placement on TheIndianaLawyer.com and InsideINdianaBusiness.com available*

RATES:

Option 1: Story created by IBJ Content Studio's professional team of writers. Approx. 800 words. Investment $5,000 ea.

Option 2: IBJ can host your existing content across our digtial channels as listed above. Investment $4,500 ea.

(Additional weeks of native exposure can be purchased.)

SOCIAL:

Facebook
25,424 followers

LinkedIn
30,057 followers

X
60,000 followers

See Ad Sizes and Requirements on page 14.

(IBJ's publisher reserves the right to approve or decline all content.)

SPONSORED CONTENT – EMAILS

Reach IBJ's executive audience in their inbox. Content must include an offer or a link to a white paper for our subscribers. Seminar and event promotions are acceptable. No surveys can be promoted in this product. You may provide content or one of IBJ's Content Studio writers will work with your team to create your message.

RATES:

$8,000
Database of approx. 70,000

(IBJ's publisher reserves the right to approve or decline all content.)

SPECS:

- Image Dimensions: 600 x 300 px
- Headline – 10 to 20 words
- Copy – 60 to 80 words
- URL

This message has been brought to you by Indianapolis Business Journal on behalf of Commerce Bank.

INDIANAPOLIS BUSINESS JOURNAL

EBOOK

5 tactics for fraud prevention.

Download

Commerce Bank Challenge Accepted.

Even in more normal times, strong organizations monitor daily threats from fraudsters. But in the current landscape where nearly every industry has been impacted by the COVID-19 pandemic, preventing system attacks has never been more important. With some intentional fraud prevention strategies, you'll be able to create more awareness for yourself and your organization. Access our complimentary eBook today. Access our complimentary eBook today.

Access eBook

(IBJ's publisher reserves the right to approve or decline all content.)

COMBINATION PACKAGE:

Combine print, digital, and email for maximum reach.

- Placement on TheIndianaLawyer.com and InsideINdianaBusiness.com available*

INVESTMENT:

$16,000 ($20,000 value)

*Additional fees apply

SPONSORED CONTENT – VIDEO

Utilize the power of video to get your business noticed. More importantly, through your custom video, your clients and customers learn more about your mission, products, and services, and how each relates to them.

- Up to a 2 min video
- All filming, interviewing and editing is done by the IBJ Media Team

RATES: Determined on a per project basis

*Content Studio can work with your team to produce a script, provide b-roll and music, or repurpose existing print or digital sponsored content to create your video.

SPONSORED CONTENT – VIDEO ROUNDTABLE

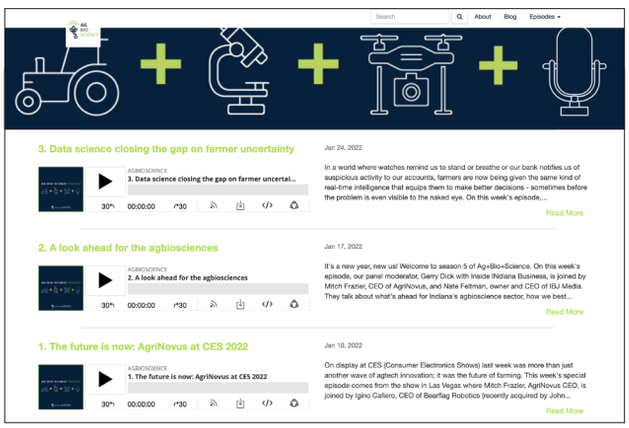
IBJ Media will host and record a custom roundtable discussion. The topic and attendees can be selected by you.

IBJ Media:

- Will record and edit the video of the roundtable conversation
- Will transcribe and edit the video content for a print and digital version, similar to IBJ's Thought Leadership featuring 4 pages with a Q&A to run in Indianapolis Business Journal
- Host the video content on IBJ.com with the transcribed content
- Promote in a custom email that is pushed to approx. 78,500 IBJ Media professionals*
- Promote content on Native Ads on IBJ.com

INVESTMENT: $40,000

*Option to push to Inside INdiana Business and Indiana Lawyer lists for an additional fee.



SPONSORED CONTENT – PODCAST

Podcasts provide a unique opportunity to build awareness. Creating your own podcast, positions your business as a thought leader in the community.

