



Get Your Message Heard

2011 ADVERTISING OPTIONS & RATES

The Greater Indianapolis Chamber of Commerce provides you direct access to central Indiana's most sought after business audience. With more than 4,000 members, we represent over 232,000 employees throughout the region, our readers include presidents, CEOs and upper management professionals in Indianapolis' top business and community organizations.

The Chamber has a number of ways to reach your targeted audiences through Chamber produced publications and on-line media, or through our partners who produce the some of the most sought after resources. Call for additional information on how you can reach your targeted audience. In most cases, the level of your membership qualifies you for discounts unavailable to other advertisers in the marketplace.



Reader Profile

▶ NUMBER OF EMPLOYEES

1-10	48.5%
11-20	18.3%
21-50	16.9%
51-75	4.9%
76-100	2.3%
101-200	3.3%
201-300	1.1%
301-500	1.2%
500+	1.1%
No Count	2.4%

▶ BUSINESS LOCATION

Downtown	14.1%
South	9.7%
Southeast	0.5%
East	9.0%
Southwest	0.3%
West	12.1%
Northwest	2.4%
Northeast	3.6%
Outside Marion County	23.2%
Outside Indiana	0.8%
No Location Given	24.3%

▶ PREVIOUS ADVERTISERS



Advertising Options



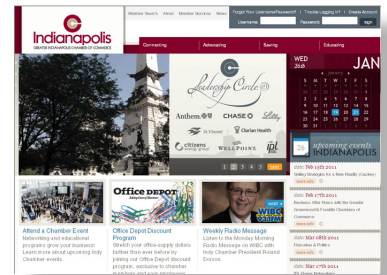
▶ CATALYST MAGAZINE

Reach the Greater Indianapolis Chamber of Commerce's 4,000 businesses through a full color, glossy magazine. It is sent to presidents, CEOs and/or upper management professionals each quarter. The publication's focus is to educate and inform readers about the Chamber's vision to provide our members value through connecting, advocacy, savings and education. Each issue features expert advice, articles on local business issues and developments, tools and resources to help grow business and our community.



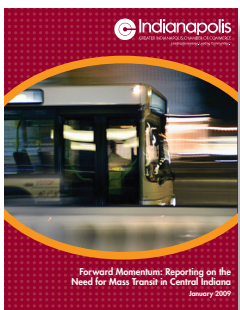
▶ MONDAY MORNING MEMO

The Indianapolis Chamber's Monday Morning Memo is the Chamber's number one source for vital current business and community news. Produced each Monday, this e-newsletter is distributed to a growing subscription list of over 9,000 central Indiana business professionals. The newsletter highlights local public policy issues, legislative updates, business resources, savings opportunities, educational events and networking activities. The Monday Morning Memo is one of the most cost-effective digital advertising opportunities in the Indianapolis business community.



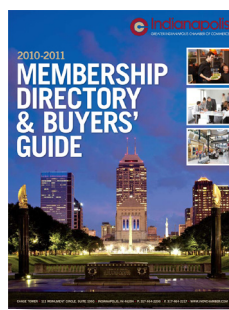
▶ INDYCHAMBER.COM

With 6,500+ visitors each month, IndyChamber.com is ranked as a leading Indianapolis Chamber resource for news, information and resources to help businesses, residents and newcomers get the latest up-to-date information. Our other publications and resources drive traffic to the Chamber's website. Our site is more comprehensive, better organized and easier to navigate, with news, blogs and other resources for busy professionals. Whether you want to reach green business, Hispanic business or educational websites, we may have a targeted sponsorship for you.



▶ CHAMBER PUBLICATIONS

The Chamber creates a number of unique publications for members and the public, including our Legislative Agenda, City Maps, and special studies and other reports. Contact the Chamber if you are interested in learning more.



▶ MEMBERSHIP DIRECTORY

Produced each year, the Membership Directory is the "keeper" of business resource information. Our member surveys find that finding the right connection is one of the highest values in belonging to the Chamber. Advertising rates and availability close in late 2011. To learn more, contact your Chamber advertising representative.



▶ CITY GUIDE

For 14 years, the Greater Indianapolis Chamber of Commerce has partnered with Emmis Publishing, producer of Indianapolis Monthly magazine and other award-winning city/regional publications, to produce the annual Indianapolis Monthly City Guide. This definitive guide to our city, published in May, also serves as central Indiana's most popular relocation magazine. Contact the Chamber and we'll connect you with our partners at Emmis Publishing.

Advertising Rates & Options

▶ CATALYST MAGAZINE

Reach the Greater Indianapolis Chamber of Commerce's 4,000 businesses through a full color, glossy magazine. It is sent to presidents, CEOs and/or upper management professionals each quarter.

Catalyst Magazine's focus is to educate and inform readers about the Chamber's vision to provide our members value through connecting, advocacy, savings and education. Each issue features expert advice, articles on local business issues and developments, tools and resources to help grow business and our community.



	Advertising Closes	Content Final	Distribution
Spring Edition	March 21	April 4	April 25
Summer Edition	June 20	July 5	July 25
Fall Edition	September 19	October 3	October 24
Winter Edition	December 13 <i>Due to holidays</i>	January 3	January 30

RATES

Rates are provided for standard and gold membership levels. If your company is a member of our Private 100, Commercial Club or Leadership Circle, contact the Indianapolis Chamber for greater savings.

