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. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

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)

BUSINESS PROFILE
- 55% top management
- 12% middle management
- 14% professional/technical
- 19% other

COMPANY POLICY INFLUENCE
- 78% of visitors have purchasing/specifying authority for products and services
- 51% banking & financial services
- 30% legal services
- 26% employee benefits
- 33% tech equipment
- 23% health insurance
- 24% real estate/site location
- 20% education/tuition reimbursement
- 21% diversity, equity & inclusion

HOUSEHOLD DECISION MAKERS
- $196,683 average individual income
- $244,233 average household income
- $2,084,790 is the average net worth
- 93% own their primary residence
- $406,410 average value of residence
- 65% dine out 3 to 9 times a week
- 45% plan to purchase or lease a vehicle in the next 24 months

GENDER AND AGE
- 68% male
- 32% female
- Average age is 53 years

EDUCATION
- 91% college graduate
- 43% Master’s/JD/Doctorate

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

HIGH-IMPACT DIGITAL

HOME PAGE TAKE OVER
- 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 am-11:59 pm
- Creative required: 970 x 250, 300 x 600, 728 x 90, 300 x 250 (build at 2x the dimensions)
- JPG or PNG file
- Estimated impressions: 30,000
- Impressions vary per day, with Monday and Tuesday being the highest

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
- Maximum impressions available are approximately 150,000 per month

RATES
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

RATES (net)
Impressions
50,000 $2,700
100,000 $5,000

IBJ MOBILE APP
- Ads appear at the bottom of the app and in the content
- Average of 65,000 impressions per month
- Creative required: 640 x 100 bottom leader, 300 x 250 and 600 x 200 (build at 2x the dimensions for JPG only)
- File size 150k max static JPG or GIF

RATES (net)
Impressions
30,000 $1,080
50,000 $1,800
E-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 e-newsletter is the perfect way for readers to share the in-depth stories and smart opinions that are part of every issue. More than 32,000 people receive This Week in IBJ e-newsletter every Saturday morning, with an open rate of 39% and a CTR of nearly 7%.

IBJ News Updates are sent out to approximately 32,000+ subscribers as the news is happening. These e-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 is a minimum of 4 News Updates guaranteed each month, however it has been averaging 8 per month. This e-newsletter has an average open rate of 46% and the CTR is 6%.

**THIS WEEK IN IBJ RATES**
Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Leaderboard (728 x 90)</td>
<td>$3,960</td>
<td>$3,300</td>
<td>$2,640</td>
</tr>
<tr>
<td>Middle Leaderboard (728 x 90)</td>
<td>$3,795</td>
<td>$3,135</td>
<td>$2,475</td>
</tr>
<tr>
<td>Middle Billboard (970 x 250)</td>
<td>$3,300</td>
<td>$2,640</td>
<td>$1,980</td>
</tr>
<tr>
<td>Lower Billboard (970 x 250) Focus/List</td>
<td>$2,805</td>
<td>$2,145</td>
<td>$1,485</td>
</tr>
</tbody>
</table>

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 10/1/2021

**IBJ NEWS UPDATE RATES**
Rates are monthly, for a minimum of 4x a month.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle (500 x 250)</td>
<td>$6,645</td>
<td>$5,538</td>
<td>$4,615</td>
</tr>
</tbody>
</table>

All contracts are irrevocable once signed. Rates effective 10/1/2021

**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. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.
EIGHT@8

Nearly 35,000 business professionals enjoy the top online business stories delivered to their inbox Monday through Friday mornings at 8 am. This newsletter sees an open rate of 55% and a delivery rate of 99%. The average CTR is 6%.

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

PERSONAL PROFILE
$200,366 average household income
56% male
44% female
53 average age
30% are age 25-44

PROFESSIONAL PROFILE
26% are in top management
21% are in middle management
20% are professional or technical
7% are in sales

RESPONSE TO ADVERTISING
78% have seen action as a result of seeing an ad
25% have clicked through to an advertiser’s site

EDUCATION
91% college graduate
42% Master’s/ID/Doctorate

LIFESTYLE
64% plan to purchase tickets to cultural events
62% plan to purchase tickets to sporting events
40% dine out 5 to 10+ times a week
32% plan to purchase a vehicle
18% plan to purchase jewelry

COMPANY POLICY INFLUENCE
30% technology service & equipment
23% banking & financial services
22% employee benefits
21% legal services
21% corporate giving
17% real estate/plant site location
16% property & casualty insurance

