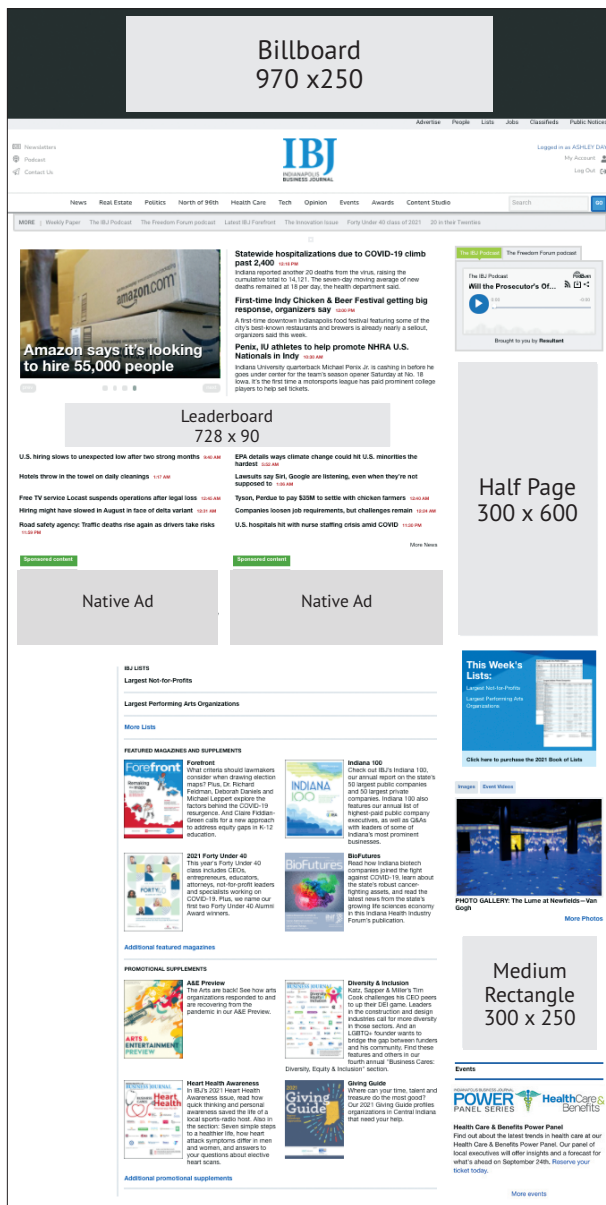


# IBJ.COM



## 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  
**31%** 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

# 300,000

average unique monthly visitors

# 506,000+

monthly pageviews

# 56%

of pageviews are mobile

# 33%

of visitors are organic

# 56%

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

## 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](http://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)

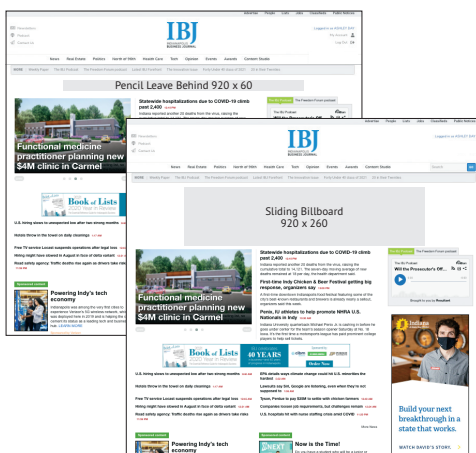
# HIGH-IMPACT DIGITAL



## 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** (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

**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

March 19, 2021

Leaderboard 728 x 90

Click here for the digital edition of this week's paper or link to the stories below.

Leaderboard 728 x 90

**NEWS**

**State lawmakers ignore Holcomb's wishes**  
Gov. Eric Holcomb is not having much luck getting what he wants from the General Assembly this year, even though both chambers are overwhelmingly dominated by his Republican Party.

**March Madness TV-rights price tag skyrockets in recent years**  
But media-rights consultants and other observers say the NCAA is well-positioned.

**IPL places big bet on a name change**  
One of Indianapolis' oldest companies, Indianapolis Power & Light Co., is testing whether putting on a whole new look will help it get more recognition and affection than utilities' normally see.

