

Connect with our audience

2025 MEDIA GUIDE

print / digital / events / social / custom content

The collage illustrates the multi-platform reach of IBJ Media. It features a print magazine cover titled "INDIANA 250: The most influential business leaders in Indiana" with a group photo of diverse professionals. A desktop website screenshot shows a news portal with categories like "News", "Real Estate", and "Politics", along with featured articles such as "Looking for a new car under \$20,000?" and "Amazon relaunches shipping service". A tablet displays the "IBJ Eight@8" event page for August 2023, listing various topics like "Thought Leadership Series" and "Power Breakfast". A smartphone shows a podcast player interface for "IBJ Podcast: Sam Schmidt on his paralysis journey, basing national clinic expansion in Indy".

Indianapolis Business Journal

EXPANDS REACH

print / digital / events / social / custom content

Hello,

Since 1980, Indianapolis Business Journal has been your top source for business news in central Indiana. We produce award-winning journalism and provide a multitude of cost-effective advertising opportunities.



Whether it is print, digital, or a full multimedia campaign, IBJ gives you access to Indiana's business leaders all in one place.

Our experienced team will help you extend your reach to our nearly 400,000 print and digital readers.

We look forward to continuing to serve the needs of our Hoosier business community and our loyal readers and followers.

Thank you,

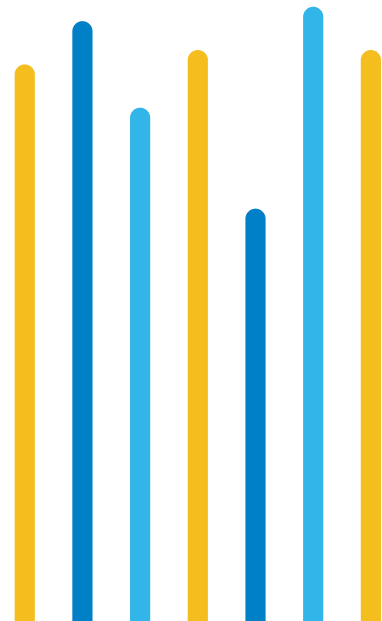
A handwritten signature in black ink, appearing to read 'Nate Feltman', written in a cursive style.

Nate Feltman

Publisher, Indianapolis Business Journal
CEO, IBJ Media



Contact 317 634 6200
advertise@ibj.com



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.

96% consider IBJ a primary source and one of their most important sources for local business news.

Indianapolis Business Journal

31,599
PRINT READERS

IBJ.com

268,660
UNIQUE VISITORS

eNews

77,326
UNDUPLICATED SUBSCRIBERS

IBJ Events

7,000+
EVENT ATTENDEES

Social Media

136,035
FOLLOWERS

Average Time

46 min.
SPENT READING IBJ WEEKLY



AUDITED CIRCULATION FIGURES—SUBSCRIPTIONS

| | |
|------------------------|--------|
| Print & Digital | 10,533 |
| Digital Only | 4,049 |
| Total Average Paid | 14,383 |
| Total Average Non-Paid | 163 |

TOTAL AVERAGE CIRCULATION

(Publisher's statement September 2023)

14,546

READERSHIP

| | |
|--------------------|---|
| Subscriber | 1 |
| Pass-Along Readers | 2 |

TOTAL PRINT READERSHIP

31,599

SUBSCRIBER PROFILE

97%

Live in Indiana

88%

Live in Central Indiana

96%

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

85%

have purchasing/specifying authority for products and services

IBJ's audience relies on our content via a full spectrum of print and digital products and events.

COMPANY POLICY INFLUENCE

58% banking & financial services

33% legal services

29% corporate giving

45% employee benefits

34% tech equipment & services

42% health insurance

27% P & C insurance

45% real estate/site location

32% acquisitions & mergers

29% corporate wellness

34% education/tuition reimbursement

39% document management services

64% marketing and sales

40% diversity, equity and inclusion

EMPLOYEE BENEFITS

37% plan to add or review

14% review for change in Q1

17% review for change in Q2

36% review for change in Q3

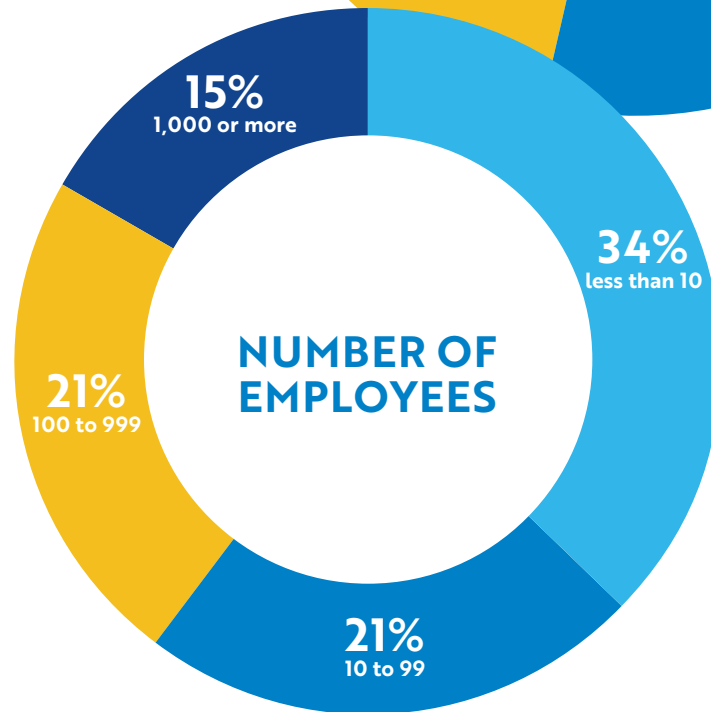
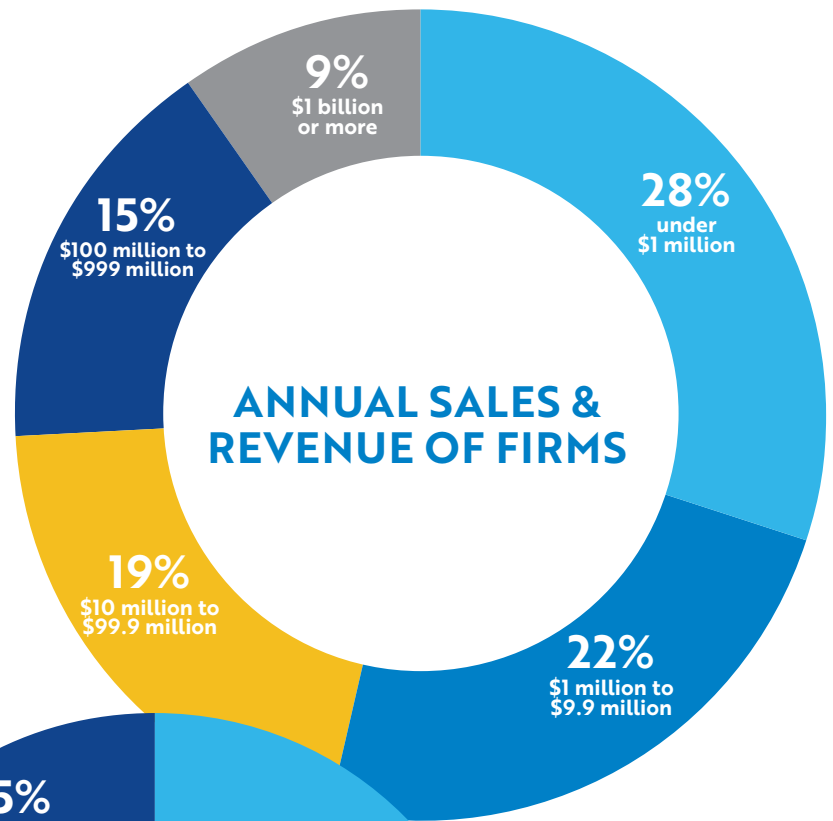
43% implement change in Q4

COMPANY EXPANSION

34% will seek new or enlarged space within the next two years

21% will need office space

Average space needed 16,200 sf. or more



Survey August 2023

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

- \$213,000 average individual income
- \$280,000 average household income
- \$2,590,000 average household net worth
- 42% have millionaire status

TOTAL VALUE INVESTMENTS AND BANKING SERVICES

- 14% \$249,999 or less
- 25% \$499,999 – \$999,999
- 21% \$1 million – \$1.9 million
- 29% \$2 million or more

TYPE OF RESIDENCE

- 88% own their primary residence
- \$520,000 average value of residence
- 22% plan to buy or sell real estate within the next 24 months
- 49% plan to renovate or remodel

AUTOMOTIVE

- 44% plan to purchase or lease a vehicle within the next 24 months

LIFESTYLE

- 73% plan to purchase tickets to cultural events
- 67% 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
- 96% dine out 3 to 9 times per week

FAMILY

- 88% responsible for financial decisions
- 40% responsible for elder care decisions
- 27% plan to purchase legal services

EDUCATION

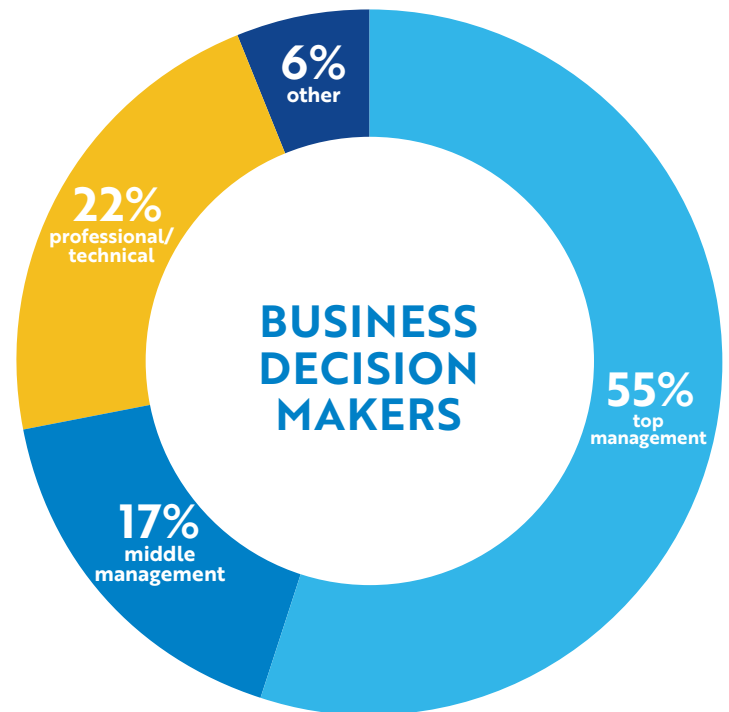
- 93% college graduate
- 35% Master's/JD/Doctorate

GENDER AND AGE

- 68% male
- 30% female
- Average age is 58 years

55% are in top management

22% are business owners



Responsive Readership Advertising

40% visited an advertiser's website

23% have saved an ad for reference

39% researched a product or service online

Survey August 2023

2025 EVENT SPONSORSHIP

IBJ MEDIA EVENTS

Event sponsorship opportunities are available for 20+ events including the prestigious Indiana 250 event. IBJ events include exclusive networking events, numerous award/honoree events, our informative Power Breakfast Series, and our growing InnovateIndiana Series, covering all regions across the state.

Attendees include decision makers and business owners from all industries.



84% of subscribers recognize event sponsors

92% of event attendees say they would attend another event

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 \$45,000 net

Event sponsorship creates a fully developed marketing platform delivering your message to industry targeted top professionals.

*All event dates are subject to change. Please scan or see www.ibj.com/events for details.

Contact your sales rep or advertise@ibj.com for sponsorship information.



POWER BREAKFAST SERIES



HONOREE & NETWORKING EVENTS



The Innovate Indiana series continues its expansion from Indianapolis into communities around the state.

