Indianapolis Business Journal has been your top source for business news for almost 40 years.

Whether you’re already an IBJ Media loyalist, or a trusted next-generation leader in the central Indiana business community, we want to make you aware of the full spectrum of targeted, b2b advertising opportunities available to extend your brand’s scope and recognition, and reach the decision makers who authorize purchases for their organizations.

IBJ takes an active and interactive role in the lives of business professionals. This stance allows us to tap into the ever-evolving, ever-multitasking leaders of today’s organizations at multiple times, in various locations.

Contact 317 634 6200
advertise@ibj.com
Indianapolis Business Journal

Magazines & Supplements
_Arts & Entertainment Preview
_BioFutures
_Book of Lists
_Business Cares Breast Cancer Awareness
_Business Cares Heart Health Awareness
_CFO of the Year
_CTO of the Year
_Executive Gift Guide
_Fast 25
_Forefront
_Forty Under 40
_Giving Guide
_Health Care Heroes
_Indiana 100
_Meeting & Event Planning Guide
_Women of Influence
Eight@8

Digital

for its first spot outside of the Windy City.

Broken English Taco Pub, a Chicago-based restaurant
found eatery in a high-pro
second location

on two vacant parcels it owns immediately north of

The city of Fishers is seeking proposals to build of

Fishers seeking to develop two parcels by

with broadcast

FDA approves Lilly drug for common advanced breast cancer

A proposal for an age-restricted community could bring up to 157 homes to

Beazer Homes pursuing $60M age-restrict-

location along a major traf

A popular Mexican restaurant in downtown Fishers

second location

Report: Indiana No. 2 in software job growth

Indy agrees to deal with Carmel to approve 96th Street

Carmel board denies event variance request

Lindsey Erdody

per game over the last 14 home games this season to top

Indians vying for Minor League attendance

read more

about half of its 2018 season homes games on the network. The team has not released

to expand the types of sports events that it lures to Indianapolis. Kelly Smith comes to

his post at Hinkle Fieldhouse.

are familiar arena faces

Demand for

that Gérard Dahan had been named to the newly created position of chief marketing

IBM. Determine employs 154 people, including 49 in Indiana.

development and strategic marketing with global tech

said Dahan has 25 years of experience in leadership, sales management, business

cer and senior vice president of EMEA (Europe, the Middle East and Africa). It

> Carmel-based Determine named a technology veteran to its

Tid-Bytes

I've seen a lot of national studies ranking cities in some way on the basis of

Repost

this year under former defensive coordinator Tom Allen.

is growing, the university says. Despite losing the

Photo

on Aug. 19, featuring teams sponsored by companies including Eli Lilly and Co.,

up signi

leads is very soft.

Indiana Colts of

Indianapolis Colts of

last year's attendance mark.

Indians vying for Minor League attendance

lead as playoffs

last year's attendance mark.

lead as playoffs approach

Indians vying for Minor League attendance lead as playoffs

READ MORE

Indians vying for Minor League attendance

lead as playoffs

READ MORE

lead as playoffs

READ MORE

lead as playoffs

READ MORE

lead as playoffs

READ MORE

lead as playoffs

READ MORE
Power Breakfast Series

Technology

Life Sciences

Commercial Real Estate & Construction

Health Care & Benefits

Forty Under 40

Health Care Heroes

CTO of the Year

Women of Influence

CFO of the Year
For almost 40 years, IBJ has been central Indiana’s trusted source for local business news. Our audience relies on our content via a full spectrum of print and digital products and events.

Company Policy Influence
43% banking & financial services
42% legal services
42% corporate giving
38% employee benefits
37% tech equipment & services
36% health insurance
35% P & C insurance
32% real estate/site location
29% acquisitions & mergers
26% corporate wellness
22% tuition reimbursement

Products/Services to be Purchased
47% accounting services
47% office equipment
42% overnight shipping services
42% legal services
32% office furniture
31% office renovation/design
30% hospitality services
23% staffing/fleet
15% freight/logistics

Employee Benefits
40% plan to add or review
73% review for change in Q3 or Q4
44% implement change in Q1
37% implement change in Q4

Company Expansion
23% will seek new or enlarged space within the next two years
85% will need office space
9% will need retail/flex
27% will need 20,000 sf. or more

Research USA Inc., August 2015
Personal Profile

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**
- $233,800 average individual income
- $277,300 average household income
- $2,402,700 average household net worth
- 49% have millionaire status

**Total Value Investments and Banking Services**

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000 - $249,999</td>
<td>9%</td>
</tr>
<tr>
<td>$250,000 - $499,999</td>
<td>15%</td>
</tr>
<tr>
<td>$500,000 - $999,999</td>
<td>20%</td>
</tr>
<tr>
<td>$1 million - $1.9 million</td>
<td>21%</td>
</tr>
<tr>
<td>$2 million or more</td>
<td>21%</td>
</tr>
</tbody>
</table>

**Type of Residence**
- 91% own their primary residence
- $419,800 average market value
- 25% plan to buy or sell real estate within the next 24 months
- 53% plan to renovate or remodel

**Automotive**
- 41% plan to purchase or lease a vehicle within the next 24 months

**Lifestyle**
- 77% plan to purchase tickets to cultural events
- 76% plan to purchase tickets to sporting events
- 25% plan to purchase fine jewelry
- 24% dine out 7 or more times per week