Billboard 970 x 250

**The Rebound: IBI's special section on March Madness, its potential payoff and the city's big players**

**Local restaurants hope to supply food for teams during NCAA Tournament**

**Mike Lopresti: There's never been a time in Indianapolis like what's coming**

**Startup seeks to foster better relationships between police, civilians**

Billboard 970 x 250

This Week in IBI 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 IBI e-newsletter every Saturday morning, with an open rate of 39% and a CTR of nearly 7%.

Monday, March 15, 2021

News Update: 11:31 AM

**No positive COVID-19 tests yet for March Madness teams in Indy**

Forty-six teams had arrived in Indianapolis for the NCAA men's basketball tournament by late Sunday, and each was given a COVID-19 test upon arrival. [More](#)

Medium Rectangle 300 x 250

**NEWS CATEGORIES**

Real Estate & Retail  
Health Care & Life Sciences  
Banking & Finance  
Government & Economic Development  
Sports Business

**BLOGS**

Technology  
Philanthropy  
Education & Workforce  
Transportation & Logistics  
Energy & Environment

**CONTACTING IBIJ**

Submit a Letter  
Submit People Listings  
Submit Award Nominations  
Register For Events  
Subscribe  
Advertise

## EXCLUSIVE OPPORTUNITY

## THIS WEEK IN IBI 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) Focus/List	\$2,805	\$2,145	\$1,485

All schedules that run 9 months or more receive 50,000 bonus IBI.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.

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 10/1/2021

## 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 IBI to track your ad traffic, visit [ga-dev-tool.appspot.com/campaign-url-builder](http://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

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)	

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%.

# 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 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/JD/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.

### AD SIZE

	1-5 MO.	6-11 MO.	12 MO.
Leaderboard (728 x 90)	\$6,120	\$5,685	\$4,720
Medium Rectangle (300 x 250) upper	\$5,830	\$5,420	\$4,490
Native	\$4,270	\$3,960	\$3,285
Half Page (300 x 600)	\$5,550	\$5,160	\$4,275
Medium Rectangle (300 x 250) lower	\$4,905	\$4,555	\$3,770

## 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](http://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

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

## Leaderboard 728 x 90

**IBJ** Eight@8



Sign up for other eNewsletters

Wednesday, September 1, 2021

Compiled by Mason King - [mking@ibj.com](mailto:mking@ibj.com)

### 1. Major Indy manufacturer acquired by Maine firm

One of the largest and oldest manufacturers in Indianapolis—founded in 1946 at the beginning of the golden age for commercial aviation—is now owned by a firm that's a two-hour flight to the east. Major Tool and Machine Inc. has been acquired by fast-growing Precimac Precision Machining of South Paris, Maine. MTM employs 425 people and operates more than 630,000 square feet of manufacturing space at 1458 E. 19th St. It has been on a growth tear in recent years despite the pandemic because many of its customers are federal agencies such as the Department of Defense and the Department of Energy that didn't scale back spending. IBJ's online team has more on the deal and Precimac's plans for its latest big acquisition.

### 2. WTHR's Milz resigns after 18 years with NBC affiliate

Veteran TV journalist Mary Milz arrived at WTHR-TV Channel 13 in 2003 with a resume that included covering some of the biggest national stories of the past two decades, including the saga of Baby Jessica, the crash of United Flight 232 and the disappearance of Laci Peterson. In Indianapolis, she distinguished herself with aggressive reporting on the city government beat. Something shifted during the pandemic, and Milz decided there was more to life than chasing city-county councilors down hallways and digging through budget documents. IBJ's online team reports that today is Milz's last day at WTHR—the latest departure in a spate of exits from the NBC affiliate.

Sponsored Content

Native Ad



### 3. Tentative dates set for high-stakes redistricting process

Indiana House and Senate leaders set a tentative timetable Tuesday for the Legislature to complete one of its most consequential tasks of the next decade—approving the new state redistricting maps for elections. The process is set to start Sept. 14, with the House Republicans' unveiling of the congressional and Indiana House district map drafts online. According to the timeline, the process will wrap up a bit more than two weeks later. IBJ's Emily Ketterer fills in the blanks.

