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
CICF blazes new trail for equity and inclusion

Companies take lead on response to COVID surge

Carmel-based firm uncovers three separate cases of employee fraud

Sharpen Technologies grew 35% in 2020 as companies turned to digital solutions

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

ANNUAL SALES & REVENUE OF FIRMS

NUMBER OF EMPLOYEES

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

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

37% are owners or partners
# 2022 Calendar & Deadlines

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

*Early Holiday Deadlines

**Promotional publications published in conjunction with outside agencies
<table>
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<tbody>
<tr>
<td>7/8</td>
<td>Construction/Design/Engineering</td>
<td>Architectural Firms</td>
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<td>7/1*</td>
<td>7/5</td>
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<td>Entrepreneurship</td>
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<td>7/7</td>
<td>7/11</td>
<td>7/12</td>
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<td>7/22</td>
<td>Hospitality/Meetings/Events</td>
<td>Gambling Facilities; Motorsports Companies</td>
<td>Indiana 250</td>
<td>6/8</td>
<td>6/20</td>
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<td>7/29</td>
<td>Banking &amp; Finance</td>
<td>Credit Unions; Directors’ Fees of Public Companies</td>
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<td>7/21</td>
<td>7/25</td>
<td>7/26</td>
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<tr>
<td>8/5</td>
<td>Global Business</td>
<td>Indianapolis Public Companies; Indianapolis Private Companies</td>
<td></td>
<td>7/28</td>
<td>8/1</td>
<td>8/2</td>
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<tr>
<td>8/12</td>
<td>Manufacturing &amp; Logistics</td>
<td>Manufacturers; Industrial Parks</td>
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<td>8/4</td>
<td>8/8</td>
<td>8/9</td>
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<tr>
<td>8/19</td>
<td>Education &amp; Workforce Development</td>
<td>Online Degree Programs; Performing Arts Organizations</td>
<td>A&amp;E Preview</td>
<td>7/29</td>
<td>8/1</td>
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<td>8/26</td>
<td>Residential Real Estate/All Star Agents</td>
<td>Not-For-Profits</td>
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<td>8/18</td>
<td>8/22</td>
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<td>9/9</td>
<td>Commercial Real Estate (Event follow-up)</td>
<td>Downtown Office Complexes; Commercial Real Estate Brokerages</td>
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<td>9/14</td>
<td>9/14</td>
<td>9/16</td>
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<tr>
<td>9/16</td>
<td>Technology/Cybersecurity</td>
<td>IT Consulting Firms</td>
<td>Largest Hotels; Most Popular Indianapolis Area Attractions</td>
<td>8/25</td>
<td>8/29</td>
<td>8/30</td>
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<td>9/23</td>
<td>Health Care &amp; Benefits (Event follow-up)</td>
<td>Independent Insurance Agencies/Brokerages</td>
<td>Breast Cancer Business Cares Cover &amp; Section**</td>
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<td>9/14</td>
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<td>Accounting Firms; Investment Brokerages</td>
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<td>9/29</td>
<td>10/3</td>
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<td>Construction/Design/Engineering</td>
<td>Electrical Contractors; Office Furniture Dealers</td>
<td>HR Awards</td>
<td>10/6</td>
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<tr>
<td>10/21</td>
<td>Research &amp; Discovery</td>
<td>Life Sciences &amp; Pharmaceutical Companies; VC &amp; Private Equity Firms</td>
<td>Executive Gift Guide**</td>
<td>9/13</td>
<td>9/30</td>
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<td>10/28</td>
<td>Residential Real Estate</td>
<td>Custom Home Builders</td>
<td>Women of Influence</td>
<td>10/28</td>
<td>10/12</td>
<td>10/12</td>
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<td>11/4</td>
<td>Hospitality/Meetings/Events</td>
<td>Meeting Facilities</td>
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<td>10/27</td>
<td>10/31</td>
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<td>11/11</td>
<td>Education &amp; Workforce Development</td>
<td>Colleges &amp; Universities; Employment Agencies</td>
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<tr>
<td>12/2</td>
<td>Commercial Real Estate</td>
<td>Office Complexes</td>
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<td>11/23*</td>
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<td>12/9</td>
<td>Legislative Preview 2023</td>
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</tbody>
</table>

*Early Holiday Deadlines
**Promotional publications published in conjunction with outside agencies
THE BOOK / YEAR IN REVIEW