2025 EVENT DATES:
Visit ibj.com/innovate for event dates and locations.



2025 CALENDAR & DEADLINES

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

*Early Deadlines

**Promotional publications published in conjunction with outside agencies

| Issue Date | Focus Special Section | Top 25 Lists | Special Features | Reserve Space | Artwork Deadline |
|------------|-------------------------------------|---|--|---------------|------------------|
| 7/4 | Diversity in Business | Minority-Owned Businesses; Indiana Employers | | 6/25* | 6/27* |
| | | | Diversity, Equity & Inclusion Business Cares Cover & Section** | 6/17 | 6/24 |
| 7/11 | Construction/Design/Engineering | Architectural Firms | | 7/3 | 7/7 |
| 7/18 | Hospitality/Meetings/Events | Motorsports Companies; Gambling Facilities | | 7/10 | 7/14 |
| 7/25 | Banking & Finance | Credit Unions; Directors' Fees of Public Companies | | 7/16* | 7/17* |
| | | | Indiana 250 | 6/9 | 6/20 |
| 8/1 | Talent & Workforce | Indianapolis Public Companies; Indianapolis Private Companies | | 7/24 | 7/28 |
| 8/8 | Supply Chain & Logistics | Industrial Parks | | 7/31 | 8/4 |
| 8/15 | Education | Online Degree Programs; Performing Arts Organizations | | 8/7 | 8/11 |
| | | | A&E Preview | 7/16 | 8/1 |
| | | | 20 in their Twenties | 7/16 | 7/31 |
| 8/22 | Business of Law | Not-For-Profits: Law Firms | | 8/14 | 8/18 |
| 8/29 | Aviation & Aerospace | | | 8/21 | 8/25 |
| 9/5 | Commercial Real Estate | Downtown Office Complexes; North Meridian Office Complexes | | 8/27* | 8/29* |
| 9/12 | Advanced Manufacturing | | | 9/4 | 9/8 |
| 9/19 | Technology/Cybersecurity | IT Consulting Firms | | 9/11 | 9/15 |
| 9/26 | Health Care & Benefits | Woman-Owned Businesses; Largest Hotels; Most Popular Indianapolis Area Attractions | | 9/18 | 9/22 |
| | | | Meeting & Event Planning Guide | 9/3 | 9/11 |
| 10/3 | Residential Real Estate | Custom Home Builders; Home Builders | | 9/25 | 9/29 |
| | | | Breast Cancer Business Cares Cover & Section** | 9/17 | 9/24 |
| 10/10 | Construction/Design/ Engineering | Electrical Contractors; Office Furniture Dealers | | 10/2 | 10/6 |
| | | | Diversity in Law | 9/3 | 9/18 |
| 10/17 | Banking & Finance | Accounting Firms; Investment Brokerages | | 10/9 | 10/13 |
| 10/24 | Research & Discovery | Life Sciences & Pharmaceutical Companies; VC & Private Equity Firms | | 10/16 | 10/20 |
| | | | Women of Influence | 9/24 | 10/2 |
| 10/31 | Entrepreneurship/Small Business | Commercial Real Estate Brokerages; Office Complexes | | 10/23 | 10/27 |
| 11/7 | Hospitality/Meetings/Events | Meeting Facilities | | 10/30 | 11/3 |
| 11/14 | Education | Colleges & Universities; Employment Agencies | | 11/6 | 11/10 |
| | | | Executive Gift Guide** | 10/15 | 10/30 |
| 11/21 | Health Care & Benefits | Physician Group Practices; Independent Insurance Agencies/Brokerages | | 11/13 | 11/17 |
| | | | 2026 Giving Guide** | 9/17 | 9/26 |
| | | | Corporate Social Responsibility Business Cares Cover & Section** | 11/5 | 11/12 |
| 11/28 | Energy & Environment | Environmental Consultants | | 11/19* | 11/21* |
| 12/5 | Legislative Preview 2026 | | | 11/25* | 12/1* |
| 12/12 | | | | 12/4 | 12/8 |
| 12/19 | | | | 12/11 | 12/15 |
| 12/26 | | | | 12/15* | 12/17* |
| | | | The Book/Year in Review | 10/22 | 11/14 |

*Early Deadlines

**Promotional publications published in conjunction with outside agencies



EVENT DATE

July 23, 2025

PUBLICATION DATE

July 25, 2025

SPACE RESERVATION

June 9, 2025

AD ARTWORK DEADLINE

June 20, 2025

Indiana 250 provides a close-up look at the people currently making an impact in Indiana. Nominated by fellow Hoosiers with final selections by IBJ Media editors and staff, Indiana 250 highlights the best of Indiana in public and private business as well as not-for-profit, philanthropic, government, and economic development sectors.

Align yourself with 250 leaders spanning many industries, including:

- Health Care and Life Sciences
- Energy and Agriculture
- Hospitality, Restaurants, Entertainment
- Financial Services, including Banking, Venture Capital, Accounting and Insurance
- Technology and Media
- Manufacturing, Logistics and Transportation
- Real Estate, including Retail, Construction, Architecture and Design
- Law
- Education, Not-For-Profits and Arts
- Philanthropy, Government and Civic Leadership

TITLE SPONSORSHIP: \$30,000 NET

- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements
- Stage presence and welcome remarks at the event (2 minute)
- 6 tickets to the reception
- Logo inclusion in AV display at event
- Logo inclusion on signage at the event
- Verbal recognition by publisher/editor during the event
- Marketing collateral piece
- Two-page spread advertisement in Indiana 250 (or two single full-pages)
- Company-mention in post-event coverage on Inside INdiana Business with Gerry Dick feature on Indiana 250 and/or online
- 25 extra copies of Indiana 250
- First right to renew for the following year (valid for 90 days post event)
- Opportunity to provide a premium memento to be placed in the Indiana 250 honoree gift bags. Premium item must be mutually agreed upon for inclusion.

PREMIER SPONSORSHIP: \$20,000 NET

- Logo inclusion on event website
- Logo inclusion on event invitations and advertisements
- 4 tickets to the reception
- Logo inclusion in AV display at event
- Logo inclusion on signage at the event
- Verbal recognition by publisher/editor during the event
- Marketing collateral piece
- Full page advertisement in Indiana 250
- Company-mention in post-event coverage in Indiana 250 and/or online
- 10 extra copies of Indiana 250
- Opportunity to provide a premium memento to be placed in the Indiana 250 honoree gift bags. Premium item must be mutually agreed upon for inclusion.

BAR SPONSORSHIP:

\$7,500 NET

- 2 tickets to the reception
- Logo inclusion on the bar display and signage
- Logo inclusion on one piece of collateral (i.e. napkins)
- Verbal recognition by the publisher/editor during the event
- Half-page advertisement in Indiana 250
- 5 extra copies of Indiana 250

POLYBAG SPONSORSHIP:

\$9,750 NET (Run of 11,000)

- 8.5" x 5.5" sticker on polybag (Sticker to be supplied by advertiser.)

INSERT SPONSORSHIP:

\$3,050 NET (Run of 11,000)

- Max. 8.5" x 11" (Insert to be supplied by advertiser.)

FULL PAGE AD: \$6,825*

Bleed: 8.625" wide x 11.125" tall

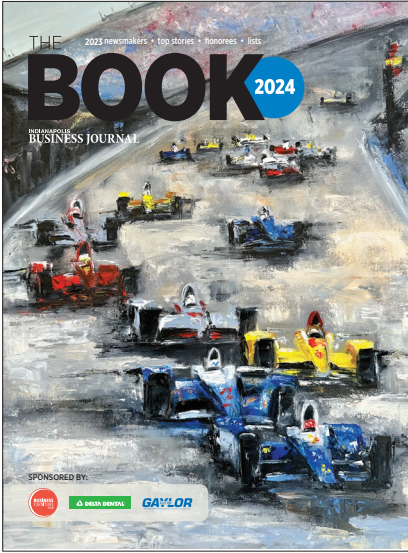
Live area and non-bleed:

7.25" wide x 10.125" tall

HALF PAGE AD: \$4,620*

7.25" wide x 4.75" tall

*Premium position 10% upcharge when available. Placement determined on a first-to-commit basis.



PUBLICATION DATE

December 26, 2025

SPACE RESERVATION

October 22, 2025

AD ARTWORK DEADLINE

November 14, 2025

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, newsmakers, 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: \$16,538 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
- Run of site ads on IBJ.com
- One free download (Excel format)
- 50 copies of The Book
- Exclusive of industry

INDUSTRY TAB SPONSORSHIP: \$10,474 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
- Run of site ads on IBJ.com
- One free download (Excel format)
- 25 copies of The Book

LIST ADJACENCY OPPORTUNITIES

| | |
|-------------------|---------|
| Full Page | \$7,329 |
| Half Page V and H | \$5,408 |
| 1/4 Square | \$4,095 |

PREMIUM POSITIONS (BASED ON AVAILABILITY)

| | |
|--------------|---------|
| Back Cover | \$9,419 |
| Inside Front | \$7,728 |
| Inside Back | \$7,109 |

Smart Advertising Investment:

83% of readers keep The Book/Year in Review for a month or more

MAGAZINES & SUPPLEMENTS



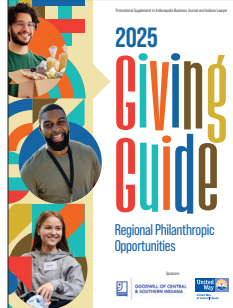
Indianapolis Business Journal



The Book / Year in Review



Indiana 250



- 20 in their Twenties
- A&E Preview
- BioFutures
- The Book/Year in Review
- Business Cares Breast Cancer Awareness
- Business Cares Corporate Social Responsibility
- Business Cares Diversity, Equity & Inclusion
- Business Cares Heart Health Awareness
- Corporate 100
- Executive Gift Guide
- Fast25
- Forefront
- Forty Under 40
- Giving Guide
- Health Care Heroes
- Indiana 250
- Meeting & Event Planning Guide
- Women of Influence

17A | Focus
The \$10 million Fishers Center Center is expected to open in November.

INDIANAPOLIS BUSINESS JOURNAL
CENTRAL INDIANA BUSINESS AUTHORITY

Nuclear medicine booms in Indiana
Eight companies are investing billions

Racing forward
See which business topped IBJ's list of fastest-growing companies and read about Isiah Christian, below, co-founder of BeForward and the inaugural winner of the Mickey Maizey Entrepreneur of the Year award.

Section C

For IMS Museum, storytelling wins

FAST 25

IBJ

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 | \$15,622 | \$12,798 | \$11,959 | \$10,511 |
| 3/4 Page Center Spread | \$14,812 | \$12,139 | \$11,357 | \$9,812 |
| Jr. Center Spread | \$13,139 | \$10,778 | \$10,084 | \$8,497 |
| Back Cover | \$10,726 | \$8,815 | \$8,255 | \$6,976 |
| Full Page | \$8,695 | \$7,167 | \$6,714 | \$5,691 |
| 3/4 Page | \$7,728 | \$6,357 | \$5,985 | \$5,077 |
| Island | \$7,050 | \$5,829 | \$5,476 | \$4,654 |
| 1/2 Page | \$6,234 | \$5,175 | \$4,857 | \$4,139 |
| 3/8 Page | \$5,448 | \$4,532 | \$4,260 | \$3,642 |
| Front Page | \$4,041 | \$3,387 | \$3,195 | \$2,765 |
| 1/4 Page | \$3,804 | \$3,195 | \$3,016 | \$2,606 |
| 1/8 Page | \$2,629 | \$2,199 | \$2,125 | \$1,859 |

Contact your account executive about premium placement

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.

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.

INSERTS

\$400 (rate per thousand)

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

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.

*Note: Reservation deadline is the same as ROP reservation date. Artwork deadline is 1 day prior to ROP artwork deadline.

RATE

FULL WRAP: \$18,500 net
(includes design & printing)



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

RATE

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

No advertorials allowed.

All advertising must be approved by the publisher.

*Note: Reservation deadline is the same as ROP reservation date. Artwork deadline is 1 day prior to ROP artwork deadline.

FULL COVER WRAP (GLOSS)

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 of 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

FULL COVER WRAP (GLOSS) \$20,000 net
(includes design & printing)

No advertorials allowed.

All advertising must be approved by the publisher.

*Note: Reservation deadline is 4 weeks prior to issue date. Artwork deadline is 3 weeks prior to issue date.

"THE BAND" SPONSORSHIP

Unique and exclusive print sponsorship opportunity. Display your ad across the middle of the centerspread of IBJ.

- Unique and exclusive print/digital sponsorship opportunity
- 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. Band: 920 x 260 and the leave behind is 920 x 30
- Print: 21.125" x 3" ad is surrounded by editorial content from pages 1 and 3. (location center spread)

RATE
\$10,000 net



DATA BREACH

General's Office confirmed that a vulnerability in the system was patched last week. The breach occurred on June 22, 2022, and affected approximately 1.1 million people. The breach was caused by a vulnerability in the system that allowed an attacker to access sensitive information. The breach was discovered by a security researcher who reported it to the company. The company responded quickly and patched the vulnerability. The breach was caused by a vulnerability in the system that allowed an attacker to access sensitive information. The breach was discovered by a security researcher who reported it to the company. The company responded quickly and patched the vulnerability.

WE'RE WILD ABOUT SERVING.

From custom uniform programs, sanitation solutions, facility cleaning services to first aid and PPE products, Wildman has you covered.

CLICK HERE FOR YOUR CUSTOM ESTIMATE

"There is an ease to working with Wildman...and the vendor that keeps me the most free of worry creates the most value for me, and [they] know what they're doing!" —WILDMAN CUSTOMER

WE ARE *wildly* INDIANA FAMILY OWNED SINCE 1952

SCAN HERE FOR YOUR CUSTOM ESTIMATE

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.

- 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

RATES

Investment (includes design & printing) \$15,000 net
Double-sided printing, add \$1,000 net

BELLY BAND

15A | Focus

Exporting can help small firms diversify their revenue streams.

INDIANAPOLIS BUSINESS JOURNAL

CENTRAL INDIANA'S BUSINESS AUTHORITY

Bleak outlook spurs merger

By John Russell
jussell@ibj.com

For more on Indianapolis, Page 8

CORTEVA
agriscience

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FOR THE NEXT GENERATION OF FARMERS.

