



INDIANAPOLIS  
**BUSINESS JOURNAL**  
A division of IBJ Media

**2022**

# MEDIA GUIDE

print / digital / events

Connect with our audience

Indianapolis Business Journal

# EXPANDS REACH

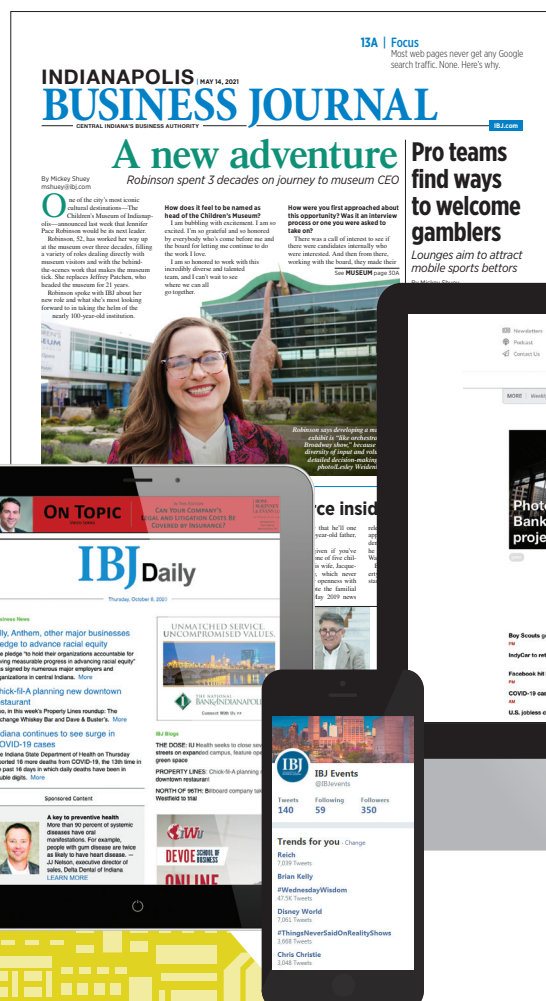
print / digital / events / social

Indianapolis Business Journal has been your top source for business news for 41 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

