**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 5.125”)

(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**

<table>
<thead>
<tr>
<th>Imp/mo.</th>
<th>1 mo.</th>
<th>6+ mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>150,000</td>
<td>$4,200</td>
<td>$3,750</td>
</tr>
<tr>
<td>200,000</td>
<td>$5,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>300,000</td>
<td>$6,900</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

(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
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 homepage 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.)
THOUGHT LEADERSHIP SERIES

Diversity, Equity & Inclusion
Organizations take a hard look at hiring practices

In IBJ’s Thought Leadership Showcase, Indianola National Bank, Southside Solutions and the Metropolitan School District of Lawrence Township talk about the importance of hiring diverse teams and the opportunities and challenges that come with embracing Diversity, Equity & Inclusion.

Q: What do you think organizations have become more aware of in the last 10 years? How, if at all, has your organization changed its approach to HR in that time frame?

2022 TOPICS:
<table>
<thead>
<tr>
<th>Topic</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Entrepreneurship</td>
<td>4/1</td>
</tr>
<tr>
<td>Commercial Real Estate</td>
<td>4/22</td>
</tr>
<tr>
<td>Banking &amp; Finance</td>
<td>4/29</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>5/6</td>
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<tr>
<td>Ag Tech</td>
<td>5/13</td>
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<tr>
<td>Manufacturing &amp; Logistics</td>
<td>5/20</td>
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<tr>
<td>Innovation</td>
<td>5/27</td>
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<tr>
<td>Education &amp; Workforce</td>
<td>6/3</td>
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<tr>
<td>Health Care &amp; Benefits</td>
<td>6/10</td>
</tr>
<tr>
<td>Diversity, Equity &amp; Inclusion</td>
<td>7/1</td>
</tr>
<tr>
<td>Commercial Real Estate</td>
<td>7/15</td>
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<tr>
<td>Manufacturing &amp; Logistics</td>
<td>8/12</td>
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<tr>
<td>Education &amp; Workforce</td>
<td>8/19</td>
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<tr>
<td>Aviation &amp; Aerospace</td>
<td>9/2</td>
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<tr>
<td>Commercial Real Estate</td>
<td>9/16</td>
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<tr>
<td>Technology/Cybersecurity</td>
<td>9/23</td>
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<tr>
<td>Health Care &amp; Benefits</td>
<td>9/30</td>
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<tr>
<td>Research &amp; Discovery</td>
<td>10/21</td>
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<td>Education &amp; Workforce</td>
<td>11/11</td>
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<tr>
<td>Health Care &amp; Benefits</td>
<td>11/18</td>
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</tbody>
</table>

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 IBJ 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 IBJ 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 participate per topic.

**DIGITAL DISTRIBUTION:**

- Content will live on a special microsite on IBJ.com for a full year. Native ads on IBJ.com home page rotate – one for each Thought Leader for the week the issue publishes.
- 2 Native ads will run in IBJ 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 IBJ on the Topic to 39,000 IBJ Daily subscribers.

**INVESTMENT:**

- $6,500 per participant (maximum 4)
- $26,000 own your own Thought Leadership (maximum 4 panelists)