

IBJ MEDIA'S
2027 MEDIA GUIDE

PRINT / DIGITAL / EVENTS / PODCAST / BROADCAST / CONTENT STUDIO

INDIANAPOLIS BUSINESS JOURNAL | INSIDE INDIANA BUSINESS | THE INDIANA LAWYER

VERSION 2026-01
ALL RATES EFFECTIVE 10/01/2026

IBJ MEDIA

Reach Indiana's Business Leaders

AWARD-WINNING JOURNALISM. POWERFUL AUDIENCES. PROVEN OPPORTUNITIES.

IBJ Media is Indiana's leading source for statewide business news.

Our three brands: Indianapolis Business Journal, The Indiana Lawyer, and Inside INdiana Business, connect advertisers with Indiana's business leaders, decision-makers and professionals across print, digital, events, on-air journalism and sponsored content.

Whether your goal is to build brand awareness, generate leads, reach a targeted audience or strengthen your presence in Indiana's business community, we can help you build a media strategy that aligns with your goals and budget.

INDIANAPOLIS BUSINESS JOURNAL · INSIDE INDIANA BUSINESS · THE INDIANA LAWYER

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Circulation

Our audience is affluent, highly educated and influential.

With strong purhasing power and the ability to shape business, community, and consumer decisions across Indiana.

Indianapolis Business Journal & The Indiana Lawyer

CIRCULATION FIGURES—SUBSCRIPTIONS

Print & Digital	10,465
Digital Only	5,077
Total Average Paid	15,542
Total Average Non-Paid	177
TOTAL AVERAGE CIRCULATION (August 2026)	**15,719**

READERSHIP

Subscriber	1
Pass-Along Readers	2
TOTAL PRINT READERSHIP	**31,395**



15,719
Print Readers



115,245 /month
Unique Visitors



157,581 /month
Unique Visitors



59 min
Weekly Reading Time



148,990 /month
Monthly Pageviews



203,731 /month
Monthly Pageviews



380,916 /month
Unique Visitors



1 min 21 sec
Average Time per Pageview



24 sec
Average Time per Pageview



674,907 /month
Monthly Pageviews



5,086
e-News Unduplicated Subscribers



73,055
e-News Unduplicated Subscribers



1 min 35 sec
Average Time per Pageview



10,695
Social Media Followers



69,253
Social Media Followers



102,943
e-News Unduplicated Subscribers



10,000+
IBJ Media Event Attendees



172,553 /month
IBJ Media App Total Pageviews



142,646
Social Media Followers

IBJ Media | Indianapolis Business Journal | The Indiana Lawyer | Inside INdiana Business

Source: **August 2026 Enriched User Insights**

Get to know our audience



Who are they?

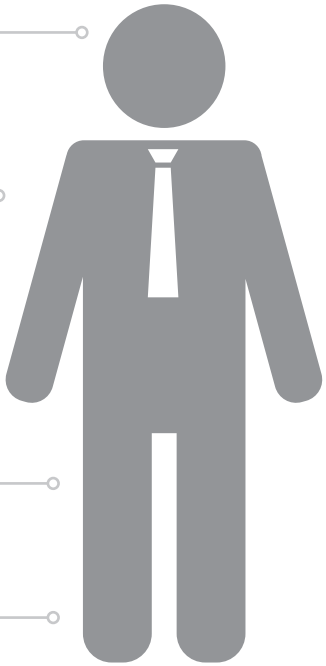
82% reside in **central Indiana**

95% reside in **Indiana**

65% are **male**

35% are **female**

51 **years old** average age



Source: **August 2026 Enriched User Insights**

Where do they work?

87% work at companies under **$1 million to $100 million** in revenue

7% at $100M to $999M
5% at more than $1B

66% work at companies that employ **10 to 99 employees**

17% less than 10 employees
9% at 100 to 999 employees
7% more than 1,000 employees

THEY ARE LEADERS

72% are business owners or top managers

THEY VALUE OUR PRODUCTS

99% consider the IBJ/IIB one of their most important sources of local/state business news

40% visited an advertiser's website
39% researched a product or service online
21% saved an ad for future reference

Calendar

PRINT

Indianapolis Business Journal and **The Indiana Lawyer**, published weekly, are the top business newspaper for business and legal professionals in central Indiana.

Q1 — **January 1 - March 31**

Issue Date	Focus | Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline
1/1				12/22*	12/23*
1/8	Hospitality / Meetings / Events	Upscale Hotels / Retail Florists		12/30	1/4
1/15	Million Dollar Givers	Financial Planning Firms / Biggest Gifts		1/7	1/11
1/22	Big Deals	Mergers & Acquisitions / Commercial Real Estate Deals / Top Performing Stocks		1/14	1/18
1/29	Health Care & Benefits	Physical Therapy & Sports Medicine Clinics		1/21	1/25
2/5	Energy & Environment			1/28	2/1
2/12	Technology	VC Deals		2/4	2/8
			Heart Health Business Cares Cover & Section	1/27	2/3
2/19	Education	Career Education Programs		2/11	2/15
			Excellence in Healthcare	1/20	2/4
2/26	Banking & Finance	SBA Lenders / SBA Loans		2/18	2/22
3/5	Construction / Design / Engineering	Top 50 Construction Projects / Construction Contractors		2/25	3/1
3/12	Suburban Development	Employee Benefits Services Firms		3/4	3/8
3/19	Arts & Entertainment	Most Difficult Golf Courses		3/11	3/15
			BioFutures Magazine	1/26	2/12
3/26	Nonprofits	Manufacturers		3/18	3/22

Q2 — **April 1 - June 30**

Issue Date	Focus | Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline
4/2	Real Estate	Residential Real Estate Agencies		3/25	3/29
4/9	Hospitality / Meetings / Events	Independent Caterers		4/1	4/5
4/16	Commercial Real Estate	Multifamily Property Management Firms / Commercial Property Management Firms		4/8	4/12
			Forty Under 40	3/17	3/25
4/23	Life Sciences	Medical Device & Product Manufacturers		4/15	4/19
4/30	Startups to Watch	Advertising, Marketing & PR Firms / Commercial Printers		4/22	4/26
5/7	Banking	Banks		4/29	5/3
			Fast25	4/7	4/22
5/14	Construction / Design / Engineering	Engineering Firms / Commercial Real Estate Developers		5/6	5/10
5/21	Education	Private Secondary Schools / Private Primary Schools		5/13	5/17
5/28	Innovation			5/20	5/24
			Leadership in Law	4/28	5/13
6/4	Healthcare & Benefits	Hospitals	Spotlight Section: Mental Health	5/26	5/28
6/11	Corporate 100	Indiana Public Companies / Indiana Private Companies / Highest Paid Executives		6/3	6/7
6/18	Entrepreneurship/ Small Business			6/9	6/11
6/25	Talent & Workforce	Graduate Business Programs	Spotlight Section: MBA & Advanced Degrees	6/17	6/21

Q3 — **July 1 - September 31**

Issue Date	Focus | Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline
7/2	Supply Chain / Transportation / Logistics	Minority-Owned Businesses		6/24	6/28
7/9	Construction / Design / Engineering	Architectural Firms		6/30*	7/2*
7/16	Hospitality / Meetings / Events	Gambling Facilities		7/8	7/12
7/23	Banking & Finance	Credit Unions; Directors' Fees of Public Companies		7/13*	7/15*
			Indiana 250	6/7	6/18
7/30	Talent & Workforce	Indianapolis Public Companies / Indianapolis Private Companies		7/22	7/26
8/6	Nonprofits	Industrial Parks / Nonprofits		7/29	8/2
8/13	Education	Online Degree Programs		8/5	8/9
			Nonprofit Excellence Awards	7/14	7/29
8/20	Business of Law	Law Firms / Performing Arts Organizations		8/12	8/16
			A&E Preview	7/21	8/4
8/27	Defense & Aerospace	Indiana Employers		8/19	8/23
9/3	Commercial Real Estate	Downtown Office Complexes / North Meridian Office Complexes		8/26	8/30
9/10	Advanced Manufacturing	Motorsports Companies		9/1	9/3
9/17	Technology	IT Consulting Firms		9/9	9/13
9/24	Health Care & Benefits	Woman-Owned Businesses / Largest Hotels / Most Popular Indianapolis Area Attractions		9/16	9/20
			Meeting & Events Planning Guide 20 in their Twenties	8/25 8/25	9/9 9/9

Issue Date	Focus | Special Section	Top 25 Lists	Special Features	Reserve Space	Artwork Deadline
10/1	Energy & Environment	Environmental Consultants		9/23	9/27
			Breast Cancer Business Cares Cover & Section	9/15	9/22
10/8	Construction / Design / Engineering	Electrical Contractors / Office Furniture Dealers / Custom Home Builders / Home Builders		9/30	10/4
10/15	Banking & Finance	Accounting Firms / Investment Brokerages		10/7	10/11
10/22	Research & Discovery	Life Sciences & Pharmaceutical Companies / VC & Private Equity Firms		10/14	10/18
			Women of Influence	9/22	9/30
10/29	Entrepreneurship / Small Business	Commercial Real Estate Brokerages / Office Complexes		10/21	10/25
11/5	Hospitality / Meetings / Events	Meeting Facilities		10/28	11/1
11/12	Education	College & Universities / Employment Agencies	Spotlight Section: Career Pathways	11/3	11/5
11/19	Healthcare & Benefits	Physician Group Practices / Independent Insurance Agencies Brokerage		11/11	11/15
			2028 Giving Guide Corporate Social Responsibility Business Cares Cover & Section	9/15 11/3	9/24 11/10
11/26	Arts & Entertainment			11/17	11/19
12/3	Sales & Marketing			11/24	11/29
			CEO of the Year & C-Suite Awards	10/27	11/4
12/10	Retirement / Financial Planning			12/2	12/6
12/17				12/9	12/13
			Corporate Counsel Guide	11/15	12/2
12/24				12/15	12/17
12/31				12/15	12/20
			The Book/Year in Review	10/20	11/8

