BIZVOICE

ABOUT US

Organization

The Indiana Chamber of Commerce is the largest broad-based business advocacy organization in the state, representing Hoosier employers for 100 years. Six full-time lobbyists protect business interests at the Statehouse and in Washington, with legislative efforts in 2022 saving companies more than $844 per employee. Timely and informative publications and seminars, business research and discounted business services are among the other benefits of Chamber membership that help businesses prosper.

Publication/Awards

BizVoice® enters a small number of contests each year in an effort to measure its content and design against leading state and national publications. In the last 20 years, the magazine has received more than 100 awards from the following organizations/competitions: APEX Awards for Publication Excellence, Communicator Awards, Dalton Pen Communications Awards, American Chamber of Commerce Executives ACE Awards, Folio Magazine Awards, Public Relations Society of America (Hoosier chapter), IABC (Indianapolis chapter) EPIC Awards, Society of Professional Journalists (Indiana chapter) and Indiana Society of Association Executives STAR Award.

Reader Demographics

More than 15,000 copies of *BizVoice* are distributed on a quarterly basis. The audience includes Chamber members and other business, government and political leaders at the state and federal levels. The magazine is mailed directly to company presidents, CEOs and owners, as well as top managers and supervisors. The magazine has a demonstrated high pass-along rate, reaching multiple audiences within a company. *BizVoice* Digital provides additional advertising exposure with reader access to the online, interactive content.

Personnel

Editor: Rebecca Patrick
Art Director: Tony Spataro
Advertising Sales: Tim Brewer
Editorial Staff: Anthony Schoettle, Symone Skrzycki and
                 Matt Ottinger
Web site: www.bizvoicemagazine.com
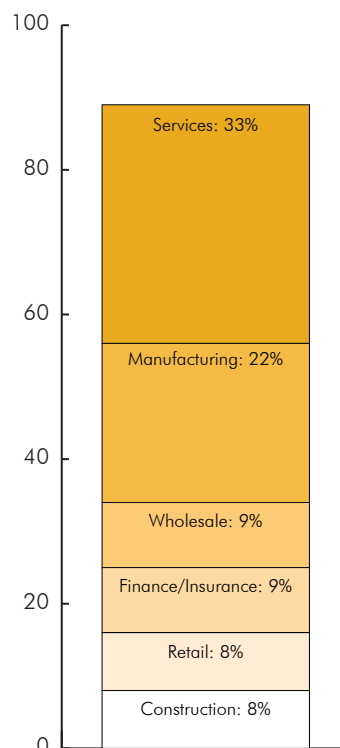
Contact Us

Advertising questions: Tim Brewer at (317) 496-0704 or
                       email: tbrewer@indianachamber.com.
Fax insertion orders to: (317) 264-6855
Editorial questions: Rebecca Patrick (317) 264-6897 or
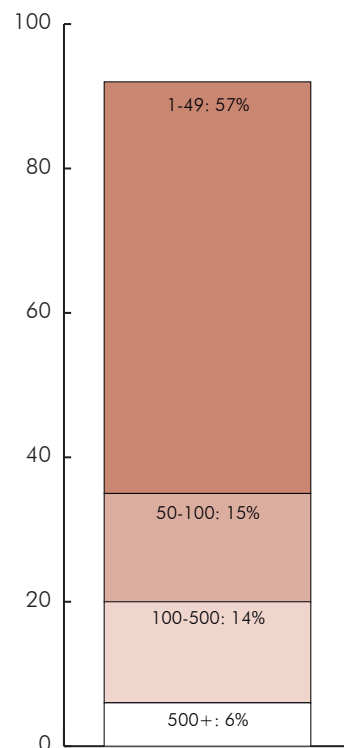   email: rpatrick@indianachamber.com

Mailing address: P.O. Box 44926, Indianapolis, IN 46244-0926
Street address: 115 W. Washington, Ste 850S, Indianapolis, IN 46204

WHO BELONGS TO THE INDIANA CHAMBER

Member Companies by Type of Business

- Services: 33%
- Manufacturing: 22%
- Wholesale: 9%
- Finance/Insurance: 9%
- Retail: 8%
- Construction: 8%

Member Companies by Number of Employees

- 1-49: 57%
- 50-100: 15%
- 100-500: 14%
- 500+: 6%

BOONE COUNTY BOASTING
BUSTLING BUSINESSES, ATTRACTIONS AND ACTIVITIES

BIZVOICE

EDITORIAL CALENDAR

May 2024
Best Places to Work in Indiana
Quality of Place (Housing, inclusive culture, etc.)
County Spotlight: Wayne

August 2024
Infrastructure and Energy
Election Preview
County Spotlight: DuBois

November 2024
Annual Award Winners
Healthy, Prosperous Communities and Citizens
Chamber Member Recognition

ADVERTISING INFORMATION

Rates (per ad based on frequency)

Full Page:	$2,420
Double Page:	$4,000
1/2 Page Horizontal:	$1,920

Small Business Showcase (50 or fewer employees; five years or less in business)

1/2 Page Horizontal	$1,520
1/4 Page	$1,020

Receive the Most Visibility and Value
Buy three, get fourth issue free

Premium Positions

Back Cover:	$3,150
Inside Front Cover:	$3,020
Pages 1, 3 or 4:	$3,020
Inside Back Cover:	$2,920

Ad Sizes

- Full Page (Trim Size: 8 3/8" x 10 7/8")
- Double Page (Trim Size: 16 3/4" x 10 7/8")
- 1/2 Page Horizontal: 7 3/8" x 5"
- 1/4 Page: 3.5875" x 5"

NOTE: For full and double page spread, add additional 1/8" on all sides for bleed. Live area is 1/4" from trim on all sides.

