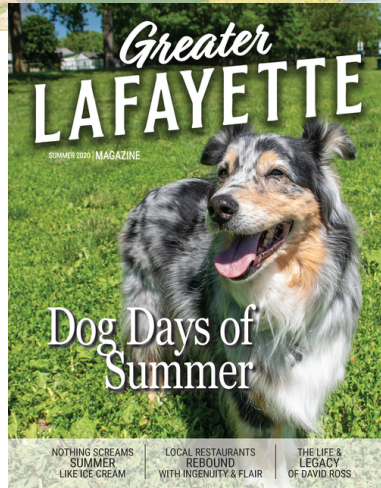




# 2021 ADVERTISING GUIDE



# ABOUT US

## *Greater* **TOGETHER**

**Our Mission:**

To advance economic and community prosperity for a superior quality of life.

**Our Vision:**

Greater Lafayette is a vibrant community where people, industry, and businesses come to thrive and be greater.

**Our Goals:**

**Talent:** Increase the Greater Lafayette median household income and population by 2026.

**Jobs:** Create 5,000 new economic base jobs by 2026.

**Business Success:** Create more engaged and successful businesses.

# ADVERTISING

## 1009

Member Businesses  
& Growing!



## 3021

Representatives



## 5000

Website Visitors  
per Month

Advertising with Greater Lafayette Commerce provides a great opportunity to cost efficiently build a sustained presence with the membership.

The following opportunities are available:

- Greater Lafayette Magazine
- Business Intelligence Report
- eNewsletter

There are advertising opportunities to fit any budget. Contact Michelle Brantley or the designated salesperson for details.

Michelle Brantley  
Marketing Director & Brand Manager  
[mbrantley@greaterlafayettecommerce.com](mailto:mbrantley@greaterlafayettecommerce.com)  
765.742.4044



# SHOWCASE WHAT MAKES YOU GREAT - ADVERTISE IN GLM

# Greater LAFAYETTE MAGAZINE



## MISSION

Greater Lafayette Magazine captures the spirit and vitality of the people who call Greater Lafayette home and what it means to live, work and thrive here. It shares the region's success stories about business expansions, entrepreneurship, leadership, philanthropy and quality of life. Our hope is that readers of Greater Lafayette Magazine will become active participants in the world around them and join in our mission to make Greater Lafayette the place where progress, creativity and community come together.

## AUDIENCE

Greater Lafayette Magazine serves as the leading quality of life and business trade publication for the area. Leveraging our award-winning team of writers and designers, Greater Lafayette Magazine attracts a diverse group of readers who are engaged in the community as consumers, visitors, business leaders, volunteers, residents and future residents of Tippecanoe County. This publication is for anyone that appreciates a good story that not only teaches something new, but offers insight and pride for the place we call home.

## CIRCULATION

Published four times per year (January/April/July/October, on or about the 20th of each month), with a print distribution of 4,000 (includes 800+ GLC Members), and up to 10,000 online subscribers/views. Distribution channels will include online, mobile, various newsstands, and pass along venues including restaurants, businesses, organizations, community centers, hotel lobbies and healthcare facilities. Targeted outreach will also include Purdue University with a focus on Purdue student families and the Purdue Research Park, as well as tourism and workforce recruitment outlets throughout the state of Indiana and beyond.

## 2021 ADVERTISING RATES

### Full Page Full Color:

Annually: \$3250  
Three Issues: \$2500  
Two Issues: \$1700  
One Issue: \$895

### 1/2 Page (Vert. or Horiz.) Full Color:

Annually: \$2450  
Three Issues: \$1875  
Two Issues: \$1285  
One Issue: \$675

### 1/3 Page (Vert. or Horiz.) Full Color:

Annually: \$1700  
Three Issues: \$1300  
Two Issues: \$895  
One Issue: \$465

Ad design services are available upon request and require additional fee (\$100/hr).

## AD MATERIAL REQUIREMENTS

Ad materials should be submitted as electronic files. Preferred file format includes Acrobat PDF (6.0 or earlier), we will also accept InDesign CS5.5 or earlier. NO MICROSOFT programs please. All fonts (printer and screen) and graphic files must be included and/or embedded when sending a PDF. All photos must be 300 dpi minimum resolution. Half-tone screens are 150 line screen (133 min.). On two-page spreads, leave a one inch gutter for all live material.