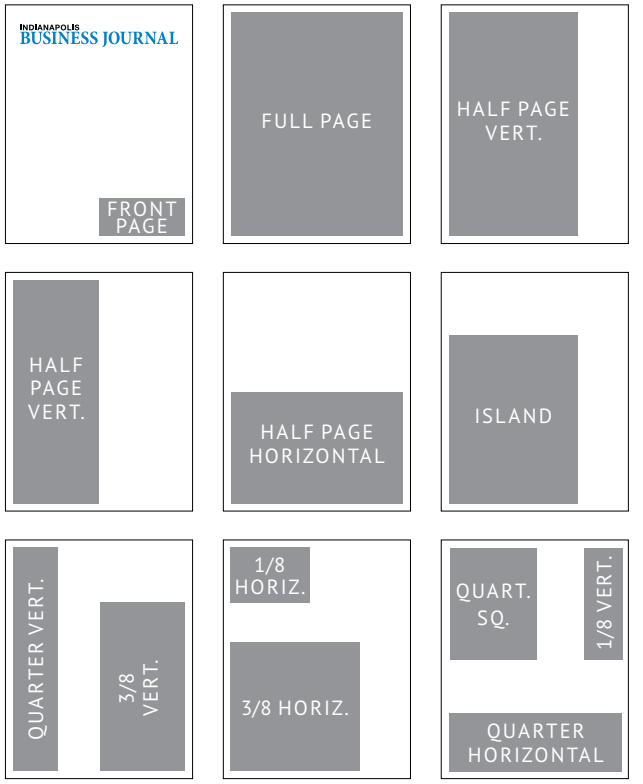
Newspaper Rates

IBJ RATES – Rates per insertion

Placement	1-12X	13-25X	26-51X	52X
Center Spread	$17,223	$14,110	$13,185	$11,589
3/4 Page Center Spread	$16,331	$13,383	$12,521	$10,818
Jr. Center Spread	$14,486	$11,883	$11,117	$9,368
Back Cover	$11,825	$9,719	$9,101	$7,691
Full Page	$9,587	$7,901	$7,403	$6,275
3/4 Page	$8,520	$7,009	$6,598	$5,598
Island	$7,773	$6,426	$6,038	$5,131
1/2 Page	$6,873	$5,706	$5,355	$4,563
3/8 Page	$6,006	$4,997	$4,697	$4,250
Front Page	$4,455	$3,734	$3,523	$3,048
1/4 Page	$4,194	$3,523	$3,325	$2,873
1/8 Page	$2,899	$2,424	$2,343	$2,050

IL RATES – Rates per insertion

Placement	1-12X	13-25X	26-51X	52X
Back Cover	$7,120	$6,624	$5,522	$4,733
Full Page	$6,054	$5,390	$4,733	$4,070
3/4 Page	$5,105	$5,460	$4,014	$3,470
Island	$4,718	$4,194	$3,730	$3,232
1/2 Page	$4,246	$3,809	$3,375	$2,932
3/8 Page	$4,030	$3,479	$3,186	$2,782
Front Page	$3,089	$2,805	$2,506	$2,135
1/4 Page	$2,876	$2,616	$2,348	$2,083
1/8 Page	$2,102	$1,937	$1,763	$1,598
CORPORATE COUNSEL				
Sponsorship	$9,500			
Full Page	$5,954			
1/2 Page	$4,347			



Inserts: $420 (rate per thousand)

Rates effective 10/01/2026
All rates are net

SEE SPECS

See page 11 for Newspaper and Supplement specs

Supplements & Special Issues

PRINT

Indianapolis Business Journal

- 20 in Their Twenties
- A&E Preview
- BioFutures
- Business Cares Breast Cancer Awareness
- Business Cares Corporate Social Responsibility
- Business Cares Heart Health Awareness
- CEO & C-Suite Awards
- Corporate 100
- Excellence in Health Care
- Fast25
- Forefront
- Forty Under 40
- Meeting & Event Planning Guide
- Nonprofit Excellence Awards
- Women of Influence

The Indiana Lawyer

- Leadership in Law
- Corporate Counsel Guide

Supplement pricing based on 52x Newspaper rate.

Click to view Special Publications or visit *ibj.com/magazines-supplements*













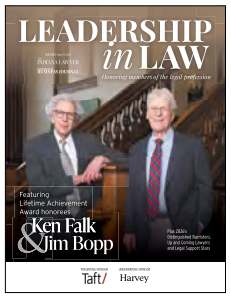
















SEE SPECS

See page 11 for Newspaper & Supplement specs

Newspaper & Supplement Specs

Newspaper 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 Page	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”
Half Vertical	4.75” x 13.25”
Half 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”
Quarter Square	4.75” x 6.5”
Quarter Vertical	2.25” x 13.25”
Quarter Horizontal	10” x 3.125”
1/8 Vertical	2.25” x 6.5”
1/8 Horizontal	4.75” x 3.125”

Gloss Covers	W x H
Bleed	11” x 14.5”
3/4 Center Spread	10.5” x 14”
Jr. Center Spread	9.5” x 13”
Resolution	300 dpi placed at 100%

Inserts - $400 (rate per thousand)	
Size	Max. 10” x 13.5”
Full Run	Approx 11,000
Minimum Run	5,000 *35% surcharge for partial runs*
Delivery to	AIM – Greenfield c/o: IBJ insert 22 West New Road Greenfield IN 46140 317-462-5528

Submitting files: 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 Newspaper

Correct File Submission



No Crop Marks

Incorrect File Submission



Crop Marks

Correct File Submission



High Resolution

Incorrect File Submission



Low Resolution

SEE RATES

See page 9 for Newspaper & Supplement rates

DISCLAIMERS

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.

Special Publications

PRINT



Event Date
July 22, 2027

Publication Date
July 23, 2027

Space Reservation
June 7, 2027

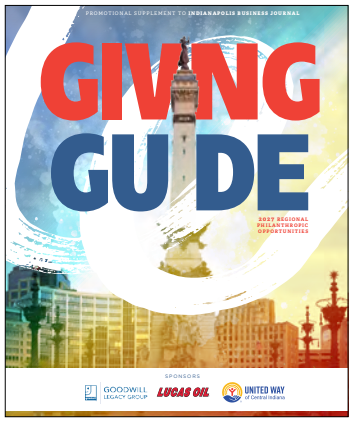
Ad Artwork Deadline
June 18, 2027

Indiana 250

Get 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 nonprofit, 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, and 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, Nonprofits, and Arts
- Philanthropy, Government, and Civic Leadership



Publication Date
Nov. 19, 2027

Space Reservation
Sept. 15, 2027

Ad Artwork Deadline
Sept. 24, 2027

Giving Guide

IBJ's 2028 Giving Guide will provide year-long visibility to participating nonprofits in central Indiana showcasing their mission, progress, governance and many initiatives.

The Giving Guide provides an ideal way to:

- Have a year-long online presence to the IBJ audience.
- Showcase your mission, progress, governance and many initiatives.
- Tap into the regions' leaders who are willing to donate their time, treasure and talent.
- Each participating nonprofit will receive a two-page spread, which includes a profile and a full page ad.



Publication Date
Dec. 31, 2027

Space Reservation
October. 20, 2027

Ad Artwork Deadline
Nov. 8, 2027

The Book / Year in Review

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



Publication Date
Dec. 17, 2027

Space Reservation
Nov. 15, 2027

Ad Artwork Deadline
Dec. 2, 2027

Corporate Counsel Guide

This special resource magazine will feature more than 200 corporate counsel attorneys.

The following biographical information will be included:

- Attorney Name, Work Address, Phone Number, Email, Title
- Company Name, Address and Phone Number
- Website

Position your firm or business in this special guide of Who's Who of Indiana corporate counsel. This is an excellent vehicle to promote your services to the legal community.

Cover Wraps

PRINT

Indianapolis Business Journal offers two cover wrap options. With the **full-page wrap**, your company will have all four covers: front cover, inside front cover, inside back cover, and back cover. For the **half-page wrap,** your company will have the front and the inside front covers only.

Full-Page Cover Wrap

Four, 4-color, full pages in your preference of either gloss or newspaper



Half-Page Cover Wrap

Front cover & inside cover ONLY – two, 4-color, full-pages **(Newspaper ONLY)**



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

Gloss Cover: Reservation deadline is 4 weeks prior to issue date. Artwork deadline is 3 weeks prior to issue date. 50 additional client copies.

Cover Wrap Rates

FULL COVER WRAP	
Newspaper	$19,500
Gloss	$23,500
HALF COVER WRAP	
Newspaper Only	$15,700

NON-NEGOTIONABLES FOR ALL COVER WRAPS

- Postal delivery label area required
- Publisher reserves the final right to determine the acceptability of the message
- All covers will have the words "Paid Advertisement" above the mailing label area in the lower left corner
- No advertorials allowed

SEE SPECS

See page 14 for Cover Wrap specs

Cover Wrap Specs

Full Cover Wrap (Newspaper)
All covers will have the words "Paid Advertisement" above the label area in the lower left corner

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 the same as the ROP reservation date.
Artwork deadline is one day prior to ROP artwork deadline.

