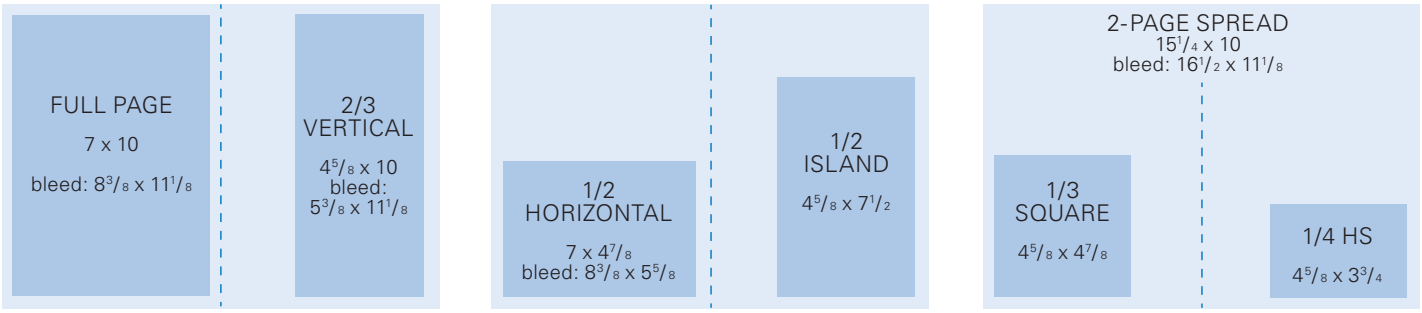
2005 ADVERTISING RATES

Your Advertising Investment

To reach Indiana's top decision makers



PROFILE

Indiana Business magazine is published monthly and is read by more than 93,600 business professionals making it the most-read business publication in Indiana after *The Wall Street Journal* – better read than *BusinessWeek, Forbes, Fortune or Inc.** The magazine features Indiana business people, firms and industries. It focuses on trends and issues affecting Indiana business and spotlights a region each issue. Departments include Indiana Indicators, Indiana Stocks, Regional Report and Ventures. Published since 1957, it's the country's third-oldest state business magazine.

**Source: Strategic Marketing & Research, Inc., Carmel*

DEMOGRAPHICS

Average household income of reader	$189,438
Average time spent reading magazine	30 minutes
Readers per copy	3.12
Average sales of reader's company	$13.5 million
Executive status	88%

Source: Strategic Marketing & Research, Inc., Carmel

PERSONNEL

Publisher	Eric Servaas
Editor	Steve Kaelble
Associate Editor	Jennifer Tricker
Contributing Editor	Kathy McKimmie
Art Director	Andrew Roberts
Circulation Director	Diane Pryor
Advertising Manager	Amy Krieg
Account Executives	Nanette Frantz
	Peggy Herbst
	Connie Mason
	Donna Noblitt-Ray
	Glee Renick-May

BLACK & WHITE RATES

Size	1X	3X	6X	9X	12X
1 Page	$3,220	$2,735	$2,255	$2,090	$1,930
2/3	2,575	2,190	1,800	1,670	1,545
1/2 Island	2,160	1,835	1,510	1,400	1,290
1/2	2,060	1,750	1,440	1,340	1,235
1/3	1,450	1,235	1,020	940	870
1/4	1,120	960	790	730	675

COLOR RATES

Black & white rates plus . . .

Two-color	$450
Two-color (under 1/2 page)	$350
Four-color	$750
Four-color (under 1/2 page)	$650

ADDITIONAL RATES

Earned rates plus . . .

Back Cover	25%
Inside Front Cover or Page One	15%
Inside Back Cover or TOC or Guaranteed Position	10%

CONTRACT PROVISIONS

Frequency Discounts: Ads must be inserted within one year of the first insertion to earn frequency discounts. Advertisers will be short-rated if frequency originally contracted is not achieved during a 12-month period.

Cancellation: Cancellations or changes in orders will not be accepted after closing date. Cover contracts are not cancellable.

Commission: Fifteen percent commission is granted to recognized agencies on space, color and position.

IndianaBusiness
THE MAGAZINE FOR INDIANA DECISION MAKERS

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