

Welcome to

Rates effective December 1, 2023

GREATERT FORT WAYNE 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

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

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

Full page 10" x 15.5"	Front block 5.042" x 1.5"
	1/2 page horizontal 10" x 7.5"
Banner 10" x 1.5"	
1/8 pg horizontal 4.875" x 4"	Island 7.4375" x 11"
1/4 pg square 4.875" x 7.5"	
1/8 page vertical 2.3125" x 7.5"	1/2 page Vertical 4.875" x 15.5"
1/4 pg square 2.3125" x 15.5"	

2024 Ad Rates*

Rates effective December 1, 2023

Standard Rate Sizes

Ad size	Size (w x h)	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" x 15.5"	\$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 (w x h)	Open	13x	26x	52x
Front page	5.042" x 1.5"	\$459	\$299	\$349	\$287
Inside front/back covers	10" x 15.5"	full page rate +10%			

* 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.

Inserts

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)

Preprints must arrive 7 days prior to publish date

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.

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.



fwbusiness.com Advertising & Email Blasts

fwbusiness.com Ad Sizes (WxH) in pixels

Leaderboard Ad	728x90
Medium Rectangle	300x250
Double Tile	300x600
Pencil Ad	970x30
Expanding Pencil Ad	970x30 expands to 970x350
Page Curl	100x100 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

GIVING GUIDE

A Resource to the Region's
Philanthropic Opportunities

GREATER FORT WAYNE Business Weekly WEBINAR SERIES





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
February	3	Technology/startups	Web developers and designers
	9	Real estate	Apartment communities
	16	Health care	Forty Under 40 class
	23	Banking and finance	Financial planning firms
March	1	Education	Building trade unions
	8	Health care	Nursing homes
	15	Real estate	Hotels
	22	Banking and finance	Landscape companies
	29	Nonprofits	Employee benefit companies
April	5	Health care	Printing companies
	12	Real estate	Golf courses
	19	Banking and finance	Meeting and banquet facilities
	26	Manufacturing/startups	Tourist attractions
May	3	Health care	Public relations firms
	10	Real estate/Military	Residential real estate agencies
	17	Banking and finance	Minority-owned businesses
	24	Law/Government	Restaurants
	31	Hospitality and Tourism/Sports Businesses	Shopping Centers
June	7	Health care	Physicians groups
	14	Real estate	Office buildings
	21	Banking and finance	Money management firms
	28	Insurance	Largest companies by market cap

	In Focus	Top List	
July	**5	Health care	Largest dental practices
	12	Real estate	Contractors
	19	Banking and finance	Largest employers
	26	Human resources	Staffing agencies
August	2	Education	Highest paid executives
	9	Health care	Breweries
	16	Real estate	Chambers of commerce
	23	Banking and finance	Foundations
	30	Defense	Entertainment venues
September	**6	Health care	Hospitals
	13	Real estate	Commercial real estate brokers
	20	Banking and finance/Educations	Credit unions
	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
November	1	Education	Colleges and universities
	8	Health care/Military	Private schools
	15	Real estate/Insurance	Wealthiest ZIP codes
	22	Banking and finance	Campaign contributions
December	**29	Entertainment	SBA Lenders
	6	Health care	Advertising and marketing firms
	13	Real estate	Homebuilders
	20	Banking and finance	Computer networking companies
	**27	Year in Review	Wineries
January 2024	**5	Health care	Architectural firms

**Denotes early deadline due to holidays