Half Cover Wrap (Newspaper)
All covers will have the words “Paid Advertisement” above the label area in the lower left corner

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”

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

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”

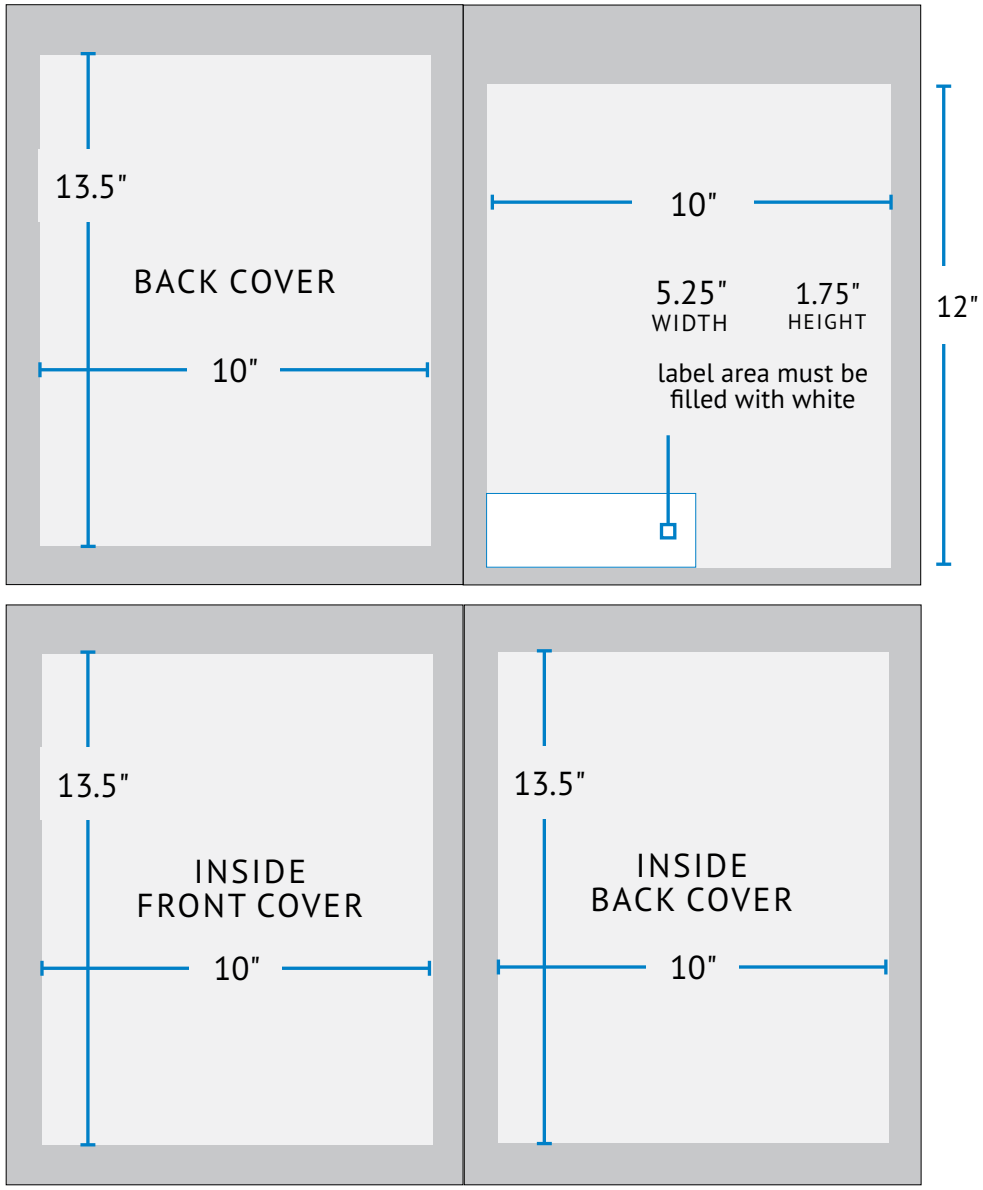
Inside Back Page: 11.125” x 14.5 tall”

Back Page: 11.125” x 14.5 tall”

Gloss Image and Color requirements

- Resolution: 300 dpi placed at 100%
- Color: Must be process CMYK
- Ink Densities: Must not exceed 270%

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



SEE RATES

See page 13 for Cover Wrap rates

Band Sponsorships

PRINT

Center Spread Band Sponsorship

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

- 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 (Band: 920 x 260; Pencil leave-behind is 920 x 30)
  - Duration: one week – the same week of the print issue
  - IBJ runs from 12 a.m. Friday to 11:55 p.m. Thursday

Belly Band (Gloss ONLY)

The belly band displays your message across the front page. Your message wraps around the entire issue. Art is 4-color and appears on all copies. Available for IBJ.

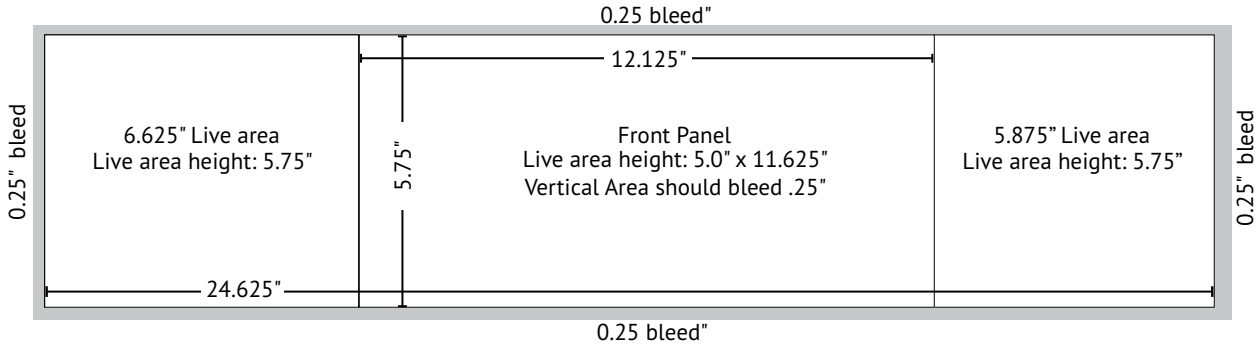
- The folded width of 12.125" is subject to change, based on the number of pages and inserts in the publication
- Crossovers on join should be used with caution
- All art files due to IBJ 18 business days prior to publication date

Band Sponsorship Rates

Center Spread Band Specs	
Newsprint + Digital	$10,000
Belly Band Specs	
Single-sided printing	$15,000
Double-sided printing - add on	$1,000







Websites

From High-Impact Digital on all ***IBJ.com***, ***theIndianalawyer.com***, and/or ***insideindianabusiness.com*** websites, to industry specific and regional newsletters, IBJ Media has a digital option to compliment your marketing plan.

Homepage Takeover
Take over every ad spot on the homepage for the day. Your ad will run for a continuous 24-hour period - 12 a.m. - 11:59 p.m.

Sliding Billboard with Pencil Leave-Behind
Premium placement at the top of the homepage under the navigation bar.

Interstitial
Ad appears as full screen take over when readers access the site or click through emails to a story, on user's first visit.

Text-to-Speech
Your company can sponsor IBJ Media's Text-to-Speech audio files on any of our 3 websites. Sponsors automatically appear in the IBJ Media app.

- Logo featured on audio player at the top of each article, resulting in sponsor visibility on every pageview even if the audio is not played.
- Audio feature: "This [site name] audio file is brought to you by [your name here], [insert tag line]" will play at the beginning of each audio file.

Run of Site (ROS)
With ROS, you choose the website, ***IBJ.com***, ***IIB.com*** or ***theindianalawyer.com***, and your ad will appear in rotation on every page of that website. ROS is a cost-efficient way to reach your audience via IBJ Media websites.

IBJ Media App Run of Site (A-ROS)
IBJ Media's app puts Indiana business news right at users' fingertips. Breaking news alerts, read every story from IBJ, Inside INdiana Business, and The Indiana Lawyer, plus videos and podcasts – all in one place.

Be right in the middle of the action with an App - Run of Site (A-ROS ad). Your ad will be seen in the feed and will be clickable. This is your opportunity to get in the scroll.

Premium Native Engagement Advertising
These customized native ad spots featured on a homepage or in any newsletter offer increased engagement. Unlike display ads, Premium Native Engagement ads blend in with the surrounding content, making them more appealing.

Native Advertising
Attract new customers, introduce new products, and drive engagement with native ads on any homepage or in any 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.







SEE SPECS

See page 19 for Digital specs

Newsletters

Along with daily news stories, we offer industry specific newsletters, as well as breaking news and news updates for all our divisions. Whether you are looking to concentrate on Central Indiana, want a Statewide or Regional reach, or your focus is Statewide Legal coverage, IBJ Media produces a newsletter to fit your marketing plan.

Indianapolis Business Journal | Central Indiana Focus

Eight@8
Nearly 27,300 business professionals enjoy the top online business stories delivered to their inbox Monday through Friday mornings at 8 a.m. Eight@8 has an open rate of 50%.

IBJ Daily
IBJ Daily delivers local & national business news to nearly 28,700 business professionals Monday through Friday at 1 p.m. IBJ Daily has an open rate of 46%.

This week in IBJ + The Indiana Lawyer
This Week in IBJ + The Indiana Lawyer highlights the IBJ and The Indiana Lawyer stories, columns and other features that run in each Friday's print edition, including cover images for both IBJ and The Indiana Lawyer. The newsletter is the perfect way for readers to share the in-depth stories and smart opinions that are part of every issue. Nearly 23,000 people receive This Week in IBJ + The Indiana Lawyer every Saturday morning and has an open rate of 43%.

Real Estate Weekly
Real Estate Weekly covers commercial, industrial and residential real estate, including stories about restaurants, shops, sales and acquisitions, leasing contracts, construction and more. Sent to more than 17,000 subscribers every Tuesday. IBJ Real Estate Weekly has an open rate of 51%.

Life Sciences & Health Care
Life Sciences & Health Care provides statewide and local stories from all 3 IBJ Media newsrooms – IBJ, Inside INdiana Business, and The Indiana Lawyer. Readers 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 58,200 subscribers and has an open rate of 34%.

