NEWSPRINT & SUPPLEMENT SPECS

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 270%
- We do not recommend black or dark backgrounds on full page ads as they do not reproduce well on newsprint

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.

NEWSPRINT ADS (W X H)

Center Spread	21.125 x 13.25"
3/4 Center Spread	21.125" x 9.875"
Jr. Center Spread	15.75" 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"

GLOSSY COVER ADS

Bleed	11" x 14.5"
Trim Size	10.5" x 14"
Live Area or Non-Bleed	9.5" x 13"

Resolution: 300 dpi placed at 100%

INSERTS

Size: Max. 10" x 13"

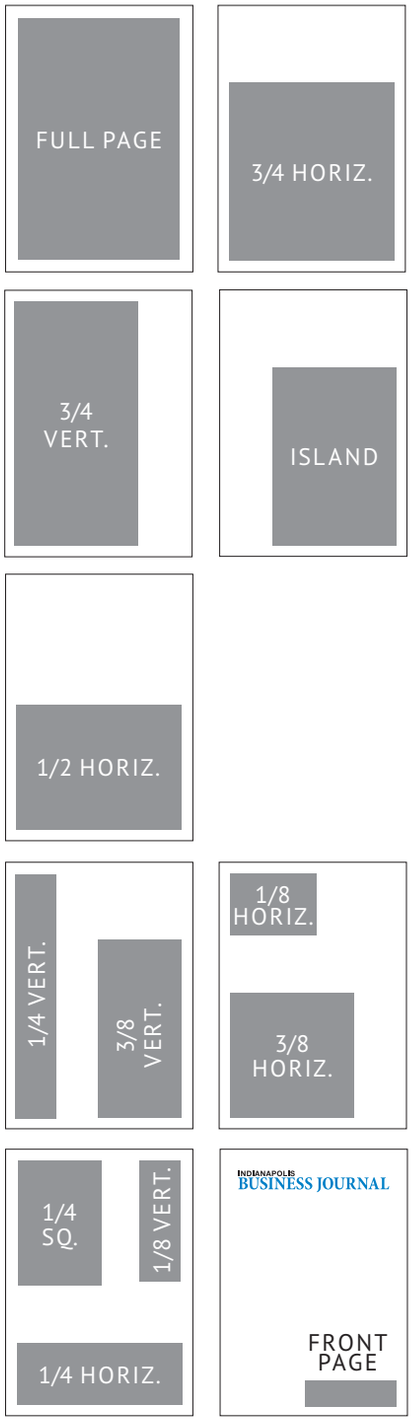
Quantity: Min. 5,000;
35% surcharge for partial runs

Full Run: Approx 11,000

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
- Insert must arrive at AIM by 4 p.m. one week (Friday) prior to publication



PRINT SPECS

COVER WRAP SPECS

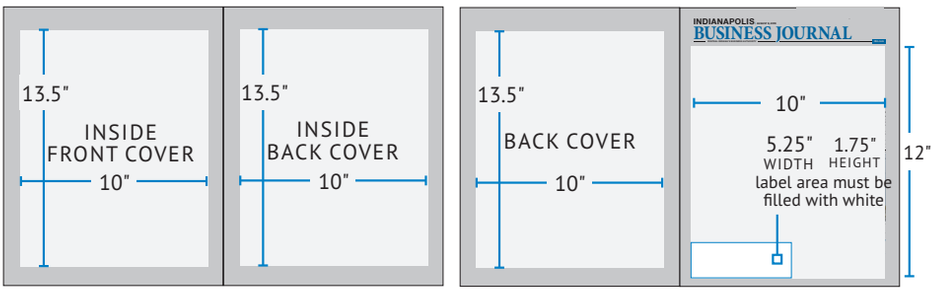


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IMAGE AND COLOR REQUIREMENTS

- Resolution: 200 dpi placed at 100%
- Color: Must be process CMYK
- Black must be 0/0/0/100
- Ink Densities: Must not exceed 270%
- We do not recommend black or dark backgrounds on full page ads as they do not reproduce well on newsprint

FULL NEWSPAPER WRAP (NEWSPRINT)

All covers will have the words "Paid Advertisement" in the lower left corner above the label area

FRONT PAGE: 10" x 12" (Label area on bottom left corner of front cover: 5.75 wide x 2.25 tall. Filled with white.)

