DIGITAL AD SPECS

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
- Digital ads are due 2 days prior to run date by 3 p.m.

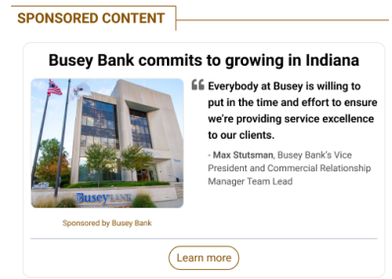
DIGITAL AD SIZES (IBJ.COM & NEWSLETTERS)

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

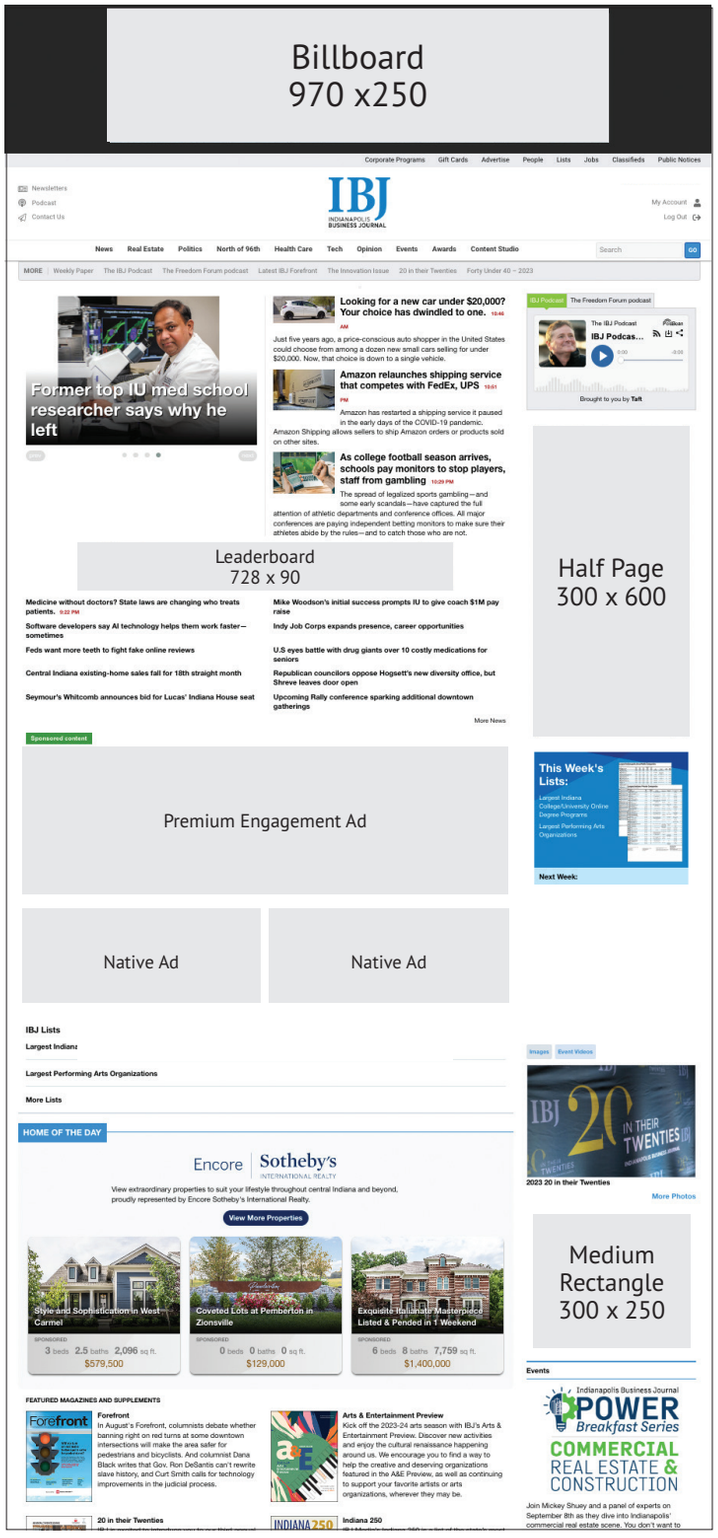
- JPG Photo or PNG logo
- 200 x 150 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information



PREMIUM ENGAGEMENT REQUIREMENTS

- 300 x 250 JPG Photo or logo graphic
- 72 DPI
- Transparent background for logo
- Headline less than 100 characters
- Provide URLs when submitting information
- Additional formats available, see rep for options
- Copy length dependent on format chosen