**Family**
- 29% are responsible for elder care decisions:
  - 86% financial
  - 80% medical
  - 79% housing
  - 69% legal
  - 53% in-home care

**Education**
- 86% college graduate
- 39% Master’s/JD/Doctorate

**Gender and Age**
- 73% male
- 27% female
- Average age is 55 years

**Business Decision Makers**
- 14% middle management
- 14% professional/technical
- 20% other
- 52% top management

**Responsive Readership Advertising**
- 76% prefer to receive their advertising within IBJ instead of direct mail or email
- 73% have looked at an advertising insert in IBJ
- 59% have taken one or more actions in the past 12 months as a result of reading an ad in the IBJ
- 33% visited an advertiser’s website
- 32% researched a product or service online
- 24% have saved an ad for reference

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# 2018 Editorial Calendar & Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
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<th>Special Section</th>
<th>Top 25 Lists</th>
<th>Special Features</th>
<th>Reserve Space</th>
<th>Artwork Deadline</th>
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</thead>
<tbody>
<tr>
<td>1/5</td>
<td></td>
<td>Retirement Communities; Assisted Living Facilities</td>
<td></td>
<td></td>
<td>12/27*</td>
<td>12/28*</td>
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<tr>
<td>1/12</td>
<td>Wealth Management &amp; Financial Planning</td>
<td>Financial Planning Firms</td>
<td></td>
<td></td>
<td>1/4</td>
<td>1/8</td>
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<tr>
<td>1/19</td>
<td>Education &amp; Talent Development</td>
<td>Health &amp; Fitness Clubs; Technical Education Programs</td>
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<td></td>
<td>1/11</td>
<td>1/15</td>
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<tr>
<td>1/26</td>
<td>Big Deals</td>
<td>Mergers and Acquisitions; Commercial Real Estate Deals; Top Performing Stocks</td>
<td></td>
<td></td>
<td>1/18</td>
<td>1/22</td>
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<tr>
<td>2/2</td>
<td>Energy &amp; Environment</td>
<td>Recycling Firms</td>
<td></td>
<td></td>
<td>1/25</td>
<td>1/29</td>
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<tr>
<td>2/9</td>
<td></td>
<td>Women-Owned Businesses; Office Equipment Dealers</td>
<td></td>
<td></td>
<td>1/17</td>
<td>1/19</td>
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<tr>
<td>2/16</td>
<td>Hospitality/Meetings/Tourism</td>
<td>Upscale Hotels; Retail Florist</td>
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<td></td>
<td>2/1</td>
<td>2/6</td>
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<tr>
<td>2/23</td>
<td>Global Business</td>
<td>IP Law Firms; Public Relations Firms</td>
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<td>2/17</td>
<td>2/19</td>
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<td>3/2</td>
<td>Construction/Design/Engineering</td>
<td>Top 50 Construction Projects; Construction Contractors</td>
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<td>2/7</td>
<td>2/14</td>
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<td>3/9</td>
<td>Banking &amp; Finance</td>
<td>SBA Lenders; SBA Loans</td>
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<td></td>
<td>3/2</td>
<td>3/3</td>
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<tr>
<td>3/16</td>
<td>Commercial Real Estate</td>
<td>Multifamily Property Management Firms; Office Equipment Dealers</td>
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<td></td>
<td>3/5</td>
<td>3/6</td>
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<tr>
<td>3/23</td>
<td>Technology (Event follow-up)</td>
<td>Software Developers; YC Firms; Internet Access Providers</td>
<td></td>
<td></td>
<td>3/17</td>
<td>3/18</td>
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<tr>
<td>3/30</td>
<td>Residential Real Estate</td>
<td>Residential Real Estate Agencies; Indianapolis Municipal; Golf Courses; Most Difficult Golf Courses</td>
<td></td>
<td></td>
<td>3/23</td>
<td>3/24</td>
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<tr>
<td>4/13</td>
<td>Manufacturing &amp; Supply Chain Management</td>
<td>Logistics Companies; Trade &amp; Professional Organizations</td>
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<td></td>
<td>4/5</td>
<td>4/9</td>
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<td>4/20</td>
<td>Construction/Design/Engineering</td>
<td>Engineering Firms</td>
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<td>4/12</td>
<td>4/16</td>
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<td>Hospitality/Meetings/Tourism</td>
<td>Independent Caterers</td>
<td></td>
<td></td>
<td>4/19</td>
<td>4/23</td>
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<td>5/4</td>
<td>Commercial Real Estate</td>
<td>Commercial Real Estate Developers; Commercial Property Management Firms</td>
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<td>4/26</td>
<td>4/30</td>
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<tr>
<td>5/11</td>
<td>Life Sciences (Event follow-up)</td>
<td>Medical Device &amp; Product Manufacturers;</td>
<td></td>
<td></td>
<td>5/3</td>
<td>5/7</td>
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<tr>
<td>5/18</td>
<td>Banking &amp; Finance</td>
<td>Banks &amp; Thrifts</td>
<td></td>
<td></td>
<td>5/10</td>
<td>5/14</td>
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<tr>
<td>5/25</td>
<td>North of 96th</td>
<td>Law Firms</td>
<td></td>
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<td>5/17</td>
<td>5/21</td>
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<tr>
<td>6/1</td>
<td>Innovation Issue</td>
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<td>5/24</td>
<td>5/25*</td>
<td>5/29</td>
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<tr>
<td>6/8</td>
<td>Education &amp; Talent Development</td>
<td>Graduate Business Programs; Private Secondary Schools; Private Primary Schools</td>
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<td>5/31</td>
<td>6/4</td>
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<tr>
<td>6/15</td>
<td>Health Care &amp; Benefits</td>
<td>Hospitals; Property &amp; Casualty Insurers; Employee Benefit Services Firms</td>
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<td>6/7</td>
<td>6/11</td>
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<tr>
<td>6/22</td>
<td>Indiana 100 (Pull out)</td>
<td>Indiana Public Companies; Indiana Private Companies; Highest Paid Executives</td>
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<td>6/14</td>
<td>6/18</td>
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<tr>
<td>6/29</td>
<td>Residential Real Estate</td>
<td>Home Builders; Commercial Printers</td>
<td></td>
<td></td>
<td>6/21</td>
<td>6/25</td>
</tr>
</tbody>
</table>