62% of subscribers have purchasing/specifying authority

EIGHT@8 RATES
Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$6,120</td>
<td>$4,720</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250) upper</td>
<td>$5,830</td>
<td>$4,490</td>
</tr>
<tr>
<td>Native</td>
<td>$4,270</td>
<td>$3,285</td>
</tr>
<tr>
<td>Half Page (300 x 600)</td>
<td>$5,550</td>
<td>$4,275</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250) lower</td>
<td>$4,905</td>
<td>$3,770</td>
</tr>
</tbody>
</table>

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

Response to Advertising
78% have taken action as a result of seeing an ad
25% have clicked through to an advertiser’s site

EDUCATION
91% college graduate
42% Master’s/ID/Doctorate

LIFESTYLE
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- Provide URL when submitting ad. For IBJ to track your ad traffic, visit ga-dev-too.lappsbotcom/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

AD SIZES & REQUIREMENTS
- 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: 1500 x 500 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

RESPONSE TO ADVERTISING
78% have taken action as a result of seeing an ad
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EDUCATION
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- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
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- Caption less than 140 characters

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All rates are net per month. All contracts are irrevocable once signed.

Rates effective 10/1/21
**IBJ DAILY**

IBJ Daily delivers local & national business news to nearly 37,000 business professionals Monday through Friday at 1 pm. This e-newsletter experiences an open rate of 49% and a delivery rate of 99%. The average CTR is 11%.

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

**PERSONAL PROFILE**

$190,665 average household income
58% male
42% female
51 average age
30% are age 25-44

**PROFESSIONAL PROFILE**

27% are in top management
21% are in middle management
16% are professional or technical
9% are in sales

**RESPONSE TO ADVERTISING**

52% have taken action as a result of seeing an ad
43% recall ads on IBJ Daily
27% have clicked through to an advertiser’s site
21% have visited an advertiser’s site at another time

**EDUCATION**

89% college graduate
37% Master’s/JD/Doctorate

**LIFESTYLE**

63% plan to purchase tickets to cultural events
63% plan to purchase tickets to sporting events
37% dine out 5 to 10 times a week
29% plan to purchase a vehicle
16% plan to purchase jewelry

**COMPANY POLICY INFLUENCE**

30% tech equipment & services
25% banking & financial services
21% corporate giving
20% employee benefits
20% legal services
18% health insurance
17% real estate/site location

60% of subscribers have purchasing/specifying authority

**IBJ DAILY RATES**

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$5,900</td>
<td>$5,460</td>
<td>$4,530</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250) upper</td>
<td>$5,620</td>
<td>$5,220</td>
<td>$4,315</td>
</tr>
<tr>
<td>Native</td>
<td>$4,270</td>
<td>$3,960</td>
<td>$3,285</td>
</tr>
<tr>
<td>Half Page (300 x 600)</td>
<td>$5,350</td>
<td>$4,965</td>
<td>$4,105</td>
</tr>
<tr>
<td>Medium Rectangle (300 x 250) lower</td>
<td>$4,530</td>
<td>$4,195</td>
<td>$3,485</td>
</tr>
</tbody>
</table>

**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
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**AD SIZES & REQUIREMENTS**

- 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

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 10/1/21

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E-NEWSLETTERS

The Rundown delivers the latest in political and government news straight to 36,000 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 38% and the average CTR of 2%.

THE RUNDOWN RATES

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-4 MO.</th>
<th>5-8 MO.</th>
<th>9-12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90) upper</td>
<td>$3,100</td>
<td>$2,715</td>
<td>$2,325</td>
</tr>
<tr>
<td>Billboard (970 x 250)</td>
<td>$3,490</td>
<td>$3,100</td>
<td>$2,715</td>
</tr>
<tr>
<td>Native</td>
<td>$2,910</td>
<td>$2,520</td>
<td>$2,130</td>
</tr>
<tr>
<td>Leaderboard (728 x 90) lower</td>
<td>$2,715</td>
<td>$2,325</td>
<td>$1,940</td>
</tr>
</tbody>
</table>

All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/21

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. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

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
E-NEWSLETTERS

Real Estate Weekly e-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 24,000 subscribers every Tuesday, this e-newsletter has a 49% open rate and an average CTR of 7%.