32,481  
PRINT READERS

IBJ.com

300,000  
UNIQUE VISITORS

eNews

74,700  
UNDUPLICATED SUBSCRIBERS

IBJ Events

6,000  
VIRTUAL & IN-PERSON ATTENDEES

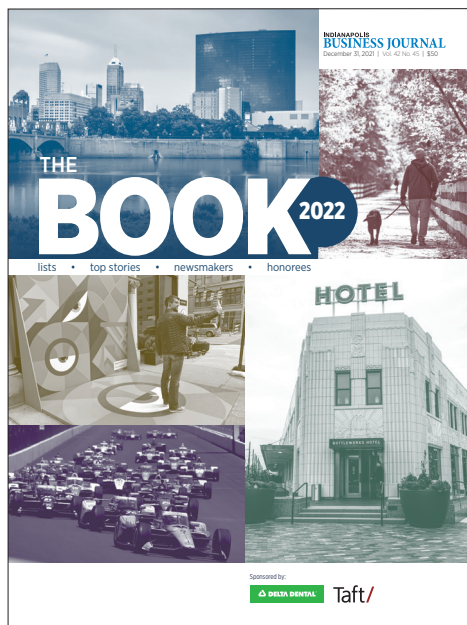
Social Media

106,500  
FOLLOWERS

# PRINT



Indianapolis Business Journal



The Book / Year in Review



## MAGAZINES & SUPPLEMENTS

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

# BUSINESS PROFILE

**87%** consider IBJ a primary source and one of their most important sources for local business news

**77%** have purchasing/specifying authority for products and services

For 41 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

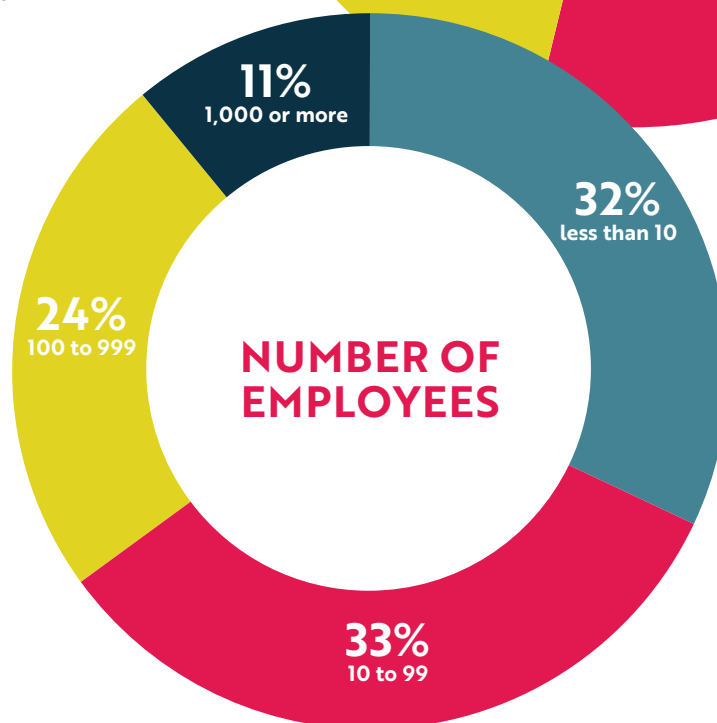
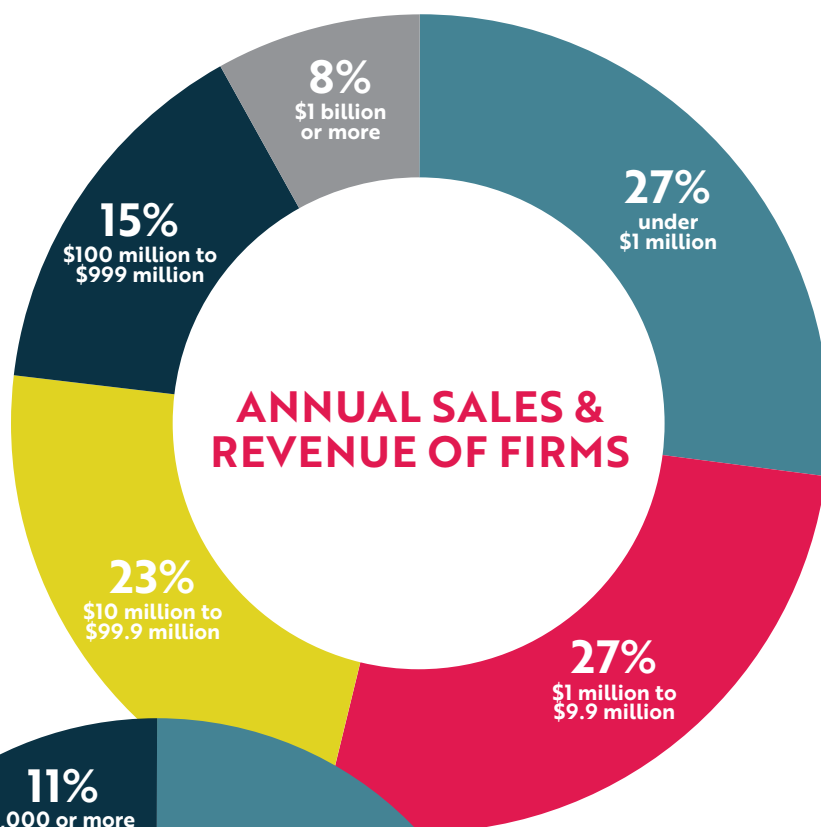
- 36% banking & financial services
- 33% legal services
- 29% corporate giving
- 29% employee benefits
- 34% tech equipment & services
- 26% health insurance
- 27% P & C insurance
- 26% real estate/site location
- 22% acquisitions & mergers
- 29% corporate wellness
- 21% education/tuition reimbursement
- 24% document management services
- 40% marketing and sales
- 24% diversity, equity and inclusion

## EMPLOYEE BENEFITS

- 40% plan to add or review
- 46% review for change in Q3 or Q4
- 22% implement change in Q1
- 24% implement change in Q4

## COMPANY EXPANSION

- 23% will seek new or enlarged space within the next two years
- 18% will need office space
- 5% will need retail/flex
- Average space needed 17,680 sf. or more



**38 minutes** average time spent reading IBJ

**33%** receive IBJ at work

**67%** receive IBJ at home



# PERSONAL PROFILE

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

**\$194,000** average individual income

**\$246,134** average household income

**\$2,538,700** average household net worth

**39%** have millionaire status

## TOTAL VALUE INVESTMENTS AND BANKING SERVICES

**5%** \$150,000 – \$249,999

**9%** \$250,000 – \$499,999

**13%** \$500,000 – \$999,999

**16%** \$1 million – \$1.9 million

**22%** \$2 million or more

## TYPE OF RESIDENCE

**93%** own their primary residence

**\$434,700** average value of residence

**25%** plan to buy or sell real estate within the next 24 months

**42%** plan to renovate or remodel

## AUTOMOTIVE

**45%** plan to purchase or lease a vehicle within the next 24 months

## LIFESTYLE

**72%** plan to purchase tickets to cultural events

**66%** 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

**60%** dine out 3 to 9 times per week

## FAMILY

Responsible for elder care decisions:

