

BUILDING INDIANA

Indiana's Source for Business and Economic Development

2014 Media Kit

WHY BUILDING INDIANA?

- The Largest Business-to-Business Publication in the State
- Direct Mailed to C-Suite Executive's Desks-No Bundle Drops
- 60,000 Readers Each Issue

Business Owners

Presidents/ Vice Presidents

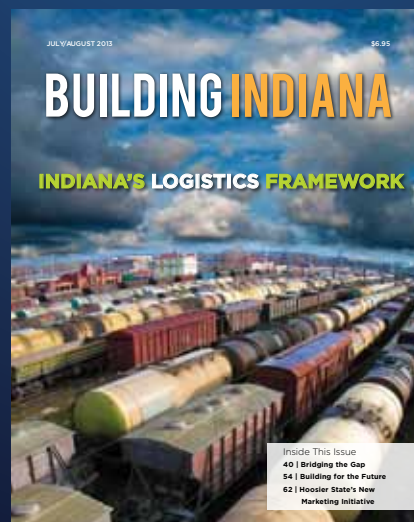
Managers

HR Directors

Supervisors

Elected Officials

- Award Winning Publication at the Local, Regional, National & International Level



2014 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Feature - Education

Space Reservation: December 31

Materials Due: January 3

Publication Date: February 2014

MARCH/APRIL

Feature - Finance

Space Reservation: February 28

Materials Due: March 5

Publication Date: April 2014

MAY/JUNE

Feature - Healthcare

Space Reservation: May 1

Materials Due: May 5

Publication Date: June 2014

JULY/AUGUST

Feature - Logistics

Space Reservation: June 30

Materials Due: July 3

Publication Date: August 2014

SEPTEMBER/OCTOBER

Feature - Construction

Space Reservation: September 2

Materials Due: September 5

Publication Date: October 2014

NOVEMBER/DECEMBER

Feature - Facts & Stats

Space Reservation: October 31

Materials Due: November 5

Publication Date: December 2014

COLUMNS IN EVERY ISSUE

BEING PRODUCTIVE

Staffing and HR

ECONOMIC DEVELOPMENT

Indiana

LOGISTICS

Road, Rail, Air or Water

SAFETY ZONE

What's new on safety

BOTTOM LINE

Finance/Insurance Industries

GREEN & SUSTAINABLE

Environmental & Agricultural

MARKETING

Marketing/Promotional Ideas

SMALL BUSINESS DEVELOPMENT

BUSINESS BUZZ

Current News Bits

LAST WORD

Opinion Piece-Feature

MASS PRODUCTION

Made/Built/Distributed in Indiana

WELCOME CENTER

Travel & Tourism

CONSTRUCTION

What's new in construction

LIFELONG LEARNING

Continuing Education

PEOPLE NEWS

Promotions & Appointments

WELL-BEING

Health & Wellness

We welcome our readers to provide our editorial staff with suggestions on emerging issues, trends and opinions offering a different perspective. Contact: editor@buildingindiana.com

NET ADVERTISING RATES

Full Color

1 Issue

3 Issues

6 Issues

Full Page

\$3,015

\$2,915

\$2,755

Two Thirds Page

\$2,370

\$2,280

\$2,130

Half Page Vertical or Horizontal

\$1,800

\$1,725

\$1,640

Half Page Island

\$2,000

\$1,905

\$1,800

Third Page

\$1,625

\$1,555

\$1,515

Quarter Page

\$1,365

\$1,300

\$1,270

Business Card

\$450

\$395

\$355

Rotating Premium Positions \$3,000

Inside Front, Inside Back, Back Cover & Page 3

ONLINE ADVERTISING RATES

3 Mos.

6 Mos.

12 Mos.

Rotating Banner
728x90

\$480

\$875

\$1,575

Rotating Skybox
300x250

\$425

\$750

\$1,350

Full Page

8.5x10.8125 live area
8.625x10.9375 with bleed

**1/2 Page
Island**
4.63x7

2/3 Page
4.63x9.8

**1/2 Page
Vertical**
3.38x9.8

1/3 Page
4.63x4.77

**1/2 Page
Horizontal**
7.5x4.8

**Business
Card**
3.5x2

**1/4
Quarter
Page**
3.5x4.77

TO ADVERTISE

Contact Diane Towle at 219-226-0300 or
dtowle@buildingindiana.com

Visit us at: www.buildingindiana.com