Double Page
Trim Size (16.75" x 10.875")
Bleed Size (17" x 11.125") incl. 1/8" all around
Live area is 1/4" from trim on all sides.

Full Page
Trim Size (8.375" x 10.875")
Bleed Size (8.625" x 11.125") incl. 1/8" all around
Live area is 1/4" from trim on all sides.

1/4 Vertical (3.5875 x 5")

1/2 Horizontal (7.375 x 5")
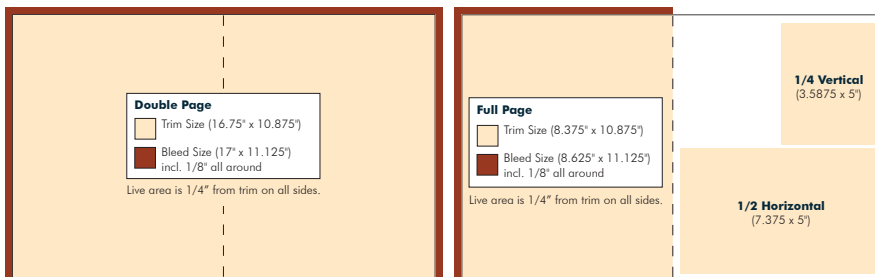
Issue/Close Dates

ISSUE	SPACE	MATERIAL	MAIL DATE
May 2024	April 12	April 22	May 8
August 2024	July 2	July 12	July 31
November 2024	October 11	October 22	November TBD

- Best Places to Work in Indiana issue (May)
- Annual Awards issue (November)

Billing and Payment

Payment is due upon receipt of invoice. Interest charges of 1.5% per month will be added after 30 days.

Please plan ahead to meet our publishing deadlines. Late submissions will be charged a 10% per day fee with no submissions accepted more than two business days after the posted deadline.

ELECTRONIC FILE REQUIREMENTS

FINAL ARTWORK MUST NOT BE SENT TO THE INDIANA CHAMBER. THIS PAGE CONTAINS ALL SUBMISSION INSTRUCTIONS.

Please use the following information as a guide when you are preparing files for EP Graphics. All production is CTP (computer-to-plate)

Platform and Software Versions Supported

Mac Format (OSX, High Sierra)
Adobe® Creative Cloud
QuarkXPress™ up to 9.0

Publisher and Word Documents will not be accepted. Please submit as a PDF file.

Document Size

- Provide documents to EP Graphics with the document size set to the exact trim size of the ad space dimensions. Documents submitted in any other size will cause production delays, and additional charges may apply.
- Live image area must be at least .25 inches inside the trim.
- All bleed pages should provide a minimum of .125 inches of bleed on all sides.
- The recommended 4-color image resolution is 300 dpi; gray scale is 300–600 dpi; and line art is 1200 dpi. 4-color maximum density is 280.
- One multiple-page document is preferred over individual single-page documents with the exception of PDF and EPS pages. Single-page documents are preferred on PDF and EPS pages.

Photos, Illustrations and Fonts

- EP Graphics prefers images in TIFF or EPS format. DCS and JPEG images will cause production delays, and additional charges may apply.
- All 4-color images must be supplied in CMYK format. Spot colors supplied in PMS, and black-and-white supplied in Gray Scale, to avoid additional charges.
- Convert all RGB images to CMYK. If RGB images are received, additional charges may apply.
- All components (scans, line-art, ads, photos, etc.) must be placed in electronic documents, with no pick-ups or strip-ins for Computer-to-Plate, to avoid additional charges.
- All black type, line work, text copy, UPC codes, etc. must be in 100% black, instead of a CMYK blend.
- When sending InDesign® documents, if using PSD graphics, the image must be flattened and saved as a TIFF or EPS file.
- Please use less than 23 characters for all file names.
- Only send the fonts needed for the job.

EP Graphics uses the standard ICC profile developed for Adobe® systems software for our color management system. It is named "USWebCoatedSWOPver2." It is part of the basic installation of Photoshop® 6.0+. You can also download these profiles in Mac or PC format from https://www.adobe.com/support/downloads/iccprofiles/icc_eula_win_end.html

FILE UPLOAD INSTRUCTIONS

MEDIA TRANSFER

Preferred media transfer is electronic upload to the Kodak Insite or WeTransfer. Details below.

When sending files, either by electronic upload or by mail, please include a name, phone number and e-mail address of a person to contact if there are any problems with the submitted files.

Upload Instructions

The preferred file format is a high-resolution PDF with ALL fonts embedded. If you intend to send additional files with your PDF, please gather and place all the files into a folder and Stuff-It (or ZIP) prior to uploading. Please use the following options to send your ads: Kodak Insite – upload credentials below. We also accept files via WeTransfer or via email at lisa_brown@epgraphics.com

Kodak Insite	WeTransfer
https://insite.epgraphics.com	wetransfer.com
username: Advertiser	Send file(s) to
password: Advertiser	lisa_brown@epgraphics.com

Any questions concerning art submission or otherwise should be directed to Lisa Brown at Lisa_Brown@epgraphics.com. Please put "BizVoice Magazine inquiry" in the subject line.

PRINTER-FRIENDLY DESIGN TIPS

A few tips to help achieve the best possible printed product.

- Black body text copy should be created in one color only (not 4-color process).
- Provide a minimum of 1/8" bleed allowance on all four sides of the page.
- Provide a minimum of 1/4" trim allowance on all four sides of the page.
- When using reverse type, a bold sans serif typeface, at a minimum size of 10-point, is strongly recommended.
- When using color type, a bold sans serif typeface, at a minimum size of 10-point, is strongly recommended and should be limited to two process colors whenever possible.