**36%** financial

**35%** medical

**30%** housing

**30%** legal

**20%** in-home care

## EDUCATION

**93%** college graduate

**42%** Master's/JD/Doctorate

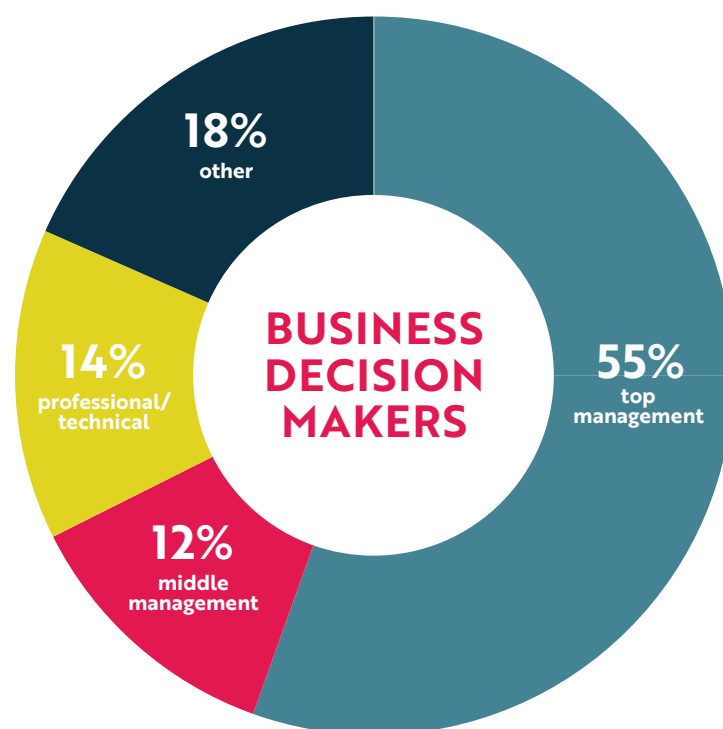
## GENDER AND AGE

**70%** male

**27%** female

Average age is 58 years

**37%** are owners or partners



## Responsive Readership Advertising

**38%** visited an advertiser's website

**72%** prefer to receive their advertising within IBJ instead of direct mail or email

**28%** have saved an ad for reference

**76%** have looked at an advertising insert in IBJ

**36%** researched a product or service online

# 2022 CALENDAR & DEADLINES

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

# CALENDAR & DEADLINES 2022

Issue Date	Focus   Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline	
					Focus	ROP
7/1	Diversity in Business	Minority-Owned Businesses; Indiana Employers		6/23	6/27	6/28
			Diversity, Equity & Inclusion Business Cares**	6/15		6/17
7/8	Construction/Design/Engineering	Architectural Firms		6/29*	7/1*	7/5
7/15	Entrepreneurship			7/7	7/11	7/12
7/22	Hospitality/Meetings/Events	Gambling Facilities; Motorsports Companies		7/14	7/18	7/19
			Indiana 250	6/8		6/20
7/29	Banking & Finance	Credit Unions; Directors' Fees of Public Companies		7/21	7/25	7/26
8/5	Global Business	Indianapolis Public Companies; Indianapolis Private Companies		7/28	8/1	8/2
			20 in their Twenties	7/6		7/20
8/12	Manufacturing & Logistics	Manufacturers; Industrial Parks		8/4	8/8	8/9
8/19	Education & Workforce Development	Online Degree Programs; Performing Arts Organizations		8/11	8/15	8/16
			A&E Preview	7/29		8/1
8/26	Residential Real Estate/All Star Agents	Not-For-Profits		8/18	8/22	8/23
			Tech Exec of the Year/ Tech 25	7/27		8/10
9/2	Aviation & Aerospace			8/25	8/29	8/30
9/9		North Meridian Office Complexes		9/1	9/2*	9/6
9/16	Commercial Real Estate (Event follow-up)	Downtown Office Complexes; Commercial Real Estate Brokerages		9/8	9/12	9/13
9/23	Technology/Cybersecurity	IT Consulting Firms		9/15	9/19	9/20
		Largest Hotels; Most Popular Indianapolis Area Attractions	Meeting & Event Planning Guide	8/31		9/7
9/30	Health Care & Benefits (Event follow-up)	Independent Insurance Agencies/Brokerages		9/22	9/26	9/27
			Breast Cancer Business Cares Cover & Section**	9/14		9/16
10/7	Banking & Finance	Accounting Firms; Investment Brokerages		9/29	10/3	10/4
10/14	Construction/Design/Engineering	Electrical Contractors; Office Furniture Dealers		10/6	10/10	10/11
			HR Awards	9/13		9/30
10/21	Research & Discovery	Life Sciences & Pharmaceutical Companies; VC & Private Equity Firms		10/13	10/17	10/18
			Executive Gift Guide**	9/28		10/5
10/28	Residential Real Estate	Custom Home Builders		10/20	10/24	10/25
			Women of Influence	9/28		10/12
11/4	Hospitality/Meetings/Events	Meeting Facilities		10/27	10/31	11/1
11/11	Education & Workforce Development	Colleges & Universities; Employment Agencies		11/3	11/7	11/8
11/18	Health Care & Benefits	Physician Group Practices		11/10	11/14	11/15
			2023 Giving Guide**	9/21		9/30
11/25	Energy & Environment	Environmental Consultants		11/16*	11/17*	11/18*
12/2	Commercial Real Estate	Office Complexes		11/23*	11/28	11/29
12/9	Legislative Preview 2023			12/1	12/5	12/6
			CFO of the Year	11/2		11/16
12/16				12/8		12/13
12/23				12/15		12/20
12/30				12/23		12/28
			The Book/Year in Review	11/2		11/14

\*Early Holiday Deadlines

\*\*Promotional publications published in conjunction with outside agencies

# THE BOOK / YEAR IN REVIEW



## PUBLICATION DATE

December 30, 2022

## SPACE RESERVATION

Deadline: November 2, 2022

## AD ARTWORK DEADLINE

November 14, 2022

## 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%

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 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.

