

CUSTOM CONTENT PRINT • EMAIL • NATIVE

CUSTOM CONTENT PRINT

This is a special advertising opportunity to tell your story in your words. We encourage this to be information and not sales oriented. IBJ will have a freelance writer contact your point person to interview and write the story.

RATES:

1 x \$6,995
2x or more \$5,700 each
Premium positions incur a 10% positioning fee.

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")

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

CUSTOM EMAILS

Reach IBJ's executive audience in their inbox. Deployment – Tuesday or Thursday at 4:30 pm – limit 2 per month. 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. IBJ will assist with an approved email subject line. IBJ will have a freelance writer contact your point person to interview and write the story.

RATES:

\$8,000
Database of approx. 35,000

SPECS:

- Image Dimensions: 600 x 300 px
- Headline – 10 to 20 words
- Copy – 60 to 80 words
- Second Headline – 7 to 12 words
- Second Copy – 10 to 20 words
- URL

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

NATIVE MARKETING:

IBJ offers multiple locations for Native Advertising on IBJ.com and IBJ e-newsletters.

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

(For newsletter rates, see newsletter pages.)

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

PAID ADVERTISEMENT

Back to the office!

CNO Financial returns to a transformed workplace

As vaccination rates climb and COVID-19 restrictions ease, employers across the country are welcoming associates back to the office.

A Harris Poll survey conducted in late April and early May on behalf of the employer review site Glassdoor found that about 75 percent of remote workers were eager to return to the workplace in some capacity. To facilitate a smooth return to work, many companies are rethinking how their offices will be configured to accommodate a workplace that is much different than what employees left 17 months ago.

IBJ's Custom Content Studio talked to CNO Financial Group Vice President of Facilities Matthew Woodruff about the Carmel-based financial services company's official reopening and how CNO has improved its facilities to accommodate a hybrid work model.

Q: How did CNO transition to a work-from-home model when the pandemic started? What initial obstacles had to be overcome?

Insurance and financial services were always considered an essential business by many states, so CNO offices were never fully closed. We had a small team of essential associates coming into the office to serve our customers and their families. Like many other companies, we adapted to COVID restrictions and mandated remote work, providing additional tools and technology—thinking it would only be a short time.

But as we entered the fourth month of the pandemic, we learned a lot about workplace flexibility. We surveyed our associates, who told us they wanted a mix of work from home and work from the office—essentially a hybrid workplace. This feedback provided a deeper understanding and allowed us to focus on the future state of work, preparing for a post-COVID, improved workplace. So, while our home offices were officially closed, we redesigned our office layout and office configurations. It's hard to imagine that more

than 15 months ago, we began a long journey to reopen our offices.

Q: If most associates have been working remotely since March 2020, why was it important to reopen the office?

Many of our associates have expressed a desire to work in the office and at home using a hybrid schedule. Our offices play a key role in the associate experience to build a positive and engaging corporate culture. For many, being in the office with other team members can be very positive in supporting collaboration and innovation for key projects.

Q: How has the return to work unfolded for CNO?

It's been an exciting week as CNO reopened its Carmel office and welcomed back about 150 associates. There is not one return date for everyone. We are using a staggered approach by bringing back associates in smaller waves throughout the year. This helps ensure we return to the office in a safe and secure manner. We expect each wave will be separated by 6-8 weeks, with likely a total of 3 waves.

Q: What feedback have you received from associates about coming back to work?

It's been very positive. Some have coined it a "Back to School" feeling: excitement, nervousness and a sense of optimism. Because many have been working from their kitchen tables for over a year, coming back to the office, even if not full time, signals a sense of normalcy.

With new workspaces in Carmel, we are getting real-time feedback about how associates are using the new spaces and how they are interacting in both an in-person and virtual setting. After we've collected enough feedback, we are going to use it to reimagine our other spaces and office locations.

Q: CNO's updated office setup has been described as a "hybrid workplace." Please tell us what that looks like.