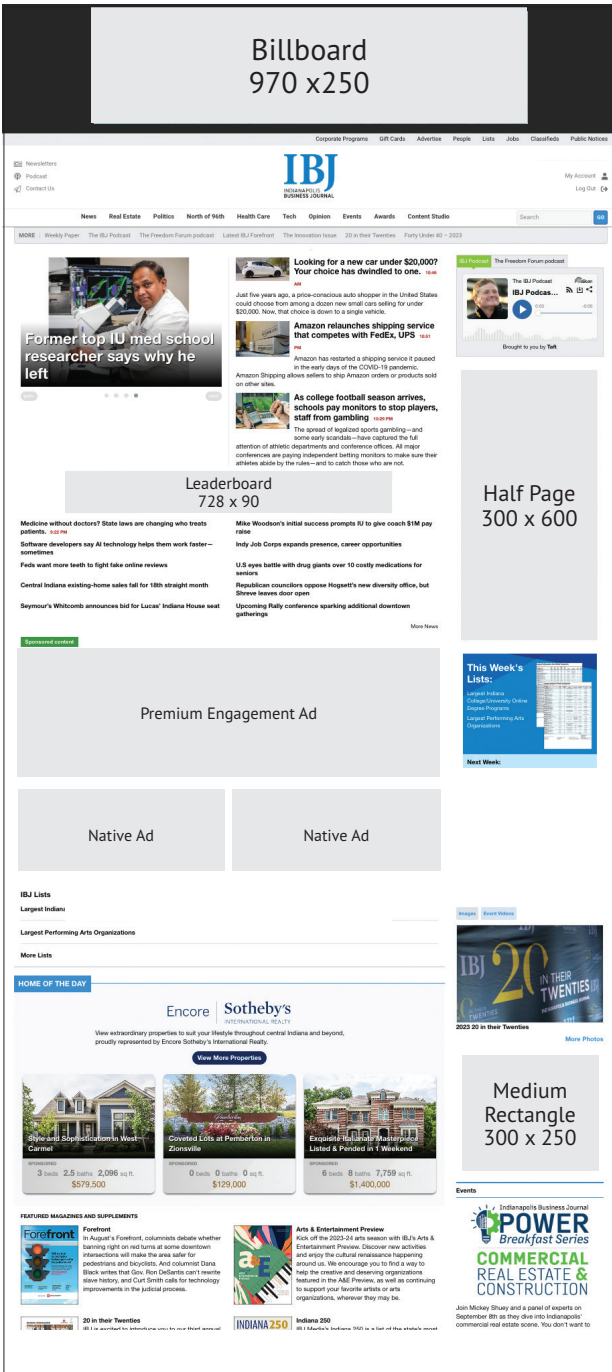
Stronger seeds | Data-driven insights | Precise crop protection.

CTVA NYSE | www.corteva.com | CTVA NYSE

been behind, from 60 to 50%. Farmers—and newspaper executives—now face the same fate will befall *Glenn*. Circulation of newspapers, including *The Indianapolis Star*, where the newsroom is already 75% smaller than it was 20 years ago.

On Aug. 5, *Crain*—a New York-based firm backed by an investment firm—announced a deal to buy *Crain* for \$1.4 billion. The deal is expected to close by year's end.

After that deal and one other close, *Crain* will own two of the largest newspapers in the country. It will acquire the



BUSINESS PROFILE

- 45% top management
- 20% middle management
- 40% professional/technical
- 6% other

COMPANY POLICY INFLUENCE

- 75% of visitors have purchasing/specifying authority for products and services
- 47% banking & financial services
- 30% legal services
- 26% employee benefits
- 33% tech equipment
- 23% health insurance
- 27% real estate/site location
- 20% education/tuition reimbursement
- 31% diversity, equity & inclusion

HOUSEHOLD DECISION MAKERS

- \$164,000 average individual income
- \$225,000 average household income
- \$2,084,790 is the average net worth
- 87% own their primary residence
- \$458,000 average value of residence
- 60% dine out 3 to 9 times a week
- 44% plan to purchase or lease a vehicle in the next 24 months

GENDER AND AGE

- 57% male
- 40% female
- Average age is 60 years

EDUCATION

- 92% college graduate
- 42% Master's/JD/Doctorate

268,660
average unique monthly visitors

674,600+
monthly pageviews

95% of digital subscribers in Indiana

72% of digital subscribers in Central Indiana

59% have taken an action on seeing an ad

3 min.
average engagement time

RUN OF SITE RATES

1 mo. 6+ mo.
\$3,000 \$2,800

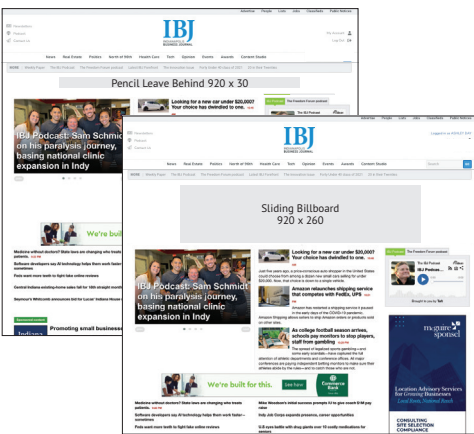
*For Native and Premium Engagement rates, see page 28.



HOMEPAGE TAKEOVER

- 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 a.m. – 11:59 p.m.
- Creative required: 970 x 250, 300 x 600, 728 x 90, 300 x 250, 160 x 600, 600 x 200 (build at 2x the dimensions)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

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
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

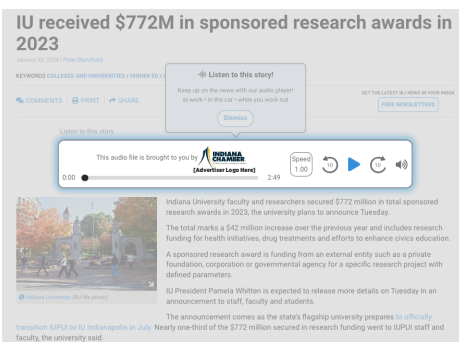
RATES (net)
2 week period \$2,700
4 week period \$5,000



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
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

RATES (net)
2 week period \$3,375
4 week period \$6,250



TEXT-TO-SPEECH

- **Logo featured** on audio player on each article page. Logo is clickable to any URL. Will be visible in the audio player at the top of the article resulting in sponsor visibility on every pageview even if someone doesn't play it.
- **Audio feature:** This Indianapolis Business Journal audio file is brought to you by [your name here], [insert tag line]" will play at the beginning of each audio file.

RATES (net)
6 months (min.) \$5,500
12 month \$4,600
(Limit one sponsor per month)

Nearly 28,000 business professionals enjoy the top online business stories delivered to their inbox Monday through Friday mornings at 8 a.m.

98% consider Eight@8 their primary or one of several equally important sources of current news.

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) upper | \$6,426 | \$5,969 | \$4,956 |
| Billboard (970 x 250) upper | \$6,121 | \$5,691 | \$4,714 |
| Native* | \$4,483 | \$4,158 | \$3,449 |
| Billboard (970 x 250) lower | \$5,827 | \$5,418 | \$4,488 |
| Leaderboard (728 x 90) lower | \$5,150 | \$4,782 | \$3,758 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

Leaderboard 728 x 90

1 State testing shows 'abundant' water supply for LEAP

The initial findings of a central Indiana water study show that an aquifer connected to the Wabash River contains enough water to support a high-tech manufacturing district in Boone County without depriving the Greater Lafayette region of an adequate water supply, according to the Indiana Economic Development Corp. The preliminary results of the long-anticipated study indicate what IEDC officials had been asserting for nearly a year: transporting as much as 100 million gallons of water a day through a 35-mile pipeline to support a planned 9,000 acre or more technology and manufacturing hub is feasible without hurting existing homeowners and businesses that rely on the water supply. [IBJ's Peter Blanchard has more.](#)

2 Hoosier guitarist Wanchic is Farm Aid's mechanic

Willie Nelson, Neil Young, John Mellencamp and Dave Matthews are the stars of this year's edition of Farm Aid, but Bloomington-based Mike Wanchic is arguably the festival's most valuable player. Wanchic joined Mellencamp's band in 1978 and has helped back up performers at the festival for decades, becoming a one-off music director for performances by Lou Reed, John Prine, John Fogerty, Bonnie Raitt and even Tom Kelleher of Cinderella. He also produced for a double-album compilation of Farm Aid performances in 2000. During the 35th edition of Farm Aid, set for Saturday at Noblesville's Ruoff Music Center, Wanchic again will be doing double duty, playing with Mellencamp and then serving as music director for the Jim Iray Band that's performing with Ann Wilson of Heart. [IBJ's Dave Lindquist has more](#) on the man who's not on the Farm Aid poster but who helps serve as the glue keeping everything together.

Billboard 970 x 250

3 UAW expected to expand strikes on Friday

The United Auto Workers and the Detroit's Big Three automakers spent Thursday in negotiations as union leaders warned that an ongoing labor strike could spread to new facilities as soon as midday Friday. An expanded work stoppage over wages and benefits for some 150,000 autoworkers could exacerbate disruptions to an industry that makes up about 3 percent of the nation's gross domestic product. UAW President Shawn Fain has not said which plants would be affected next—the union's stated strategy is to "keep the companies guessing." The UAW has more than 13,000 members in Indiana. [The Washington Post has more.](#)

4 Biden aims to scrub medical debt from credit scores

U.S. Vice President Kamala Harris said Thursday that the Biden administration is taking the first steps toward removing medical bills from people's credit scores, which could improve ratings for millions of people. Harris said that would make it easier for them to obtain an auto loan or a home mortgage. Roughly one in five people report having medical debt. The vice president said the Consumer Financial Protection Bureau is beginning the rulemaking process to make the change. [AP has more.](#)

SPONSORED CONTENT

Native or Premium Ad

5 Startup founder: Google's deals thwart competition

Appearing in the biggest antitrust trial in a quarter century, DuckDuckGo founder Gabriel Weinberg testified Thursday that it was hard for his small search engine company to compete with Google because the powerhouse has deals with phone companies and equipment manufacturers to make its product the default search option on so many devices. Google argues that even when it holds the default spot on smartphones and other devices, users can switch to rival search engines with a couple of clicks. But Weinberg testified that getting users to switch from Google was complicated, requiring as many as 30 to 50 steps to change defaults on all their devices, whereas the process could be shortened to just one click on each device. [AP has more from the trial.](#)

6 Tech firms try to take AI image generators mainstream

Artificial intelligence tools that can conjure whimsical artwork or realistic-looking images from written commands started vowing the public last year. But most people don't actually use them at work or home. That could change as leading tech companies are competing to take text-to-image generators mainstream by integrating them into Adobe Photoshop, YouTube and other familiar tools. But challenges related to copyright theft and troubling content abound. [AP has more.](#)

Billboard 970 x 250

7 Director's aim wavers in Robinhood saga 'Dumb Money'

Could Frank Capra make Capra-esque movies today? Would we fall for his trademark themes: an individual overcoming systemic persecution from The Man; the inherent decency and compassion of everyday Americans; and the belief that effective and lasting social change can be engineered by the actions of a few in a two-hour run time? Eight@8 suspects we've become a bit too cynical and/or ambivalent to swallow a modern Capra, and goodness knows we've experienced more than our fair share of Pyrrhic victories for The People since Capra's heyday in the 1930s and early 1940s. But maybe the story from 2021 about the way mom-and-pop investors thwarted hedge-fund titans who tried to short sell GameStop would be sufficiently limited in scope to accept the Capra treatment? You might remember the GameStop episode for the involvement of the Robinhood stock market app, and is there anything more Capra-esque than the legend of Robin Hood? According to The Ringer's celluloid correspondent Adam Neyman, [the new comedy "Dumb Money" gets a lot of mileage with Capra-esque scenario](#) and travels to some surprisingly poignant places as it follows the story's real-life arc. But sticking the landing in the America 2021 is another thing.

8 Eight@8 Writers Club: A Homeric home repair tale

Mrs. Eight@8 has a regular writers club that she leads, so Mr. Eight—who is not at all a competitive person—is going to start his own writers club. So there. And you all are invited to join! (Editor's note: This is not to be confused with the Eight@8 Book Club or Eight@8's Gen X Nostalgia Lounge for Children of Divorced Parents, both of which are preparing for comebacks in the near future.) Our goal is simply to enjoy an unusual piece of creative nonfiction, and the piece for the club's debut is a humdinger. [John Jeremiah Sullivan has the true story of the ultimate prolonged visit by a home contractor.](#) It come to us via Harpers and is labeled "Prose," although it's clearly in the form of a Homeric epic poem. Our hero (or maybe anti-hero; it's certainly debatable) is Greg, the crackhead plumber. Greg is widely considered a genius in plumbing circles, and you will not believe the odyssey that leads to his triumph in Sullivan's sewage-scented home. But Greg's Achilles heel is crack—not to mention the requisite amount of pride. Enjoy.

