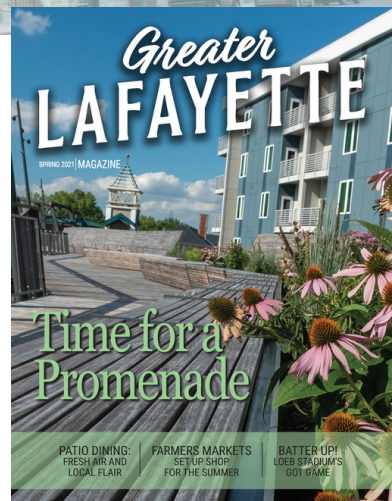
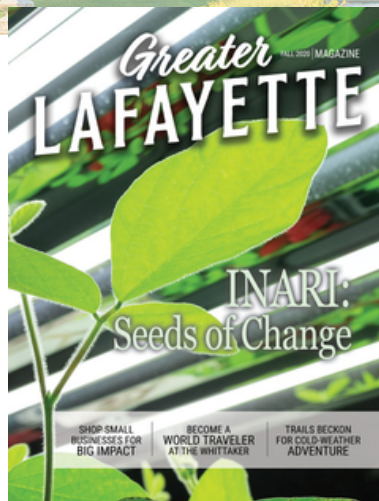




2022 ADVERTISING GUIDE



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

1029

Member Businesses
& Growing!



3194

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
- eNewsletter

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

Michelle Brantley
Director of Marketing & Communications
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.

2022 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 klbishop76@icloud.com. No file sizes larger than 10MB.

Full Page (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	Half Page (Vertical) 3.56 x 9.625	Half Page (Horizontal) 7.125 x 4.75	1/3 Page (Vertical) 2.2 x 9.625	1/3 Page (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
 For advertising contact Amy Sundell (765)742-4044 | amy.sundell@greaterlafayettecommerce.com

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.

2022 publication dates: January 11 and 25, February 8 and 22, March 8 and 22, April 5 and 19, May 3 and 17, June 7 and 21, July 5 and July 19, August 2 and 16, September 6 and 20, October 4 and 18, November 1 and 15, December 6 and 20.

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
- 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



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Greater **TOGETHER**

