

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

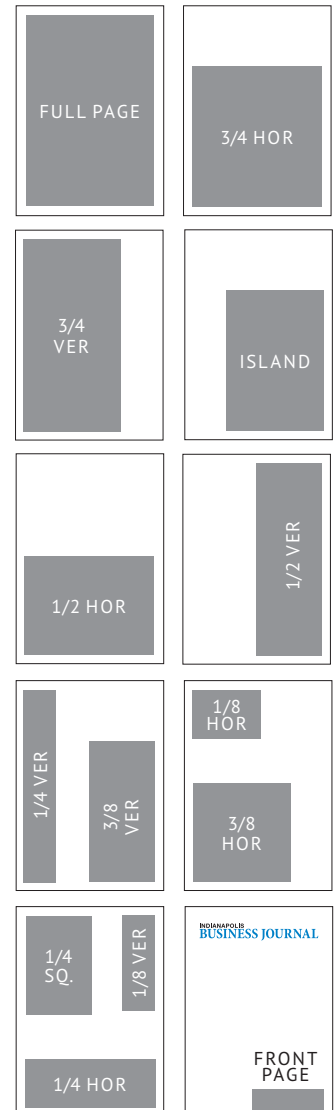
NEWSPAPER



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



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%

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%

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.

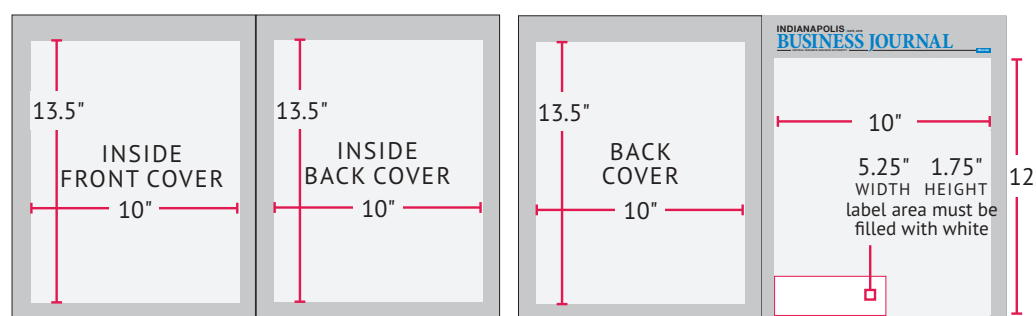
All advertising must be approved by the publisher.

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.

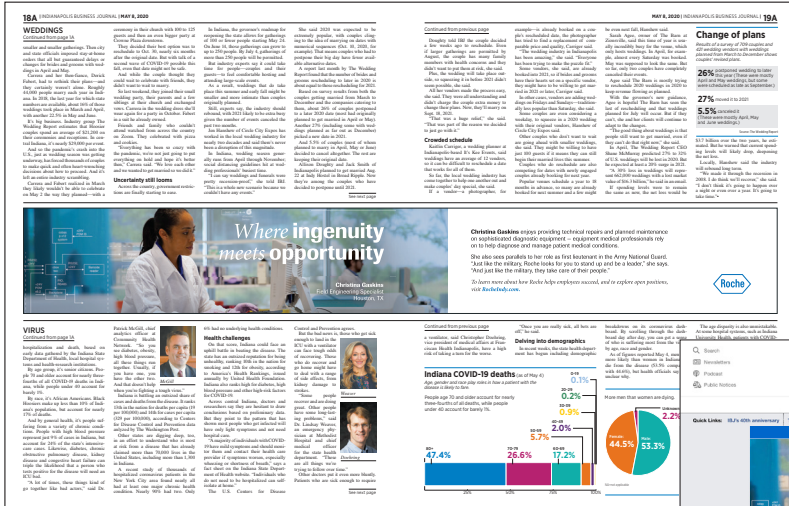
All advertising must be approved by the publisher.

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