Leaderboard 728 x 90

Leaderboard 728 x 90

BUSINESS NEWS

Conner Prairie planning \$33 million makeover for welcome center

The project will give the building a new name, the Museum Experience Center, and add immersive exhibit spaces, plus a new entry to Conner Prairie's grounds. [More](#)

Carrier opens multimillion-dollar HVAC training facility in Indy

The facility is designed to help address the what the industry expects to be a national shortage of 400,000 HVAC technicians by 2033 that would significantly hamper the installation and maintenance of HVAC units across the country. [More](#)

Billboard 970 x 250

North of 96th roundup: Wawa plans Westfield store

Multiple retailers, restaurants and other businesses have recently opened or are planning new locations in the north suburbs of Indianapolis. Here's a rundown: [More](#)

Bob Ross' first TV painting is for sale. You can buy it for \$9.8 million

When Bob Ross painted "A Walk in the Woods," no one knew he would go on to star in more than 400 episodes of "The Joy of Painting," most of which was filmed and produced in Muncie, Indiana. [More](#)

Indy to host 2025 Global Entrepreneurship Congress

Faced with return-to-office mandates, some workers are quitting

Applications for jobless benefits fall to lowest level in nearly 8 months

Lebanon set to annex another 645 acres for LEAP District

Stellantis makes new contract offer after announcing Indiana layoffs

Sen. Jack Sandlin, former council member, dies at 72

ChatGPT usage rising again as students return to school

Johnson says IPS expanding offerings, making up academic ground

SPONSORED CONTENT

Native or Premium Ad

Billboard 970 x 250

FOCUS

Local industrial demand cooling as brokers look to fill massive buildings

The slowdown in leasing activity, which began late last year, is putting some developers in a tricky spot. [More](#)

MORE NEWS



Crash on Pendleton Pike leaves nine people with injuries

Nine people, including four children and a police officer, were left injured after a fiery two-vehicle crash on Pendleton Pike on Thursday morning. According to the Lawrence Police Department, the crash occurred shortly after 8:40 a.m. near the intersection of Pendleton Pike and Sunnyside Road. Police said a maroon van and a silver car collided and the car burst into flames. Nine people were transported from the scene to area hospitals. One person from the car was in critical condition. The police officer cut his hand on glass while helping at the scene. [Read more](#)

Leaderboard 728 x 90

IBJ Daily delivers local & national business news to nearly 31,000 business professionals Monday through Friday at 1 p.m.

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

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) upper | \$6,195 | \$5,733 | \$4,756 |
| Billboard (970 x 250) upper | \$5,901 | \$5,481 | \$4,530 |
| Native* | \$4,483 | \$4,158 | \$3,449 |
| Billboard (970 x 250) lower | \$5,617 | \$5,213 | \$4,310 |
| Leaderboard (728 x 90) lower | \$4,756 | \$4,404 | \$3,659 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

Leaderboard 728 x 90



August 19, 2023

3A | Online reviews
Local businesses hope proposed federal rule will curb fake posts.

INDIANAPOLIS AUGUST 18, 2023
BUSINESS JOURNAL
CENTRAL BUSINESS BUSINESS JOURNAL

Why a top researcher left IU's med school



An astounding rise
Lilly stock skyrockets, raising profile of city's life sciences sector

Pharma riches

Software developers say AI technology helps them work faster—sometimes

Feds want more teeth to fight fake online reviews

Derek Schultz: The rise of Indy's collectible card king

Made in Indiana: Chocolate by DeBrand Fine Chocolates

Mandy Haskett: As AI proliferates, machines need soft skills, too

Mickey Kim and Roger Lee: Fitch downgrade a warning U.S. approaching a reckoning

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 newsletter is the perfect way for readers to share the in-depth stories and smart opinions that are part of every issue. More than 26,000 people receive This Week in IBI newsletter every Saturday morning.



Tuesday, August 8, 2023

News Update: 11:12 AM

IBJ names 20 in their Twenties honorees

Up-and-coming leaders in health care, law, manufacturing, the media and more were honored Tuesday morning at the Indiana Ploof Ballroom. See the list and learn more about the honorees' accomplishments. [More](#)

Medium Rectangle
300 x 250



| | | | |
|--|---|---|---|
| <p>BUSINESS NEWS</p> <ul style="list-style-type: none"> Real Estate Health Care Banking & Finance Politics Sports Business Retail | <ul style="list-style-type: none"> Technology Diversity Restaurants Small Business North of 96th | <p>CONTACT IBI</p> <ul style="list-style-type: none"> Subscribe Advertise Award Nominations Register For Events Submit a Letter Submit People Listings | <p>MULTIMEDIA</p> <ul style="list-style-type: none"> IBJ Podcast Photo Galleries Videos IBJ Mobile App |
|--|---|---|---|

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 |
| Native* | \$2,524 | \$1,930 | \$1,336 |
| Middle Billboard (970 x 250) | \$3,300 | \$2,640 | \$1,980 |
| Lower Billboard (970 x 250) | \$2,805 | \$2,145 | \$1,485 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month. All rates are net per month. All contracts are irrevocable once signed.

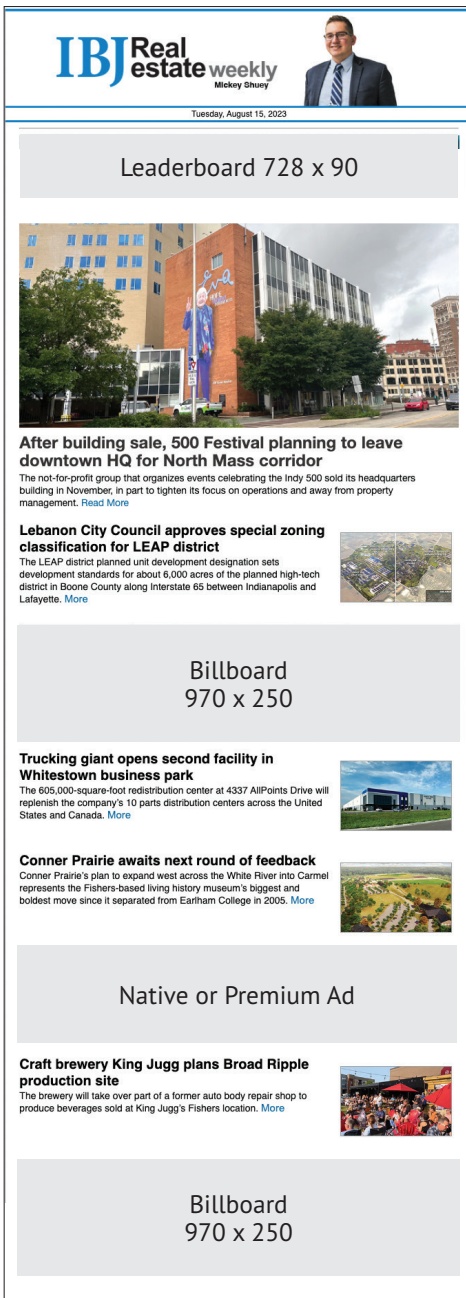
IBJ NEWS UPDATE RATES

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


IBJ News Updates are sent out to approximately 26,000 subscribers as the news is happening. These 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 are a minimum of 4 News Updates guaranteed each month, however it has been averaging 8 per month.



IBJ Real Estate Weekly
Mickey Shroyer

Tuesday, August 15, 2023

Leaderboard 728 x 90



After building sale, 500 Festival planning to leave downtown HQ for North Mass corridor
The not-for-profit group that organizes events celebrating the Indy 500 sold its headquarters building in November, in part to tighten its focus on operations and away from property management. [Read More](#)

Lebanon City Council approves special zoning classification for LEAP district
The LEAP district planned unit development designation sets development standards for about 6,000 acres of the planned high-tech district in Boone County along Interstate 65 between Indianapolis and Lafayette. [More](#)

Billboard 970 x 250

Trucking giant opens second facility in Whitestown business park
The 605,000-square-foot redistribution center at 4337 AllPoints Drive will replenish the company's 10 parts distribution centers across the United States and Canada. [More](#)

Conner Prairie awaits next round of feedback
Conner Prairie's plan to expand west across the White River into Carmel represents the Fishers-based living history museum's biggest and boldest move since it separated from Earham College in 2005. [More](#)

Native or Premium Ad

Craft brewery King Jugg plans Broad Ripple production site
The brewery will take over part of a former auto body repair shop to produce beverages sold at King Jugg's Fishers location. [More](#)

Billboard 970 x 250

Real Estate Weekly 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 20,000 subscribers every Tuesday.



IBJ Breaking News

Thursday, August 17, 2023

Breaking News: 10:06 AM
Former Secretary of Commerce Brad Chambers enters race for governor

Chambers has been considered a possible candidate for the office since mid-July, when he announced he would be stepping down as head of the Indiana Economic Development Corp. [More](#)

Medium Rectangle 300 x 250

BUSINESS NEWS: Real Estate, Health Care, Banking & Finance, Politics, Sports Business, Retail, Technology, Diversity, Restaurants, Small Business, Weekly Paper, North of 96th, CONTACT IBJ: Subscribe, Advertise, Award Nominations, Register For Events, Submit a Letter, Submit People Listings, MULTIMEDIA: IBJ Podcast, Photo Galleries, Videos, IBJ Mobile App

IBJ Breaking News is sent out to approximately 30,000 subscribers as the news is happening. These newsletters are sent to provide breaking news. Since we don't make the news, there is no set schedule. There are a minimum of 4 Breaking News guaranteed each month, however it has been averaging higher per month.

IBJ BREAKING NEWS 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 rates are net per month. All contracts are irrevocable once signed.

REAL ESTATE RATES

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 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

New look, extended coverage. Our redesigned Life Sciences & Health Care newsletter provides statewide and local stories from all 3 IBJ Media newsrooms – IBJ, Inside INdiana Business, and The Indiana Lawyer. Readers will have access to the latest news in life sciences, pharmaceuticals, health care, medical devices, and research and discovery. Life Sciences & Health Care delivers every Wednesday morning to 77,000+ subscribers.

LIFE SCIENCES & HEALTH CARE RATES

Rates are monthly, for 1 day per week.

| AD SIZE | 1-4 MO. | 5-8 MO. | 9-12 MO. |
|-----------------------------|---------|---------|----------|
| Leaderboard (728 x 90) | \$1,330 | \$1,165 | \$997 |
| Billboard (970 x 250) | \$1,415 | \$1,247 | \$1,082 |
| Native* | \$1,290 | \$1,125 | \$957 |
| Lower Billboard (970 x 250) | \$1,247 | \$1,082 | \$915 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

Life sciences & health care

Daniel Lee

Monday, January 20, 2025

Leaderboard 728 x 90

Syra Health—state's newest public company—faces hurdles among opportunities

The Carmel-based health care services company, has yet to mark its third birthday but already it has 56 full-time employees, annual revenue of \$5.6 million and a host of contracts it has won from Indiana to Washington, D.C. But it faces a slew of challenges, from winning new customers to launching products and services quickly to stem its growing losses.

Indianapolis-based health-tech startup Plan Forward lands \$2M investment

Indianapolis-based Elevate Ventures led the round. Other investors include the IU Angel Network, which supports Indiana University-affiliated early-stage companies. IU alumna Megan Lohman launched Plan Forward in 2018. She serves as co-CEO along with Jane Levy of New York City, who joined the company in 2021.

Billboard
970 x 250

News & notes

The federal government is repaying Indiana hospitals \$222 million for improper reimbursement cuts in a discount drug program known as 340B. It follows a bruising, five-year fight that went all the way to the U.S. Supreme Court, which ruled against the U.S. Department of Health and Human Services and for the hospitals. "This is not a windfall to hospitals receiving these payments," said Brian Tabor, president of the Indiana Hospital Association. "This is just making up for cuts that should never have taken place."

Eli Lilly and Co. is jumping into the radiopharmaceutical business. a promising new way to deliver drugs to cancer patients with targeted treatments, by buying Point Biopharma Global Inc., an Indianapolis-based startup for \$1.4 billion. Lilly is paying Point Biopharma \$12.50 a share, an 85% premium over the company's closing price the previous day. The deal will give Lilly a toe-

Native or Premium Ad

Billboard
970 x 250


News you can use when you're not on the clock

IBJ AFTER HOURS
Dave Lindquist

Thursday, August 17, 2023

Leaderboard 728 x 90

Contact IBJ reporter Dave Lindquist at davidlindquist@ibj.com.



Vinyl record artist taking a spin at Newfields
Lobyn Hamilton, the Indianapolis artist known for creating portraits and sculptures from fragments of vinyl records and album covers, has entered a blockbuster phase of his career. By physical dimensions, Hamilton's work is bigger than ever. The collage pictured here, "Rock and Roll: I Wonder What Happened to the Girl Who Said 'I Listened to White Music,'" is nearly 16 feet wide and more than 7 feet tall. Made of wood, vinyl records, album covers and a turntable, the collage is one of six "flags" Hamilton will display in an upcoming Indianapolis Museum of Art at Newfields solo exhibition titled "What I Have You Have." Expanding his expertise from early-career depictions of musicians Jimi Hendrix, Bob Marley and Prince, Hamilton said the massive wall hangings represent a visual memoir of his life in Indianapolis. In addition to a collage devoted to rock music, the show includes pieces paying tribute to hip-hop, classical and gospel styles. "I could do pop culture icons or political icons for the rest of my life if I wanted to," Hamilton said. "I wanted to see if I had anything else to say on a different level, in a different expression." For this edition of the "After Hours" newsletter, I spoke with Hamilton about digging through crates of nostalgia for the Newfields show that opens Aug. 28. [Read More](#)

Billboard 970 x 250

In the Facebook post, Drury encouraged people to visit The Lemon Bar by Feb. 13 to sample menu items such as Chef Laney's Brussels sprouts, chicken salad and eggs Benedict. [READ MORE](#)

Native or Premium Ad

10 years later, arts leaders assess significance of Super Bowl murals
The murals were scheduled to be on display for only 10 years—and their future is now in question.