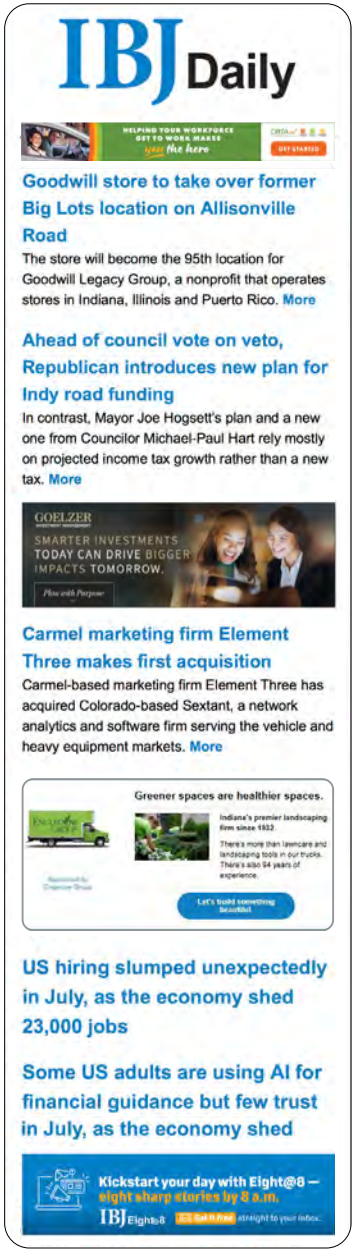
After Hours
After Hours is written by renowned arts & entertainment reporter Dave Lindquist and features stories about the personalities, places, and events that make Indianapolis an engaging place to live. After Hours is delivered every Thursday to 10,500 subscribers and has an open rate of 54%.

North of 96th
North of 96th offers extensive coverage of the fast-growing northern suburbs of Indianapolis: Carmel, Fishers, Noblesville, Westfield, and Zionsville. Delivered each Thursday to nearly 14,300 subscribers, 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 has a 53% open rate.

The Rundown
The Rundown delivers the latest in political and government news straight to 22,000 subscribers every Friday morning. See what your local, state, and federal elected leaders are doing and keep tabs on the latest legislation and campaigns. The Rundown is a must-read for anyone who cares about government. The Rundown has a 41% open rate.

The Deal
This weekly newsletter will focus on deals across all sectors, including tech, corporate deals and investments, venture capital, private equity, mergers and acquisitions, real estate contracts, government incentives and manufacturing deals. The Deal delivers to 84,000+ every Friday and has an open rate of 33%.

IBJ Media People on the Move
Delivered to 81,000+ subscribers every Friday morning, the People on the Move newsletter features the submissions appearing in the weekly print version of IBJ. IBJ Media People on the Move has a 33% open rate.



SEE SPECS

See page 19 for Newsletter specs

SEE RATES

See page 21 for Newsletter rates

Inside INdiana Business | Statewide Regional Reach

Inside Edge Morning Briefing
The Morning Briefing is delivered to inboxes at the start of each business day and provides nearly 17,500 subscribers a quick read on the people, issues and companies making news in Indiana each day. Inside Edge Morning Briefing has an open rate of 37%.

Inside Edge Midday Report
The Midday Report is delivered to inboxes every weekday afternoon. This report brings over 13,000 subscribers business news from across the state with links to audio and video interviews and detailed stories posted on insideindianabusiness.com. Inside Edge Midday Report has an open rate of 40%.

Weekly Lineup
Inside INdiana Business Weekly Lineup offers a preview of what to expect on our weekly television program, Inside INdiana Business with Gerry Dick. It also provides a recap of the previous week's episode, which can be viewed on demand on the IIB YouTube channel. Weekly Lineup delivers on Friday afternoons to 65,000 subscribers and has an open rate of 31%.

Big Wigs & New Gigs
Big Wigs & New Gigs is delivered every Monday morning. This weekly report showcases Hoosiers on the move, from new jobs to promotions to professional recognition. Big Wigs & New Gigs emails to over 12,000 subscribers and has an open rate of 40%.

South Bend/Elkhart Region Report
South Bend/Elkhart Region Report is written by local reporters and sent to South Bend/Elkhart businesses and community leaders. The newsletter brings timely news about economic development, community enhancements, and other issues that matter to Southwest Indiana. Region reports emails to over 1,400 every Wednesday and has an open rate of 48%

The Indiana Lawyer | Statewide Legal Coverage

The Indiana Lawyer Daily
The Indiana Lawyer Daily has been delivering legal news for 20 years, Monday through Friday to 4,800+ legal professionals. Coverage includes the latest news, people and company announcements, opinions from Indiana Appellate Courts and the 7th Circuit Court of Appeals. The Indiana Lawyer Daily has an open rate of 54%.

3 Days/Week | **2 Days/Week**

IBJ Media's Breaking News & News Updates

These *Exclusive Opportunities* are limited to – one advertiser per month. These newsletters are sent when there is a development in an ongoing story or breaking news, so there is no set schedule. Each newsletter has a guaranteed minimum of 4 sends per month.


IBJ Breaking news

Wednesday, September 9, 2026

Your Technology Teammates

Breaking News: 09:53 AM

Defense Department plans to install 'micro' nuclear reactor at Crane

When operational, the micro modular reactor would provide around-the-clock power for NWS Crane independent of the commercial electric grid, federal officials said on Wednesday.

Leaders like you are also reading

US banning dairy products, most alcohol and motorcycles from Canada in growing trade war

TSA brings back gate access for some people without plane tickets 25 years after 9/11

Indianapols Business Journal — Breaking News - emails to over 25,000 subscribers with an open rate of 49%

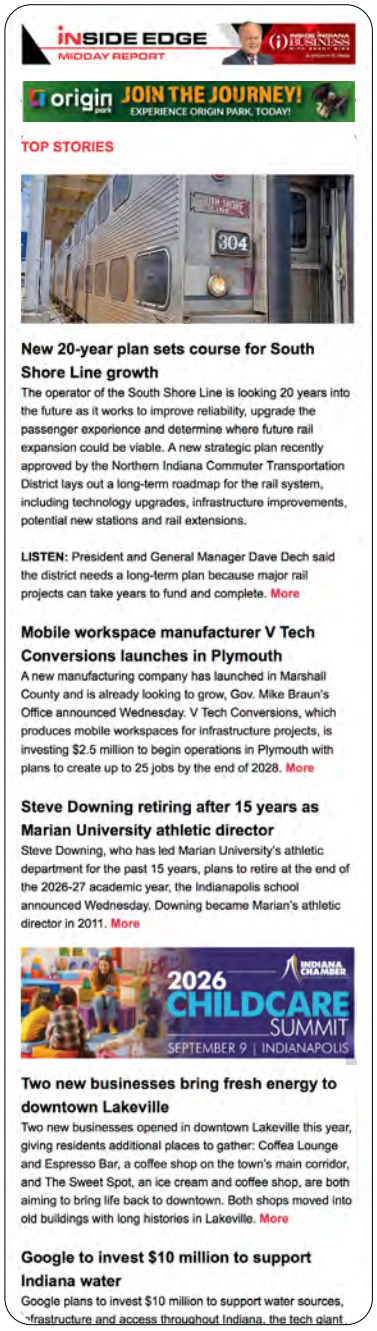
Indianapols Business Journal — News Updates – emails to nearly 21,000 subscribers with an open rate of 47%

Inside INdiana Business — Breaking News – emails to nearly 15,000 subscribers with an open rate of 41%

Inside INdiana Business — News Updates – emails to over 14,900 subscribers with an open rate of 39%

The Indiana Lawyer — Breaking News – emails to 4,600+ subscribers with an open rate of 53%

The Indiana Lawyer — News Updates – emails to over 4,400 subscribers with an open rate of 51%


INSIDE EDGE MIDDAY REPORT

origin JOIN THE JOURNEY! EXPERIENCE ORIGIN PARK, TODAY!

TOP STORIES

New 20-year plan sets course for South Shore Line growth
The operator of the South Shore Line is looking 20 years into the future as it works to improve reliability, upgrade the passenger experience and determine where future rail expansion could be viable. A new strategic plan recently approved by the Northern Indiana Commuter Transportation District lays out a long-term roadmap for the rail system, including technology upgrades, infrastructure improvements, potential new stations and rail extensions.

LISTEN: President and General Manager Dave Dech said the district needs a long-term plan because major rail projects can take years to fund and complete. More

Mobile workspace manufacturer V Tech Conversions launches in Plymouth
A new manufacturing company has launched in Marshall County and is already looking to grow, Gov. Mike Braun's Office announced Wednesday. V Tech Conversions, which produces mobile workspaces for infrastructure projects, is investing $2.5 million to begin operations in Plymouth with plans to create up to 25 jobs by the end of 2028. More

Steve Downing retiring after 15 years as Marian University athletic director
Steve Downing, who has led Marian University's athletic department for the past 15 years, plans to retire at the end of the 2026-27 academic year, the Indianapolis school announced Wednesday. Downing became Marian's athletic director in 2011. More

2026 CHILDCARE SUMMIT SEPTEMBER 9 | INDIANAPOLIS

Two new businesses bring fresh energy to downtown Lakeville
Two new businesses opened in downtown Lakeville this year, giving residents additional places to gather: Coffea Lounge and Espresso Bar, a coffee shop on the town's main corridor, and The Sweet Spot, an ice cream and coffee shop, are both aiming to bring life back to downtown. Both shops moved into old buildings with long histories in Lakeville. More

Google to invest $10 million to support Indiana water
Google plans to invest $10 million to support water sources, infrastructure and access throughout Indiana, the tech giant

SEE SPECS

See page 19 for Newletter specs

SEE RATES

See page 21 for Newletter rates

Website & Newsletter Specs

Digital Ad Specs	W x H
Homepage Takeover	
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)*
*** Recquired for Responsive**	**600 x 200** *(build size: 1200 x 400 px)*
Interstitials	
	640 x 480 *(build size: 1280 x 960 px)*
Sliding Billboard with Pencil Leave-Behind	
	920 x 260 *(build size: 1940 x 520 px)*
	920 x 30 *(build size: 1940 x 60 px)*

Website / Email 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 (3 frames max)
- 72 DPI
- Maximum file size should be under 1MB
- Provide URL when submitting ad
- Digital ads are due 3 business days prior to run date by 3 p.m.