### 4. USA Gymnastics files \$425M settlement with Nassar victims

Indianapolis-based USA Gymnastics could be near the final stages of the legal fallout from the Larry Nassar sexual abuse scandal. The sport's national governing body and hundreds of women who say they were abused by the former national team doctor or others affiliated with the group filed a joint \$425 million settlement proposal on Tuesday that could put an end to years of litigation. Victims have been in mediation with USA Gymnastics since the organization filed for bankruptcy in December 2018. While it's unclear how much each victim would receive under the proposed agreement, the sum is significantly higher than the \$215 million settlement offer USA Gymnastics and the United States Olympic and Paralympic Committee put together in February 2020. AP has more.

### 5. Lack of child care workers stresses parents, providers

In much of the state, finding quality child care is a constant struggle. The pandemic has made it even tougher. Hundreds of child care centers closed in 2020, and those that are still open are having trouble recruiting staff for their classrooms. Statewide, Indiana has a population of roughly 500,000 children under the age of 6, and a child care capacity at just more than 164,000, according to data collected by the Indiana Early Learning Advisory Committee. Of those children, 64% need some type of care because both parents work. IBJ's Emily Ketterer digs deeper into the numbers and the disconnect across the state between the

Medium Rectangle  
300 x 250

IBJ.com

IBJ Events

### Indianapolis Weather

• Today: Partly cloudy and then clearing. High 78.  
• Tonight: Clear. Low 55.

Half Page  
300 x 600

### IBJ eNewsletters

IBJ Daily  
IBJ Real Estate Weekly  
IBJ Health Care Weekly

Medium Rectangle  
300 x 250

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



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%.

## PERSONAL PROFILE

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

## IBJ DAILY RATES

Rates are monthly, for 1 day per week.

## AD SIZE

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

## 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

Leaderboard 728 x 90

IBJ Daily

Thursday, September 2, 2021

Business News

Lawsuit accuses Lilly of favoring millennials over older job applicants

Two former job applicants, aged 55 and 49, filed a proposed class-action lawsuit in U.S. District Court in Indianapolis on Wednesday, accusing the Indianapolis-based drug maker of age discrimination. [More](#)

IU Health suspends unvaccinated workers, postpones all inpatient elective surgeries

IU Health, the state's largest hospital system, said unvaccinated workers will be placed on a two-week suspension and will be allowed to return to work if they attest to partial or full vaccination. [More](#)

Indiana COVID cases hit highest mark since Jan. 9; hospitalizations rise

The Indiana State Department of Health on Thursday reported 23 more deaths from the virus, raising the cumulative total to 14,101. [More](#)

Functional medicine practitioner planning new \$4M clinic in Carmel

Be Well Family Care has more than 100 patients on a waiting list, so owner Swathi Rao plans to build a new facility to triple the functional medicine clinic's footprint.

Sponsored Content

Native Ad

Medium Rectangle  
300 x 250

In this week's paper

New iBuyers are jumping into central Indiana's real estate market

All-Star Real Estate Agents: The Indy area's top teams and solo sellers

General News

Colts activate QB Wentz, two others

The Indianapolis Colts will have three starters back at practice Thursday after quarterback Carson Wentz, center Ryan Kelly and receiver Zach Pascal were activated from the reserve/COVID-19 list. Team officials put them on the list Monday after all three were deemed close contacts to someone who tested positive for the virus. Meanwhile, the Colts put four-time Pro Bowl receiver T.Y. Hilton, third-string quarterback Sam Ehlinger and receiver Desmond Patton on injured reserve. Hilton had surgery on an injured disk in his neck earlier this week, a procedure general manager Chris Ballard said gave Hilton instant relief.

Pendleton inmates charged in deaths

Two prison inmates have been charged with murder in the fatal beating and stabbing of a fellow inmate last year at Pendleton Correctional Facility. Zachary D. Reinders, 30, and Joseph K. Wolfe, 50, allegedly fatally injured Christian B. Morgan, 34, in September 2020 as he stood against a wall inside the facility. Prison surveillance video shows Reinders walking up to Morgan and striking him with his hands and fists before Wolfe joined him in the Sept. 29, 2020, attack, according to a probable cause affidavit. Reinders is serving time for murder and robbery with serious bodily injury convictions, while Wolfe is incarcerated for arson and strangulation convictions.