*Early Holiday Deadlines **Promotional publications published in conjunction with outside agencies
# 2018 Editorial Calendar & Deadlines

<table>
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<tr>
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<tbody>
<tr>
<td>7/6</td>
<td>Diversity in Business (Summer Celebration)</td>
<td>Minority-Owned Businesses; Indiana Employers</td>
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<td></td>
<td>6/28</td>
<td>6/29*</td>
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<tr>
<td>7/13</td>
<td>Construction/Design/Engineering</td>
<td>Architectural Firms; Mechanical Contractors</td>
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<td>7/5</td>
<td>7/9</td>
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<td>7/20</td>
<td>Fastest Growing Companies (Indianapolis)</td>
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<td></td>
<td>Fast 25</td>
<td>6/13</td>
<td>6/27</td>
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<tr>
<td>7/27</td>
<td>Hospitality/Meetings/Tourism</td>
<td>Gambling Facilities; Motorsports Companies</td>
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<td>7/19</td>
<td>7/23</td>
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<tr>
<td>8/3</td>
<td>Banking &amp; Finance</td>
<td>Credit Unions; Directors’ Fees of Public Companies</td>
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<td>7/26</td>
<td>7/30</td>
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<tr>
<td>8/10</td>
<td>Cyber Security</td>
<td>Indianapolis Public Companies; Indianapolis Private Companies</td>
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<td>8/6</td>
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<tr>
<td>8/17</td>
<td>Manufacturing &amp; Supply Chain Management</td>
<td>Manufacturers, Industrial Parks</td>
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<td>8/9</td>
<td>8/13</td>
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<tr>
<td>8/24</td>
<td>Education and Talent Development</td>
<td>Online Degree Programs</td>
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<td>8/20</td>
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<tr>
<td>8/24</td>
<td>Aviation &amp; Aerospace</td>
<td>Performing Arts Organizations</td>
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<td>8/30</td>
<td>8/31*</td>
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<tr>
<td>8/24</td>
<td>North of 96th</td>
<td>Downtown Office Complexes; Commercial Real Estate Brokerages</td>
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<td>9/17</td>
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<tr>
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<td>Health Care &amp; Benefits (Event follow-up)</td>
<td>Independent Insurance Agencies/Brokerages Website Developers; Computer Consulting Firms</td>
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<td>9/27</td>
<td>10/1</td>
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<td>10/5</td>
<td>Breast Cancer Business Cares Cover &amp; Section**</td>
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<td>9/21</td>
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<td>10/12</td>
<td>Construction/Design/Engineering</td>
<td>Electrical Contractors; Office Furniture Dealers</td>
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<td>10/8</td>
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<td>Accounting Firms; Investment Brokerages</td>
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<td>10/11</td>
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<td>10/26</td>
<td>Residential Real Estate</td>
<td>Custom Home Builders</td>
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<td>10/22</td>
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<td>11/2</td>
<td>University Research</td>
<td>Life Sciences &amp; Pharmaceutical Companies; VC Deals</td>
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<td>Energy &amp; Environment</td>
<td>Environmental Consultants</td>
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<td>11/16</td>
<td>Health Care &amp; Benefits</td>
<td>Physician Group Practices; Life &amp; Health Insurers</td>
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<td>11/15</td>
<td>11/16*</td>
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<tr>
<td>12/7</td>
<td>Commercial Real Estate</td>
<td>Office Complexes; Shopping Centers</td>
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<td>11/29</td>
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<td>12/14</td>
<td>Legislative Preview 2019</td>
<td>Advertising Agencies</td>
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<tr>
<td>12/21</td>
<td>Book of Lists, Year in Review</td>
<td></td>
<td></td>
<td></td>
<td>11/7</td>
<td>12/5</td>
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*Early Holiday Deadlines  **Promotional publications published in conjunction with outside agencies
Book of Lists

The Book of Lists is an annual compilation of the weekly Top 25 Lists featured in IBJ.
- 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.