Mobile Ad Requirements

- 300 x 250 pixel only

Native Ad Recquirements

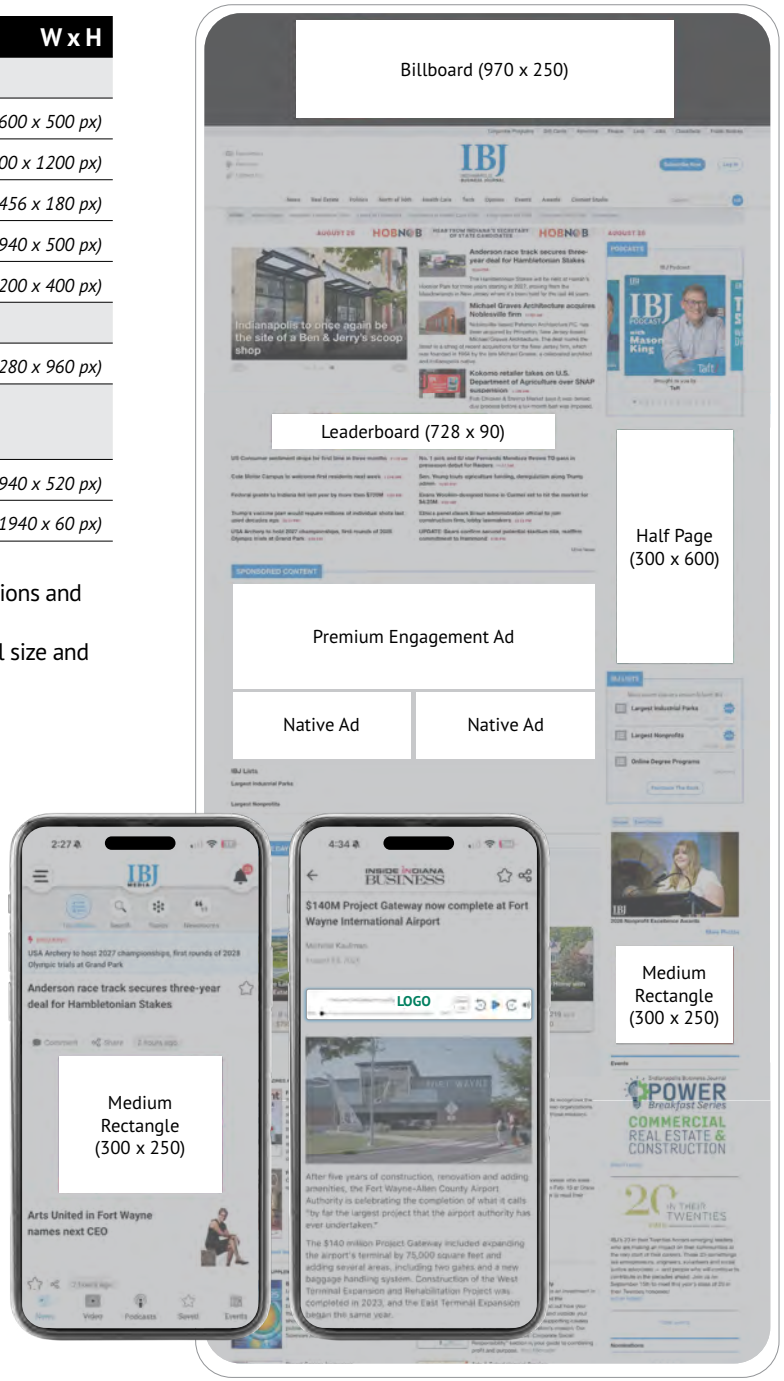
- Client logo (JPG or PNG file)
- Graphic (JPG or PNG file) - Premium ONLY
- Provide URL when submitting ad
- Client message – 100 characters only

Example: This IBJ audio file is brought to you by Rally, The world's largest cross-sector innovation conference.

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.



Premium Native 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



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

Digital Rates

Website Rates

	Indianapolis Business Journal	The Indiana Lawyer	Inside INdiana Business
Homepage Takeover			
Per Day	$2,500	$1,750	$2,000
Sliding Billboard with Pencil Leave-Behind			
2-Week Period	$2,700	$2,000	$2,500
4-Week Period	$5,000	$3,700	$4,500
Interstitial			
2-Week Period	$3,875	$2,700	$3,000
4-Week Period	$6,750	$5,000	$4,500
Text-to-Speech			
6 Months (min)	$5,500	$3,400	$4,100
12 months	$4,600	$2,900	$3,700
Run of Site (ROS)			
1 Month	$3,150	$2,700	$2,950
6+ Months	$2,900	$2,300	$2,600
Premium Native Engagement Advertising – Websites			
1 week	$1,375	$1200	$1,200
1 month	$5,500	$4,800	$4,800
6+ month	$5,000	$4,200	$4,200
Native Advertising – Websites			
1 week	$850	$655	$655
1 month	$3,000	$2,220	$2,220
6+ month	$2,800	$2,000	$2,000
IBJ Media App Run of Site (A-ROS) (in feed only)			
1 Month $750			
6+ Months $600			

SEE SPECS

See page 19 for Websites & Newsletter specs

Rates effective 10/01/2026
All rates are net

IBJ Newsletter Rates

	1-5 months	6-11 months	12 months
Eight@8 (One day a week – M-F)			
Upper Leaderboard (728 x 90 & 600 x 200)	$6,989	$6,580	$5,464
Upper Billboard (970 x 250)	$6,748	$6,275	$5,198
Native*	$4,707	$4,366	$3,621
Lower Billboard (970 x 250)	$6,118	$5,689	$4,712
Lower Leaderboard (728 x 90 & 600 x 200)	$5,408	$5,021	$3,946
IBJ Daily (One day a week – M-F)			
Upper Leaderboard (728 x 90 & 600x200)	$6,830	$6,321	$5,034
Upper Billboard (970 x 250)	$6,506	$6,043	$4,995
Native*	$4,707	$4,366	$3,621
Lower Billboard (970 x 250)	$5,898	$5,474	$4,526
Lower Leaderboard (728 x 90 & 600 x 200)	$4,994	$4,624	$3,842
This Week in IBJ + the Indiana Lawyer (One day a week – Saturdays)			
Upper Leaderboard (728 x 90 & 600 x 200)	$4,158	$3,465	$2,772
Middle Leaderboard (728 x 90 & 600 x 200)	$3,985	$3,292	$2,599
Native*	$2,650	$2,027	$1,403
Middle Billboard (970 x 250)	$3,465	$2,772	$2,079
Lower Billboard (970 x 250)	$2,945	$2,252	$1,559
IBJ News Updates & Breaking News (Minimum of 4X a month)			
Upper Billboard (970 x 250)	$6,977	$5,815	$4,846
Real Estate Weekly (One day a week – Tuesdays)			
Leaderboard (728 x 90 & 600 x 200)	$3,896	$3,439	$2,982
Middle Billboard (970 x 250)	$3,670	$3,213	$2,751
Native*	$3,554	$3,098	$2,636
Lower Billboard (970 x 250)	$3,334	$2,982	$2,520
Life Sciences & Health Care (One day a week – Wednesdays)			
Leaderboard (728 x 90 & 600 x 200)	$1,556	$1,309	$1,136
Middle Billboard (970 x 250)	$1,397	$1,223	$1,047
Native*	$1,355	$1,181	$1,005
Lower Billboard (970 x 250)	$1,309	$1,136	$961

	1-5 months	6-11 months	12 months
After Hours (One day a week – Tuesdays)			
Leaderboard (728 x 90 & 600 x 200)	$2,228	$1,965	$1,704
Middle Billboard (970 x 250)	$2,095	$1,965	$1,468
Native*	$2,032	$1,771	$1,508
Lower Billboard (970 x 250)	$1,965	$1,704	$1,441
North of 96th (One day a week - Thursdays)			
Upper Leaderboard (728 x 90 & 600 x 200)	$3,896	$3,439	$2,982
Upper Billboard (970 x 250)	$3,670	$3,213	$2,751
Native*	$3,554	$3,098	$2,636
Lower Billboard (970 x 250)	$3,334	$2,982	$2,520
The Rundown (One day a week - Fridays)			
Upper Leaderboard (728 x 90 & 600 x 200)	$1,512	$1,344	$1,176
Middle Leaderboard (728 x 90 & 600 x 200)	$1,344	$1,176	$1,008
Native*	$1,260	$1,092	$924
Lower Billboard (970 x 250)	$1,176	$1,008	$886
The Deal (One day a week - Fridays)			
Leaderboard (728 x 90 & 600 x 200)	$3,896	$3,439	$2,982
Billboard (970 x 250)	$3,670	$3,213	$2,751
Native*	$3,554	$3,098	$2,636
People on the move (One day a week - Fridays)			
Upper Leaderboard (728 x 90 & 600 x 200)	$3,434	$3,175	$2,635
Billboard (970 x 250)	$3,281	$3,046	$2,506
Lower Leaderboard (728 x 90 & 600 x 200)	$3,046	$2,894	$2,376

*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.

Rates effective 10/01/2026

SEE SPECS

See page 19 for Website & Newsletter specs

IIB Newsletter Rates

	1-5 months	6-11 months	12 months
Inside Edge Morning Briefing & Inside Edge Midday Report (One day a week – M-F)			
Upper Leaderboard (728 x 90 & 600 x 200)	$3,313	$3,063	$2,541
Upper Billboard (970 x 250)	$3,165	$2,937	$2,417
Native*	$2,101	$1,788	$1,608
Middle Leaderboard (728 x 90 & 600 x 200)	$2,797	$2,659	$2,183
Lower Billboard (970 x 250)	$2,420	$2,242	$1,865
IIB Weekly Lineup (One day a week – Fridays)			
Upper Leaderboard (728 x 90 & 600 x 200)	$3,155	$2,917	$2,420
Native*	$2,101	$1,788	$1,608
Lower Billboard (970 x 250)	$2,420	$2,242	$1,865
Big Wigs & New Gigs (One day a week – Mondays)			
Upper Leaderboard (728 x 90 & 600 x 200)	$2,862	$2,646	$2,196
Billboard (970 x 250)	$2,734	$2,538	$2,088
Lower Leaderboard (728 x 90 & 600 x 200)	$2,538	$2,412	$1,980
South Bend/Elkhart Region Report (One day a week – Wed)			
Upper Leaderboard (728 x 90 & 600 x 200)	$1,067	$936	$812
Billboard (970 x 250)	$998	$899	$748
Native*	$1,114	$982	$852
Lower Leaderboard (728 x 90 & 600 x 200)	$936	$812	$686

		6 months	12 months
IIB News Updates & Breaking News (Minimum of 4X a month)			
Upper Billboard (970 x 250)	–	$3,518	$3,150

*Upgrade a Native Ad to a Premium Engagement Ad for an additional $350 per month. All rates are net per month. All contracts are irrevocable once signed.