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 Page 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**

**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%

**RATES PER INSERTION**
Frequency rates are earned with pre-planned number of insertions over 12 months.

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<thead>
<tr>
<th>PLACEMENT</th>
<th>1-12X</th>
<th>13-25X</th>
<th>26-51X</th>
<th>52X</th>
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<td>Center Spread</td>
<td>$13,020</td>
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<td>$9,855</td>
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<td>Island</td>
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<td>$3,990</td>
<td>$3,720</td>
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<td>$4,230</td>
<td>$3,440</td>
<td>$3,205</td>
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<td>$2,450</td>
<td>$2,285</td>
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<tr>
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<td>$2,810</td>
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<td>1/8 Page</td>
<td>$1,795</td>
<td>$1,425</td>
<td>$1,360</td>
<td>$1,130</td>
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</tbody>
</table>

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)**

**INSERTS (Rates are per thousand)**
- 1x-3x: $250
- 4x-8x: $235
- 9x-12x: $225
- 13x-52x: $215

Size: Max. 10" x 13"\nQuantity: 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%

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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)

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

No advertorials allowed. All advertising must be approved by the publisher.

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

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
(Principal'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

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.
**IBJ.COM RATES**

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

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

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

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

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

**DISPLAY AD REQUIREMENTS**
- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border.
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

**AD SIZES & REQUIREMENTS**
- All sizes required
- Medium Rectangle: 300 x 250 (build size: 600 x 500 px)
- Half Page*: 300 x 600 (build size: 600 x 1200 px)
- Leaderboard*: 728 x 90 (build size: 1456 x 180 px)
- Billboard*: 970 x 250 (build size: 1940 x 500 px)
- *600 x 200 required for responsive (build size: 1200 x 400 px)
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

This Week in IBJ highlights the stories, columns and other features that run in each Friday’s print edition, including an image of that week’s front page. The e-newsletter is the perfect way for readers to share the in-depth stories and smart opinions that are part of every issue. More than 32,000 people receive This Week in IBJ e-newsletter every Saturday morning, with an open rate of 39% and a CTR of nearly 7%.

IBJ News Updates are sent out to approximately 32,000+ subscribers as the news is happening. These e-newsletters are sent when there is a development in an ongoing story. Since we don’t make the news, there is no set schedule. There is a minimum of 4 News Updates guaranteed each month, however it has been averaging 8 per month. This e-newsletter has an average open rate of 46% and the CTR is 6%.

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

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

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

All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/2021

IBJ NEWS UPDATE 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.appspotcom/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.
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/ID/Doctorate

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

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

62% of subscribers have purchasing/specifying authority

**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.appspotcom/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)
- 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

**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)
- Billboard* 970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

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**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.appspotcom/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.
IBJ DAILY
IBJ Daily delivers local & national business news to nearly 37,000 business professionals Monday through Friday at 1 pm. This e-newsletter experiences an open rate of 49% and a delivery rate of 99%. The average CTR is 11%.

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

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

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

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

**EDUCATION**  
89% college graduate  
37% Master's/JD/Doctorate

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

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

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

**AD SIZES & REQUIREMENTS**
- Medium Rectangle 300 x 250 (build size: 600 x 500 px)  
- Half Page* 300 x 600 (build size: 600 x 1200 px)  
- Leaderboard* 728 x 90 (build size: 1456 x 180 px)  
- Billboard* 970 x 250 (build size: 1940 x 500 px)  
- 600 x 200 required for responsive (build size: 1200 x 400 px)

**NATIVE AD REQUIREMENTS**
- JPG Photo or PNG logo  
- 300 x 300 pixel minimum  
- 72 DPI  
- Transparent background for logo  
- Headline less than 52 characters  
- Caption less than 140 characters

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

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

Rates effective 10/1/21
E-NEWSLETTERS

The Rundown delivers the latest in political and government news straight to 36,000 subscribers every Friday morning. You’ll see what your local, state and federal elected leaders are doing and keep tabs on the latest legislation and campaigns. The Rundown is a must-read for anyone who cares about government. The Rundown open rate is 38% and the average CTR of 2%.

THE RUNDOWN RATES

Rates are monthly, for 1 day per week.

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

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

Rates effective 10/1/21

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border.
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad. For IBJ to track your ad traffic, visit ga-devtool.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
REAL ESTATE

E-newsletter 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%.

