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 adverrtorials allowed.

All advertising must be approved by the Publisher.

**RATE**

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

**RATES**

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

**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

**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></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></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>SPACING WIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.5929&quot;</td>
<td>4 columns</td>
</tr>
<tr>
<td>2 columns</td>
<td>3.2743&quot;</td>
<td>5 columns</td>
</tr>
<tr>
<td>3 columns</td>
<td>4.9558&quot;</td>
<td>6 columns</td>
</tr>
</tbody>
</table>