Billboard 970 x 250

But a historic designation meant the Vonnegut painting had to move from its planned spot on Senate Avenue to a Mass Ave building that's now the home of restaurant Slapfish. And that prominent location has helped make it one of the most popular pieces that resulted from the collaboration between the city and Indy Arts Council (formerly known as the Arts Council of Indianapolis) titled "16 for XLVI."TM

In the Facebook post, Drury encouraged people to visit The Lemon Bar by Feb. 13 to sample menu items such as Chef Laney's Brussels sprouts, chicken salad and eggs Benedict. [READ MORE](#)

Rates are monthly, for 1 day per week.

| AD SIZE | 1-4 MO. | 5-8 MO. | 9-12 MO. |
|------------------------------|---------|---------|----------|
| Leaderboard (728 x 90) upper | \$1,995 | \$1,496 | \$1,398 |
| Billboard (970 x 250) | \$2,122 | \$1,871 | \$1,623 |
| Native* | \$1,935 | \$1,687 | \$1,436 |
| Billboard (728 x 90) lower | \$1,871 | \$1,623 | \$1,372 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.


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

After Hours is written by renowned arts & entertainment reporter Dave Lindquist. After Hours brings you stories about the personalities, places and events that make Indianapolis an engaging place to live. Delivered every Thursday to 8,000 subscribers.

IBJ N96
NORTH OF 96TH
Business news from Carmel, Fishers, Noblesville, Westfield and Zionsville


August 10, 2023 - IBJ.com/N96

Leaderboard 728 x 90




Merchants Bank planning 111,000-square-foot HQ expansion in Carmel
The building, according to designs by Carmel-based Studio M Architecture and Planning LLC, will have a brick and glass facade and include a walkway constructed above 3rd Avenue SW that will connect with the existing Merchants Bank of Indiana headquarters. [Read More](#)

Raising Cane's chooses Westfield site for its third area restaurant
The Baton Rouge, Louisiana-based chicken finger chain is planning a 2,800-square-foot restaurant in a former Steak 'n Shake building. [More](#)




Billboard 970 x 250

Gray Eagle Golf Course planning two-level driving range with 160-foot-tall net
Plans call for the nets at Gray Eagle's 38-acre driving range to be almost as tall as those used by TopGolf at its Fishers facility along Interstate 69. Gray Eagle also plans to build a 5,000-square-foot bar and restaurant inside a new clubhouse. [More](#)



Native or Premium Ad

Landmark Recovery seeks license reinstatement at Indiana locations
The filing comes about two weeks after the licenses were revoked by the Indiana Division of Mental Health and Addiction following three deaths at the Praxis Landmark Recovery center in Mishawaka. [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, 5,000 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 5,000 monthly unique page views.

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) | \$1,330 | \$1,165 | \$997 |
| Billboard (970 x 250) | \$1,415 | \$1,247 | \$1,082 |
| Native* | \$1,290 | \$1,125 | \$957 |
| Lower Billboard (970 x 250) | \$1,247 | \$1,082 | \$915 |


*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

PAID SUBSCRIBER NEWSLETTERS



IBJ the rundown
Taylor Wooten & Cate Charron




Friday, August 30, 2024

Leaderboard 728 x 90

Lieutenant governor candidates have their say

In Indiana, the lieutenant governor is more than just a running mate and a tie-breaking vote in the Senate. The person who holds the second-highest office in the state leads several state agencies focused on rural and agriculture issues.

IBJ interviewed Republican **Mich Beckwith**, a pastor; Democrat **Terry Goodin**, a farmer, U.S. Department of Agriculture official and former lawmaker; and Libertarian **Tonya Hudson**, a real estate broker, about how they would tackle the office's specific roles should they be elected—and how they see those duties intertwining with economic development efforts.


The lieutenant governor candidates run with their party's gubernatorial nominees as a team. Indiana voters will cast a ballot for a ticket, which includes each party's candidate for governor and lieutenant governor.

Billboard 970 x 250

Indy mayor briefly addresses harassment allegations

Indianapolis Mayor **Joe Hogsett** on Wednesday said he was unaware of more recent sexual harassment allegations against his former chief of staff when he brought him on to lead the mayor's 2023 reelection campaign.

The mayor also disputed a former campaign staffer's assertion that she was not contacted as part of a 2017 investigation performed by an outside law firm to look into her harassment claims.

The comments—made at the grand opening of an apartment complex on the south side of downtown—marked the first time since allegations against his former top aide came to light that Hogsett took questions from the media on the topic. The mayor previously [made a public apology to three women](#) who accused former chief of staff and campaign leader **Thomas Cook** of inappropriate behavior, but he did so without taking questions.

IBJ's **Taylor Wooten** [has the details on Hogsett's short back-and-forth with reporters](#).

*Bonus: **Jefferson Shreve** made a brief cameo at the apartment building's opening, saying that the apartment project lies within his former City-County Council district. Hogsett shook hands and chatted with his foe from last year's mayoral election, who is in*

Native or Premium Ad


Hogsett publicly opposes pay raise

Indianapolis Mayor **Joe Hogsett** said he plans to block a proposal that calls for raising his pay and the compensation of some Marion County officials.


City-County Council President **Vop Osili** has authored a proposal to elevate the Indianapolis mayor's annual salary from \$95,000 to \$125,000—a 31% increase—as well as increase salaries for seven other elected positions. Those raises would begin in 2025 under the proposal.

Leaderboard 728 x 90

The Rundown delivers the latest in political and government news straight to 5,400 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.



#IBJtech
Susan Orr



September 16, 2022 - IBJ.com/IB.Tech

Leaderboard 728 x 90

Belgian tech startup Unbox to open U.S. HQ in Indianapolis

Unbox, a Belgian software startup, is making big moves on the Hoosier state. The company plans to establish its U.S. headquarters in Indianapolis, with a development hub in West Lafayette. If all goes as hoped, the company says, it could have up to 380 Indiana employees within the next few years. Unbox's platform allows users to track and direct spending and promote desired behaviors like picking up litter, among other things. Its first U.S. project will be in partnership with Zionsville-based NineTwelve Institute, which will use Unbox's technology to administer 5G grants to Hoosier companies. [Read More](#)

TID-BYTES

Billboard 970 x 250

While we're on AgriNovus: The latest episode of the organization's **AgBioScience podcast** features an interview with Westfield ag-tech company **Taranis**. You might recall that Taranis, which was founded in Israel and moved its headquarters here in 2020, [announced last week](#) that it has secured \$40 million in funding.

Indianapolis-based **Vergence Solutions** acquired Lafayette-based **Abstract Technology Group** last month. Vergence, established in 2012, has about 100 employees and contractors. The company offers business consulting, technology services and health care management for government and commercial clients. Abstract, which has about 10 employees, offers IT consulting services. Vergence founder and CEO Gabriel Browne said the acquisition represents "well over a million-dollar deal," though he declined to reveal the exact acquisition price.

Native or Premium Ad

Electric vehicles and manufacturing technologies will be among the topics discussed at the **Dauch Center for the Management of Manufacturing Enterprises'** fall conference later this month. (The Dauch Center is part of Purdue University's Krannert School of Management.) The virtual conference takes place from 8:30 a.m. to 12:30 p.m. Sept. 30, and admission is free. Additional details, including the speakers lineup and the registration portal, are available [here](#).

The St. Joseph County Council has decided to delay for two weeks a vote on incentives for **Ultium Cells'** potential \$2.4 billion electric vehicle battery manufacturing plant in New Carlisle. St. Joseph County's economic development director said the delay will help the county get everything in order before taking a vote. [Inside Indiana Business](#) has details.

This Indy-focused 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 5,000 subscribers.

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) | \$1,280 | \$1,120 | \$960 |
| Billboard (970 x 250) | \$1,440 | \$1,280 | \$1,120 |
| Native* | \$1,200 | \$1,040 | \$880 |
| Leaderboard (728 x 90) lower | \$1,120 | \$960 | \$800 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

#IBJTECH RATES

Rates are monthly, for 1 day per week.

| AD SIZE | 1-4 MO. | 5-8 MO. | 9-12 MO. |
|------------------------|---------|---------|----------|
| Leaderboard (728 x 90) | \$1,280 | \$1,120 | \$960 |
| Billboard (970 x 250) | \$1,440 | \$1,280 | \$1,120 |
| Native* | \$1,200 | \$1,040 | \$880 |

*Upgrade a Native Ad to a Premium Engagement Ad for an additional \$500 per month.

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

IBJ MEDIA'S NEW PODCAST NETWORK — 1 NETWORK. 8 SHOWS. UNLIMITED ACCESS.

From business and finance to leadership and innovation, we're bringing you expert voices, compelling stories, and fresh perspectives — delivered anytime, anywhere.

Buy across the network for maximum audio exposure (20,000 impressions per month).

ONE 30 SECOND AUDIO AD

(played approximately halfway through each podcast)

- Average monthly impressions: 20,000

- 1 month rate: \$4,200

- 6+ month rate: \$4,000

20,000+
estimated impressions per month

IBJ MEDIA AUDIENCE

Reach your target audience, plus today's up and coming young professions. The majority of our podcast listeners are 18-34-year-olds.

INDUSTRY LISTENER STATS* SHOW:

- 98 million (34% of the population 12+) listen weekly, solidifying podcasts as a habitual media channel.
- Men & Women are listening in nearly equal numbers (48% men, 45% women).
- Higher income: Business podcast listeners earn an average household income of \$88,728, nearly \$20,000 above the national average.
- 78% of business podcast listeners listen weekly, averaging 7.2 hours per week, higher than the 6-hour average for all podcast listeners.

Podcast ads drive results

- 70% of podcast listeners have acted after hearing a podcast ad.
- 85% of listeners recalled hearing an ad during a podcast.
- 86% of listeners recalled the brand when prompted.

*Edison Research: Infinite Dial 2024

*Sounds Profitable – The News Podcast Consumer, 2025

LISTEN

- www.ibj.com/podcasts
- Anywhere you stream podcasts including Apple Podcasts, YouTube, and Spotify

The screenshot shows the IBJ Media Podcast Network website. At the top is a navigation bar with links for Home, About, Brands, Culture, Careers, Events, Podcasts, Contact, and Subscribe. Below the navigation is a large blue banner with the text "IBJ MEDIA PODCAST NETWORK" and "1 Network. 8 Shows. Unlimited Access." followed by a sub-headline: "From business and finance to leadership and innovation, we're bringing you expert voices, compelling stories, and fresh perspectives—delivered anytime, anywhere." Below the banner is a grid of eight podcast covers, each with a "Listen" button. The covers include: "IBJ Podcast with Mason King" (presented by Taft), "Business & Beyond with Gerry Dick" (presented by PNC), "Off the Record Podcast with Nate Feltman" (featuring IBJ Media's Indiana 250), "Indiana Lawyer Podcast with Alexa Shrake" (presented by Taft), "Inside Indiana Business with Gerry Dick Television Podcast", "The Freedom Forum with Angela B. Freeman", "The Pete the Planner Show", and "Inside Indiana Business Radio on Demand". Below the grid is a "Recent Episodes" section with two entries. The first entry is for "IBJ Podcast with Mason King" dated March 30, 2024, titled "Born in Mumbai, local TED expert bringing global sports leaders to Indy". The second entry is for "Business & Beyond with Gerry Dick" dated March 31, 2024, titled "Kent Kramer, Goodwill of Central & Southern Indiana CEO".

National winner of the Society for Advancing Business Editing and Writing Best of Business audio award.

ABOUT THE PODCAST

Join Mason King for a weekly take on business news in central Indiana. Episode topics have included legislation, area startups, business innovations and much more. New episodes drop every Monday.

TITLE SPONSOR

- Brought to you by “sponsoring company name” will be announced at the beginning of each podcast
- 30 second audio spot will play approximately halfway through each podcast
- Weekly Email (Sent weekly to IBJ Media’s database of 77,000)
 - » Sponsoring Company logo
 - » A 970 x 250 ad on the email
- IBJ Media Podcast Email (Sent weekly to our database of 77,000)
 - » Sponsoring Company logo will appear within the podcast graphic
 - » A 728 x 90 ad on the email
- Road Block ads on the landing page - A 970 x 250 ad and 300 x 250 ad
- Logo representation on all podcast graphics including:
 - » Audio streaming platform listings (Spotify, Apple Music..etc)
 - » Weekly IBJ Print Podcast feature
 - » IBJ homepage (rotating) podcast promotion
 - » Podcast listing on all IBJ media (4) website podcast pages
 - » Social media mention on 8 platforms per week

TITLE SPONSORSHIP MONTHLY INVESTMENT (4 EPISODES PER MONTH):

- 1 month rate: \$6,500
- 6+ month rate: \$6,000

ONE 30 SECOND AUDIO AD

(played approximately halfway through each podcast)

AUDIO AD MONTHLY INVESTMENT

(4 episodes per month):

1 month rate: \$1,500

6+ month rate: \$1,300

IBJ
MEDIA

IBJ
PODCAST

with
Mason
King

Presented by Taft/

28,000+

IBJ Podcast weekly email
57% open rate

5,600+

Average monthly downloads

AUDIENCE:

Age: 71% are 18-44

80% male, 20% female

Industry Listener Stats*

- 98 million (34% of the population 12+) listen weekly, solidifying podcasts as a habitual media channel.
- Men & Women are listening in nearly equal numbers (48% men, 45% women).
- Higher income: Business podcast listeners earn an average household income of \$88,728, nearly \$20,000 above the national average.
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- 86% of listeners recalled the brand when prompted.