Real Estate
Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-4 MO.</th>
<th>5-8 MO.</th>
<th>9-12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$3,495</td>
<td>$3,060</td>
<td>$2,620</td>
</tr>
<tr>
<td>Billboard (970 x 250)</td>
<td>$3,710</td>
<td>$3,275</td>
<td>$2,840</td>
</tr>
<tr>
<td>Native</td>
<td>$3,385</td>
<td>$2,950</td>
<td>$2,510</td>
</tr>
<tr>
<td>Lower Billboard (970 x 250)</td>
<td>$3,175</td>
<td>$2,840</td>
<td>$2,400</td>
</tr>
<tr>
<td>or Med. Rectangle (300 x 250)</td>
<td>$2,900</td>
<td>$2,400</td>
<td>$1,965</td>
</tr>
</tbody>
</table>

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 10/1/21

Display Ad Requirements

- JGP 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. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

North of 96th offers extensive coverage of the fast-growing northern suburbs of Indianapolis: Carmel, Fishers, Noblesville, Westfield and Zionsville. Each Thursday, 19,000 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 e-newsletter has a 52% open rate and an average CTR of 9%.

North of 96th Rates
Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-4 MO.</th>
<th>5-8 MO.</th>
<th>9-12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$2,610</td>
<td>$2,285</td>
<td>$1,960</td>
</tr>
<tr>
<td>Billboard (970 x 250)</td>
<td>$2,775</td>
<td>$2,450</td>
<td>$2,120</td>
</tr>
<tr>
<td>Native</td>
<td>$2,530</td>
<td>$2,205</td>
<td>$1,880</td>
</tr>
<tr>
<td>Lower Billboard (970 x 250)</td>
<td>$2,450</td>
<td>$2,120</td>
<td>$1,795</td>
</tr>
<tr>
<td>or Med. Rectangle (300 x 250)</td>
<td>$2,120</td>
<td>$1,795</td>
<td>$1,470</td>
</tr>
</tbody>
</table>

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 10/1/21

Display Ad Requirements

- JGP 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. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

Native Ad Requirements

- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
**E-NEWSLETTERS**

Health Care & Benefits

e-newsletter by IBJ’s John Russell published every Monday brings you the latest stories, data and links about health care — including hospitals, life sciences and public policy — plus news and trends about workplace benefits, including insurance, 401(k) plans and mental health care in central Indiana. Nearly 16,000+ readers receive Health Care & Benefits, which has an open rate of nearly 41% and a CTR of nearly 4%.

**#IBJTECH RATES**

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-4 MO.</th>
<th>5-8 MO.</th>
<th>9-12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$2,660</td>
<td>$2,330</td>
<td>$1,995</td>
</tr>
<tr>
<td>Billboard (970 x 250)</td>
<td>$2,830</td>
<td>$2,495</td>
<td>$2,165</td>
</tr>
<tr>
<td>Native (300 x 250)</td>
<td>$2,580</td>
<td>$2,250</td>
<td>$1,915</td>
</tr>
<tr>
<td>Lower Billboard (970 x 250)</td>
<td>$2,495</td>
<td>$2,165</td>
<td>$1,830</td>
</tr>
<tr>
<td>or Medium Rectangle (300 x 250)</td>
<td>$2,165</td>
<td>$1,830</td>
<td>$1,500</td>
</tr>
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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 10/1/21

**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
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**#IBJTECH RATES**

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<tr>
<th>AD SIZE</th>
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<th>5-9 MO.</th>
<th>9-12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$2,560</td>
<td>$2,240</td>
<td>$1,920</td>
</tr>
<tr>
<td>Billboard (970 x 250)</td>
<td>$2,880</td>
<td>$2,560</td>
<td>$2,240</td>
</tr>
<tr>
<td>Native (300 x 250)</td>
<td>$2,400</td>
<td>$2,080</td>
<td>$1,760</td>
</tr>
<tr>
<td>Leaderboard (728 x 90) lower</td>
<td>$2,240</td>
<td>$1,920</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

**HEALTH CARE WEEKLY RATES**

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
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<tr>
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<td>$1,915</td>
</tr>
<tr>
<td>Lower Billboard (970 x 250)</td>
<td>$2,495</td>
<td>$2,165</td>
<td>$1,830</td>
</tr>
</tbody>
</table>

**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

This Indy-focused e-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 30,000 subscribers. #IBJtech has a 35% open rate and a CTR of 2%.
IBJ PODCASTS

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.

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.

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 20 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 970 x 250" ad on the IBJ Podcast email.
- Brought to you by “sponsoring company name” on the home page of IBJ.com under the Podcast feature in the top right rail.
- A 970 x 250" digital display ad will appear under the current podcast on IBJ.com.
- Road Block ads on the landing page IBJ.com/podcast. 2 – 970 x 250 ads and 2 – 300 x 250 ads.
- Brought to you by “sponsoring company name” on Podbean where the podcast is hosted.

*See Ad Sizes & Requirements on page 13.

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 – LinkedIn and Twitter 107,572 follower
- Prompted on Eight@8 – 36,000 and IBJ Daily – 39,000

IBJ Podcast weekly email
37% open rate

average monthly listens and growing

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