SPONSORSHIP OPPORTUNITIES

COVER PRESENTING INCLUDES:
- Logo on front cover
- Two-page (dual side), 4-color Tab on one of 12 category sections
- Logo on Section Index page
- Mention in the Publisher’s Note
- Additional full page, 4-color ad in the Book of Lists
- Half page, 500-word sponsor column
- Logo in all print promotions
- Logo on all digital promotions
- Logo placement on landing page on IBJ.com
- Bold listing on Advertiser’s Index page
- “Sponsored By” recognition on Category Table of Contents page
- 200,000 impressions – Run of Site ads on IBJ.com
- One free download (Excel format)
- 50 copies of the Book of Lists
- Exclusive of industry

$14,500 NET

INDUSTRY TAB SPONSOR INCLUDES:
- Two-page (dual side), 4-color Tab on one of 12 category sections
- Logo on Section Index page
- Half page, 4-color ad in the Book of Lists
- Quarter page, 250-word sponsor column
- Bold listing on Advertiser’s Index page
- “Sponsored By” recognition on Category Table of Contents page
- 100,000 impressions – Run of Site ads on IBJ.com
- One free download (Excel format)
- 25 copies of the Book of Lists

$8,500 NET

LIST ADJACENCY OPPORTUNITIES

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<thead>
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<th>Listing</th>
<th>Types</th>
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<tr>
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<td>$3,907</td>
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<tr>
<td>1/4 Square</td>
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<td>$2,814</td>
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| Additional $500 for 2-color and $800 for 4-color

PREMIUM POSITIONS (BASED ON AVAILABILITY)

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<th>Rate</th>
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<td>Inside Back</td>
<td>$6,138</td>
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MECHANICALS (W x H)

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<td>4.75&quot; x 13.25&quot;</td>
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<tr>
<td>1/2 Page H</td>
<td>9.75&quot; x 6.5&quot;</td>
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<tr>
<td>1/4 Square</td>
<td>4.75&quot; x 6.5&quot;</td>
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<tr>
<td>Tab (Live)</td>
<td>9.5&quot; x 13.5&quot;</td>
<td></td>
</tr>
<tr>
<td>Tab (Trim)</td>
<td>10.75&quot; x 14.5&quot;</td>
<td></td>
</tr>
<tr>
<td>Tab (Bleed)</td>
<td>11&quot; x 14.75&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Full Page w/ bleed are same as Tab specs

PUBLICATION DATE
December 28, 2018

SPACE RESERVATION
Deadline: November 7, 2018

ARTWORK DEADLINE
December 5, 2018

SUBMITTING FILES
FTP site:
http://proofs.ibj.com

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
- Min. Resolution: 300 dpi placed at 100%
- Color: Must be process CMYK. Black must be 0/0/0/100.
- Ink Densities: Must not exceed 260%

74% of readers keep Book of Lists for a year or more.

12x on average, subscribers reference the Book of Lists at least once every month.

+2 additional readers use the Book of Lists in our subscriber’s offices.

Smart Advertising Investment
Wrap IBJ

Cover Wrap: provides your company huge benefits in branding and awareness.

- Your investment includes design and printing.
- Four, full-page, 4-color pages printed on 100 lb., gloss enamel text.
- 500 additional copies for company use.
- 10,500 press run.
- IBJ issue inserted into piece.
- Postal delivery label area required.
- While content is initiated by the client, IBJ reserves the final right to determine the acceptability of the message.
- No advertorials allowed.
- All advertising must be approved by the Publisher.

RATE

Cover Wrap: $19,500 net (includes design & printing)
Recycled Paper, add $2,700 net

DESIGN SPECIFICATIONS

Front page and Page 2
11.875” wide x 14.5” tall
(plus .25” bleed if desired)

Back page and Page 3
11.375” wide x 14.5” tall
(plus .25” bleed if desired)

FRONT PAGE MUST ALLOW FOR

Label Area
5.875” wide x 2.125” tall from lower left edge must be filled white

Flag
Top 3.375” of page must be left blank to allow for IBJ Flag to be added.

Full Newspaper Wrap: your company is the front page and back cover of the newspaper plus inside front and inside back for a total of 4 full pages of advertising

Half Newspaper Wrap: your company is the front page and inside front cover of the newspaper for a total of 2 full pages of advertising

RATES

Full Wrap: $17,500 net (includes design & printing)
Half Wrap: $14,500 net (includes design & printing)

DESIGN SPECIFICATIONS

Front page
10” wide x 10.13” tall
Back Cover/Inside Front & Back: 9.75” wide x 13.25” tall, no bleeds allowed.

FRONT PAGE MUST ALLOW FOR

Label Area
5.185” wide x 1.65” tall from lower left edge must be filled white

Flag
Top 3.375” of page for IBJ Flag to be added

FILE REQUIREMENTS

We accept press ready, high-resolution PDF files.
PDFs from InDesign, Illustrator or Photoshop accepted.
Remove crop and/or registration marks.

REQUIREMENTS

Min. Resolution: 300 dpi placed at 100%.
Belly Band

The belly band allows you the opportunity to display your message across the front page of IBJ. Your message wraps around the entire issue. Art is 4-color and appears on all copies of IBJ with the exception of newsstand copies.

Investment (includes design & printing) $15,000 net
Recycled Paper, add $2,700 net
Double-sided Printing, add $1,000 net
EcoSafe Ink & Glue, add $1,200 net

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

Sticker/Post-It Note
- High-impact sticker appears on the front page.
- Draw immediate reader attention and direct them to your advertisement within the issue.
- Includes quarter page full color ad.
- Sticker size: 2” in diameter; 2-color or 4-color.
- Reservation and materials deadline: 3 weeks prior to issue date.
- Creative must be high resolution PDF file, with all images CMYK.
- Cost includes printing and distribution.

RATE $6,000 net

“The Band” Sponsorship
- Unique and exclusive print/digital sponsorship opportunity.
- Print: 21.375” x 3” ad is surrounded by editorial content from pages 1 and 3. (location center spread)
- Digital: push down band for one week on IBJ.com.
- Runs the same week as print issue from 12 am Friday to 11:55 pm Thursday.