*Edison Research: Infinite Dial 2024

*Sounds Profitable – The News Podcast Consumer, 2025

The Freedom Forum

with

Angela B. Freeman



580

Average monthly plays

AUDIENCE:

Age: 28% are 23-44

55% female, 45% male

Industry Listener Stats*

- 98 million (34% of the population 12+) listen weekly, solidifying podcasts as a habitual media channel.
- Men & Women are listening in nearly equal numbers (48% men, 45% women).
- Higher income: Business podcast listeners earn an average household income of \$88,728, nearly \$20,000 above the national average.
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- 85% of listeners recalled hearing an ad during a podcast.
- 86% of listeners recalled the brand when prompted.

*Edison Research: Infinite Dial 2024

*Sounds Profitable – The News Podcast Consumer, 2025

ABOUT THE PODCAST

Join Angela B. Freeman, partner and intellectual property attorney at Barnes & Thornburg and a former president of Women & Hi Tech, as 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.

TITLE SPONSOR

- Brought to you by “sponsoring company name” will be announced at the beginning of each podcast
- 30 second audio spot will play approximately halfway through each podcast
- Weekly Email (Sent weekly to IBJ Media’s database of 77,000)
 - » Sponsoring Company logo
 - » A 970 x 250 ad on the email
- IBJ Media Podcast Email (Sent weekly to our database of 77,000)
 - » Sponsoring Company logo will appear within the podcast graphic
 - » A 728 x 90 ad on the email
- Road Block ads on the landing page - A 970 x 250 ad and 300 x 250 ad
- Logo representation on all podcast graphics including:
 - » Audio streaming platform listings (Spotify, Apple Music..etc)
 - » Weekly IBJ Print Podcast feature
 - » IBJ homepage (rotating) podcast promotion
 - » Podcast listing on all IBJ media (4) website podcast pages
 - » Social media mention on 8 platforms per week

TITLE SPONSORSHIP MONTHLY INVESTMENT (1 EPISODE PER MONTH):

- 6 month rate: \$6,000
- 12 month rate: \$5,500

ONE 30 SECOND AUDIO AD

(played approximately halfway through each podcast)

AUDIO AD MONTHLY INVESTMENT

(1 episode per month):

1 month rate: \$500

6+ month rate: \$350

ABOUT THE PODCAST

Hosted by Nate Feltman, CEO & Publisher of IBJ Media. IBJ Media's Off the Record Podcast features conversations with Indiana's 250 most influential business and civic leaders. Get a behind-the-scenes look at the men and women of the Indiana 250, including intriguing details and lesser-known facts you won't hear anywhere else.

TITLE SPONSOR

- Brought to you by "sponsoring company name" will be announced at the beginning of each podcast
- 30 second audio spot will play approximately halfway through each podcast
- Weekly Email (Sent weekly to IBJ Media's database of 77,000)
 - » Sponsoring Company logo
 - » A 970 x 250 ad on the email
- IBJ Media Podcast Email (Sent weekly to our database of 77,000)
 - » Sponsoring Company logo will appear within the podcast graphic
 - » A 728 x 90 ad on the email
- Road Block ads on the landing page - A 970 x 250 ad and 300 x 250 ad
- Logo representation on all podcast graphics including:
 - » Audio streaming platform listings (Spotify, Apple Music..etc)
 - » Weekly IBJ Print Podcast feature
 - » IBJ homepage (rotating) podcast promotion
 - » Podcast listing on all IBJ media (4) website podcast pages
 - » Social media mention on 8 platforms per week

TITLE SPONSORSHIP MONTHLY INVESTMENT

- 1 month rate: \$6,500
- 6+ month rate: \$6,000

ONE 30 SECOND AUDIO AD

(played approximately halfway through each podcast)

AUDIO AD MONTHLY INVESTMENT

- 1 month rate: \$800
- 6+ month rate: \$600

IBJ
MEDIA

OFF THE RECORD PODCAST

with
Nate Feltman

Featuring IBJ Media's
INDIANA 250



881

Downloads per month

1,000+

Plays per month

AUDIENCE:

Age: 51% are 18-34

85% male, 15% female

Industry Listener Stats*

- 98 million (34% of the population 12+) listen weekly, solidifying podcasts as a habitual media channel.
- Men & Women are listening in nearly equal numbers (48% men, 45% women).
- Higher income: Business podcast listeners earn an average household income of \$88,728, nearly \$20,000 above the national average.
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Podcast ads drive results

- 70% of podcast listeners have acted after hearing a podcast ad.
- 85% of listeners recalled hearing an ad during a podcast.
- 86% of listeners recalled the brand when prompted.

*Edison Research: Infinite Dial 2024

*Sounds Profitable – The News Podcast Consumer, 2025



17,000+ per month

Downloads and views

ENGAGEMENT:

95% highly engaged

AUDIENCE:

74% under the age of 44

70% male, 30% female

Industry Listener Stats*

- 98 million (34% of the population 12+) listen weekly, solidifying podcasts as a habitual media channel.
- Men & Women are listening in nearly equal numbers (48% men, 45% women).
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*Edison Research: Infinite Dial 2024

*Sounds Profitable – The News Podcast Consumer, 2025

ABOUT THE PODCAST

Discussing money can be emotionally charged, but not here on The Pete the Planner® Show. Peter Dunn (aka Pete the Planner) is one of the foremost experts on personal finance and corporate financial wellness. He is the host of a syndicated radio show and top 1% podcast. He’s authored 10 books, been a USA TODAY finance columnist, and has regularly appeared on national TV & radio, including Good Morning America, Fox News, Fox Business, and CNBC. He was also named one of the most influential people in Indiana by the Indianapolis Business Journal in 2024. Part of the IBJ Media Podcast Network.

TITLE SPONSOR

- Brought to you by “sponsoring company name” will be announced at the beginning of each podcast
- Live Ad Read by Pete in the first commercial break of the show
- The Pete the Planner Weekly Email
(Sent weekly to 96,000 - includes IBJ Media’s database of 77,000 & Pete the Planner’s email subscribers)
 - » Sponsoring Company logo
 - » A 970 x 250 ad on the email
- IBJ Media Podcast Email (Sent weekly to our database of 77,000)
 - » Sponsoring Company logo will appear within the Pete the Planner podcast graphic
 - » A 728 x 90 ad on the email
- Road Block ads on the landing page - A 970 x 250 ad and 300 x 250 ad
- Weekly video live stream
 - » Mention as the Title Sponsor in each show description
 - » Lower third graphic during the live read
 - » Corner bug during the live stream show
- Logo representation on all podcast graphics including:
 - » Audio streaming platform listings (Spotify, Apple Music..etc)
 - » Weekly IBJ Print Podcast feature
 - » IBJ homepage (rotating) podcast promotion
 - » Podcast listing on all IBJ media (4) website podcast pages
 - » Social media mention on 8 platforms per week

TITLE SPONSORSHIP MONTHLY INVESTMENT (4 EPISODES PER MONTH):

- 1 month rate: \$6,500
- 6+ month rate: \$6,000

ONE 30 SECOND AUDIO AD

(played approximately halfway through each podcast)

AUDIO AD MONTHLY INVESTMENT

(4 episodes per month):

- 1 month rate: \$1,900
- 6+ month rate: \$1,700

SPONSORED CONTENT – PRINT AND/OR DIGITAL

Go beyond traditional advertising. Connect with IBJ's executive audience on a deeper level by telling your story, introducing new products or services, or discussing current events or hot-button issues. Published as an advertorial, Sponsored Content is your voice. Make sure you're heard.

PRINT 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
- Sponsored Content copy will be formatted to fit the IBJ template and labeled as "Sponsored Content"
- Copy should be 750–800 words
- Option to include 1/4 horizontal ad at the bottom (10" x 3.125")
- Additional cost to appear in The Indiana Lawyer*

PRINT RATES:

Full page frequency rates*

*See page 13

DIGITAL SPECS:

- 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 with link to story will rotate on IBJ.com home page for 2 weeks
- Story promoted via IBJ Social Media channels 2 business days after post – **(Choice of one platform and one push)** – Facebook, LinkedIn or X
- Story promoted via Native ads on IBJ and IIB e-newsletters – one on Eight@8, one on IBJ Daily, one on IIB Morning Briefing, and one on IIB MIDDAY Edge
- Native ads will rerun in newsletters 90 days after initial posting date
- Placement on TheIndianaLawyer.com and InsideIndianaBusiness.com available*

DIGITAL RATES:

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.)

SOCIAL:

- Facebook**
30,372 followers
- LinkedIn**
39,244 followers
- X**
60,100 followers

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

*Additional fees apply

SPONSORED CONTENT

Busey Bank Continues to Grow in Indiana, Adds Stutsman to Local Leadership Team

As Busey Bank strengthens its position in the Indiana market, local leadership continues to prioritize the addition of high-impact associates to its Carmel-based team. Max Stutsman, who has been with the organization for nearly six years, was recently promoted to Vice President, Commercial Relationship Manager Team Lead, a move that brought him and his family to the Hoosier State in June.

"While considering what was necessary to expand Busey's footprint in the market, it became clear that we needed a go-to individual who has the skills, experience and capacity for building relationships that we need to grow our business throughout Indiana," said Skip Watson, Executive Vice President - Regional President with Busey. "Max has proven himself to be a strong leader who is highly respected by those he works with—whether it's a fellow colleague or a valued client."

Originally from Catlin, Illinois, Stutsman joined Busey in 2016 at its Chicago, Illinois-based headquarters. He quickly moved up the ranks from Commercial Portfolio Manager to Commercial Relationship Manager, working diligently to build strong connections with his clients and fellow associates.

"By working closely with our leadership team, I was able to develop great relationships and gain invaluable knowledge from them," said Stutsman. "They are excited about the opportunities available in our Indiana Region and highly supportive of our efforts. Just knowing how much they want to help us succeed makes me confident that we will further develop in this market, and in a sustainable way."



Max Stutsman
Vice President, Commercial Relationship Manager
Team Lead

In his expanded role, Stutsman will be responsible for managing and maintaining client relationships, while also overseeing a highly qualified team of Relationship and Portfolio Managers at Busey. He will also support comprehensive cross-functional client relationships across all business segments via the organization's "One Busey" approach.

"In my time at Busey, I've been able to gain great experience and truly come to understand the company's One Busey approach to serving clients," Stutsman says. "We bring all the products, services and expert resources Busey offers to each interaction with a client, and it's truly a difference maker."

While moving away from relatives and friends was not an easy decision for Stutsman and his family, the opportunity to play a larger part in Busey's plan for growth is what sold him.

"I know there's a lot of potential here," he said. "We only have one Indiana service center right now, but under Skip's leadership, I believe there's a lot of room for growth. We have a really well-manned team, and a great foundation to grow organically and bring more personnel on."

As for how Stutsman sees himself contributing to the team, he's confident that his willingness to embrace difficult tasks and his affinity for teamwork will help him fit right in.

"Everybody at Busey is willing to put in the time and effort to ensure we're providing service excellence to our clients," he said. "Not only that, but they're willing to work together with a whole-team approach—which aligns well with the One Busey approach our bank offers. We can do just about anything that a client is looking for, and our willingness to work together to accomplish that is what makes me so excited."

Stutsman says this ability to provide full-service

relationships for clients, coupled with excellent customer service, is what separates Busey from its competitors.

"In addition to our regionalized approach and the full commercial banking capabilities we can provide, I think our biggest separator is communication and responsiveness," he said. "Customers like being able to communicate and get an answer right when they need it. We can deliver the experience of a smaller community bank while still providing all of the same products and services as the nation's largest bank. I think that's something our clients truly appreciate."

Even further, Busey's conservative banking philosophy and strict credit discipline allow the bank to serve customers even during the toughest of economic times—another thing that Stutsman knows will help the business grow in Indiana.

"Busey is conservative, which is good for where we're in terms of the economic environment," he said. "We have a very strong balance sheet, and I think that's another thing that really sets us apart from our competition. It all comes back to having strong credit quality and a conservative approach."

As Busey continues to embrace its regionalized model, Watson believes Stutsman is the perfect person to help Busey meet—and exceed—its goals in Indiana.

"Max's thorough understanding of how the bank operates, coupled with our current network and relationships in the Indiana region, will allow us to maximize growth while also furthering our ability to serve the needs of our clients," he said.

Busey Bank Member FDIC.

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We invite you to learn more by visiting our office at 317.255.8822 or www.busey.com



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BuseyBANK
Business Wealth Management Personal

Mike Watson
Executive Vice President, Chief Regional Officer

Max Stutsman
Vice President, Commercial Relationship Manager

Max Wright, CFP®
Senior Vice President, Wealth Management

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Why are you paying for office space?