MIDDAY MARKET REPORT

Dow

Nasdaq

S&P 500

Indiana Index

Medium Rectangle  
300 x 250

Promotional Feature

PEOPLE

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

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

Rates effective 10/1/21

## DISPLAY AD REQUIREMENTS

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- 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

# 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.

AD SIZE	1-4 MO.	5-8 MO.	9-12 MO.
Leaderboard (728 x 90) upper	\$3,100	\$2,715	\$2,325
Billboard (970 x 250)	\$3,490	\$3,100	\$2,715
Native	\$2,910	\$2,520	\$2,130
Leaderboard (728 x 90) lower	\$2,715	\$2,325	\$1,940

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



Friday, September 3, 2021

### Leaderboard 728 x 90

#### Prize-winning maps?

Hoosiers who want to take a stab at redrawing Indiana's state legislative and congressional maps now have two platforms to do so, with one offering a cash prize.

All IN for Democracy, a voting rights and redistricting reform group, launched a map-drawing contest in which the most fairly-drawn map can win a cash prize of up to \$3,000.

Julia Vaughn, policy director for Common Cause Indiana, told IBJ the contest is a way to incentivize public participation in redistricting, a once-a-decade process required after the federal census.

The software for this map-drawing runs [through Districtr](#), and the public can pull from different sets of data, including census numbers, demographics and community data, Vaughn said.

Maps for the contest are due Sept. 13, and the fairest drawings will be submitted to Indiana lawmakers when Republicans present their version of the map drafts for legislative approval starting Sept. 14.

"The thing is, they can ignore us, and don't have to listen to the citizens," Vaughn said, "but the days are over when they could come and go in the dark, draw these maps and not have people know what's going on."


Vaughn added she was disappointed Republican lawmakers did not grant requests from the public to hold a second round of redistricting "listening sessions" across the state.

Instead, Republican leaders, who will control the redistricting process by virtue of their party's supermajorities in the Indiana House and the Senate, announced a [two-week legislative timeline](#) to consider and approve new maps at the Statehouse. The schedule includes two committee hearings that will be open to public comment.

Legislative leadership this week also announced their own [portal for the public to draw maps](#) and submit them to lawmakers. Republican leaders House Speaker [Todd Huston](#), R-Fishers, President Pro Tem [Rodric Bray](#), R-Martinsville, and House Elections Committee Chair Rep. [Tim Wesco](#), R-Osceola, have said they value public feedback, and will take it into account.

"Our new census data shows many changes to our state's population over the last 10 years and that's why the redistricting process is so important," Huston said in a written statement. "As a representative democracy, we need to make sure constituents' voices are heard."

#### Native ad



#### Welcoming Afghan refugees

About 5,000 Afghan refugees will be flying into Indiana to Camp Atterbury over the next several weeks. The first arrived Thursday.

Gov. [Eric Holcomb](#) and [Dale Lyles](#), adjunct general of the Indiana National Guard, [provided details Wednesday on how the mission will work](#), including a robust vetting process, the length of stay at Atterbury and the resettlement process.

Responding to questions from reporters, Holcomb did not say directly if he offered Indiana up as a location to temporarily house refugees coming to the United States from Afghanistan. He did say he "could have made it difficult," but didn't.

"I could have maybe thrown a temper tantrum, could have been an obstacle," Holcomb said. "A. That's not who I am. B. That's not helpful."

Flash back to about six years ago. Holcomb's predecessor, then-Gov. [Mike Pence](#), did make it difficult for Syrian refugees trying to resettle in the state. He deemed Syrian refugees a public threat in the wake of the November 2015 terrorist attacks in Paris.

Pence blocked federal aid from assisting Syrian resettlement in Indiana, but federal courts would later rule against such action.

Holcomb, for his part, said he hopes Afghan refugees coming to Atterbury will choose to stay in Indiana, or close by.

#### Billboard 970 x 250

#### Treasurer questions

James Holden, former chief deputy and general counsel in the office of the Indiana treasurer, [filed a whistleblower lawsuit](#) against state Treasurer [Kelly Mitchell](#) and other individuals and private entities, alleging more than \$6 million in state contracts have been improperly steered to her campaign donors.

Holden claims Mitchell and others violated the Indiana False Claims Act by entering into contracts without getting approval from the Indiana Department of Administration, the director of the State Budget Agency and the Indiana Attorney General.