## 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	\$5,571
Half Page V and H	\$3,907
1/4 Square	\$2,814
Additional \$500 for 2-color and \$800 for 4-color	

## PREMIUM POSITIONS (BASED ON AVAILABILITY)

Back Cover	\$8,136
Inside Front	\$6,679
Inside Back	\$6,138
Rate Card #44: Effective 10/1/21	

## Smart Advertising Investment:

**74%** of readers keep The Book/Year in Review for a year or more

**12x** on average, subscribers reference The Book/Year in Review at least once every month

**+2** additional readers use The Book/Year in Review in our subscribers' offices

## MECHANICALS (W X H)

Full Page	9.5" x 13.5"
1/2 Page V	4.625" x 13.25"
1/2 Page H	9.5" x 6.25"
1/4 Square	4.625" x 6.25"
Tab (Live)	9.5" x 13.5"
Tab (Trim)	10.75" x 14.5"
Tab (Bleed)	11" x 14.75"

Full Page w/ bleed are same as Tab specs

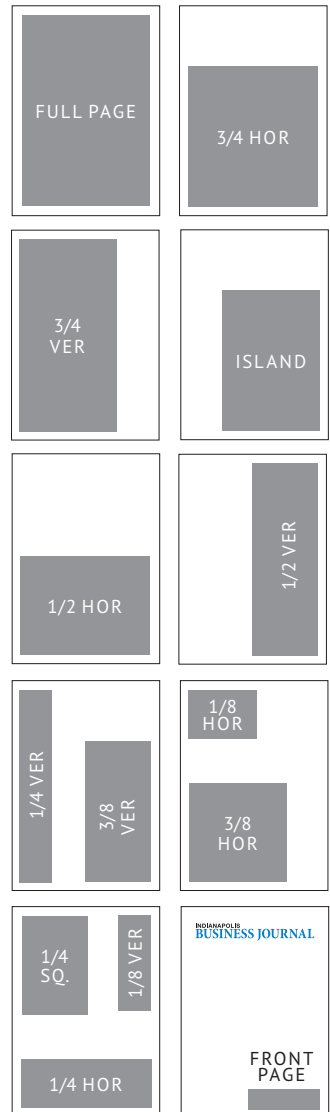
# NEWSPAPER



## 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	\$13,020	\$10,580	\$9,855	\$8,605
3/4 Page Center Spread	\$12,320	\$10,010	\$9,335	\$8,000
Jr. Center Spread	\$10,875	\$8,835	\$8,235	\$6,865
Back Cover	\$8,790	\$7,140	\$6,655	\$5,550
Full Page	\$7,035	\$5,715	\$5,325	\$4,440
3/4 Page	\$6,200	\$5,035	\$4,695	\$3,910
Island	\$5,615	\$4,560	\$4,255	\$3,545
1/2 Page	\$4,910	\$3,990	\$3,720	\$3,100
3/8 Page	\$4,230	\$3,440	\$3,205	\$2,670
Front Page	\$3,015	\$2,450	\$2,285	\$1,905
1/4 Page	\$2,810	\$2,285	\$2,130	\$1,775
1/8 Page	\$1,795	\$1,425	\$1,360	\$1,130



Color Rates: 2-color: \$350 / 4-color: \$500 / Rate Card #44 / Effective 10/1/21

## 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	21.375" x 13.25"
3/4 Center Spread	21.375" x 9.875"
Jr. Center Spread	16" 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  
13,500 to 16,000

**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
- Inserts must arrive at AIM by 5 pm Friday prior (1 week)

## PREMIUM CHARGES

Guaranteed Position

Page 2	30%
Page 4 or 5	25%
Pages 6 thru 11	20%
Top 25 Lists	20%

## 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 220%

**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 "Sponsored Content" in the lower left corner above the label area

No advertorials allowed.

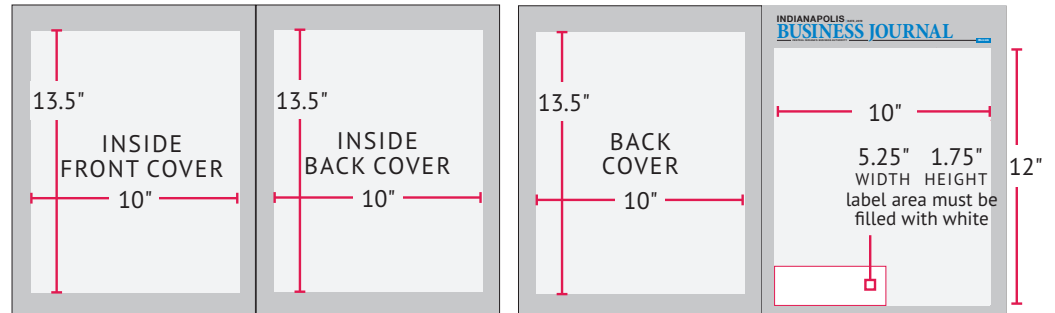
All advertising must be approved by the publisher.

### 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 "Sponsored Content" in the lower left corner above the label area

No advertorials allowed.

All advertising must be approved by the publisher.