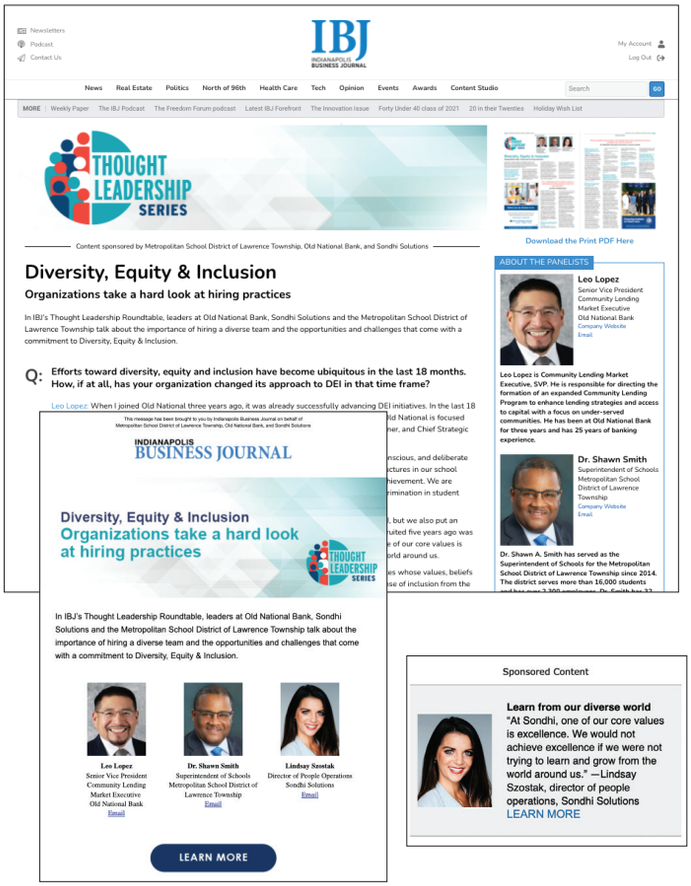
12 month Package Includes:

- Use of IBJ Podcast Studio
- Maximum of 48 podcasts
- Banner static ad on podcast page
- Podcast featured on the IBJ Media Weekly podcast email to 94k subscribers – IBJ, Indiana Lawyer and IIB
- Weekly leaderboard (728 x 90) ads on the IBJ Daily or Eight@8 promoting the podcast

INVESTMENT: $66,000

IBJ MEDIA CONTENT STUDIO

Provide your expertise on specific topics throughout the year, by participating in our Thought Leadership Series. Whether you provide a POV (Point of View) and have the platform to yourself or participate in a 4-person roundtable, the Thought Leadership Series provides IBJ subscribers the opportunity to know and learn from the business leaders and for companies and organizations to build trust in the community. Presented in print and digital formats and promoted via IBJ e-newsletter components.



SCAN FOR LIST OF DATES AND TOPICS

www.ibj.com/thought-leadership/upcoming-topics
(subject to change)

OPTION 1:

Thought Leadership—POV/Q&A

You or your representative can provide content on a specific topic or one of the Thought Leadership topics in the link below.

- Submit up to 750 words—either in Q&A or editorial format. (IBJ editor will review all submitted copy)
- Submit participant's name, title, photo (300 dpi/CMYK, JPG), a 60-word bio and company logo (300 dpi/CMYK, JPG or EPS)
- Submit a 1/4-Square ad 4.75" W x 6.75" H or 1/4-Horizontal 10" W x 3.125" H (200 dpi/CMYK, PDF)
- IBJ will provide a print-ready proof for client review
- Housed on IBJ.com under Content Studio for 12 months
- Digital promotion via native ads on IBJ's Eight@8 and IBJ Daily as well as IBJ.com all linking to the Thought Leadership landing page
- Participant receives a PDF copy for distribution
- Additional cost for print version to appear in Indiana Lawyer and for digital version to appear on theindianalawyer.com and InsideIndianaBusiness.com

INVESTMENT: $6,500

OPTION 2:

Thought Leadership—Panel

You or your representative can be one of four panelists discussing important topics in a Q&A format. Each participant submits 8-10 questions. Our editor will compile the questions and the final list will be sent to all the panelists for their answers.

- 2-4 panelists
- Panelist provides 5-10 questions
- IBJ will compile and provide a final list of questions
- IBJ will compile panelists' answers
- Submit participant's name, title, photo (300 dpi/CMYK, JPG), a 60-word bio and company logo (300 dpi/CMYK, JPG or EPS)
- Submit a 1/4-Square ad (4.75" W x 6.75" H, 200 dpi/CMYK, PDF)
- IBJ will provide a print-ready proof for client review
- Housed on IBJ.com under Content Studio for 12 months
- Digital promotion via native ads on IBJ's Eight@8 and IBJ Daily as well as IBJ.com all linking to the Thought Leadership landing page
- Email blast promotion sent the Tuesday after publication
- Participants receive a PDF copy for distribution

INVESTMENT:
$6,500 per participant (maximum 4)

INVESTMENT:
$26,000 own your own Thought Leadership (maximum 4 panelists)

84% of subscribers recognize event sponsors

92% of event attendees say they would attend another event

Throughout the year, Indianapolis Business Journal hosts a series of high profile events ranging in size from 300 to more than 600 attendees.

Decision makers and business owners from all industries regularly come together to network, hear experts in their fields, and recognize businesses and individuals who positively impact our business community.

SPONSORSHIP PACKAGES INCLUDE BUT ARE NOT LIMITED TO:

- Logo identification on marketing materials such as advertisements, invitations, programs, tickets and signage
- Sponsorship packages vary by event
- Sponsorship opportunities range from $6,750 net to $17,500 net

Event sponsorship creates a fully developed marketing platform delivering your message to industry targeted top professionals.

