# Business Weekly

# 2024 Media Information

260/426-2640 fwbusiness.com



## **Distribution By Counties**

#### **Distribution Area**

INDIANA: Allen, Whitley, Huntington, Wells, Adams, DeKalb, Noble, Steuben, LaGrange, Kosciusko, Wabash and Elkhart.

OHIO: Van Wert, Paulding, Defiance and Williams.

Business Weekly has an impressive roster of more than 4,500 influential readers, including executives and small-business owners, who make critical business buying-decisions in print and digital media.

Mail Subscription pay \$52 a year or \$104 for two years.
Online pay \$47 per year

Note: Pass-along readership data comes from the City Business Journals Network.

## Additional Information

260-426-2640

Circulation



#### **Deadlines**

#### **Greater Fort Wayne Business Weekly:**

Space and camera-ready copy deadline is 2 p.m. Thursday, 8 days prior to the publication date. Please call your account executive for holiday deadlines.\*

**Special Publications:** See special publication deadlines on editorial calendar.\*

\*Any ad received after deadline will be charged a \$50 late fee

**Agency Commission:** All advertising rates are net of agency commissions.

Cancellation: Cancellation of an ad or a change

in its schedule must be received in writing before the ad deadline. Ads canceled after deadline will be billed at 100%.

**Credit, Payment and Commissions:** All advertising transactions with the Greater Fort Wayne Business Weekly are subject to the advertising agreement.

#### **Production Specifications**

#### FILE FORMATS ACCEPTED:

- Photographs/Artwork TIFF, EPS, JPEG (150 dpi minimum, 300 dpi for glossy publications)
- Ads Acrobat PDF (150 dpi, 300 dpi for glossy publications)
- Make sure all fonts are embedded.
- If ad is designed in RGB, convert file to CMYK before exporting to PDF.

#### PROGRAMS ACCEPTED:

- · InDesign, Illustrator, Photoshop
- All art and fonts must be included. Fonts must be MAC fonts.
- No Microsoft Word, Publisher or PowerPoint files will be accepted.

#### MEDIA ACCEPTED:

- Customer should always provide a photocopy or paper output of the file for our processing purposes.
- · CD, DVD

#### **EMAIL:**

- Ads must be in Acrobat PDF format. It is the customer's responsibility to make sure the file is the correct size, separates correctly, images are properly distilled, and fonts embedded.
- · Images and graphics should be at minimum 150 dpi
- · Ads cannot be larger than 9MB.
- Images or ads embedded in a Microsoft Word document will not be accepted.
- · Please email ad copy to your account executive

#### roduction Specifications

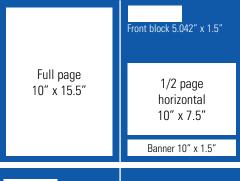
## COLOR CONVERSION ACCEPTED:

- All black-and-white ads should be sent in black and white or grayscale — not in color (CMYK or RGB).
- Black must be 100% black not CMYK black.
- All color ads should be provided in CMYK mode. If your ad is produced in RGB, please convert to CMYK before exporting to PDF.
- Color images can be converted to grayscale but grayscale can not be converted to color.
- Do not use Pantone colors.
- Black plus one color ads need to be created in CMYK blend.

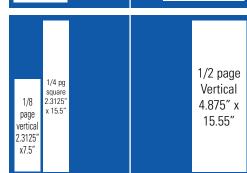
#### The Staff

Jenny Ernsberger General Manager
Ann Saggars Creative Manager
Lisa Esquivel Long Editor
Hope Eberly Marketing & Events Coordinator

## Business Weekly Sizes







#### 2024 Ad Rates\*

#### Rates effective December 1, 2023

Standard Rate Sizes					
Ad size	Size (wxh)	Open	13x	26x	52x
Full page	10" x 15.5"	\$1,661	\$1,381	\$1,217	\$1,120
Island	7.4375" x 11"	\$1,317	\$1,070	\$940	\$874
1/2 page horizontal	10" x 7.5"	\$1,123	\$934	\$828	\$746
1/2 page vertical	4.875"x15.5"	\$1,123	\$934	\$828	\$746
1/4 page square	4.875" x 7.5"	\$667	\$559	\$446	\$425
1/4 page vertical	2.3125" x 15.5"	\$667	\$559	\$446	\$425
1/8 page horizontal	4.875" x 4"	\$382	\$323	\$297	\$276
1/8 page vertical	2.3125" x 7.5"	\$382	\$323	\$297	\$276
Banner	10" x 1.5"	\$786	\$645	\$574	\$507
Premium Positions					
Ad size	Size (wxh)	Open	13x	26x	52x
Front page	5.042" x 1.5"	\$459	\$299	\$349	\$287

\* Prices include full color and \$18 charge per insertion for 7-day online ad and listing in our online business directory. All rates are net.

full page rate +10%

#### **Inserts**

Front page Inside front/back

covers

Preprints				
Size	1x	6x	12x	
Single sheet	\$42	\$40	\$39	
4-10 pages	\$61	\$57	\$55	
12-14 pages	\$66	\$61	\$57	
16-18 pages	\$86	\$80	\$77	
20-22 pages	\$91	\$86	\$82	
24-30 pages	\$95	\$91	\$84	
32-48 pages	\$103	\$98	\$93	
(Insertion rates only, printing is custom quoted)				

10" x 15.5"

Deliver to: Business Weekly Attn: Distribution 600 W. Main St. Fort Wayne, IN 46802

Inserts must be clearly labeled for the Greater Fort Wayne Business Weekly with the publication date.