RATE $10,000 net
IBJ Classifieds

- IBJ Classifieds are a cost-effective way to reach IBJ’s readership of more than 27,762 executives & professionals.
- Affordable frequency — ads get greater results with greater frequency.
- IBJ Classifieds offer flexibility to meet your marketing needs and include popular sections such as Career Opportunities, Luxury Homes and Commercial Real Estate.

Frequency discounts are based on the number of classified insertions scheduled during a 12-month period.

Issuance and Closing Dates: Indianapolis Business Journal is published every Friday. Classified advertising closes each Tuesday at noon, except during holiday weeks. No liability is assumed for any instructions received after the closing date.

Prepayment is required. Payment must accompany all copy unless credit has been established. Payment by Visa, Master Card, Discover, American Express, and check are accepted. If credit has been established, net payment due within 30 days of invoice date, which is dated as of the issue date.

Terms: Indianapolis Business Journal assumes no liability in case of typographical error or omission, except to publish the correction. Indianapolis Business Journal is not responsible for errors in copy that are not received typewritten, or that are received past published deadlines. Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the Publisher.

The Publisher reserves the right to reject any advertising he feels is not in keeping with the publication standards or the intended purpose of the classified pages. IBJ reserves the right to classify ads under appropriate headings.

Rates: Rates are calculated by columns wide x inches deep.

Rates are based on a 1 column x 1” size.

CLASSIFIED DISPLAY RATES
(rates are per insertion per column inch)

<table>
<thead>
<tr>
<th>Placement</th>
<th>1-5X</th>
<th>6-12X</th>
<th>13-25X</th>
<th>26-51X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column Rate</td>
<td>$120</td>
<td>$100</td>
<td>$90</td>
<td>$80</td>
<td>$70</td>
</tr>
</tbody>
</table>

LUXURY HOMES DISPLAY RATES
(rates are per insertion per column inch)

<table>
<thead>
<tr>
<th>Placement</th>
<th>1-5X</th>
<th>6-12X</th>
<th>13-25X</th>
<th>26-51X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column Rate</td>
<td>$65</td>
<td>$55</td>
<td>$50</td>
<td>$45</td>
<td>$40</td>
</tr>
</tbody>
</table>

4-color available on all classified ads: $50

Note: These rates are subject to all provisions and requirements specified on general advertising Rate Card #40, effective 10/1/17.

ONLINE CLASSIFIED RATES (per week)

<table>
<thead>
<tr>
<th>Size</th>
<th>In Addition To Print</th>
<th>Online Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 px x 125 px</td>
<td>$50</td>
<td>$300</td>
</tr>
<tr>
<td>300 px x 250 px</td>
<td>$75</td>
<td>$350</td>
</tr>
<tr>
<td>300 px x 600 px</td>
<td>$100</td>
<td>$400</td>
</tr>
</tbody>
</table>

SIZE SPECIFICATIONS

<table>
<thead>
<tr>
<th>Space Size</th>
<th>Width</th>
<th>Space Size</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.5929*</td>
<td>4 columns</td>
<td>6.6372*</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.2743*</td>
<td>5 columns</td>
<td>8.3186*</td>
</tr>
<tr>
<td>3 columns</td>
<td>4.9558*</td>
<td>6 columns</td>
<td>10&quot;</td>
</tr>
</tbody>
</table>

Note: These rates are subject to all provisions and requirements specified on general advertising Rate Card #40, effective 10/1/17.
Paid Circulation

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. 83% consider IBJ a primary source and one of their most important sources for local business news.

**AUDITED CIRCULATION FIGURES**

<table>
<thead>
<tr>
<th>Subscriptions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print &amp; Digital (unduplicated)</td>
<td>5,410</td>
</tr>
<tr>
<td>Print Only</td>
<td>3,439</td>
</tr>
<tr>
<td>Digital Only</td>
<td>1,847</td>
</tr>
<tr>
<td>Single Copy Sales</td>
<td>148</td>
</tr>
<tr>
<td>Total Average Paid</td>
<td>10,844</td>
</tr>
<tr>
<td>Total Average Non-Paid</td>
<td>787</td>
</tr>
<tr>
<td><strong>TOTAL AVERAGE CIRCULATION</strong></td>
<td><strong>11,631</strong></td>
</tr>
</tbody>
</table>

(Publisher’s statement June 2017)

**READERSHIP**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscriber</td>
<td>1</td>
</tr>
<tr>
<td>Pass-Along Readers</td>
<td>2</td>
</tr>
<tr>
<td>Total Readers Per Copy</td>
<td>3</td>
</tr>
<tr>
<td>Male Readers</td>
<td>16,633</td>
</tr>
<tr>
<td>Female Readers</td>
<td>12,719</td>
</tr>
<tr>
<td><strong>TOTAL READERSHIP</strong></td>
<td><strong>29,352</strong></td>
</tr>
</tbody>
</table>

Indianapolis Business Journal

**29,352**
print readers

**40 min**
average time
spent reading IBJ weekly

**57%**
receive IBJ at home

IBJ.com

**350,000**
unique visitors

eNews

**45,000**
subscribers

Indianapolis Business Journal

29,352
print readers

**40 min**
average time
spent reading IBJ weekly

**57%**
receive IBJ at home
High Impact Digital

IBJ.com

RUN OF SITE ADVERTISING
Over 1 million average monthly pageviews
350,000 average unique monthly visitors
27% are organic
87% visit IBJ.com at least once a week
67% visit IBJ.com every day