### RATE

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

same dimensions as full newspaper wrap (newsprint)



FRONT COVER

INSIDE FRONT COVER

## FULL COVER WRAP (GLOSS)

provides your company huge benefits in 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 "Sponsored Content" in the lower left corner above the label area

### RATE

\$20,000 net (includes design & printing)

No advertorials allowed.

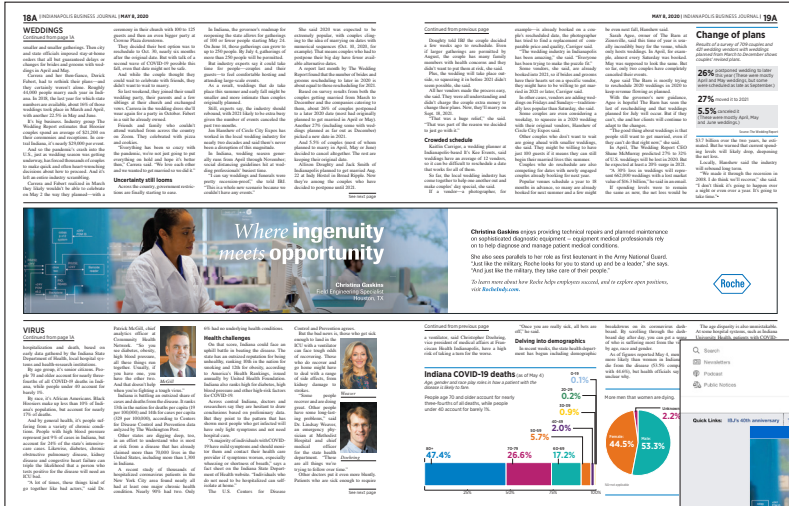
All advertising must be approved by the publisher.

Contact IBJ for specs.

# "THE BAND" SPONSORSHIP

- Unique and exclusive print/digital sponsorship opportunity.
- Digital: push down band for one week on IBJ.com.  
Runs the same week as print issue from 12 am Friday to 11:55 pm Thursday. Band: 920 x 260 and the leave behind is 920 x 30
- Print: 21.375" x 3" ad is surrounded by editorial content from pages 1 and 3. (location center spread)

**RATE**  
**\$10,000 net**



## BELLY BAND

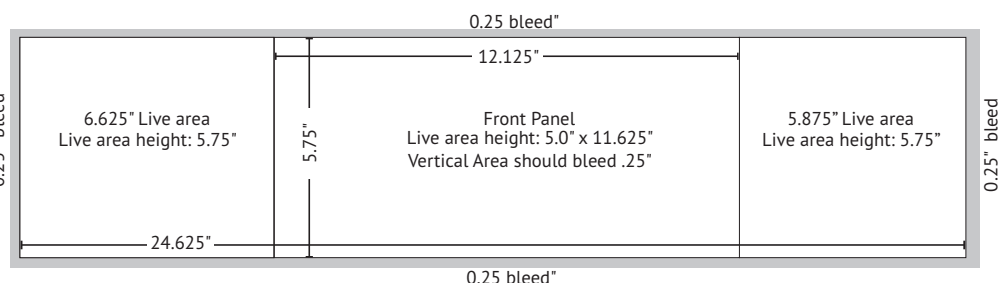
The belly band allows you the opportunity to display your message across the front page of IBJ. Your message wraps around the entire issue. Art is 4-color and appears on all copies of IBJ with the exception of newsstand copies.

### 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



# 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.

87% consider IBJ a primary source and one of their most important sources for local business news.

Indianapolis Business Journal

**32,481**  
PRINT READERS

IBJ.com

**300,000**  
UNIQUE VISITORS

eNews

**74,700**  
UNDUPLICATED SUBSCRIBERS

Average Time

**38 min.**  
SPENT READING IBJ WEEKLY

**67%**

RECEIVE IBJ AT HOME

## AUDITED CIRCULATION FIGURES—SUBSCRIPTIONS

Print & Digital	10,674
Digital Only	4,481
Total Average Paid	15,155
Total Average Non-Paid	153