Preprints must arrive 7 days prior to publish date

#### fwbusiness.com Advertising & Email Blasts

#### fwbusiness.com Ad Sizes (WxH) in pixels

Leaderboard Ad728x90Medium Rectangle300x250Double Tile300x600Pencil Ad970x30

Expanding Pencil Ad 970x30 expands to 970x350 Page Curl 970x30 expands to 500x500

Pop Up Ad up to 500x500 Wallpaper 2000xnec.

Home Page Takeover See your rep for details

#### Daily Email Blasts\* (WxH) in pixels

Email blasts are sent to subscribers daily, Monday-Friday.

Banner ad (600x125)

Rates

\$45 per day, pick your days

\$175 Monday through Friday, any week (5 consecutive days) Same copy

\$160 per month with a 1-day-per-week

contract

Banners sold based on availability. Limited number of spaces available per day.

Email blasts available for the following

websites

www.fwbusiness.com www.infortwayne.com www.thepostandmail.com www.kpcnews.com

#### **Special Publications and Events**

#### **Live Events**

Forty Under 40

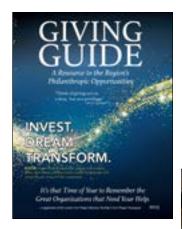
Influential Women of Northeast Indiana

#### **Webinar Series**

The 2023 virtual webinar series will offer subscribers and the general public the opportunity to attend virtual webinars featuring critical issues and topics that affect their businesses day-to-day.

As keynote speakers during these webinars, area experts will have the opportunity to showcase their business and expertise on these topics.

Topics will include: Payroll Protection Program, Commercial Real Estate, Small to Midsize Business Lending, Human Resource Consulting, Entrepreneurship, Personal Development, Career and Business Growth.













# 2024 EDITORIAL CALENDAR

	In Focus		Top List	
December	**29	Year in Review	Wineries	
	5	Health care	Accounting firms	
January	12	Real estate	Construction projects	
	19	Banking and finance	Best performing stocks	
	26	Law/Government	Law firms	
<b>~</b>	3	Technology/ startups	Web developers and designers	
na.	9	Real estate	Apartment communities	
February	16	Health care	Forty Under 40 class	
ш	23	Banking and finance	Financial planning firms	
	1	Education	Building trade unions	
	8	Health care	Nursing homes	
ch	15	Real estate	Hotels	
March	22	Banking and finance	Landscape companies	
	29	Nonprofits	Employee benefit companies	
	5	Health care	Printing companies	
	12	Real estate	Golf courses	
April	19	Banking and finance	Meeting and banquet facilities	
	26	Manufacturing/ startups	Tourist attractions	
	3	Health care	Public relations firms	
	10	Real estate/Military	Residential real estate agencies	
Мау	17	Banking and finance	Minnority-owned businesses	
	24	Law/Government	Restaurants	
	31	Hospitality and Tourism/Sports Businesses	Shopping Centers	
	7	Health care	Physicians groups	
June	14	Real estate	Office buildings	
	21	Banking and finance	Money management firms	
	28	Insurance	Largest companies by market cap	

		In Focus	Top List	
	**5 Health care		Largest dental practices	
>	12	Real estate	Contractors	
July	19	Banking and finance	Largest employers	
	26	Human resources	Staffing agencies	
	2	Education	Highest paid executives	
پ	9	Health care	Breweries	
August	16	Real estate	Chambers of commerce	
Aug	23	Banking and finance	Foundations	
	30	Defense	Entertainment venues	
	**6	Health care	Hospitals	
nber	13	Real estate	Commercial real estate brokers	
September	20	Banking and finance/Educations	Credit unions	
S	27	Manufacturing	Manufacturing (excludes ortho)	
October	4	Health care/ Startups	Medical device manufacturers	
	11	Real estate	Women-owned companies	
	18	Banking and finance	Banks	
	25	Transportation/ Automotive	Engineering firms	
	1	Education	Colleges and universities	
er	8	Health care/Military	Private schools	
Novem	15	Real estate/ Insurance	Wealthiest ZIP codes	
ž	22	Banking and finance	Campaign contributions	
	**29 Entertainment		SBA Lenders	
er	6 Health care		Advertising and marketing firms	
d m	13	Real estate	Homebuilders	
December	20	Banking and finance	Computer networking companies	
	**27	Year in Review	Wineries	
January 2024	**5	Health care	Architectural firms	