Between 2015 and 2020, he alleges \$6 million in payments were steered through the contracts to Mitchell's donors. Holden was the chief deputy treasurer under then-Treasurer Richard Mourdock.

#### Leaderboard 728 x 90

## 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](http://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




Tuesday, August 31, 2021

Leaderboard 728 x 90




**Indy area's second X-Golf center opening this fall**  
The Carmel-based franchisee for the line of sprawling indoor golf and entertainment centers says he's already looking ahead to additional stores, maybe one in downtown Indianapolis. [Read More](#)

**New Stutz factory owners planning \$60M redevelopment**  
Plans call for the updated Stutz, purchased earlier this year by New York-based SomersRoad Inc., to feature new event areas, co-working space, more retail and restaurant offerings, new outdoor spaces and an updated facade. [More](#)



Billboard 970 x 250


**IBJ Podcast: Will the Prosecutor's Office move to the new Community Justice Campus?**  
Host Mason King talks with IBJ reporters Leslie Bonilla Mufiz and Mickey Shuey about why Marion County Prosecutor Ryan Mears is hesitant about moving to the Twin Aire site and why the mayor wants the office at the campus. [More](#)



Medium Rectangle 300 x 250


Medium Rectangle 300 x 250

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%.




September 2, 2021 - IBJ.com/N96

Leaderboard 728 x 90



**Functional medicine practitioner planning new \$4M clinic in Carmel**  
Be Well Family Care has more than 100 patients on a waiting list, so owner Swathi Rao plans to build a new facility to triple the functional medicine clinic's footprint. [Read More](#)

**IU Health suspends more than 1,000 unvaccinated workers**  
IU Health separately said it would temporarily suspend 100% of inpatient elective surgeries and procedures beginning Monday to relieve pressure on care teams and free up space for critically ill patients. [More](#)



Billboard 970 x 250

**Indiana schools get incentive to require classroom masks**  
Gov. Eric Holcomb issued a new statewide executive order that eases quarantine requirements for students if all children and adults in the school were wearing masks throughout the day. [More](#)

**Roche Diagnostics says all U.S. employees must be vaccinated by Nov. 15**  
Roche Diagnostics is requiring COVID-19 vaccinations for all 8,000 people in its U.S. workforce, including about 4,500 in central Indiana. Employees will have until Nov. 15 to get fully vaccinated, or will be terminated, the company said in a statement. [More](#)

Billboard 970 x 250

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 on IBJ.com has 18,900 monthly unique page views. North of 96th e-newsletter has a 52% open rate and an average CTR of 9%.

## 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
or Med. Rectangle (300 x 250)	\$2,900	\$2,400	\$1,965

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
- Provide URL when submitting ad. For IBJ to track your ad traffic, visit [ga-dev-tool.appspot.com/campaign-url-builder](http://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 RATES

Rates are monthly, for 1 day per week.

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

## 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



# E-NEWSLETTERS

Leaderboard 728 x 90



March 15, 2021


**Carmel physician's lawsuit says St. Vincent fired him without cause**  
A Carmel physician who worked for St. Vincent Medical Group for a decade is suing the health system, claiming it fired him without cause last year upon learning of an alleged federal investigation into prescribing practices. [More](#)

**NEWS**  
**Shares in Eli Lilly and Co. plunged as much as 9%** Monday after much-anticipated data from a study of its Alzheimer's disease drug fell short of investors' hopes. The results, which were announced Saturday, clearly disappointed investors, [who were hoping for stronger data](#) that would indicate clear approval by federal regulators.  
**Indiana is expecting about \$5.87 billion** in federal money from the COVID-19 relief package. Around the U.S., states are [now considering how to spend the money](#) that will allow them to undertake large, expensive projects that have long been on their to-do lists, including high-speed internet for rural areas and drinking water improvements.  
**Indianapolis and Marion County are expected to receive** a total of about \$424 million from the pandemic relief package, more than twice the amount received from previous aid packages. The local money is [likely to go toward covering additional expenses](#) incurred by local and county government, as well as a host of programs already in place, such as rental and mortgage assistance, combating homelessness and small business grants and loans.