**TOTAL AVERAGE CIRCULATION**  
(Publisher's statement June 2021)

**15,308**

## READERSHIP

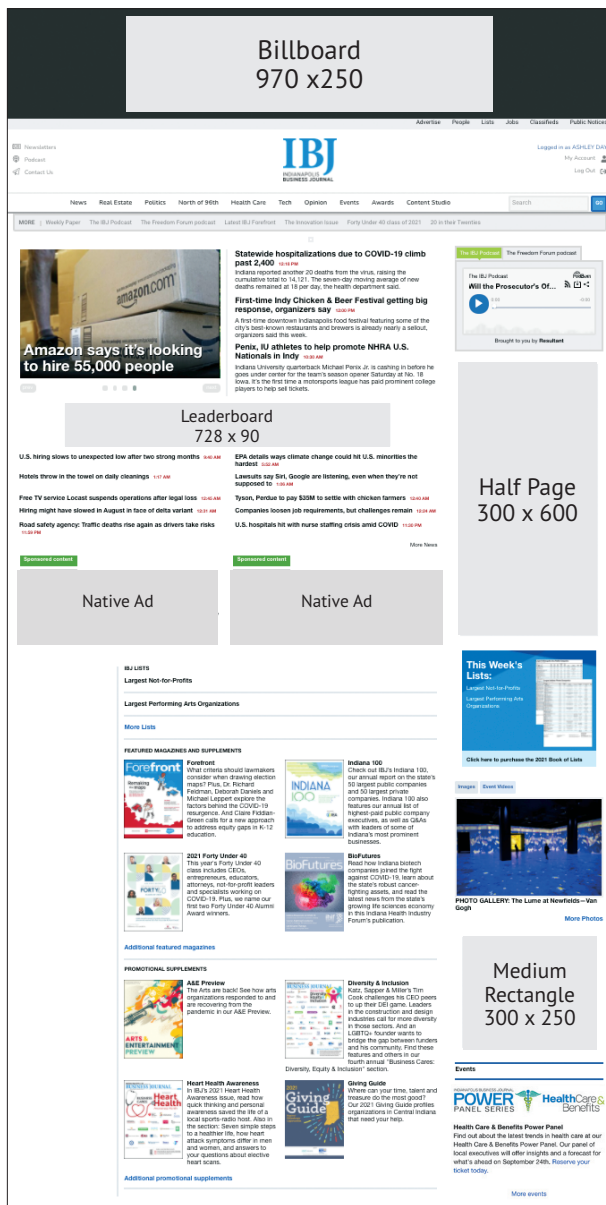
Subscriber	1
Pass-Along Readers	2
Total Readers Per Copy	3
Male Readers	22,737
Female Readers	9,744

**TOTAL PRINT READERSHIP**

**32,481**



# 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)



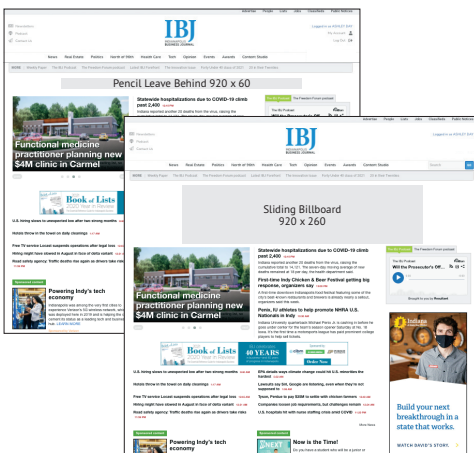
# HIGH-IMPACT DIGITAL



## 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: IBIJ'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 IBIJ.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 IBIJ 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

### 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	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

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

IBJDaily

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 treat the functional medicine clinic's footprint.

Sponsored Content

Native Ad

Half Page  
300 x 600

General News

Colt's 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 Dezman Patmon 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.

Promotional Feature

PEOPLE

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

Midday Market Report  
[Dow](#)  
[Nasdaq](#)  
[S&P 500](#)  
[Indiana Index](#)

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

# 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 Muñiz 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

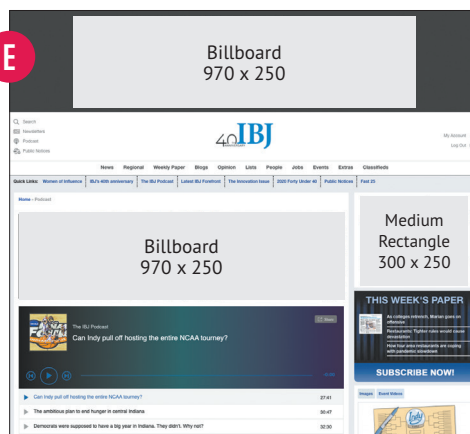
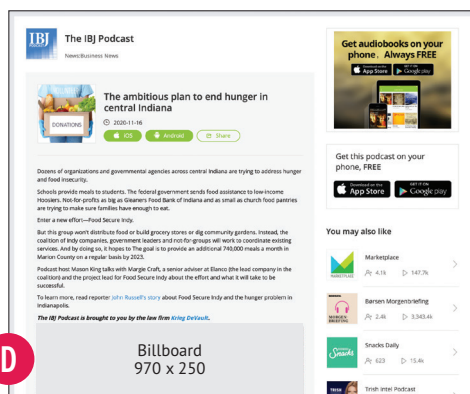
12 months: \$5,400

## THE FREEDOM FORUM RATES (PER MONTH)

(Publishes 1x per month)

6 month rate: \$2,700

12 month rate: \$2,550



# 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 15 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 reimagined 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](http://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 displays a sponsored article from Delta Dental of Indiana. The article title is 'Delta Dental leads conversation around civility; invests in future talent'. The text discusses Delta Dental's involvement in the Bateman Case Study Competition and their commitment to civility. A photo of Samantha Troisi is included. On the right, there's a sidebar with a 'For More Information' section and a quote: 'Together. Building healthy, smart, vibrant communities. For all.'

The screenshot shows the IBJ Content Studio interface with a different article. The title is 'Amazon says it's looking to hire 55,000 people'. The article text mentions Amazon's hiring plans. Below the article, there are two 'Native Ad' placeholders. To the right, there's a sidebar with a 'JLL' advertisement and a quote: 'We shape the future of real estate for a better world'.