Presented by: **Matt Waggoner**, Managing Director; **Alicia Kurtz**, VP, Client Experience and Strategy; **Meghan James**, VP, Workplace Planning and Strategy; **JLL Waggoner**, Presentation

Office space has been a trending topic over the past two years. Executives have been forced to ask the question, "Why are we paying for office space?" For some, the office is simply a place you go to work. Physical space is just a box to check, and cost is the primary driver of real estate decision-making. For others, the purpose of the office has been reimagined and redefined. Forward-thinking companies recognize the office is a place that, when approached thoughtfully and utilized strategically, is a major tool to help solve critical challenges, enhance company culture, and infuse organizational energy by bringing people together.

If you're an employer or decision-maker, how do you view your office space? Is space a tool for your company? Or just a place to go?

71% of U.S. executives agree that the office will remain central to their organization's success over the long term. So, it's crucial to know where you stand compared to others in your industry.

To help the data make sense (or should we say *smthg*), let's take a look at how the office can be used as a tool to:

- Solve top talent needs
- Connect to the company vision
- Empower employees to do their best work
- Enable the new purpose of the office

Solving for top talent needs

When solving for top talent needs, employers tend to consider wage increases and bonuses first. However, CCI Consulting's 2022 HR Survey Survey finds a toxic culture is 10.4 times more likely to contribute to attrition than compensation. How might your office be used as a tool for building culture, recruiting top talent and retaining the amazing team you already have?

- **Provide work flexibility.** Flexibility is not a passing fancy. Organizations need to transform their workplace model to accommodate hybrid work. Examples of these changes include having dedicated technology-enabled collaboration spaces, enhanced connectivity and Wi-Fi, and flexible hours during the workday.
- **Enhance mental health and wellbeing.** Mental health and wellbeing have become more important than ever. 53% of employees expect to work at a company that supports their health and wellbeing, ranked second in priorities at work after safety of life. In the future, providing access to gym facilities will no longer be sufficient. Employees will have to take care of their work/life balance by managing their stress levels and shaping a safer place of work for them.
- **Provide career development opportunities.** The office continues to be an effective way to gain mentorship from managers and company executives. 57% of employees agree that the office is the best place to learn and grow and 70% agree it's the best place to manage or be supported by management. Positioning your office as a tool to help develop younger talent will be crucial for long term success.


Connecting to the company's vision

Work is now expected to provide a greater meaning in people's lives and a stronger alignment with personal values. This is especially true for Millennials and Gen Z that are more likely to question the role that work plays in their lives. Employers have an opportunity to acknowledge this and create new career development paths and enhanced working environments that not only invite people to learn but also to share their knowledge and skills.


Learn more: Workplace can't underestimate the importance of work as a people tool through creating meaningful and inspiring workplaces. [Here's how to build better destinations where employees can experience a strong company culture, sense of](#)

For More Information


The future of work is all about experience.



Matt Waggoner



Meghan James



Alicia Kurtz

THOUGHT LEADERSHIP SERIES – PRINT & DIGITAL

Formatted as a Q&A discussion, the Thought Leadership Series positions your executive or company representative as experts in your field. Choose from a provided list of topics or provide your own. Participating in the Thought Leadership Series builds strong brand awareness and builds trust in the community.

OPTION 1:

Thought Leader Q&A

You or your representative can provide content on a specific topic or one of the Thought Leadership topics in the link below.

- Submit up to 750 words in Q&A format (reviewed by IBJ editor)
- Submit participant's name, title, photo (300 dpi/CMYK, JPG), a 60-word bio and company logo (300 dpi/CMYK, JPG or EPS)
- Submit a 1/4-Square ad 4.75" W x 6.75" H or 1/4-Horizontal 10" W x 3.125" H (200 dpi/CMYK, PDF)
- IBJ will provide a print-ready proof for client review
- Housed on IBJ.com under Content Studio for 12 months
- Digital promotion via native ads on IBJ's Eight@8, IBJ Daily, and IBJ.com as well as IIB's Morning Briefing and Middy Edge all linking to the Thought Leadership landing page
- Native ads will rerun in newsletters 90 days after initial posting date
- Email blast promotion sent the Tuesday after publication
- Participant receives a PDF copy for distribution

INVESTMENT: \$7,500

OPTION 2:

Roundtable Q&A

You or your representative can be one of four panelists discussing important topics in a Q&A format. Each participant submits 8-10 questions. Our editor will compile the questions and the final list will be sent to all the panelists for their answers.

- 2-4 panelists
- Panelist provides 5-10 questions
- IBJ will compile and provide a final list of questions and answers
- Submit participant's name, title, photo (300 dpi/CMYK, JPG), a 60-word bio and company logo (300 dpi/CMYK, JPG or EPS)
- Submit a 1/4-Square ad (4.75" W x 6.75" H, 200 dpi/CMYK, PDF)
- IBJ will provide a print-ready proof for client review
- Housed on IBJ.com under Content Studio for 12 months
- Digital promotion via native ads on IBJ's Eight@8, IBJ Daily, and IBJ.com as well as IIB's Morning Briefing and Middy Edge all linking to the Thought Leadership landing page
- Native ads will rerun in newsletters 90 days after initial posting date
- Email blast promotion sent the Tuesday after publication
- Participants receive a PDF copy for distribution

INVESTMENT:

\$6,500 per participant (maximum 4)

INVESTMENT:

\$26,000 own your own Thought Leadership (maximum 4 panelists)

*Additional cost for print version to appear in The Indiana Lawyer and for digital version to appear on theindianalawyer.com and InsideIndianaBusiness.com

Innovation
Bringing technological advancements to life

In this week's Thought Leadership Roundtable, leaders at AES, Cummins, and Corteva, weigh in on the importance of innovation in their respective industries and offer examples of the innovations they're bringing to life for the greater good.

Q: How does innovation play a role in your day-to-day operations?

Brandi Davis-Handy: Innovation is key to being the best utility partner for our customers. It helps us adapt to ever-changing customer expectations, including their desire for more information and tools to make choices about their energy use. Innovation touches all aspects of our operation. AES Indiana is focused on investing in a smarter and greener energy future. New technologies are making it possible to better meet customers' objectives of reliability, affordability, and sustainability. We're transitioning to a diverse energy mix and incorporating advanced technologies like energy storage, which are game changers for grid reliability and sustainability. Our smart-grid investments are transforming our electricity network into a two-way system allowing real-time communication between us and our customers. One key component of having a smarter grid is Advanced Metering Infrastructure, or AMI. AES Indiana completed the rollout of AMI in 2023, which marked a major advancement in customer engagement and energy management.

Brett Merritt: Innovation is at the core of Cummins, driving our vision and shaping our identity. As a creator of products that power some of the world's most demanding and economically important industries, we play a critical role in the broader transition to a clean energy.

Our Destination Zero strategy is our bold commitment to clean energy solutions, and we believe it is a critical opportunity for growth, both for Cummins and our customers. We've rewritten the narrative of this industry before, and now we'll do it again. In this new chapter of innovation for low-carbon technologies, there is no company better positioned to lead.

Wendy Smic: At Corteva, we are, first and foremost, a technology company. And we are proud to call Indiana home—so much of the technology we use globally is born right here at home. In fact, we invest nearly \$4 million every day of the year in innovation. Our scientists are not only looking at the challenges of today, but consistently looking ahead—more than 10 years ahead—to anticipate what farmers and growers will need to increase the number of crops they can grow—all while addressing a changing climate, new pest and disease pressures, a growing population, and consumer demand for more sustainability.

Newer technologies, such as gene editing, open entirely new ways to meet these challenges by developing products such as disease-resistant crops. Artificial intelligence and machine learning are enabling us to virtually screen and create more hybrids, genes, proteins, and crop protection products than ever before, fueling innovation in every area of our science. We could not be more excited to bring all these tools to the hands of farmers, including those here in Indiana.

Q: With technological advancements happening faster than ever of the curve in your industry—or at least avoid falling behind?

Brett Merritt: We're investing more than \$1 billion over the next few years into engine manufacturing plants alone. This is a record level of investment, which we support the production of our industry's first fuel-agnostic engine platforms. The low-carbon fuels, such as natural gas, diesel, and alternative biofuels, marking

SPONSORED CONTENT

Turning students into employees

By collaborating with industry leaders to create job placement pipelines, we can ensure that graduates can transition seamlessly into the workforce upon completing their degrees.

Indiana State University President Dr. Mike Gosard

[Learn More](#)

Innovation
Bringing technological advancements to life

In this week's Thought Leadership Roundtable, leaders at AES, Cummins, and Corteva, weigh in on the importance of innovation in their respective industries and offer examples of the innovations they're bringing to life for the greater good.

Brandi Davis-Handy
President
AES Indiana
Company Website

Brett Merritt
President, Engine Business
Cummins
Company Website

Wendy Smic
Head of Biochemistry
Corteva
Company Website

[Learn More](#)

SCAN FOR LIST OF DATES AND TOPICS
www.ijb.com/thought-leadership/upcoming-topics
(subject to change)

PREMIUM NATIVE ENGAGEMENT ADVERTISING

These customized native ad spots featured on IBJ's homepage or in any IBJ newsletter offer increased engagement. Unlike display ads, Premium Native Engagement ads blend in with the surrounding content, making them more appealing. Ads can be updated weekly, are positioned outside of paywalls, occupy premium placement on IBJ.com and all newsletters, and combine traditional display ads (300x250) with content, for enhanced branding.

IBJ.COM RATES:

| | | |
|---------|---------|---------|
| 6+ mo. | 1 mo. | 1 week |
| \$5,000 | \$5,500 | \$1,375 |

*See individual newsletter pages for premium native ad rates.

NATIVE ADVERTISING

Attract new customers, introduce new products, and drive engagement with native ads on IBJ's homepage or in any IBJ newsletter. These are text-based, feature a logo or headshot, and can link to custom digital content, repurposed newsroom stories, or articles on your website. Native ads enhance any marketing campaign.

IBJ.COM RATES:

| | | |
|---------|---------|--------|
| 6+ mo. | 1 mo. | 1 week |
| \$2,800 | \$3,000 | \$850 |

*See individual newsletter pages for native ad rates.

CUSTOM EMAILS

Reach IBJ's executive audience of 77,000+ in their inbox. Provide your own content or work with one of our writers to create your message.

RATES: \$6,500

Database of approx. 77,000

SPECS:

- Image Dimensions: 600 x 300 px
- Headline – 10 to 20 words
- Copy – 60 to 80 words
- URL

BRANDED PODCASTING

Amplify your brand's story with a custom podcast – perfect for building a rich content marketing library and social media presence or let our expert producers elevate your visibility with marketing videos tailored to your needs.

RATES: Determined on a per project basis

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

PURDUE UNIVERSITY IN INDIANAPOLIS
GROWING INDIANA'S WORKFORCE

Purdue University partners with non-profit and local businesses for client-based projects and internship programs.

The Vertically Integrated Projects (VIP) Program provides opportunities for undergraduate students to earn academic credit while tackling complex and extended projects. [More](#)

The Office of Professional Practice (OPP) serves as a vital link between the academic community and the professional world. Get Access top to talent, cost-effective hiring, and brand visibility. [More](#)

“It's all about one thing: economic growth. But we cannot do that alone.”
- Mung Chiang, President of Purdue University

[Become a Project Sponsor](#) [Hire a Purdue Student](#)

Sponsored by Purdue University

Website Premium Native Engagement ad

Source Bank
Member FDIC

Financing Assembled for You.

Technology is constantly advancing and your needs, as a manufacturer, are always changing. From equipment upgrades to cash flow strategies, 1st Source is your source to power manufacturing growth.