*All event dates are subject to change. Please scan or see **www.ibj.com/events** for details.

Contact your sales rep or advertise@ibj.com for sponsorship information.

POWER BREAKFAST SERIES

Indianapolis Business Journal POWER Breakfast Series
TECHNOLOGY
EVENT DATE: February 12

Indianapolis Business Journal POWER Breakfast Series
LIFE SCIENCES
EVENT DATE: April 23

Indianapolis Business Journal POWER Breakfast Series
EDUCATION
EVENT DATE: May 22

Indianapolis Business Journal POWER Breakfast Series
COMMERCIAL REAL ESTATE & CONSTRUCTION
EVENT DATE: August 27

Indianapolis Business Journal POWER Breakfast Series
HEALTH CARE & BENEFITS
EVENT DATE: September 25

EVENTS

2024 HEALTH CARE HEROES Indianapolis Business Journal
EVENT DATE: February 29

IBJ MEDIA NETWORKING SERIES BOURBON & BROKERS
EVENT DATE: March 6

INDIANAPOLIS BUSINESS JOURNAL FORTY UNDER 40 CLASS OF 2024
EVENT DATE: April 11

INDIANAPOLIS BUSINESS JOURNAL FAST25 2024 FASTEST-GROWING COMPANIES
EVENT DATE: May 14

2024 INDIANA LAWYER LEADERSHIP in LAW Honoring members of the legal profession
EVENT DATE: May 30

IBJ MEDIA INDIANA 250 The most influential business leaders in Indiana 2024
EVENT DATE: July 17

20 IN THEIR TWENTIES 2024 INDIANAPOLIS BUSINESS JOURNAL
EVENT DATE: August 13

INDIANAPOLIS BUSINESS JOURNAL TECH EXEC OF THE YEAR | 2024
EVENT DATE: September 10

INDIANA LAWYER DIVERSITY IN LAW 2024
EVENT DATE: October 2

INDIANAPOLIS BUSINESS JOURNAL WOMEN of INFLUENCE 2024
EVENT DATE: October 22

CFO OF THE YEAR 2024
EVENT DATE: December 5

ENGAGE INDIANA

ENGAGE INDIANA SERIES
Indiana's BOLD Future Starts Here

The Engage Indiana series continues its expansion from Indianapolis into communities around the state.

2024 EVENT DATES:

Scan the QR code or visit **ibj.com/engage** for event dates and locations.

CALENDAR 2024

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	**5**	6
7	8	9	10	11	**12**	13
14	15	16	17	18	**19**	20
21	22	23	24	25	**26**	27
28	29	30	31			

FEBRUARY

S	M	T	W	T	F	S
				1	**2**	3
4	5	6	7	8	**9**	10
11	12	13	14	15	**16**	17
18	19	20	21	22	**23**	24
25	26	27	28	29		

MARCH

S	M	T	W	T	F	S
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3	4	5	6	7	**8**	9
10	11	12	13	14	**15**	16
17	18	19	20	21	**22**	23
24	25	26	27	28	**29**	30
31						

APRIL

S	M	T	W	T	F	S
	1	2	3	4	**5**	6
7	8	9	10	11	**12**	13
14	15	16	17	18	**19**	20
21	22	23	24	25	**26**	27
28	29	30				

MAY

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			1	2	**3**	4
5	6	7	8	9	**10**	11
12	13	14	15	16	**17**	18
19	20	21	22	23	**24**	25
26	27	28	29	30	**31**	

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	**7**	8
9	10	11	12	13	**14**	15
16	17	18	19	20	**21**	22
23	24	25	26	27	**28**	29
30						

JULY

S	M	T	W	T	F	S
	1	2	3	4	**5**	6
7	8	9	10	11	**12**	13
14	15	16	17	18	**19**	20
21	22	23	24	25	**26**	27
28	29	30	31			

AUGUST

S	M	T	W	T	F	S
				1	**2**	3
4	5	6	7	8	**9**	10
11	12	13	14	15	**16**	17
18	19	20	21	22	**23**	24
25	26	27	28	29	**30**	31

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	**6**	7
8	9	10	11	12	**13**	14
15	16	17	18	19	**20**	21
22	23	24	25	26	**27**	28
29	30					

OCTOBER

S	M	T	W	T	F	S
		1	2	3	**4**	5
6	7	8	9	10	**11**	12
13	14	15	16	17	**18**	19
20	21	22	23	24	**25**	26
27	28	29	30	31		

NOVEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	**8**	9
10	11	12	13	14	**15**	16
17	18	19	20	21	**22**	23
24	25	26	27	28	**29**	30

DECEMBER

S	M	T	W	T	F	S
1	2	3	4	5	**6**	7
8	9	10	11	12	**13**	14
15	16	17	18	19	**20**	21
22	23	24	25	26	**27**	28
29	30	31				