BUSINESS PROFILE
23% top management
23% middle management
18% professional
11% sales

PERSONAL PROFILE
68% male
32% female
49% are age 25-44, 41% are age 45-64
$299,392 average household income

EDUCATION
87% college degree
34% Master’s/JD/Doctorate

IBJ.COM RATES

<table>
<thead>
<tr>
<th>IMP/MONTH</th>
<th>1 MONTH</th>
<th>6+ MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>150,000</td>
<td>$4,200</td>
<td>$3,750</td>
</tr>
<tr>
<td>200,000</td>
<td>$5,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>300,000</td>
<td>$6,900</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

All rates listed as gross. Rates effective 10/1/2017

AD SIZES & REQUIREMENTS
Minimum of 3 sizes required
Rectangle 300 × 250
Half Page* 300 × 600
Skyscraper 160 × 600
Leaderboard* 728 × 90
Billboard* 970 × 250

*600 x 200 required for responsive

FILE FORMATS
- gif, jpg, PNG or HTML5
- Ad must include visible rule or border
- Provide URL link when submitting ad
- Max. animation time: 15 seconds total, animated gif 3 frames
- When using an animated gif with multiple frames — be sure to include all vital information in the first frame of the ad to ensure that if ad appears as “static,” vital information will be seen.

Indianapolis Business Journal | www.ibj.com | 317-634-6200
HOME PAGE TAKE OVER
Take over IBJ.com’s home page and all display ad units will be seen for a continuous 24 hour period, from 12 am-11:59 pm. Estimated impressions: 30,000.

RATE (NET)
$1,800 net per day

AD SIZES
Leaderboard* 728 x 90
Half Page* 300 x 600
Rectangle 300 x 250
Skyscraper 160 x 600
Mobile 640 x 100

*600 x 200 required for responsive

INTERSTITIAL
Ad appears as full screen take over when IBJ.com readers access the site or click through emails to a story on desktop only.

RATES (NET)
Impressions
50,000 $2,250
100,000 $4,500
150,000 $6,750

AD SIZE
640 x 480

SLIDING BILLBOARD WITH PENCIL LEAVE BEHIND
Placement at the top of the home page and article pages.

RATES (NET)
Impressions
50,000 $2,000
100,000 $4,000
150,000 $4,500

AD SIZES
Must provide 2 shapes.
920 x 260 & 920 x 30

MOBILE WEBSITE
Ads appear at bottom of site and in stories.

RATES (NET)
Impressions
30,000 $1,050
50,000 $1,750
100,000 $3,500

AD SIZES
640 x 100, 600 x 200, 300 x 250

LOGO SPONSORSHIPS
Logo will appear at the top of each page. Sponsor logos will rotate. Exclusivity of industry in sponsorship.

RATE (NET)
Minimum # of Impressions
100,000 $3,900

FILE FORMATS
- Static gif, jpg or PNG file
- Ad must include visible rule or border
- Provide URL link when submitting ad
- Maximum file size 150k
Nearly 40,400 business professionals enjoy the top online business stories delivered to their inbox Monday through Friday mornings at 8 am. This e-newsletter sees an open rate of 55% and a delivery rate of 99%. 98% consider Eight@8 their primary or one of several equally important sources of current news.

**PERSONAL PROFILE**

- $200,366 average household income
- 56% male
- 44% female
- 53 average age
- 30% are age 25-44

**PROFESSIONAL PROFILE**

- 26% are in top management
- 21% are in middle management
- 20% are professional or technical
- 7% are in sales

**RESPONSE TO ADVERTISING**

- 78% have taken action as a result of seeing an ad
- 25% have clicked through to an advertiser’s site

**LIFESTYLE**

- 64% plan to purchase tickets to cultural events
- 62% plan to purchase tickets to sporting events
- 40% dine out 5 to 10+ times a week
- 32% plan to purchase a vehicle
- 18% plan to purchase jewelry

**COMPANY POLICY INFLUENCE**

- 30% technology service & equipment
- 23% banking & financial services
- 22% employee benefits
- 21% legal services
- 21% corporate giving
- 17% real estate/plant site location
- 16% property & casualty insurance

**EDUCATION**

- 91% college graduate
- 42% Master’s/JD/Doctorate

**FILE FORMATS**

- Static: gif, jpeg or PNG
- Maximum file size 100k
- Ad must include visible rule or border
- Provide URL when submitting ad

---

**EIGHT@8 RATES**

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)*</td>
<td>$5,940</td>
<td>$5,520</td>
<td>$4,580</td>
</tr>
<tr>
<td>Upper Rectangle (300 x 250)</td>
<td>$5,660</td>
<td>$5,260</td>
<td>$4,360</td>
</tr>
<tr>
<td>Native (size)</td>
<td>$4,145</td>
<td>$3,845</td>
<td>$3,190</td>
</tr>
<tr>
<td>Half Page (300 x 600)*</td>
<td>$5,390</td>
<td>$5,010</td>
<td>$4,150</td>
</tr>
<tr>
<td>Lower Rectangle (300 x 250)</td>
<td>$4,760</td>
<td>$4,420</td>
<td>$3,660</td>
</tr>
</tbody>
</table>

*600 x 200 required for responsive

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

Rates effective 10/1/2017.

