Newspaper

RATES PER INSERTION

Frequency rates are earned with pre-planned number of insertions over 12 months.

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1-12X</th>
<th>13-25X</th>
<th>26-51X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center Spread</td>
<td>$12,030</td>
<td>$9,775</td>
<td>$9,112</td>
<td>$7,593</td>
</tr>
<tr>
<td>3/4 Page Center Spread</td>
<td>$11,387</td>
<td>$9,252</td>
<td>$8,625</td>
<td>$7,187</td>
</tr>
<tr>
<td>Jr. Center Spread</td>
<td>$10,050</td>
<td>$8,164</td>
<td>$7,612</td>
<td>$6,343</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$8,121</td>
<td>$6,598</td>
<td>$6,151</td>
<td>$5,126</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,500</td>
<td>$5,282</td>
<td>$4,923</td>
<td>$4,102</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>$5,728</td>
<td>$4,654</td>
<td>$4,338</td>
<td>$3,615</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,536</td>
<td>$3,686</td>
<td>$3,435</td>
<td>$2,863</td>
</tr>
<tr>
<td>3/8 Page</td>
<td>$3,910</td>
<td>$3,176</td>
<td>$2,962</td>
<td>$2,469</td>
</tr>
<tr>
<td>Front Page</td>
<td>$2,787</td>
<td>$2,264</td>
<td>$2,111</td>
<td>$1,759</td>
</tr>
<tr>
<td>Full Run</td>
<td>$2,597</td>
<td>$2,111</td>
<td>$1,967</td>
<td>$1,640</td>
</tr>
<tr>
<td>I/8 Page</td>
<td>$1,656</td>
<td>$1,314</td>
<td>$1,254</td>
<td>$1,045</td>
</tr>
</tbody>
</table>

Color Rates: 2-color: $350, 4-color: $500

MECHANICALS (W × H)

- Center Spread: 21.375" × 13.25"  
- 3/4 Center Spread: 21.375" × 10"  
- Jr. Center Spread: 16.25" × 10"  
- Full: 9.75" × 13.25"  
- 3/4 Vertical: 7.25" × 13.25"  
- 3/4 Horizontal: 9.75" × 10"  
- Island: 7.25" × 10"  
- 1/2 Vertical: 4.75" × 13.25"  
- 1/2 Horizontal: 9.75" × 6.5"  
- 3/8 Vertical: 4.75" × 10"  
- 3/8 Horizontal: 7.25" × 6.5"  
- Front Page: 5.0" × 1.625"  
- I/4 Square: 4.75" × 6.5"  
- I/4 Vertical: 2.25" × 13.25"  
- I/4 Horizontal: 9.75" × 3.25"  
- I/8 Vertical: 2.25" × 6.5"  
- I/8 Horizontal: 4.75" × 3.25"

FRONT PAGE AD

Placement: Ad will appear on bottom right side of front page.

Restrictions: Front-page ads cannot run when client placing the ad is the subject of a story on the front page. Once an ad is placed, it cannot be pulled because of editorial content that may appear on the inside pages of IBJ.

PREMIUM CHARGES

Guaranteed Position

- Page 2: 30%
- Page 4 or 5: 25%
- Page 6 thru 11: 20%
- Top 25 Lists: 20%

INSERTS (RATES ARE PER THOUSAND)

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x-3x</td>
<td>$250</td>
</tr>
<tr>
<td>4x-8x</td>
<td>$235</td>
</tr>
<tr>
<td>9x-12x</td>
<td>$225</td>
</tr>
<tr>
<td>13x-52x</td>
<td>$215</td>
</tr>
</tbody>
</table>

Deliver to: AIM – Greenfield  
c/o: IBJ insert  
22 West New Road  
Greenfield IN 46140  
317-462-5528

- Include name of insert and issue date on cartons
- Inserts must arrive at AIM by 5 pm Friday prior (1 week)

SUBMITTING FILES

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

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.  
- Specifications for Web Offset Publications
- No crop or bleed marks.
- 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%.
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

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Rate Card Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$5,571</td>
</tr>
<tr>
<td>Half Page V and H</td>
<td>$3,907</td>
</tr>
<tr>
<td>1/4 Square</td>
<td>$2,814</td>
</tr>
</tbody>
</table>

Additional $500 for 2-color and $800 for 4-color.

PREMIUM POSITIONS

(BASED ON AVAILABILITY)

- Back Cover: $8,136
- Inside Front: $6,679
- Inside Back: $6,138

Rate Card #40 Effective 10/1/17

MECHANICALS (W x H)

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

Full Page w/ bleed are same as Tab specs.

Smart Advertising Investment

74% of readers keep the 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

PUBLICATION DATE
December 28, 2018

SPACE RESERVATION
Deadline: November 7, 2018

ARTWORK DEADLINE
December 5, 2018

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