

2023

ADVERTISING GUIDE





WHAT WE'RE ALL ABOUT

We were founded to connect people and resources in ways others could not. To deliver in ways that created opportunities. While the needs of the region grow more complex every day, our commitment to Greater Lafayette remains constant. Even after decades of driving economic success in the region, we are just getting started. And of course, our people, members and investors will keep us moving forward.

Greater Lafayette Commerce is the region's leading economic development organization and chamber of commerce, principally serving the cities of Lafayette, West Lafayette and Tippecanoe County in Indiana. We are committed to improving the region's economic future and quality of life.

Being part of Greater Lafayette Commerce means being part of something bigger – a network of businesses and organizations looking to make a difference in Greater Lafayette, connect with each other, gain resources and share knowledge.

Our Vision

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

Our Mission

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

Our Goals

Greater Lafayette is a vibrant hub of progress that sustains the legacy of collaboration, growth and success for the region.



@GLCOMMERCE
@GLCECONOMICDEVELOPMENT



@GLCOMMERCE

Greater Lafayette



3,194

ENEWSLETTER RECIPIENTS

1.5M

MEMBER SEARCH HITS IN 2022

1,004

MEMBER BUSINESSES & GROWING

ADVERTISING

THE FOLLOWING OPPORTUNITIES ARE AVAILABLE:

- Greater Lafayette Magazine
- eNewsletter
- Business Intelligence Report

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

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

MICHELLE BRANTLEY

VICE PRESIDENT
MARKETING & COMMUNICATIONS

765.742.4044

MBRANTLEY@GREATERLAFAYETTECOMMERCE.COM

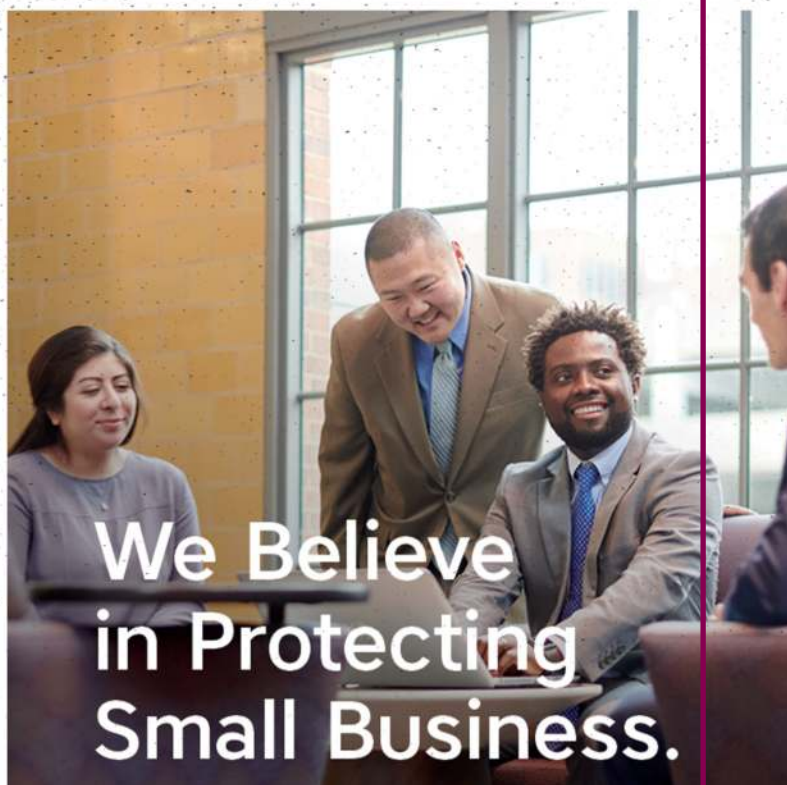
Pick of the Patch

Indoff

OFFICE INTERIORS

31 N Earl Ave. Lafayette, IN

Visit us at IndoffSolutions.com



We Believe
in Protecting
Small Business.

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 5,000 (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.

2023 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 an 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
---	---	--	---	---



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

THE BLUEPRINT



eNewsletter

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.

2023 PUBLICATION DATES

January 10 & 24 • February 7 & 21
 March 7 & 21 • April 4 & April 18
 May 2 & May 16 • June 13 & 27
 July 11 & 25 • August 8 & August 22
 September 12 & 26 • October 10 & 24
 November 7 • December 12

AD FORMAT	PLACEMENT	SIZE	RATE	ANNUAL RATE	TERMS
Premium Ad	Next to Table of Contents	336 x 468 px	\$100/month	\$1,000	Only one per issue. One month minimum (2 publications)
Half Page Ad	Discretionary	684 x 468 px	\$50/issue	\$1,000	Max of two per issue; first come, first served, inclusion and positioning
Quarter Page Ad	Discretionary	336 x 468 px	\$25/issue	\$500	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	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 your 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

THE BLUEPRINT



BUSINESS *Intelligence* REPORT

Feature your business in Greater Lafayette Commerce's Business Intelligence Report. The monthly e-publication keeps our membership well-informed with the best news, trends, tips and strategies.

PREMIUM EXCLUSIVE SPONSORSHIP

Full Year (11 months) = \$2970 (10% discount)

(1) Space Available

ACCEPTABLE FORMATS:

Camera-ready; .jpg

SPECIFICATIONS:

300 x 250 px

Banner file size should ideally not exceed 35 KB

DEADLINES:

- Space must be reserved; please email mbrantley@greaterlafayettecommerce.com
- Submit camera-ready artwork along with your landing page url by the 25th of each month
- The premium exclusive sponsorship must be prepaid for the ad(s) to run