Rates effective 10/01/2026

IL Newsletter Rates

	1-5 months	6-11 months	12 months
The Indiana Lawyer Daily (3 day option – Mon, Wed & Fri)			
Upper Leaderboard (728 x 90 & 600 x 200)	$2,602	$2,394	$2,080
Upper Billboard (970 x 250)	$2,246	$2,080	$1,873
Native*	$3,446	$2,046	$1,740
Lower Billboard (970 x 250)	$2,167	$1,973	$1,727
The Indiana Lawyer Daily (2 day option – Tues & Thurs)			
Upper Leaderboard (728 x 90 & 600 x 200)	$1,734	$1,593	$1,398
Upper Billboard (970 x 250)	$1,499	$1,387	$1,246
Native*	$1,564	$1,364	$1,159
Lower Billboard (970 x 250)	$1,498	$1,320	$1,153
The Indiana Lawyer News Updates & Breaking News (One sponsorship per month)			
Upper Billboard (970 x 250)	–	$1,732	$1,565

*Upgrade a Native Ad to a Premium Engagement Ad for an additional $200 per month. All rates are net per month. All contracts are irrevocable once signed.

Rates effective 10/01/2026

SEE SPECS

See page 19 for Website & Newsletter specs

IBJ Media Events



Align Your Brand with Indiana's Most Influential Leaders. Position your organization at the center of the conversation. With sponsorship opportunities across 50+ premier annual events, you gain direct access to the state's top decision-makers. From the high-profile Indiana 250 event, the established Innovate Indiana Series, to our strategic Power Breakfast Series, your brand will be synonymous with excellence and statewide impact.

Event Sponsorship Opportunities:

We offer a range of scalable sponsorship packages tailored to fit your strategic objectives. Whether you are looking for a high-impact presence at a single signature event or a year-long statewide campaign, IBJ Media delivers your brand to an audience of industry-targeted top professionals.

Customized multi-event packages are available upon request

Contact your sales rep or ***advertise@ibj.com***

For more details about our 2027 event lineup **scan the QR code** or visit ***ibj.com/events***

IBJ MEDIA HOSTS 10,000 ATTENDEES STATEWIDE ANNUALLY

Networking & Honoree Events

Excellence in Health Care – Indianapolis Business Journal

IBJ Media Networking Series – Bourbon & Brokers

Indianapolis Business Journal – Forty Under 40

Indianapolis Business Journal – Fast 25 – Fastest-Growing Companies

Indiana Lawyer – Leadership in Law – Honoring members of the legal profession

Indianapolis Business Journal – Nonprofit Excellence Awards

IBJ Media – Indiana 250 – The most influential business leaders in Indiana

20 in their Twenties – Indianapolis Business Journal

Indianapolis Business Journal – Women of Influence

CEO of the Year & C-Suite Awards – Indianapolis Business Journal

Innovate Indiana Series

IBJ Media's Innovate Indiana Series convenes Indiana's C-suite executives, community leaders, and business professionals to discuss how companies are partnering with nonprofits, educational institutions, and government sectors to retain and attract top talent and enhance quality of life throughout the state.



Each **2027 Innovate Indiana Series** event will feature a fireside chat with **Governor Mike Braun**, followed by a panel discussion examining the opportunities and strategies shaping Indiana's next chapter of growth. From business expansion and attraction to workforce development, innovation, energy and infrastructure, the conversation will explore how regions across the state are leveraging their unique strengths to accelerate progress and shape Indiana's future.

Power Breakfast Series

- Indianapolis Business Journal POWER Breakfast Series — TECHNOLOGY
- Indianapolis Business Journal POWER Breakfast Series — LIFE SCIENCES
- Indianapolis Business Journal POWER Breakfast Series — EDUCATION
- Indianapolis Business Journal POWER Breakfast Series — COMMERCIAL REAL ESTATE & CONSTRUCTION
- Indianapolis Business Journal POWER Breakfast Series — HEALTH CARE & BENEFITS
- The Indiana Lawyer POWER Breakfast Series — CORPORATE COUNSEL

Custom Events

Harness the power of IBJ Media for your next event. Your vision. Our Flawless Execution.

Our dedicated events team manages every facet – from promotion, social media, video interviews, awards, venue logistics, and all event collateral. Collaborate with our team to elevate your execution, guarantee your attendees are impressed and have them looking forward to your next event.

- RARE EARTH & CRITICAL MATERIALS SUMMIT
- HUNGER AND HEALTH — TIME FOR CREATIVE INTERVENTION
- Habitat for Humanity — home is the key to health
- MDIS Midwest Defense Innovation Summit
- Whole Health Stronger Workforce — Rethinking Healthcare to Power Indiana's Economic Future
- NUCLEAR ENERGY & THE AI FUTURE
- IBJ MEDIA'S FUTURE OF ENERGY SUMMIT

IBJ MEDIA PODCAST NETWORK

1 Network. Unlimited Access.



1.5 MILLION+ NETWORK DOWNLOADS

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

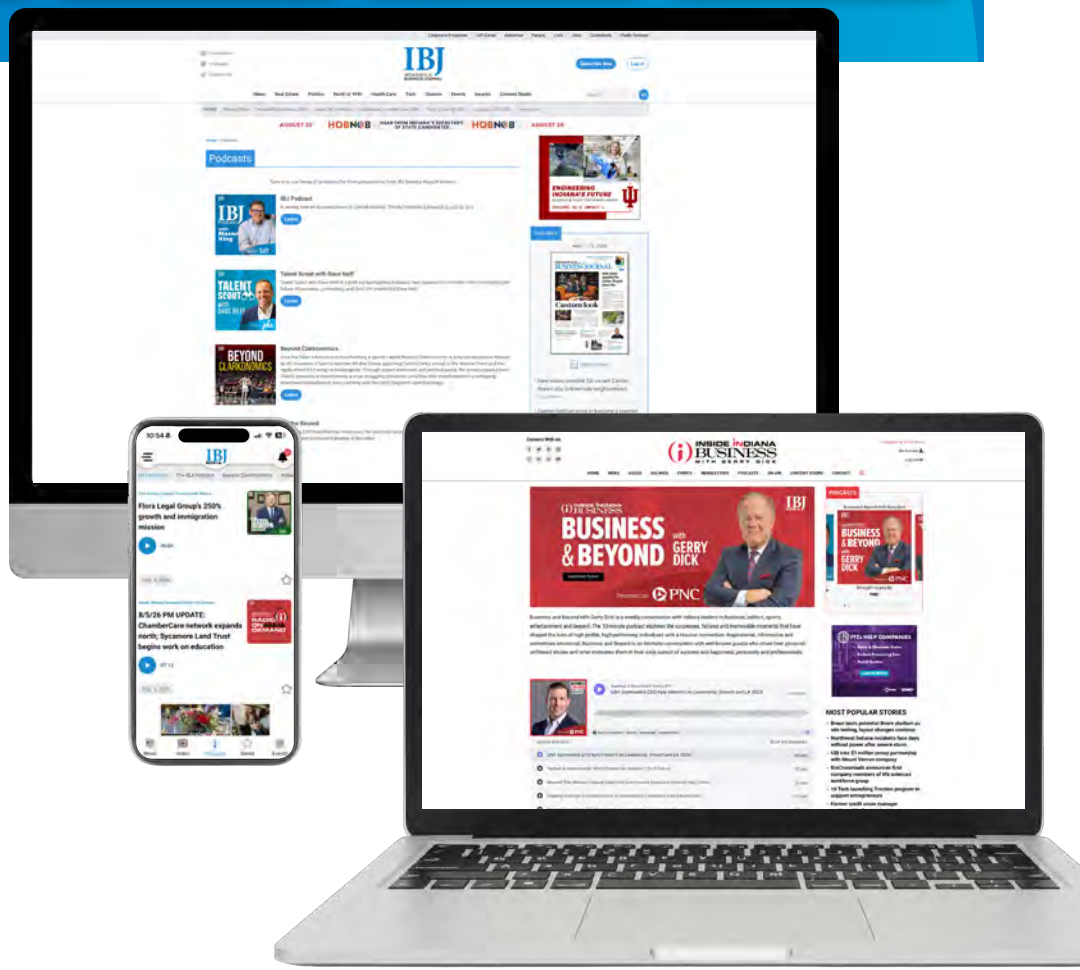
IBJ Media Audience*

94% of downloads from U.S. listeners; audience anchored in Indiana
14,609 unique devices reached in the last 30 days alone

Podcast ads drive results**

86% ad recall among the most active listeners, the highest of any media platform.
80% of heavy podcast listeners say they trust the ads they hear.
70% of listeners have taken action after hearing a podcast ad.

