

Welcome to

Rates effective December 6, 2024

GREATER • FORT WAYNE Business Weekly

2025 Media Information

260/426-2640
fwbusiness.com



December 1, 2023

Daily updates at FWBusiness.com

\$1.00

INSIDE BW



Nonprofits surprised
Community Foundation hands out checks on Giving Tuesday
Page 5

Career reflection
Kevin Heringer looks back at career at dentist, Statehouse
Page 6

Strebig Construction, Summit Equestrian owners die in air crash

BY MIKE MARTORELLA
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ELDINGBORO, Mich. — A Lake James couple loses its first community service has perished in an airplane crash outside of Ludington, Michigan, KPC Media has learned.
A Michigan State Police official confirmed that Randy Strebig, 60, and Allison Wheaton, 43, who were recently married, died in a fiery crash the morning of Nov. 28 outside of the Mason County (Michigan) Airport.
Business associates and friends of the couple reported the news to KPC Media last night. They are family close friends involved in the crash. Due to disclosure policies in this paper, identities of crash victims and criminal defendants are often slow to be released.
It was not until the news breaking that the news police could confirm the identities of Strebig and Wheaton. Wheaton was owner of Summit Equestrian Group.
The line of the couple leaves a gaping hole in the community, without friends and associates and. "We always admired his commitment to community family friends. It something needed to get done. Randy did it," said Mark Pennington, Junction Lake, a riding buddy and business partner with Strebig and Chuck Walden, of Angria, in the development of the Couch Landing.



Allison Wheaton, center, and Randy Strebig, organizers of the Indiana Seaplane Pilots Association Spicelin, give directions to a young airplane ride drawing winner on the morning of Sept. 24 in this file photo. On Sept. 28, during the pilots' dinner at Strebig's Lake James estate, Wheaton and Strebig were married after a 17-year courtship. Tragically, the couple perished in an airplane crash Sunday morning outside of Ludington, Michigan.

condemnation on Coved Lake. "We've been so blessed to be a part of his life. His presence just made you better."
"Randy and Allison were longtime friends of..."
See RARE CRASH on Page 5



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:

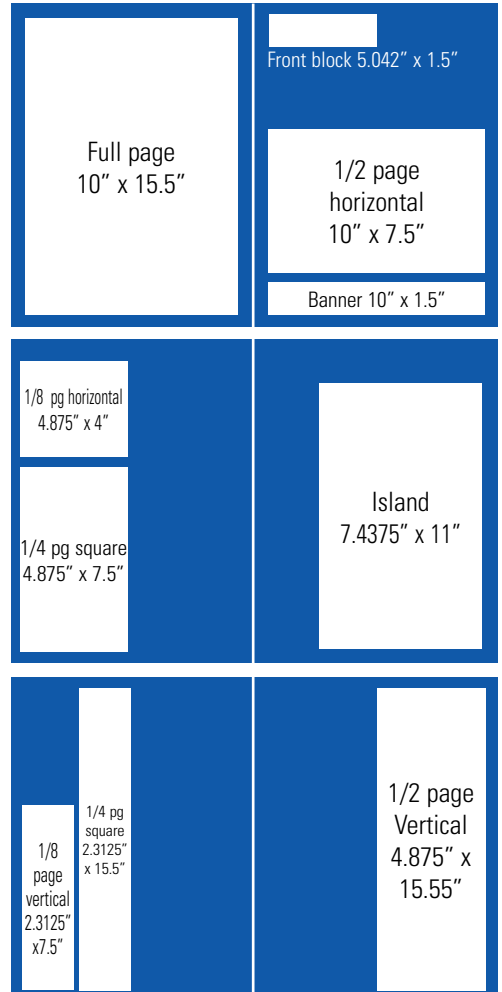
- All black-and-white ads should be sent in black and white or grayscale — not in color (CMYK or RGB).
- Black must be 100% black not CMYK black.
- All color ads should be provided in CMYK mode. If your ad is produced in RGB, please convert to CMYK before exporting to PDF.
- Color images can be converted 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
 Ann Saggars
 Lisa Esquivel Long
 Hope Eberly

General Manager
 Creative Manager
 Editor
 Marketing & Events Coordinator

Business Weekly Sizes



2025 Ad Rates*

Rates effective December 1, 2024

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	\$399	\$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.

fwbusiness.com Advertising

fwbusiness.com Ad Sizes (WxH) in pixels

Leaderboard Ad	728x90	\$605
Leaderboard Variable	728x90	\$345
Medium Rectangle (or Single Tile)	300x250	\$250
Double Tile	300x600	\$330
Pencil Ad	970x30	
Expanding Pencil Ad	970x30 expands to 970x350	\$605
Page Curl	100x100 expands to 500x500	\$605
Pop Up Ad	up to 500x500	\$305
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

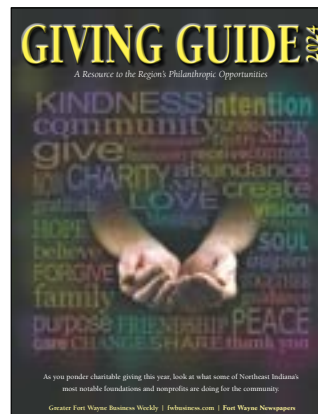
www.kpcnews.com

Special Publications and Events

Live Events

Forty Under 40

Influential Women of Northeast Indiana



GIVING GUIDE

A Resource to the Region's
Philanthropic Opportunities





2025 EDITORIAL CALENDAR

	In Focus	Top List
December	**27	Year in Review
		Wineries Architectural Firms
January	3	Health care
	10	Real estate
	17	Banking and finance
	24	Law/Government
	31	Technology/startups
February	7	Real estate
	14	Health care
	21	Banking and finance
	28	Education
March	7	Health care
	14	Real estate
	21	Banking and finance
	28	Nonprofits
April	4	Health care
	11	Real estate
	18	Banking and finance
	25	Manufacturing/startups
May	2	Health care
	9	Real estate/Military
	16	Banking and finance
	23	Law/Government
	30	Hospitality and Tourism/Sports Businesses
June	6	Health care
	13	Real estate
	20	Banking and finance
	27	Insurance

	In Focus	Top List
July	**4	Health care
	11	Real estate
	18	Banking and finance
	25	Human resources
August	1	Education
	8	Health care
	15	Real estate
	22	Banking and finance
	29	Defense
	**5	Health care
September	12	Real estate
	19	Banking and finance/Educations
	26	Manufacturing
	3	Health care/Startups
October	10	Real estate
	17	Banking and finance
	24	Transportation/Automotive
	31	Education
	7	Health care/Military
November	14	Real estate/Insurance
	21	Banking and finance
	**28	Entertainment
December	5	Health care
	12	Real estate
	19	Banking and finance
	**26	Year in Review
January 2026	**2	Health care

**Denotes early deadline due to holidays