The screenshot shows the IBJ Daily newsletter layout for Friday, September 3, 2021. It features a 'Business News' section with headlines like 'First-time Indy Chicken & Beer Festival getting big response, organizers say' and 'Statewide hospitalizations due to COVID-19 climb past 2,400'. There's also a 'WE'RE LOOKING FOR THE BEST OF THE BEST' section for the CIO of the year. At the bottom, there's a 'Native Ad' placeholder and a 'W of 2021' advertisement for the Women of Influence event.

The screenshot shows a paid partnership announcement between IBJ and Indiana University. The text states: '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 is a photo of the IU campus.

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[The Freedom Forum podcast](#)
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[Holiday Mail List](#)

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Content sponsored by Metropolitan School District of Lawrence Township, Old National Bank, and Sondi Solutions.

## Diversity, Equity & Inclusion

### Organizations take a hard look at hiring practices

In IBJ'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?**

This message has been brought to you by Indianapolis Business Journal as part of Metropolitan School District of Lawrence Township, Old National Bank, and Sondi Solutions

## Diversity, Equity & Inclusion

### Organizations take a hard look at hiring practices

In IBJ'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.

**Leo Lopez**  
Senior Vice President  
Community Lending  
Market Executive  
Old National Bank  
[Company Website](#)  
[Email](#)

**Dr. Shawn Smith**  
Superintendent of Schools  
Metropolitan School District of Lawrence Township  
[Company Website](#)  
[Email](#)

**Lindsay Szostak**  
Director of People Operations  
Sondi Solutions  
[Email](#)

**ABOUT THE PANELISTS:**

**Leo Lopez**  
Executive, DVP. 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.

**Dr. Shawn Smith**  
Superintendent of Schools  
Metropolitan School District of Lawrence Township  
[Company Website](#)  
[Email](#)

**Dr. Shawn A. 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 over 3,300 employees. Dr. Smith has 32

**Learn from our diverse world**  
“At Sondi, one of our core values is excellence. We would not achieve excellence if we were not trying to learn and grow from the world around us.” — Lindsay Szostak, director of people operations, Sondi Solutions  
[LEARN MORE](#)

Sponsored Content

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 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 participant per topic.

- |  |  |
|--|--|
| <b>INVESTMENT:</b><br>\$6,500 per participant<br>(maximum 4) | <b>INVESTMENT:</b><br>\$26,000 own your own<br>Thought Leadership<br>(maximum 4 panelists) |
|--|--|

- Diversity, Equity & Inclusion 7/1**  
Deadline June 8
- Entrepreneurship 7/15**  
Deadline June 15
- Manufacturing & Logistics 8/12**  
Deadline July 20
- Education & Workforce Development 8/19**  
Deadline July 27
- Aviation & Aerospace 9/2**  
Deadline August 10
- Commercial Real Estate 9/16**  
Deadline August 24
- Technology/Cybersecurity 9/23**  
Deadline August 31
- Health Care & Benefits 9/30**  
Deadline September 7
- Research & Discovery 10/21**  
Deadline September 28
- Education & Workforce Development 11/11**  
Deadline October 19
- Health Care & Benefits 11/18**  
Deadline October 26



# EVENT SPONSORSHIP



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.

Each event is marketed 4 to 6 weeks prior to the event through IBJ, IBJ.com and our email database.

## 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.



**84%** of subscribers recognize event sponsors

**92%** of event attendees say they would attend another event



# EVENT SPONSORSHIP

## Indianapolis Business Journal HEALTH CARE HEROES

2022 marks the 22nd year of this awards program and supplement honoring outstanding individuals, organizations and companies from the health care community. Top honorees and honorees in each of the following categories are profiled in a special IBJ supplement and featured at the event:

- Community achievement in health care
- Advancements in health care
- Volunteer
- Physician
- Non-physician

**SPONSORSHIP DEADLINE: 2/11/22**

## INDIANAPOLIS BUSINESS JOURNAL FORTY UNDER 40

2022 marks the 30th year of this event, which recognizes 40 local business and professional leaders who have achieved success before the age of 40. Sponsorship of this event is a unique marketing opportunity to reach these young professionals and their predecessors.

- Honorees are profiled in a special IBJ supplement.
- Current honorees and previous classes of Forty Under 40 attend this event.

**SPONSORSHIP DEADLINE: 2/3/22**

## INDIANAPOLIS BUSINESS JOURNAL FAST 25 2021 FASTEST-GROWING COMPANIES

Every year, Indianapolis Business Journal compiles a list of the 25 fastest growing companies in the Indianapolis area. Awards are presented to each of these companies in order of their ranking, which is unveiled for the first time at the Fast 25 event. These companies are drivers of our local economy and major players in their respective industries. The list is featured on IBJ.com and in a special publication included in IBJ celebrating the 25 companies honored at the event.

**SPONSORSHIP DEADLINE: 4/1/22**

## INDIANAPOLIS BUSINESS JOURNAL POWER BREAKFAST SERIES

Indianapolis Business Journal's Power Breakfast Series brings the state's thought leaders together to discuss issues of interest and importance to the business community. A panel of 4 to 6 professionals from each industry participate in a roundtable led by an IBJ editor or beat reporter. A feature story related to the panel discussion is published in the upcoming related focus sections. 2022 marks the 20th year of the Power Breakfast Series.