Sources:
Megaphone Geolocation *(April 2025 – June 2026)
****Edison Research: Infinite Dial 2026**



SEE RATES

See page 27 for Podcast rates

Featured Podcasts



IBJ Podcast
Hosted by Mason King

LISTEN NOW

4,500 Average Monthly Downloads

Audience
Age: 69% are under 45
80% male
20% female

Focus: Central Indiana



Radio on Demand

LISTEN NOW

2,400 Average Monthly Downloads

Audience
Age: 51% are under 45
89% male
11% female

Focus: Statewide business news



Business & Beyond
Hosted by Gerry Dick

LISTEN NOW

4,500 Average Monthly Downloads

Audience
Age: 44% are under 45
85% male
15% female

Focus: Politics, sports, entertainment



The Indiana Lawyer Podcast
Hosted by Maura Johnson

LISTEN NOW

500 Average Monthly Downloads

Audience
Age: 76% are under 45
65% male
35% female

Focus: Legal news, politics



Off the Record Podcast
Hosted by Nate Feltman

LISTEN NOW

600 Average Monthly Downloads

Audience
Age: 66% are under 45
83% male
17% female

Focus: Indiana 250



Authentic & Agentic: Staying Human with AI
Hosted by Jason Manship

LISTEN NOW

900 Average Monthly Downloads

Audience
Age: 51% are under 45
73% male
27% female

Focus: AI technology



Television Podcast
Hosted by Gerry Dick

LISTEN NOW

800 Average Monthly Downloads

Audience
Age: 70% are under 45
85% male
15% female

Focus: Statewide business news



Innovate or Evaporate
Hosted by Christopher Day

LISTEN NOW

400 Average Monthly Downloads

Audience
Age: 75% are under 45
55% male
45% female

Focus: Innovation & technology

Click to see Podcast Packages or **contact advertise@ibj.com** for more information.



Playmakers LISTEN NOW
Hosted by Dave Calabro

250 Average Monthly Downloads

Audience
Age: 42% are under 45
73% male
27% female

Focus: Sports



Talent Scout LISTEN NOW
Hosted by Dave Neff

600 Average Monthly Downloads

Audience
Age: 81% are under 45
58% male
42% female

Focus: Emerging changemakers



The Freedom Forum LISTEN NOW
Hosted by Angela B. Freeman

200 Average Monthly Downloads

Audience
Age: 27% are under 45
49% male
51% female

Focus: Business Management



The Pete the Planner Show LISTEN NOW
Hosted by Pete Dunn

12,000 Average Monthly Downloads

Audience
Age: 71% are under 45
68% male
32% female

Focus: Financial Planning

Podcast Rates

Buy across the network for maximum audio exposure

IBJ Media Podcast Network – 20,000 Impressions/month		
30-second Audio Ad played across the network (20,000 impressions per month)		$3,000
Individual IBJ Media Podcasts		
All Podcasts are Monthly Rates	**TITLE SPONSORSHIP** (1 Month Rate)	**AUDIO AD** (1 Month Rate)
IBJ Podcast with Mason King (4 episodes/month)		
	$3,750	$800
The Pete the Planner Show (4 episodes/month)		
	$4,500	$1700
Business & Beyond with Gerry Dick (4 episodes/month)		
	$3,250	$800
Inside INdiana Business TV (4 episodes/month)		
	$3,250	$800
IIB Radio on Demand (4 episodes/month)		
	$3,250	$800
Talent Scout with Dave Neff (2 episodes/month)		
	$3,250	$800
Off the Record with Nate Feltman (1 episode/month)		
	$3,250	$800
The Indiana Lawyer Podcast (2 episodes/month)		
	$1,900	$500
The Freedom Forum with Angela B. Freeman (1 episode/month)		
	$1,900	$500
Authentic & Agentic with Jayson Manship (4 episodes/month)		
	$3,250	$800
IBJ Media's Playmakers with Dave Calabro (2 episodes/month)		
	$3,250	$800
Innovate or Evaporate with Christopher "Toph" Day (2 episodes/month)		
	$3,250	$800

Rates effective 10/01/2026 All rates are net

Click to see Podcast Packages or **contact advertise@ibj.com** for more information.

Broadcast

IBJ Media's broadcast division, **Inside INdiana Business,** offers advertisers the ability to extend their message statewide. Through TV and Radio, we make it easy to expand your reach and engage with new audiences.



Broadcast Television

*Inside INdiana Business with Gerry Dick h*as been on the air for 27 years and has won six Emmy Awards. The show has the respect of Indiana's business, political, and academic leaders and is appointment television for statewide decision-makers.

Inside INdiana Business with Gerry Dick is a weekly 30-minute television program that airs Sundays at 8 a.m. on CBS4 in Indianapolis and on affiliate stations throughout Indiana. In addition to its statewide television audience, the program is available on YouTube, generating more than 35,000 annual views, extending the reach of content well beyond its broadcast audience.

Check out our **latest episode** See **Broadcast TV Affiliates**

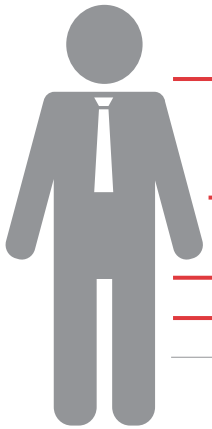
Learn about **TV Sponsorship Opportunities**

Broadcast Radio

Inside INdiana Business Radio produces 2 different radio reports that air twice daily, Monday through Friday, locally on WIBC and statewide on our (14) affiliate stations. Including the 2 largest news talk stations in Indiana.

- **WIBC 93.1 FM** daily reports air at 6:32 a.m. and 5:56 p.m.
- **WOWO 1190 AM | 92.3 FM** daily reports air at 5:50 a.m. and 5:50 p.m.

See **Broadcast Radio Affiliates**



INSIDE INDIANA BUSINESS VIEWERS ARE:

- **Nearly twice as likely** as the average Central Indiana television viewer to have a home valued at more than **$1 million****
- **58%** more likely to work as a professional**
- **11%** more likely to donate to charitable causes**
- **10%** more likely to enjoy travel, golf, and gardening**
- **92%** of viewers are over the age of 35

TV & Radio Specs

TV	
Product	**Size/Time**
WTTV-TV (CBS4) 8 + Affiliates	:30 Spot
WTTV-TV (CBS4) 8 Spot	:15 | :30 Spot

New creative due Monday prior to air date

TV Spot Requirements
Video: HD 1920x1080 MPEG-4. Or H.264 FPS: 29.97 minimum | Audio: MP3 or AAC Stereo | 16dB peak level Length: Must be exactly 30-seconds or 15-seconds

Radio	
Product	**Size/Time**
WIBC + Affiliates	:30 Spot
WIBC Promo *(intro before the report)*	Live Read *(15-18 words)*
WIBC + Affiliates Tag *(leads into the report)*	Live Read *("Brought to you by X")*
NPR Affiliates Underwriting*	:15 Spot

Radio tags should be formatted as: "Brought to you by ..."

Radio Spot Requirements
Audio specs: MP3 | Stereo | 48kHz sample rate | Length: Must be exactly 30-seconds

(*NPR requirements: sponsorship copy may be edited in order to meet public radio guidelines.)

New creative due Wednesday prior to air date
IIB will create an audio spot for $100

Sources:
Estimated Annual viewershp 2024-25. *(Nielson)
****Estimated Viewership demographics. *(comScore 2025)***

See page 29 for TV & Radio rates SEE RATES

TV & Radio Rates

	Annual Package Investment	Annual Package
Presenting Sponsorship	$125,000	$150,000+
Weekly Segment Sposnorship	$85,000	$100,000+
Daily Download Sponsorship	$70,000	$90,000+

TV Spot Rates	Size/Time	Rate
WTTV-TV + Affiliates	:30 Spot	$1,200 per spot
WTTV-TV (CBS)	:15 | :30	$250 | $350 per spot
Lower Third Graphic (Snipe)*	:10 Animated Banner	$875 1X per show

Radio – Rates are net per week (M–F)	Size/Time	Rate
WIBC + Affiliates	:30 Spot	$1,500 (5 total spots)
WIBC Promo (intro before the report)	:07 | :10 Live Read	$450
WIBC + Affiliates Tag (leads into the report)*	:02 | :05 Live Read	$357
NPR Affiliates Underwriting**	:15 Spot	$750 (5 total spots)
IIB Studio created or record spot	:30 Spot	$100

Rates effective 10/01/2026
All rates are net

Sponsored Content

Sponsored Content – Print &/or Digital
Sponsored content is your opportunity to promote your company, organization, or event. Published as an advertorial, sponsored content is your voice. Make sure you're heard.

Full Page Print Sponsored Content — Published as a full page in **Indianapolis Business Journal** and **The Indiana Lawyer**

- Sponsored Content copy will be formatted to fit our newspaper template and labeled as "Sponsored Content"
- Option to include ¼ horizontal ad at the bottom of the page (10" x 3.125")
  - Word count without ad: 900 words
  - Word count with ad: 750 – 800 words
- Advertiser must provide any additional photos/graphics/pull quotes to be used with the content

Digital Sponsored Content — available on ***IBJ.com, theIndianalawyer.com,*** or ***insideindianabusiness.com*** ***– client to choose division. ALL items below are respective to the division chosen.***

- Story featured on a dedicated landing page within the Content Studio section of the division's website. Page remains live for 12 months.
- Client's 300 x 600 or 300 x 250 digital ad runs on the content landing page for 12 months
- Client to provide logo. Headshot or other graphics are optional.
- Client to provide URL/UTM for ad

Promotion for Digital Sponsored Content – Content provided by IBJ Media.