	Gold Member	Standard Member	Non-Member
Full Page			
1 Insertion	\$1,200 each	\$1,400 each	\$1,700 each
2 Insertions	\$1,000 each	\$1,200 each	\$1,500 each
Half Page			
1 Insertion	\$700 each	\$900 each	\$1,100 each
2 Insertions	\$600 each	\$800 each	\$900 each
Quarter Page			
1 Insertion	\$400 each	\$500 each	\$700 each
2 Insertions	\$300 each	\$400 each	\$600 each
Business Card			
1 Insertion	\$200 each	\$300 each	\$400 each
2 Insertions	\$150 each	\$200 each	\$300 each

FILE REQUIREMENTS

- Catalyst accepts advertising in the following file formats: Illustrator (all text converted to outlines and images imbedded); Adobe Acrobat PDF (CMYK images and fonts imbedded); TIFF or JPEG.
- All ads must match the ad size specifications printed in this guide.
- Image resolution must be no smaller than 300 dpi.
- All ads must be in CMYK format. RGB and Pantone are not accepted.
- All ads must be submitted in digital form. They can be supplied on CD or sent via email to ahunt@indylink.com.

AD SIZES (wxh)

Quarter Page
3.625" x 4.875"

Half Page

7.5" x 4.875" or 3.625" x 10"

Full Page

Trim Size: 8.5" x 11"

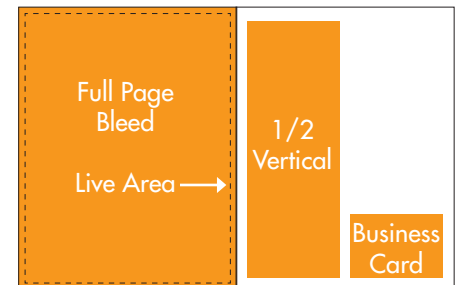
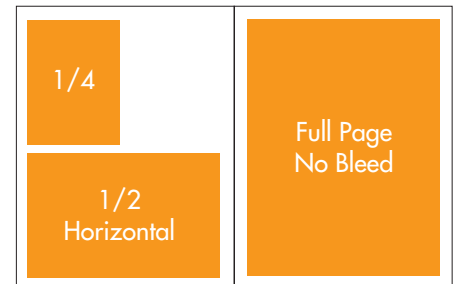
Full Page w/ bleed: 8.75" x 11.25"

Live Area: 8" x 10.5"

Full Page no bleed: 7.5" x 10"

Business Card

3.625" x 2.5"



Advertising Rates & Options

▶ MONDAY MORNING MEMO AND CONNECTING E-NEWSLETTERS

The Indianapolis Chamber's Monday Morning Memo and Connecting Memo are sources for vital business and community news. Produced bi-weekly*, these newsletters are distributed to a growing subscription list of over 9,000 central Indiana business professionals. The newsletters highlight local public policy issues, legislative updates, business resources, savings opportunities, educational events and networking activities. The Monday Morning Memo and Connecting Memo are the most cost-effective digital advertising opportunities in the Indianapolis business community.

RATES

Rates are provided for standard and gold membership levels. If your company is a member of our Private 100, Commercial Club or Leadership Circle, contact the Indianapolis Chamber for greater savings.

	Gold Member	Standard Member	Non-Member
Full Banner			
1 Insertion w/link	\$500 \$600	\$600 \$700	\$700 \$800
2+ Insertion w/link	\$300 \$400	\$400 \$500	\$500 \$600
Half Banner			
1 Insertion w/link	\$300 \$400	\$400 \$500	\$500 \$600
2+ Insertion w/link	\$100 \$200	\$200 \$300	\$300 \$400
One Third Banner			
1 Insertion w/link	\$100 \$200	\$200 \$300	\$300 \$400
2+ Insertion w/link	\$50 \$100	\$100 \$200	\$200 \$300

*not produced on Mondays during holidays.

**20-pack insertion based upon negotiated calendar availability.

FILE REQUIREMENTS

- Monday Morning Memo accepts advertising in the following file formats: JPEG or GIF. Animated ads are not accepted at this time.
- All ads must be 570 x 70 pixels.
- File size must be under 75K.
- Image resolution must be 72 dpi.
- All ads must be in RGB format. CMYK and Pantone are not accepted.
- Please supply the web or email address to which the ad should link.
- All ads must be submitted in digital form. They can be supplied on CD or sent via email to ahunt@indylink.com.

▶ INDYCHAMBER.COM

With 6,500+ visitors each month, IndyChamber.com is ranked as a leading Indianapolis Chamber resource for news, information and resources to help businesses, residents and newcomers get the latest up-to-date information. Our other publications and resources drive traffic to the Chamber's website.

ENHANCED MEMBERSHIP LISTINGS

Stand out from the competition through these affordable enhanced listings.

Your logo next to your listing	\$129 each
Color and boxed listing	\$109 each
Bold, black type	\$69 each
One additional category	\$99 each
Second and subsequent additional categories	\$65 each

▶ PACKAGES

Mix and match an advertising package that is right for you! Purchase Catalyst advertising and receive an additional 10% off when you purchase 1 month or more Monday Morning Memo ads. For Gold members, that's a \$25% savings. Private 100, Commercial Club or Leadership Circle members receive even higher discounts.

▶ ADVERTISING OPPORTUNITIES

Allison Hunt

Creative Services Manager

ahunt@indylink.com

T 317.464.2226

E ahunt@indylink.com

▶ CORPORATE SPONSORSHIPS

Alane Summers

Corporate Sponsorship Manager

asummers@indylink.com

T 317.464.2213

▶ ART SUBMISSIONS/QUESTIONS

Allison Hunt

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