INSIDE FRONT PAGE: 10" x 13.5"

INSIDE BACK PAGE: 10" x 13.5"

BACK PAGE: 10" x 13.5"

*Note: Reservation deadline is 4 weeks prior to publication issue date.

HALF NEWSPAPER WRAP (NEWSPRINT)

All covers will have the words "Paid Advertisement" in the lower left corner above the label area

FRONT PAGE: 10" x 12" (Label area on bottom left corner of front cover: 5.75 wide x 2.25 tall. Filled with white.)

INSIDE FRONT PAGE: 10" x 13.5"

FULL COVER WRAP (GLOSS)

FLAT SIZE: 22.875" x 14.5", 300 dpi

FRONT PAGE: 11.75" x 14.5" (Label area on bottom left corner of front cover: 5.75" x 2.25" filled with white. 2.25" tall white strip must be included at the top for the newspaper nameplate.)

INSIDE FRONT PAGE: 11.75" x 14.5 tall"

INSIDE BACK PAGE: 11.125" x 14.5 tall"

BACK PAGE: 11.125" x 14.5 tall"

*Note: Reservation deadline is 4 weeks prior to publication issue date.

BAND SPECS

SUBMITTING FILES

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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

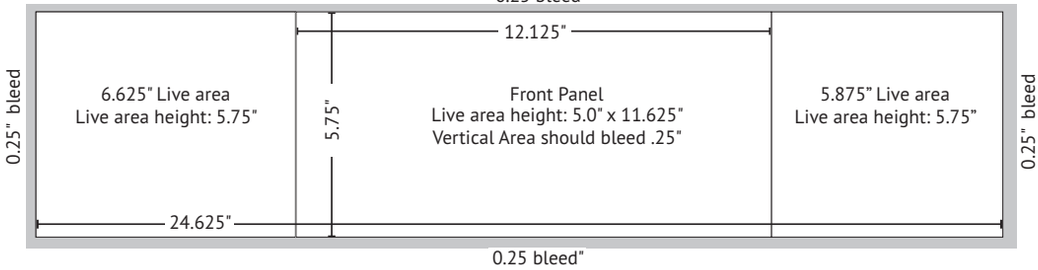
- Resolution: 200 dpi placed at 100%
- Color: Must be process CMYK
- Black must be 0/0/0/100
- Ink Densities: Must not exceed 270%
- We do not recommend black or dark backgrounds on full page ads as they do not reproduce well on newsprint

CENTERSPREAD BAND SPONSORSHIP

- **Print:** 21.125" x 3" ad is surrounded by editorial content from pages 1 and 3. (location center spread)
- Sliding Billboard with Pencil leave behind on IBJ for one week
  Runs the same week as print issue from 12 a.m. Friday to 11:55 p.m. Thursday
- **Digital:** 920 x 260 and the leave behind is 920 x 30

BELLY BAND

- The folded width of 12.125" is subject to change, based on the number of pages and inserts in the publication. Crossover design should be used with caution
- All art files need to be to IBJ 18 business days prior to publication date



MAGAZINE SPECS

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%

INDIANA 250

MECHANICALS (W X H)

2 Page Spread	17" x 11.125" (Bleed)
2 Page Spread	16" x 10.125" (Live Area)
Full Page	8.625" x 11.125" (Bleed)
Full Page	7.25" x 10.125" (Live Area)
1/2 Page H	7.25" x 4.75"

Do not submit ads with crop marks.

THE BOOK

MECHANICALS (W X H)

Full Page	8.625" x 11.125" (Bleed)
Full Page	7" x 10.125" (Live Area)
1/2 Page	7" x 4.5"
1/4 Page	3.375" x 4.5"
Business Brief	2.125" x 1.2" image, 85-90 words of copy
Tab	8.625" x 11.125" (Bleed)
Tab	7" x 10.125" (Live Area)

Do not submit ads with crop marks.

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.