

# Indiana Technology Directory

## Indiana's growing technology clusters



Mailed with the May issue of *Indiana Business* magazine in partnership with TechPoint and the Indiana Department of Commerce.

To reserve advertising,  
call before March 11, 2005.

To reserve space, call your  
account executive or Amy Krieg  
at 317/692-1200 x20  
or 1-800-473-2526.

### PUBLICATION

The *Indiana Technology Directory* will support the mission of TechPoint, an organization providing advocacy and economic-development efforts to grow the state's technology clusters, and the Indiana Department of Commerce.

### CONTENT

The directory will have four sections:

- an overview of Indiana's technology plans, participants and progress
- paid profiles of companies, institutions and organizations that are playing a role
- listings of firms involved in technology
- listings of resources—firms and organizations supporting technology

The directory will list firms alphabetically and by four categories:

- information technology
- health and life sciences
- distribution and logistics
- advanced manufacturing

### BONUS DISTRIBUTION

The directory will be a supplement to the May 2005 issue of *Indiana Business* magazine and mailed to more than 30,000 business professionals across Indiana.

An additional 20,000 copies will be distributed by TechPoint, the Indiana Department of Commerce, and by *Indiana Business* magazine to all college career centers in Indiana. Total distribution: 50,000 copies.

### ADVERTISING

Rates for advertising are the same as the magazine's rates. Ads may be placed in introductory editorial or with a listing. Advertiser listing will be enhanced with color logo, border and additional copy, up to 30 words.

### PROFILES

A paid professional/company profile section, limited to 20 pages, will precede directory listings. The profiles will contain supplied copy, color logo and image.

Sizes and net rates:

- Full page, up to 500 words ..\$2,500
- 1/2H, up to 250 words.....\$1,500
- 1/4VS, up to 125 words .....\$900