[Move forward today!](#)

Sponsored by 1st Source Bank

Newsletter Premium Native Engagement ad

SPONSORED CONTENT

Turning students into employees

“By collaborating with industry leaders to create job placement pipelines, we can ensure that graduates can transition seamlessly into the workforce upon completing their degrees.—
Indiana State University President Dr. Mike Godard

Sponsored by Indiana State University

[Learn More](#)

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](#)

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"

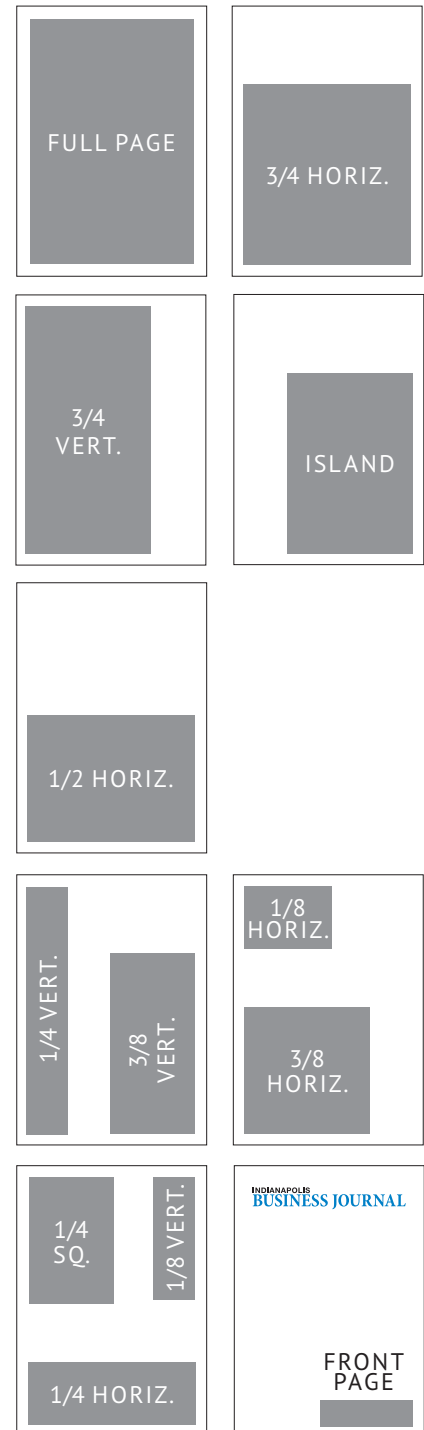
Quantity: Min. 5,000;
35% surcharge for partial runs

Full Run: Approx 11,000

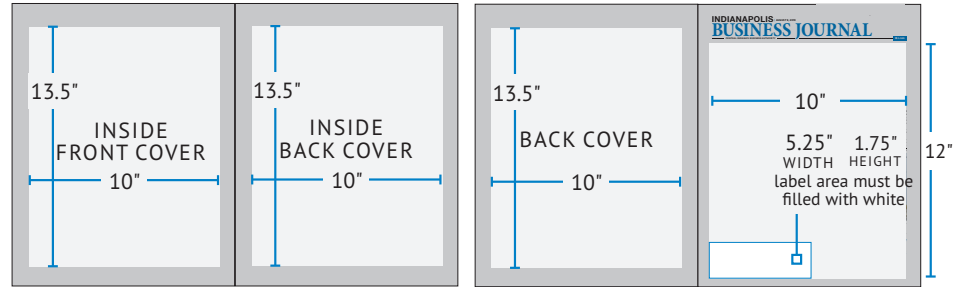
Weight: \$40/M per ounce over 1 oz.

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



COVER WRAP 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

- IBI 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

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

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

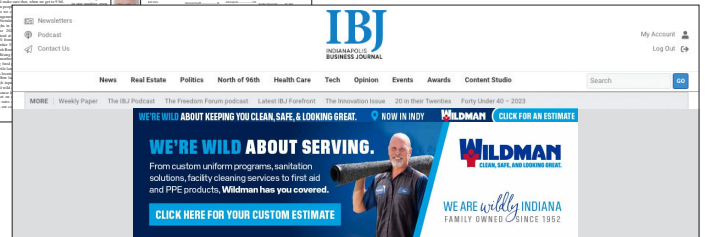
- IBJ subscribes to the SWOP Standards
- No crop or bleed marks
- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted

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

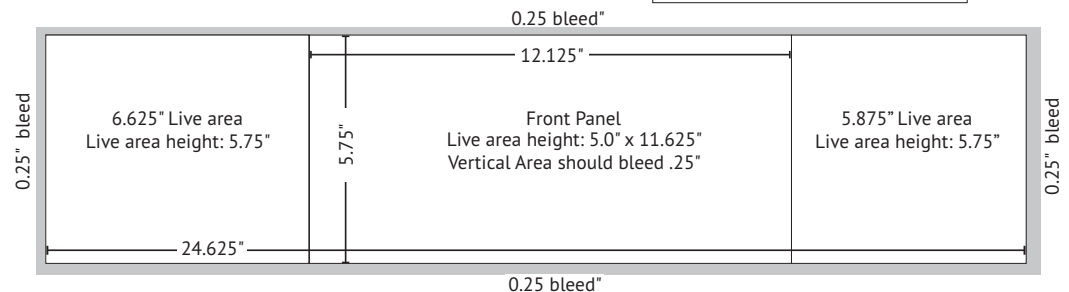
CENTERSPREAD BAND SPONSORSHIP

- **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.

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

SPONSORED CONTENT

Turning students into employees



By collaborating with industry leaders to create job placement pipelines, we can ensure that graduates can transition seamlessly into the workforce upon completing their degrees—Indiana State University President Dr. Mike Godard

Sponsored by Indiana State University

[Learn More](#)

PREMIUM NATIVE ENGAGEMENT AD REQUIREMENTS

Web Design 1 Specs:

- Logo graphic: 300x250 JPG
- Headline: 120-character max
- Teasers: 180-character max
- Quote: 140-character max
- CTA: 25-character max

Web Design 2 Specs:

- Logo graphic: 300x250 JPG
- Title: 40-character max
- Headline: 100-character max
- Image: 192x120 pixels
- Teaser: 120-character max
- CTA: 35-character max

Website Design 1 Example



Purdue University partners with non-profit and local businesses for client-based projects and internship programs.

The Vertically Integrated Projects (VIP) Program provides opportunities for undergraduate students to earn academic credit while tackling complex and extended projects. [More](#)


The Office of Professional Practice (OPP) serves as a vital link between the academic community and the professional world. Get Access top to talent, cost-effective hiring, and brand visibility. [More](#)

It's all about one thing: economic growth. But we cannot do that alone.
- Mung Chiang, President of Purdue University

Sponsored by Purdue University

[Become a Project Sponsor](#) [Hire a Purdue Student](#)

Website Design 2 Example



Purdue Research News

Purdue researchers examine nanotechnological methods for improving agriculture.

Nanoscale particles could potentially help address agricultural and environmental sustainability issues on a global scale. [More](#)

[Stay up-to-date on all Purdue News](#)

Sponsored by Purdue University


Newsletter Design 1 Specs:

- Logo graphic: 300x250 JPG
- Title: 95-character max
- Teasers: 100-character max
- Quote: 100-character max
- CTA: 25-character max

Newsletter Design 2 Specs:

- Logo graphic: 300x250 JPG
- Title: 50-character max
- Headline: 75-character max
- Image: 192x120 pixels
- Teaser: 100-character max
- CTA: 35-character max

Newsletter Design 1 Example



Financing Assembled for You.

Technology is constantly advancing and your needs, as a manufacturer, are always changing.


From equipment upgrades to cash flow strategies, 1st Source is your source to power manufacturing growth.

"Highest ranking bank in the state of Indiana. Awarded #14 overall - Forbes 2024 America's Best Banks"


Sponsored by 1st Source Bank

[Move forward today!](#) [Contacts Us!](#)

Newsletter Design 2 Example



Financing Assembled for You.

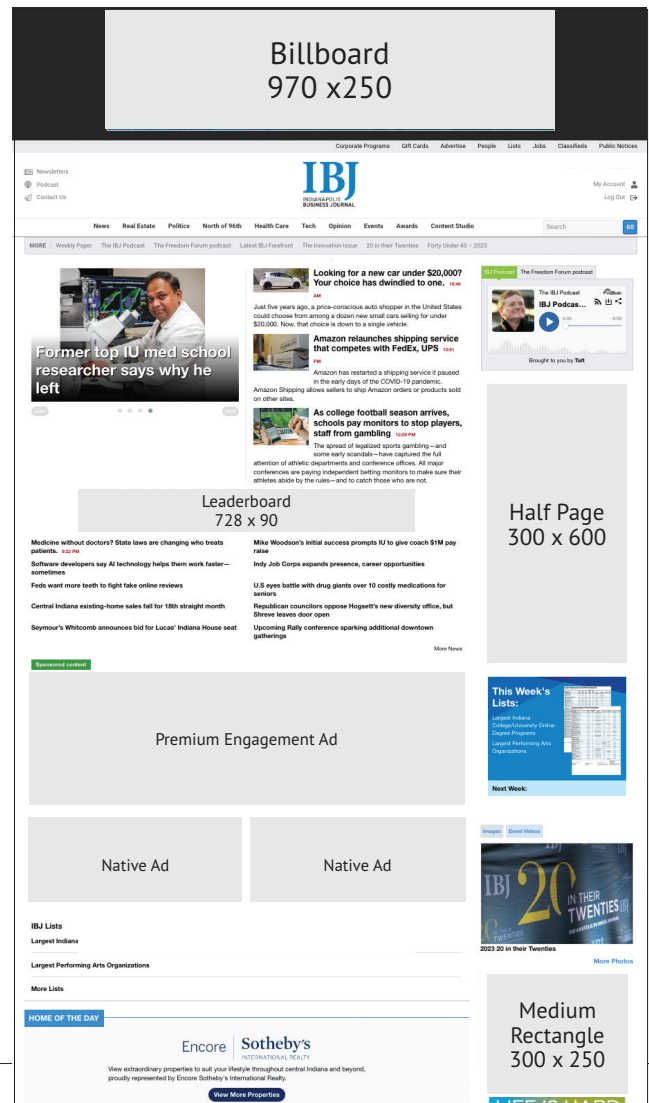


Technology is constantly advancing and your needs, as a manufacturer, are always changing.

From equipment upgrades to cash flow strategies, 1st Source is your source to power manufacturing growth.

Sponsored by 1st Source Bank

[Move forward today!](#)

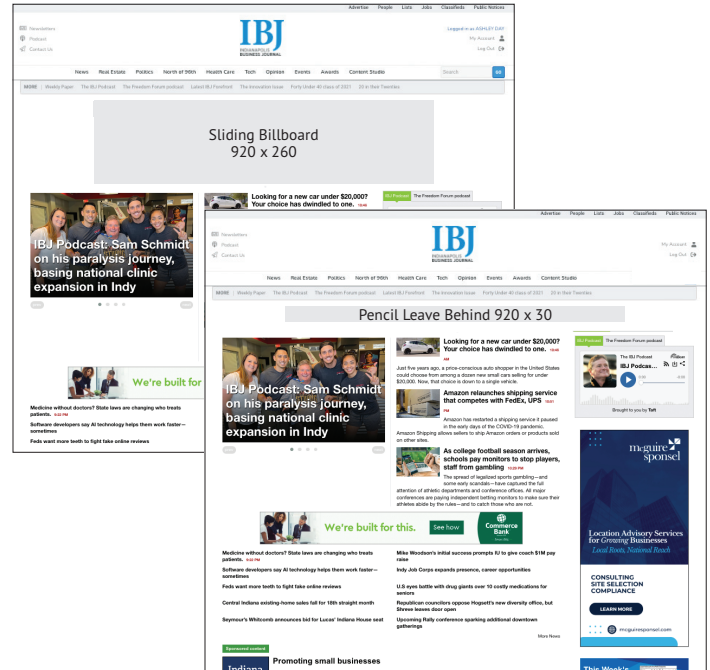


HIGH-IMPACT DIGITAL SPECS



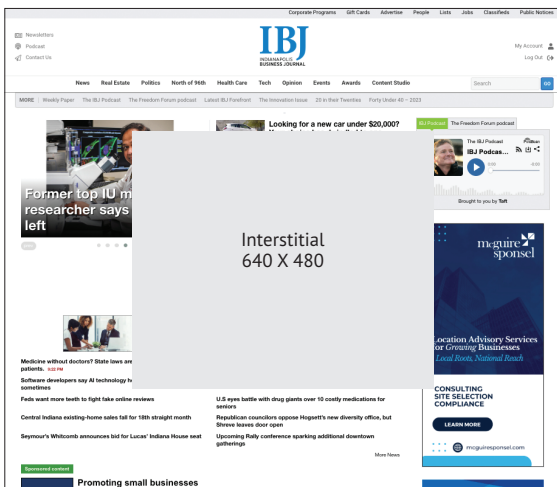
HOMEPAGE TAKEOVER

- 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.



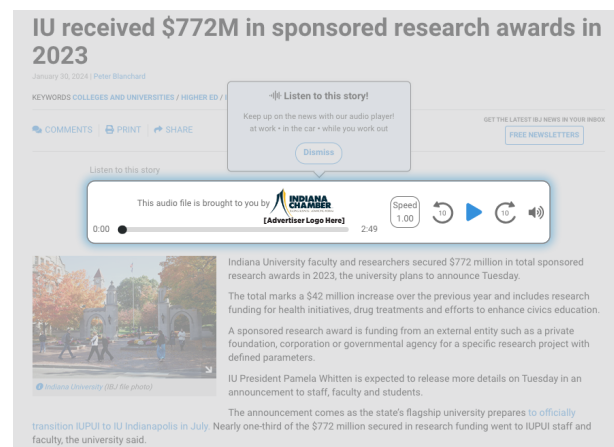
SLIDING BILLBOARD WITH PENCIL LEAVE-BEHIND

- 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.



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.



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]

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

ACCEPTABLE USE OF LOGO IN ADS:



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

UNACCEPTABLE USE OF LOGO IN ADS:



Don't change logo colors

Don't distort logo

Don't put a color logo on a color background

Don't make logo smaller than 100 px in width

ACCEPTABLE USE OF LOGO IN ADS:



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

UNACCEPTABLE USE OF LOGO IN ADS:



Don't change logo colors

Don't distort logo

Don't put a color logo on a color background

Don't make logo smaller than 100 px in width

CALENDAR 2025

JANUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----------|-----------|----|
| | | 1 | 2 | 3 | 4 | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

FEBRUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | |

MARCH

| S | M | T | W | T | F | S |
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| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

APRIL

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

MAY

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

JUNE

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

JULY

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

AUGUST

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

SEPTEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|-----------|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

OCTOBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

NOVEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|-----------|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

DECEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|-----------|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

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