**SPONSORSHIP DEADLINES:**

- Technology: **12/3/21**
- Life Sciences: **2/25/22**
- Commercial Real Estate & Construction: **6/17/22**
- Health Care & Benefits: **6/24/22**

## 20 in their TWENTIES

20 in their Twenties honors young adults who are making an impact on their communities at the very start of their careers. These 20-somethings are entrepreneurs, attorneys, not-for-profit leaders. They are volunteers and social justice advocates—and people who will continue to contribute into the next decades.

**SPONSORSHIP DEADLINE: 5/10/22**

## INDIANAPOLIS BUSINESS JOURNAL & TECHPOINT TECH EXEC OF THE YEAR 2022 | TECH 25 CONNECTING THE BEST IN TECH

The Tech Exec of the Year Awards will honor Chief Technology Officers or more broadly, those in the top information technology positions within their organizations (CIO, VP, Director, etc). These valued individuals play vital roles in making Indiana businesses, institutions and not-for-profit groups successful. The Tech 25 awards will honor a prestigious selection of twenty-five individuals who are critical and exceptional performers in helping to grow our community's tech and tech-enabled companies.

- Recipients of the Tech Exec of the Year and Tech 25 awards are presented at a recognition event.
- Profiles of the honorees are featured in a special IBJ supplement.

**SPONSORSHIP DEADLINE: 5/20/22**

## W of 2022 WOMEN OF INFLUENCE INDIANAPOLIS BUSINESS JOURNAL

Indianapolis Business Journal spotlights some of our city's most successful women from both the public and private sectors while revealing the triumphs and challenges that have shaped their careers.

- These Women of Influence are honored at a recognition event.
- Profiles of the honorees are featured in a special IBJ supplement.

**SPONSORSHIP DEADLINE: 8/5/22**

## Indianapolis Business Journal CFO 2022 of the year

IBJ's CFO of the Year awards are presented to financial professionals in Indiana for outstanding performance in their roles as financial stewards of corporations and not-for-profit/government organizations.

- Recipients of the CFO of the Year awards are presented at a recognition event.
- Profiles of the honorees are featured in a special IBJ supplement.

**SPONSORSHIP DEADLINE: 8/26/22**



# DIGITAL PROGRAMMATIC ADVERTISING

AdEndeavor Media is a digital programmatic advertising division within IBJ Media. AdEndeavor provides digital marketing avenues for all businesses and institutions, large or small. We provide endless possibilities for our clients to target the ideal consumer any place and anytime.

## WHAT IS PROGRAMMATIC ADVERTISING?

- The automated algorithmic purchase and sale of digital advertising space in real time.
- This advertising allows marketers to maximize their exposure with target markets anywhere and everywhere the customers are consuming digital content on any device.

## ADENDEAVOR MEDIA DIFFERENTIATORS

- Inventory quality: Quantcast Top 5,000 sites, comScore Top 1,000 sites. Includes the top 5,000 sites that users are visiting based on demographics. (Examples: CNN, People, ESPN, NYTimes, Amazon, Fox)
- Peer39 block list-blocked websites that are unwanted by users
- 0.1% CTR or greater guarantee on programmatic display campaigns (almost 2x the national average according to Think With Google)
- Above the fold placements
- Campaign constantly optimized by a dedicated team
- Completely transparent delivery reporting dashboard
- Google Premier Partner-Google accordingly created a new tier of partners, only 3% of agencies of Google Partner are Google Premier Partners
- IBJ's superior customer service

## OFFERINGS

- **Programmatic Display:** Target audiences based on demographic, behavior, content, geographic location, frequency caps, and day parting via all major data exchanges.
- **Search Engine Marketing (SEM):** Our experienced Google and Bing certified team conduct competitor analysis and conquest while continually optimizing your campaigns.
- **Programmatic Native Advertising:** Seamlessly integrate your brand's most engaging images and content into contextually relevant websites.
- **Micro-Proximity:** Ability to serve real-time ads based on the location of any mobile device as small as one meter (3.28 feet.)
- **Device ID/Address Match:** Look back product software that grabs the device ID from a user's device(s) at a specific location, which will let you target them, wherever they go.
- **AdMix:** A budget based campaign that uses a mix of Display, Facebook, Instagram and YouTube advertisements.
- **IP Targeting:** Match your previous customer's physical address with specific IP's (Internet Protocol addresses) while maintaining their privacy.
- **Search Engine Optimization (SEO):** Improve your organic search results as we optimize keywords, local SEO, and categories search engines use to rank your website.
- **Email Marketing:** Securely deliver your message to specific customers using look alike audiences via a dedication CAN-SPAM compliant email blast.
- **Streaming TV:** Target the cord cutters with Connected TV or target consumers by online video with: Full Episode Player, YouTube, Pre-Roll.
- **Streaming Audio:** Target audio ads to relevant geographies, time slots, and audiences to hone in on valuable prospects.

*Accelerate your online presence*



# CALENDAR 2022

## JANUARY

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30	31					

## FEBRUARY

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27	28					

## MARCH

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## APRIL

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## MAY

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## JUNE

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## JULY

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## AUGUST

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## SEPTEMBER

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## OCTOBER

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30	31					

## NOVEMBER

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## DECEMBER

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