Survey August 2015
IBJ DAILY RATES
Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)*</td>
<td>$5,400</td>
<td>$5,000</td>
<td>$4,150</td>
</tr>
<tr>
<td>Upper Rectangle (300 x 250)</td>
<td>$5,140</td>
<td>$4,775</td>
<td>$3,950</td>
</tr>
<tr>
<td>Native (size)</td>
<td>$5,100</td>
<td>$4,800</td>
<td>$4,200</td>
</tr>
<tr>
<td>Half Page (300 x 600)*</td>
<td>$4,895</td>
<td>$4,545</td>
<td>$3,760</td>
</tr>
<tr>
<td>Lower Rectangle (300 x 250)</td>
<td>$4,145</td>
<td>$3,845</td>
<td>$3,190</td>
</tr>
</tbody>
</table>

*600 x 200 required for responsive

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

Rates effective 10/1/2017.

Survey August 2015

IBJ Daily delivers local & national business news to nearly 43,300 business professionals Monday through Friday at 1 pm. This e-newsletter experiences an open rate of 51% and a delivery rate of 99%. 99% consider IBJ Daily their primary or one of several equally important sources of current local news.

PERSONAL PROFILE
$190,665 average household income
58% male
42% female
51 average age and 30% are age 25-44

PROFESSIONAL PROFILE
27% are in top management
21% are in middle management
16% are professional or technical
9% are in sales

RESPONSE TO ADVERTISING
52% have taken action as a result of seeing an ad
43% recall ads on IBJ Daily
27% have clicked through to an advertiser’s site
21% have visited an advertiser’s site at another time

EDUCATION
89% college graduate
37% Master’s/JD/Doctorate

LIFESTYLE
63% plan to purchase tickets to cultural events
63% plan to purchase tickets to sporting events
37% dine out 5 to 10 times a week
29% plan to purchase a vehicle
16% plan to purchase jewelry

COMPANY POLICY INFLUENCE
30% tech equipment & services
25% banking & financial services
21% corporate giving
20% employee benefits
20% legal services
18% health insurance
17% real estate/site location

60%
have purchasing/specifying authority

FILE FORMATS
- Static: gif, jpeg or PNG
- Maximum file size 100k
- Ad must include visible rule or border
- Provide URL when submitting ad

NATIVE REQUIREMENTS
- JPG Photo or PNG logo
- 300 x 300 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 30 characters
- Caption less than 200 characters
This week in IBJ and News Update

THIS WEEK IN IBJ
Delivered every Saturday morning to 40,800 subscribers, This Week in IBJ provides highlights of the Friday print edition of IBJ and the top featured lists. Business professionals take the time to open this weekend e-newsletter, resulting in an average open rate of 43%.

IBJ NEWS UPDATE
IBJ News Updates are sent out to approximately 40,400 subscribers as the news is happening. These emails are sent when there is a development in an ongoing story. Since we don’t make the news, there is no set schedule. This product averages 9 pushes monthly, however, there is a minimum of 4 News Updates guaranteed each month.

THIS WEEK IN IBJ & NEWS UPDATE RATES
Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)*</td>
<td>$5,400</td>
<td>$5,000</td>
<td>$4,150</td>
</tr>
<tr>
<td>Upper Rectangle (300 x 250)</td>
<td>$5,140</td>
<td>$4,775</td>
<td>$3,950</td>
</tr>
<tr>
<td>Lower Rectangle (300 x 250)</td>
<td>$4,145</td>
<td>$3,845</td>
<td>$3,190</td>
</tr>
</tbody>
</table>

*600 x 200 required for responsive. All rates are net per month. All contracts are irrevocable once signed. Rates effective 10/1/2017.

FILE FORMATS
- Static: gif, jpeg or PNG
- Maximum file size 100k
- Ad must include visible ruler or border
- Provide URL when submitting ad
Industry e-Newsletters

How Industry e-Newsletter advertising works: Ads will run in the weekly email position purchased. Additional ads will run on the corresponding Industry Newsletter pages of IBJ.com.

PROPERTY LINES

Each Thursday, roughly 23,600 subscribers receive the latest street-level view of Indianapolis area real estate via Property Lines. Property Lines covers retail comings and goings, restaurant news and notable sales and acquisitions. Property Lines on IBJ.com has 31,000 monthly unique visitors, generating an average of 36,100 monthly page views. Property Lines email has a 49% open rate.

NORTH OF 96TH

North of 96th offers extensive coverage of the fast-growing northern suburbs of Indianapolis: Carmel, Fishers, Noblesville, Westfield and Zionsville. Each Friday, 16,600 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 29,000 monthly unique visitors, generating an average of 23,000 monthly page views. North of 96th email has a 59% open rate.

THE SCORE

The Score praises, provokes and offers food for thought around local and national sports news. From pros to college to IndyCars, this e-newsletter shines light on the hot topics of the day and invites readers to have their say. The e-newsletter compilation of the latest stories is sent out to roughly 21,000 subscribers every Wednesday. The Score on IBJ.com has 15,800 monthly unique visitors, generating an average of 17,000 monthly page views. The Score email has a 45% open rate.