During COVID, we spent a lot of time rethinking how we work and how our offices support our new hybrid model. We knew we were not going to return to the same work experience we left in March 2020. We not only planned for an office reopening, but also reimagined how we work with a new remodeled workplace.

Quite frankly, our Carmel offices needed a makeover—a fresh, new and modern look. So, we completely gutted one floor of our building and are piloting new spaces and configurations. We have large collaboration spaces, project rooms, Microsoft Teams-enabled meeting rooms, quiet zones, focus rooms, and phone booths (think Superman changing into his suit). Another noticeable difference is our associates no longer have permanent desk spaces, as we've moved to a hoteling environment. Associates can pick whatever space works for them while they are in the office.

Q: How are you promoting workplace flexibility?

We want to give our associates flexibility. We anticipate our associates to be in the office 2-3 days a week. In fact, less than 10% of our associates will be in the office every day. Our hybrid workplace means that our associates can work with their managers to ensure they have the flexibility to decide their schedules when they should come into the office and when they should work from home.

Q: What are some key things CNO Financial Group has learned about itself since the start of the pandemic?

We have learned a lot—both personally and professionally. Not only were we locked down from a global pandemic, but we were also confronted with social injustice throughout our communities. Throughout all of this, we learned that we are stronger and more resilient than we imagined. We strengthened our connection with associates as we relied heavily on communication in a virtual environment. The pandemic also helped accelerate our focus in better servicing and supporting our associates, customers and stakeholders. ■

Making a difference. Together.

CNO Financial Group supports our communities, our associates and our customers through non-profit organizations that address the health and financial well-being of middle-income Americans.

CNO.com

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

Sponsored content

Powering Indy's tech economy

Indianapolis was among the very first cities to experience Verizon's 5G wireless network, which was deployed here in 2019 and is helping the city cement its status as a leading tech and business hub. [LEARN MORE](#)

Sponsored by Verizon

CUSTOM CONTENT DIGITAL • NATIVE • SOCIAL

CUSTOM CONTENT

Content marketing is a proven strategy to create and distribute content that is valuable, relevant, and timely. The content is targeted to your audience to drive them to a desired business objective. Content marketing enhances the value of brand awareness, engages your customers and prospects with information that makes them more informed. If you deliver consistent, valuable content, businesses will reward you with their business and loyalty.

If content is king, then distribution is queen. IBJ delivers content through a variety of different channels. The strategy of embedding content with an established media partner is native advertising. Native advertising allows you to tap into our established media audiences. It also allows you to make your display ads more impactful. Native advertising is brand exposure cloaked in editorial content that is useful and relevant.

The Power of IBJ – IBJ connects your message to the business leaders and decision makers.

Online

300,000 average monthly unique visitors

1.2 million monthly page views

ENews

36,000 average e-newsletter subscribers

Social

Facebook – 19,500 followers

LinkedIn – 27,000 followers

Twitter – 60,000 followers

DISTRIBUTION

- 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 linking to story will rotate on IBJ.com home page for 1-week period
- Story is promoted via IBJ social media channels – **(Choice of one platform and one push)** – Facebook, LinkedIn and Twitter
- Story distributed through Native ads in IBJ's e-newsletters – one e-newsletter of your choice (day of the week and specific e-newsletters subject to availability)

*See Ad Sizes & Requirements on page 13.

SPONSORED CONTENT OPPORTUNITY

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 digital channels as listed above. Investment \$4,500 ea. (Additional weeks of native exposure can be purchased.)

The screenshot shows the IBJ Content Studio interface. At the top, there's a navigation bar with links like News, Real Estate, Politics, etc. Below that, a search bar and a 'Log Out' button. The main content area features a sponsored article from Delta Dental of Indiana. The article title is 'Delta Dental leads conversation around civility; invests in future talent'. The text describes Delta Dental's involvement in a civility campaign and its investment in future talent. A photo of Samantha Troisi, a student from California State University, Long Beach, is included. To the right of the article, there's a sidebar with a 'For More Information' section and a quote: 'Together. Building healthy, smart, vibrant communities. For all.'