HIGH-IMPACT DIGITAL SPECS



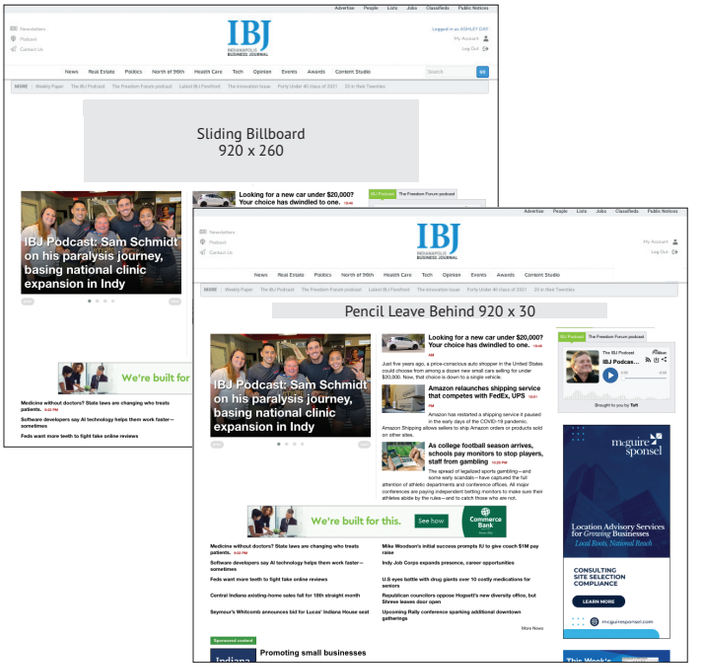
HOMEPAGE TAKEOVER

- Creative required:
  300 x 250 (build size: 600 x 500 px)
  300 x 600 (build size: 600 x 1200 px)
  728 x 90 (build size: 1456 x 180 px)
  970 x 250 (build size: 1940 x 500 px)
  600 x 200 (build size: 1200 x 400 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



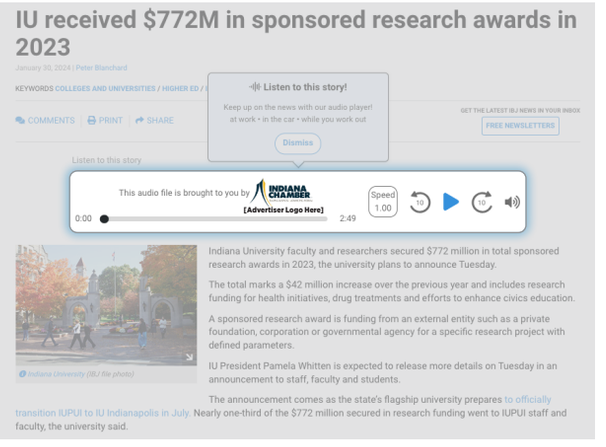
INTERSTITIAL

- Creative required: 640 x 480
  (build size: 1280 x 960 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



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 sizes: 1940 x 520 px, 1940 x 60 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



TEXT-TO-SPEECH

- Client logo (JPG or PNG file)
- Provide URL when submitting ad
- Client message – 100 characters only
  Example: This IBJ audio file is brought to you by Rally, The world's largest cross-sector innovation conference.

ADVERTISING STYLE GUIDE

We encourage you to use our company and division brand names and logos in ads you are creating for our honoree supplements and special publications. Please follow the below guidelines when creating your ads.

- Contact your sales rep if you plan to use any of the IBJ Media brand logos and the correct logo will be sent to you
- Use the correct brand name and use the brand name correctly — see examples
- Reference the brand properly in your copy — see examples
- Do not pull logos from the web
- Contact your Account Executive if you have any questions regarding logo or copy use

Failure to follow these guidelines may result in rejection of the creative or editing by IBJ production staff at a cost to you.

COPY EXAMPLES

Acceptable reference for an IBJ award or honoree in an ad should include:

- "Indianapolis Business Journal's" [name of the award]. For example, "Indianapolis Business Journal's 40 Under Forty" or "IBJ's 40 Under Forty."

For Congratulatory ads for IBJ Media's Indiana 250, the following are acceptable references:

- Selection to IBJ Media's Indiana 250 for [YEAR]
- Congratulations to IBJ Media's Indiana 250 honorees for [YEAR]
- IBJ Media's Indiana 250 Most Influential People for [YEAR]
- IBJ Media's Indiana 250 list of most influential business leaders for [YEAR]

ACCEPTABLE USE OF LOGO IN ADS:

1. INDIANAPOLIS BUSINESS JOURNAL
2. IBJ
3. INDIANAPOLIS BUSINESS JOURNAL
4. IBJ

Logo must be all white when on a dark or colored background

UNACCEPTABLE USE OF LOGO IN ADS:

1. INDIANAPOLIS BUSINESS JOURNAL — Don't change logo colors
2. IBJ — Don't distort logo
3. INDIANAPOLIS BUSINESS JOURNAL — Don't put a color logo on a color background
4. IBJ — Don't make logo smaller than 100 px in width

ACCEPTABLE USE OF LOGO IN ADS:

1. IBJ MEDIA INDIANA250 The most influential business leaders in Indiana 2024
2. IBJ MEDIA INDIANA250 The most influential business leaders in Indiana 2024

Logo must be all white when on a dark or colored background

UNACCEPTABLE USE OF LOGO IN ADS:

1. IBJ MEDIA INDIANA250 The most influential business leaders in Indiana 2024 — Don't change logo colors
2. IBJ MEDIA INDIANA250 The most influential business leaders in Indiana 2024 — Don't distort logo
3. IBJ MEDIA INDIANA250 The most influential business leaders in Indiana 2024 — Don't put a color logo on a color background
4. IBJ MEDIA INDIANA250 — Don't make logo smaller than 100 px in width

*Failure to follow these guidelines may result in rejection of the creative or editing by IBJ production staff at a cost to you.