INDUSTRY E-NEWSLETTER RATES

Rates are monthly, for 1 day per week.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)*</td>
<td>$3,265</td>
<td>$3,035</td>
<td>$2,425</td>
</tr>
<tr>
<td>Billboard (970 x 250)*</td>
<td>$3,525</td>
<td>$3,235</td>
<td>$2,775</td>
</tr>
<tr>
<td>Native (140 characters)</td>
<td>$3,225</td>
<td>$2,865</td>
<td>$2,240</td>
</tr>
<tr>
<td>Lower Rectangle (300 x 250)</td>
<td>$3,050</td>
<td>$2,690</td>
<td>$1,965</td>
</tr>
</tbody>
</table>

*600 x 200 required for responsive.
All rates are monthly for one day a week. All contracts are irrevocable once signed. Rates effective 10/1/2017.

FILE FORMATS

- Email: static gif, jpeg or PNG
- IBJ.com: gif, jpeg, PNG or HTML 5
- Maximum file size 100k
- Ad must include visible rule or border
- Provide URL when submitting ad
- Maximum animation time: 15 seconds total, animated gif 3 frames.

IBJ recommends: When using an animated gif with multiple frames — be sure to include all vital information in the first frame of the ad. This will ensure that if the ad appears as "static" for any reason all vital information will be seen.
Carmel-based Determine named a technology veteran to its executive team.

The company, which makes procurement-management software, announced Tuesday that Gérard Dahan had been named to the newly created position of chief marketing officer and senior vice president of EMEA (Europe, the Middle East and Africa). It said Dahan has 25 years of experience in leadership, sales management, business operations and senior executive roles with technology companies in the United States and Europe.

Determine employs 154 people, including 49 in Indiana.

IBJ Tech Information in One Place
#IBJtech has approximately 42,600 feature share-worthy stories from Indiana and abroad, collecting all the happenings in commercial and residential real estate around central Indiana. Sent to approximately 16,400 subscribers every Tuesday, this email has a 59% open rate.

HEALTH CARE & REAL ESTATE WEEKLY
Rates are monthly for 1 day a week.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1-5 MO.</th>
<th>6-11 MO.</th>
<th>12 MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90)*</td>
<td>$3,035</td>
<td>$2,790</td>
<td>$2,185</td>
</tr>
<tr>
<td>Upper Rectangle (300 x 250)</td>
<td>$3,285</td>
<td>$3,045</td>
<td>$2,535</td>
</tr>
<tr>
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<td>$2,790</td>
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*600 x 200 required for responsive
All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/2017.

#IBJTECH
This Indy-focused e-newsletter, published every Friday, gives readers a rundown of technology and innovation happenings. #IBJtech will feature share-worthy stories from Indiana and abroad, collecting all tech information in one place. #IBJtech has approximately 42,600 subscribers. #IBJtech has a 42% open rate.

#IBJTECH RATES
Rates are for 1 day per week for the months contracted.

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*600 x 200 required for responsive
All rates are net per month. All contracts are irrevocable once signed.
Rates effective 10/1/2017.
Event Sponsorship

Throughout the year, Indianapolis Business Journal hosts a series of high profile events ranging in size from 300 to more than 600 attendees. Decision makers and business owners from all industries regularly come together to network, hear experts in their fields, and recognize businesses and individuals who positively impact our business community. Each event is marketed 4 to 6 weeks prior to the event through IBJ, IBJ.com and our email database.

SPONSORSHIP PACKAGES INCLUDE BUT ARE NOT LIMITED TO:

- Logo identification on marketing materials such as advertisements, invitations, programs, note pads, tickets and signage.
- Sponsorship packages vary by event.
- Sponsorship opportunities range from $5,000 net to $15,000 net.

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

84% of subscribers recognize event sponsors

92% of event attendees say they would attend another event
2018 marks the 26th year of this event, which recognizes 40 local business and professional leaders who have achieved success before the age of 40. Sponsorship of this reception is a unique marketing opportunity to reach these young professionals and their predecessors.

- Honorees are profiled in a special IBJ supplement.
- Current honorees and previous classes of Forty Under 40 attend this private reception.

Sponsorship Deadline: 12/8/17

2018 marks the 18th year of this awards program and supplement honoring outstanding individuals, organizations and companies from the health care community. Top honorees and honorees in each of the following categories are profiled in a special IBJ supplement and featured at the event:

- Community achievement in health care
- Advancements in health care
- Physician
- Non-physician
- Volunteer

Sponsorship Deadline: 12/8/17

Indianapolis Business Journal spotslights some of our city’s most successful women from both the public and private sectors while revealing the triumphs and challenges that have shaped their careers.

- These Women of Influence are honored at a breakfast event.
- Profiles of the honorees are featured in a special IBJ supplement.

Sponsorship Deadline: 8/10/18

Indianapolis Business Journal’s Power Breakfast Series brings the state’s thought leaders together to discuss issues of interest and importance to the business community. A panel of 4 to 6 professionals from each industry participate in a roundtable led by an IBJ editor or beat reporter. A feature story related to the panel discussion is published in the upcoming related focus sections.

2018 marks the 16th year of the Power Breakfast Series.

Sponsorship Deadlines:
- Technology: 1/5/18
- Life Sciences: 2/23/18
- Commercial Real Estate & Construction: 6/22/18
- Health Care & Benefits: 6/29/18

IBJ’s CFO of the Year awards are presented to financial professionals in Indiana for outstanding performance in their roles as financial stewards of corporations and not-for-profit/government organizations.

- The honorees and top honorees are featured at a breakfast event.
- Their profiles are featured in a special IBJ supplement.

Sponsorship Deadline: 8/31/18