NORTH OF 96TH RATES

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1-4 MO.</th>
<th>5-8 MO.</th>
<th>9-12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)</td>
<td>$2,450</td>
<td>$2,120</td>
<td>$1,960</td>
</tr>
<tr>
<td>Billboard (970 x 250)</td>
<td>$2,205</td>
<td>$1,880</td>
<td>$1,795</td>
</tr>
<tr>
<td>Native</td>
<td>$2,310</td>
<td>$2,040</td>
<td>$1,920</td>
</tr>
<tr>
<td>Lower Billboard (970 x 250)</td>
<td>$1,795</td>
<td>$1,610</td>
<td>$1,520</td>
</tr>
<tr>
<td>or Med. Rectangle (300 x 250)</td>
<td>$1,260</td>
<td>$1,146</td>
<td>$1,080</td>
</tr>
</tbody>
</table>

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 northside 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%.

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border.
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

AD SIZES & REQUIREMENTS

<table>
<thead>
<tr>
<th>Medium Rectangle</th>
<th>300 x 250 (build size: 600 x 500 px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*</td>
<td>728 x 90 (build size: 1456 x 180 px)</td>
</tr>
<tr>
<td>Billboard*</td>
<td>970 x 250 (build size: 1940 x 500 px)</td>
</tr>
</tbody>
</table>
*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

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

#IBJTECH RATES
Rates are monthly, for 1 day per week.

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

All schedules that run 9 months or more receive 50,000 bonus IBJ.com impressions per month. All rates are net per month. All contracts are irrevocable once signed. Rates effective 10/1/21.

DISPLAY AD REQUIREMENTS
- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border.
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad. For IBJ to track your ad traffic, visit ga-dev-tool.appspot.com/campaign-url-builder to create a URL with trackable parameters. Submit the trackable URL with your ad.

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

*See Ad Sizes & Requirements on page 13.

WHERE THE PODCAST APPEARS

IBJ.com:
• At its landing page: www.ibj.com/podcast
• On the front page of IBJ.com, at the top right rail
• On individual story pages, like the example above

Outside IBJ.com:
• iTunes
• Google Play
• Tune In
• Spotify
• Podbean
• Other podcast sites and apps

IBJ PODCASTS ARE PROMOTED

• Podcast email to 30,300
• Promoted on IBJ Social media – LinkedIn and Twitter 107,572 follower
• Prompted on Eight@8 – 36,000 and IBJ Daily – 39,000

THE 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

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.

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

IBJ’s publisher reserves the right to approve or decline all content.

NATIVE MARKETING:

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

IBJ.COM RATES

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

(For newsletter rates, see newsletter pages.)

NATIVE AD REQUIREMENTS:

- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters

IBJ’s publisher reserves the right to approve or decline all content.
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.)
THOUGHT LEADERSHIP SERIES

2022 TOPICS:
Entrepreneurship 4/1
Deadline March 9
Commercial Real Estate 4/22
Deadline March 30
Banking & Finance 4/29
Deadline April 6
Life Sciences 5/6
Deadline April 13
Ag Tech 5/13
Deadline April 20
Manufacturing & Logistics 5/20
Deadline April 27
Innovation 5/27
Deadline May 4
Education & Workforce Development 6/3
Deadline May 11
Health Care & Benefits 6/10
Deadline May 18
Diversity, Equity & Inclusion 6/17
Deadline May 18
Residential Real Estate 6/24
Deadline June 1

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

How do diversity, equity and inclusion issues impact your organization? How do you measure the success of your initiatives? We want to hear from you. Share your approach to creating a diverse and inclusive workplace. Your insights will be featured in the Thought Leadership Series.

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.
- A 1/4S print display advertisement to be published on one of the Thought Leadership pages. (Advertisement specs: CMYK, 4.75” width x 6.5” height)
- PDF reprint copy of individual Thought Leader’s questions and answers for marketing.
- This will appear in the print issue of the topic selected.
- Minimum of 2 Thought Leaders must participate per topic.

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

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

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: 12/5/21
- Life Sciences: 2/25/22
- Commercial Real Estate & Construction: 6/17/22
- Health Care & Benefits: 6/24/22

### INDIANAPOLIS BUSINESS JOURNAL 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

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**

### INDIANAPOLIS BUSINESS JOURNAL 2022 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 WOMEN OF INFLUENCE

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 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.