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The screenshot shows the IBJ Daily interface. At the top, there's a navigation bar with links like News, Real Estate, Politics, etc. Below that, a search bar and a 'Log Out' button. The main content area features a sponsored article from the First-time Indy Chicken & Beer Festival. The article title is 'First-time Indy Chicken & Beer Festival getting big response, organizers say'. The text describes the festival's success. To the right of the article, there's a sidebar with a 'For More Information' section and a quote: 'We shape the future of real estate for a better world'.

The screenshot shows the IBJ Indianapolis Business Journal with Indiana University Paid Partnership. The text reads: 'Our digital marketing experts recommend keeping Facebook posts within 140 characters - 150 characters to help ensure that all major points are being included within the post.' Below the text, there's a photo of a building.

THOUGHT LEADERSHIP SERIES

THOUGHT LEADERSHIP SERIES

Diversity, Equity & Inclusion

Organizations take a hard look at hiring practices

In IBI's Thought Leadership Roundtable, leaders at Old National Bank, Sondi Solutions and the Metropolitan School District of Lawrence Township talk about the importance of hiring a diverse team and the opportunities and challenges that come with a commitment to Diversity, Equity & Inclusion.

Q: Efforts toward diversity, equity and inclusion have become ubiquitous in the last 18 months. How, if at all, has your organization changed its approach to DEI in that time frame?

Dr. Shawn Smith, Superintendent of Schools, Metropolitan School District of Lawrence Township, Old National Bank, and Sondi Solutions

Dr. Shawn Smith has served as the Superintendent of Schools for the Metropolitan School District of Lawrence Township since 2014. The district serves more than 16,000 students and has more than 2,300 employees. Dr. Smith has 23 years of experience in education.

Leo Lopez, Senior Vice President, Community Lending, Old National Bank

Leo Lopez is Community Lending Market Executive, SVP. He is responsible for directing the formation of an expanded Community Lending Program to enhance lending strategies and access to capital with a focus on under-served communities. He has been at Old National Bank for three years and has 25 years of banking experience.

Lindsay Swastik, Director of People Operations, Sondi Solutions

Lindsay Swastik is the Director of People Operations at Sondi Solutions. She has been at Sondi Solutions for three years and has 15 years of experience in human resources.

Learn More

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Q: What are a few of the biggest challenges you face in hiring a diverse team?

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Learn More

We are hearing from experts across all business sectors, looking for the opportunity to speak to the Indianapolis business community about current events, trends and hot issues. With today's environment we have developed a fully integrated forum: print, digital, e-newsletter components.

HOW IT WORKS:

- Opportunity to be featured as 1 of 4 expert panelists with your responses/opinions in print and online.
- Participant will be highlighted on the page with photo and bio.
- Each Thought Leader is asked to come up with 5 to 10 questions and IBI will compile the list of questions for all participants to answer. (All questions are not guaranteed.)
- A final list of all questions will be provided to participants to answer in writing within 1 week. (Participants do not have to answer all questions.)
- Content will be edited by IBI for grammar, style, clarity and then curated into the Thought Leadership format. Thought Leader will have the opportunity to review final format for accuracy of edited content.
- 1/4S print display advertisement to be published on one of the Thought Leadership pages. (Advertisement specs: CMYK, 4.75" width x 6.5" height)
- PDF reprint copy of individual Thought Leader's questions and answers for marketing.
- This will appear in the print issue of the topic selected.
- Minimum of 2 Thought Leaders must participant per topic.

DIGITAL DISTRIBUTION:

- Content will live on a special microsite on IBI.com for a full year. Native ads on IBI.com home page rotate — one for each Thought Leader for the week the issue publishes.
- 2 Native ads will run in IBI e-newsletters for one week — one for each Thought Leader for the week the issue publishes. These ads will link to the full text on the microsite.
- Thought Leadership content will receive exposure on 1 custom e-newsletter sent by IBI on the Topic to 39,000 IBI Daily subscribers.

INVESTMENT:

\$6,500 per participant (maximum 4)

INVESTMENT:

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