Billboard 970 x 250

**Restaurants devastated by the coronavirus outbreak** are getting a lifeline from the pandemic relief package. Restaurants got the biggest share of direct help: \$28.6 billion in grants for eateries whose revenue fell in 2020 as a result of the pandemic. The bill calls for [grants equal to the amount of restaurants' revenue losses](#), up to a maximum of \$10 million per company and \$5 million per location.

Native ad



**Nursing home residents vaccinated against COVID-19** can get hugs again from their loved ones, and all residents may enjoy more indoor visits. The policy guidance from the Centers for Medicare and Medicaid Services [comes as coronavirus cases and deaths](#) among nursing home residents have plummeted in recent weeks.  
**An Eli Lilly and Co. compliance officer** in New Jersey alleges the drugmaker blocked her efforts to sound alarms about problems at the factory, including charges that records had been falsified or destroyed. [According to a Reuters investigation](#), Indianapolis-based Lilly responded that the company has a "rigorous" quality assurance system in place.

Billboard 970 x 250

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%.

## HEALTH CARE 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)	\$2,660	\$2,330	\$1,995
Billboard (970 x 250)	\$2,830	\$2,495	\$2,165
Native	\$2,580	\$2,250	\$1,915
Lower Billboard (970 x 250)	\$2,495	\$2,165	\$1,830
or Medium Rectangle (300 x 250)	\$2,165	\$1,830	\$1,500

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
- Provide URL when submitting ad. For IBJ to track your ad traffic, visit [ga-dev-tool.appspot.com/campaign-url-builder](http://ga-dev-tool.appspot.com/campaign-url-builder) to create a URL with trackable parameters. Submit the trackable URL with your ad.

#IBJtech

September 3, 2021 - IBJ.com/IBJTech

Leaderboard 728 x 90

**Report finds Indiana companies among Great Lakes leaders in VC funding**  
An Elevate Ventures report released yesterday finds Indiana companies closed more deals in the first half of 2021 than any Great Lakes state other than Illinois. Even so, the report found that the amount of venture capital dollars invested in Indiana has continued to lag both in median deal size and dollars invested. Still, the report found a lot of good news. After setting records in 2019 and 2020 for the number of deals closed and the total amount invested, Indiana companies are doing even better so far this year. The total capital invested in the state was more than 300% higher in the first six months of 2021, compared with the same period in 2020. Much of that activity, the report found, is in pre-seed funding, with 42 deals in the first half of this year. But the report also found that a "strong uptick in later-stage VC deal activity (over \$10 million in size) signals Indiana venture-backed companies are continuing to mature and attract investments from out-of-state large venture capital funds." "Companies are also benefiting from a strong post-pandemic economic rebound and a robust venture market overall, as evidenced by the company-friendly deal terms," the report said. "Those startups that navigated through the pandemic with reasonable growth track record remain strong targets for investors across all stages." [Read More](#)

**Free TV service Locast suspends operations after legal loss**  
Locast, a service that streamed local TV for free in about three dozen U.S. cities, including Indianapolis, suspended its operations Thursday after losses in court against the broadcast industry. The owners of the country's major broadcast TV networks—ABC, CBS, NBC and Fox—sued Locast in 2019, saying it violated their copyrights, and asked for the service to be shut down. [Read More](#)

TID-BYTES  
A tech startup that manages supply chain risk announced this week it will move its headquarters to Indianapolis from Milwaukee and plans to invest \$6.3 million in the coming years to equip its downtown offices. [See where Paxafe Inc.](#) has decided to put its new offices.

Billboard 970 x 250

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%.

## #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)	\$2,560	\$2,240	\$1,920
Billboard (970 x 250)	\$2,880	\$2,560	\$2,240
Native	\$2,400	\$2,080	\$1,760
Leaderboard (728 x 90) lower	\$2,240	\$1,920	\$1,600

## 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



# 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**
- 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 13.

## WHERE THE PODCAST APPEARS

### IBJ.com:

- At its landing page: [www.ibj.com/podcast](http://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
- Spotify
- Google Play
- Podbean
- Tune In
- 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**  
National winner of the Society  
for Advancing Business Editing  
and Writing Best of Business  
audio award.

**37,450**

IBJ Podcast weekly email  
37% open rate

**7,366**

average monthly  
listens and growing

**23,000**

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