Website & Social Promotion

- One (1) native ad rotates for 2 weeks on the division's home page
- Content promoted via division's social media channels 2 business days after the landing page goes live – **(Choice of ONE platform and ONE push)** – LinkedIn, Facebook, or X

Newsletter Promotion

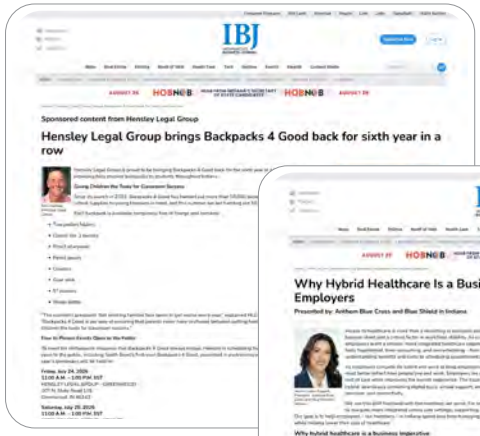
- One (1) Native Ad will appear in four newsletters (IBJ's Eight@8, IBJ Daily, IIB Morning Briefing and IIB Midday Edge).
- Native ad(s) will rerun in newsletters 30 days after initial posting


SPONSORED CONTENT

Hensley Legal Group brings *Backpacks 4 Good* back for sixth year in a row


SPONSORED CONTENT

Why Hybrid Healthcare is a Business Imperative for Indiana Employers


IBJ

Sponsored content from Hensley Legal Group

Hensley Legal Group brings Backpacks 4 Good back for sixth year in a row


IBJ

Why Hybrid Healthcare Is a Business Imperative for Indiana Employers

DISASTERS WON'T WAIT, AND NEITHER WILL WE


Learn more at *anthem.com/healthcareinindiana.*

Anthem

Jessica Lopez-Liggett
President
Anthem Blue Cross and Blue Shield in Indiana

SEE RATES

See page 32 for Sponsored Content rates

THOUGHT LEADERSHIP SERIES – PRINT & DIGITAL

Discuss a current event or hot-button issue affecting your industry. Our Thought Leadership feature focuses on an issue or issues in a way that educates the reader. The content positions one or more members of your team as experts in their field. Thought Leadership can be formatted as an individual narrative with up to two authors or as a Q&A with between one and four panelists. For the Q&A format, our custom-content team pre-approves the list of questions to be answered.

Thought Leader Q&A – Published as a full page in **Indianapolis Business Journal**

You or your representative(s) can provide content on a specific topic relevant to your industry.

- 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
- One (1) native ad will appear on (4) newsletters – IBJ's Eight@8, IBJ Daily, and IBJ.com as well as IIB's Morning Briefing and Midday Edge all linking to the Thought Leadership landing page
- Native ads will rerun in newsletters 30 days after initial posting date
- Email blast promotion sent the Tuesday after publication (to 55,000)
- Participant receives a PDF copy for distribution

For information on multiple participants for Thought Leaderships **contact account executive** or **advertise@ibj.com**


18A | JULY 10, 2026 | INDIANAPOLIS BUSINESS JOURNAL

Sponsored Content

THOUGHT LEADERSHIP SERIES
IBJ MEDIA CONTENT STUDIO

ANGIE MORRISON CPA, NGPA™
Partner

Before joining Cerity Partners, Angie Morrison, CPA, NGPA™ sat on the other side of the table as CFO, ESOP Administrator, and corporate finance executive at UPS Airlines and Papa John's. She knows what plan sponsors are up against, because she's been one. Today, she leads Retirement Plan Advisory services at Cerity Partners, recently ranked the No. 1 institutional consulting team in the country on Barron's 2026 Top 100 list.

CERITY PARTNERS

Construction/Design/Engineering

Retirement plans can't be an afterthought in the competitive construction industry

The construction industry is booming and the competition for skilled labor is intense. In this installment of our Thought Leadership series, Angie Morrison, who leads Retirement Plan Advisory services at Cerity Partners, talks about the importance of retirement plans in the competition for talent.

Q. How does all the growth in the construction industry change your conversations with plan sponsors?

Angie Morrison: Construction is one of the most active hiring environments in the country right now. There were 33,000 jobs added in January alone. The industry needs to attract an estimated 349,000 net new workers in 2026 just to keep pace with demand. The competition for skilled labor is intense, wages are climbing, and workforce retention has never mattered more.

That backdrop shapes every conversation I have with construction plan sponsors. At Cerity Partners, we believe the workforce that builds America deserves the same access to comprehensive financial planning as those sitting in the C-suite. The crew foreman who shows up at 5 a.m. and the project manager overseeing a multi-state operation should have a retirement plan that's actually working for them.

"[ESOP is] often the most overlooked transition path, especially in construction where family ownership is common... For the right company, an ESOP can be a powerful combination of ownership transition, employee benefit, and tax efficiency."

ANGIE MORRISON

Q. Walk me through what it looks like when a plan gets a real overhaul.

Angie Morrison: A regional construction company recently came to us realizing that their plan was underperforming. After fully implementing our engagement strategy, we saw increased and sustained participation rise from 62% to 97%*. This was a sizable business with roughly 700 employees and operations across three states. There hadn't been a fiduciary review in close to a decade and employees had no real access to financial education.

After assessing the opportunity and learning more about the leadership team and the culture they were trying to create through their benefits offering, we built a multi-year strategy around three pillars. No. 1: participant education and engagement delivered on-site at every location; No. 2: a formal governance structure, including a Retirement Committee and Investment Policy Statement; and No. 3: a full plan redesign with automatic enrollment and escalation up to 10%. Average deferral rates rose to 7.4%. Income replacement scores—measured by participants on track to replace 70% of pre-retirement income—increased by 42% following our engagement**. That kind of outcome requires time, a clear plan, and an advisor whose job is to serve the participants.

Q. Why does the fiduciary standard matter to the employer?

Angie Morrison: A lot of plan sponsors don't think about it until something goes wrong. By then it may be too late and options narrow quickly. As a CFO, I saw this firsthand. The liability for plan decisions doesn't sit with the recordkeeper, but rather with the employer, personally. If the investment menu hasn't been reviewed, if there's no documented process for how decisions were made, if participants retire without adequate savings, those questions come back to the plan sponsor.

A formal governance structure, including a Committee Charter, Investment Policy Statement, and documented reviews, are critical. These aren't formal for the sake of being formal. They offer real protection.

"The competition for skilled labor is intense, wages are climbing, and workforce retention has never mattered more."

ANGIE MORRISON

Q. You've also worked extensively with ESOPs. How does that factor into retirement plan conversations?

Angie Morrison: It's often the most overlooked transition path, especially in construction where family ownership is common. I served as ESOP Administrator before coming to Cerity Partners, so I can speak to the structure, the obligations, and the culture of employee ownership from the inside. For the right company, an ESOP can be a powerful combination of ownership transition, employee benefit, and tax efficiency.

Q. What's the one thing you'd want Indianapolis-area plan sponsors to take away from this?

Angie Morrison: That assessing your plan's health is just a starting point. Plan sponsors are often surprised by what they find. And not because their plan is failing, but because they've never had an honest benchmark to compare against.

If you want to know where your plan stands, I'd welcome the conversation: amorrison@ceritypartners.com. We're also hosting a Retirement Planning Symposium on Thursday, November 12, in our Kokomo offices – register by scanning the QR code below.

** This example is provided for illustrative purposes only, was selected based on objective, non-performance-based criteria, and is not representative of all client experiences or outcomes.*

*** As measured by Fidelity's Plan Health Report for the referenced engagement period.*













SEE RATES

See page 32 for Thought Leadership rates

Custom Emails

Reach IBJ Media's executive audience Provide your own content or work with one of our writers to create your message.

Database:

- IBJ Media – database 55,000

Custom Email Requirements:

- Image Dimensions – 600 x 300 px
- Headline – 10 to 20 words
- Copy – 100 to 120 words
- URL
- All materials due 1 week prior to send date







Content Studio Rates

	Indianapolis Business Journal	The Indiana Lawyer	Inside INdiana Business
Print	$6,275	$4,070	–
Digital	$5,000	$4,000	$4,500
Print + Digital	$9,500	$6,000	–
Thought Leadership Series			
Thought Leader Q&A	$7,500	$3,750	–
Custom Emails (to full database)			
Per Email $6,500			

Rates effective 10/01/2026
All rates are net

IBJ Media's Brand Guidelines

IBJ Media is the parent company of the Indianapolis Business Journal, Inside INdiana Business, and The Indiana Lawyer. Below are the guidelines for using our various logos. Please feel free to contact us if you have any questions about which logo to use within your ad.



Acceptable uses of brand name in ads:

- Indianapolis Business Journal
- IBJ
- Indianapolis Business Journal, a division of IBJ Media

Unacceptable uses of brand name in ads:

- Indiana Business Journal
- The Indianapolis Business Journal
- IBJ Media
- Indy Business Journal

Unacceptable uses of brand name in ads:

INDIANAPOLIS BUSINESS JOURNAL IBJ

INDIANAPOLIS BUSINESS JOURNAL IBJ



Acceptable uses of brand name in ads

- The Indiana Lawyer
- The Indiana Lawyer, a division of IBJ Media

Unacceptable uses of brand name in ads:

- Indiana Lawyer
- Indianapolis Lawyer
- IBJ Media
- Indy Lawyer
- The Indianapolis Lawyer

Unacceptable uses of brand name in ads:

THE INDIANA LAWYER THE INDIANA LAWYER

INDIANA LAWYER THE INDIANA LAWYER



Acceptable uses of brand name in ads:

- Inside INdiana Business
- Inside INdiana Business, a division of IBJ Media
- *Inside INdiana Business with Gerry Dick*** (only when referring to the TV show)

*Note that the "IN" in "Indiana" is always upper case.
** Television show is always italicized.

Unacceptable uses of brand name in ads:

- Inside Indianapolis Business
- IBJ Media
- Inside Indy Business

Unacceptable uses of brand name in ads:

INSIDE INDIANA BUSINESS

INSIDE INDIANA BUSINESS

All logos must be all white when on a dark or colored background

IBJ Media's Brand Guidelines

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Acceptable uses of brand name in ads:

- IBJ Media

Unacceptable uses of brand name in ads:

- Indianapolis Business Journal
- Indiana Lawyer
- Inside INdiana Business

Unacceptable uses of brand name in ads:

IBJ MEDIA

IBJ MEDIA

IBJ MEDIA

IBJ MEDIA

Award or Honoree wording requirements:

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

- "Indianapolis Business Journal's" [name of the award].
- Ex.: "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]









2027 Calendar

JANUARY

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
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25	26	27	28	29	30	31

FEBRUARY

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MARCH

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JUNE

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JULY

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30	31					

SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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20	21	22	23	24	25	26
26	28	29	30	31		

IBJ + The Indiana Lawyer Issues

Inside INdiana Business with Gerry Dick