Please email final artwork. Attach ONE self-extracting, stuffed, zipped or high-res PDF file and send to [klbshop76@icloud.com](mailto:klbshop76@icloud.com). No file sizes larger than 10MB.

<b>Full Page</b> (WxH in inches)  Trim: 8.375 x 10.875 Bleed: 8.625 x 11.125 Live: 7.875 x 10.375  No Bleed Ad: 7.125 x 9.625	<b>Half Page</b> (Vertical)  3.56 x 9.625	<b>Half Page</b> (Horizontal)  7.125 x 4.75	<b>1/3 Page</b> (Vertical)  2.2 x 9.625	<b>1/3 Page</b> (Horizontal)  7.125 x 3.25
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Greater Lafayette Magazine is a publication of Greater Lafayette Commerce.  
 337 Columbia St., Lafayette, IN 47901 | [greaterlafayettecommerce.com](http://greaterlafayettecommerce.com)  
 For advertising contact Scott Walker (765)742-4044 | [swalker@greaterlafayettecommerce.com](mailto:swalker@greaterlafayettecommerce.com)

# BUSINESS INTELLIGENCE REPORT

This is a monthly publication and is published by the 1st of each month.

## **Premium Exclusive Sponsor - Sold out**

6x per year = \$1800

12x per year = \$3240 (10% discount)

(1) Space Available

- The only sponsor and would be positioned next to the table of contents
- Displayed in more than one section
- Located in the most-viewed area of the publication
- You will be remembered as THE sponsor for the Business Intelligence Report (good top-of-mind awareness)



## **Acceptable Formats:**

- JPG, PNG or GIF

## **Specifications:**

- 250px X 250px
- Banner file size should ideally not exceed 35 KB

## **Deadlines:**

- Space must be reserved; please email [mbrantley@greaterlafayettecommerce.com](mailto:mbrantley@greaterlafayettecommerce.com)
- Submit camera-ready artwork by the 15th of each month
- Sponsorships must be prepaid or they will not run

## **Gold Sponsor**

6x per year = \$1200

12x per year = \$2160 (10% discount)

(1) Space Available

- Available if there is no Premium Sponsor
- Next to Table of Contents

## **Silver Sponsor**

6x per year = \$480

12x per year = \$960

(4) Spaces Available

- Available if there is no Premium Sponsor
- Positioned farther down in the publications

# E-NEWSLETTER

Advertising opportunities in the bi-monthly publication come in a variety of formats, from quarter page to full banner, with hyperlink functionality to allow for ample opportunities for individual click-through to your site or promotion.

2021 publication dates: January 12 and 26, February 9 and 23, March 9 and 23, April 6 and 20, May 4 and 18, June 8 and 22, July 6 and 20, August 3 and 17, September 7 and 21, October 5 and 19, November 2 and 16, December 7 and 21.

Ad Format	Placement	Size	Rate	Annual Rate	Terms
Premium Ad	Next to Table of Contents	336 x 468 px	\$100/month	\$1,000 (17% discount)	Only one per publication. One month minimum (2 publications)
Half Page Ad	Discretionary	684 x 468 px	\$50/issue	\$1,000 (17% discount)	Max of two per issue; first come, first served, inclusion and positioning
Quarter Page Ad	Discretionary	336 x 468 px	\$25/issue	\$500 (17% discount)	Max of four per issue; first come, first served, inclusion and positioning
Full Banner	Middle or Bottom Position	468 x 90 px	\$25/issue	\$500 (17% discount)	Max of one per issue; first come, first served, inclusion and positioning
Announcement	In Member News Section	Text Only	\$25/issue	NA	Unlimited. Text only, 150 character limit. Provide a link to add'l info

## Acceptable Formats:

- Camera-ready; .jpg

## Deadlines:

- Space must be reserved; please email [mbrantley@greaterlafayettecommerce.com](mailto:mbrantley@greaterlafayettecommerce.com)
- Submit camera-ready artwork by the Thursday proceeding the Tuesday of publish
- All ads must be prepaid or they will not run



## Connect with us



@glcommerce  
@GLCeconomicdevelopment



@glcommerce



@GLCommerce



@GLCommerce

# *Greater* **TOGETHER**

