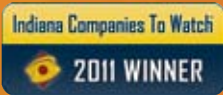


BUILDING INDIANA

THE LEADING SOURCE OF BUSINESS AND ECONOMIC DEVELOPMENT NEWS

2012 MEDIA KIT



Published by Diversified Marketing Strategies, Inc.,
a 2011 Indiana Company to Watch

AWARD-WINNING MAGAZINE



STATEWIDE MEDIA COVERAGE

www.buildingindiananews.com • www.buildingindianablog.com •



Building Indiana Magazine: Reaching 60,000 Readers Every Issue

With economic development more important than ever, **60,000 Indiana executives** regularly turn to the pages of BUILDING INDIANA for the latest job-creation strategies, community marketing tactics and success stories from around the state.

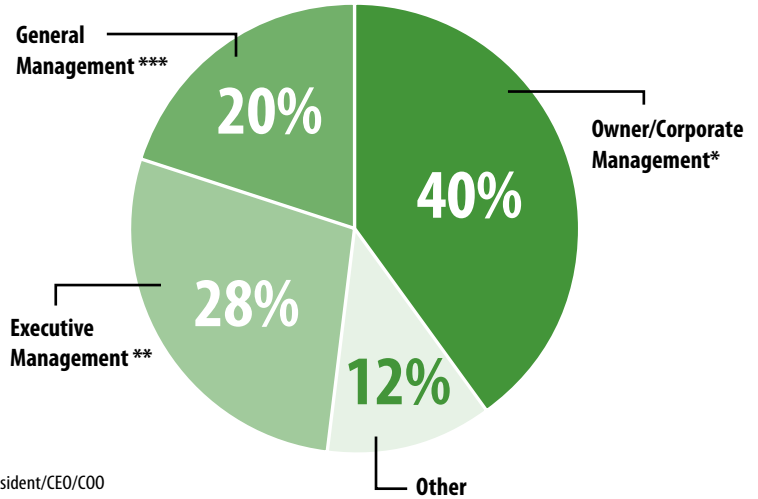
BUILDING INDIANA, **Indiana's largest statewide business-to-business magazine**, covers the entire spectrum of business and economic development:

Site Selection, Real Estate, Development & Financing – BUILDING INDIANA scouts industrial and business parks, highway corridors and cities and towns around Indiana for developments and deals that will provide the next generation of Indiana jobs.

Construction, Equipment & Technology – From the leading architecture, design and construction firms to utilities to home-grown suppliers of business products and services, BUILDING INDIANA covers everything from the first nail driven to the last potted plant placed in the lobby.

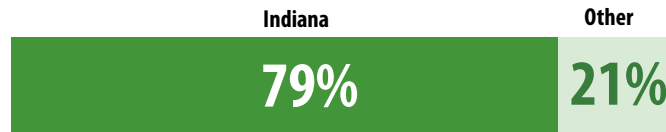
Human Resources, Workers Compensation and Training & Development – BUILDING INDIANA provides Indiana businesses the staffing, training and retention know-how they need for long-term success.

BY TITLE:

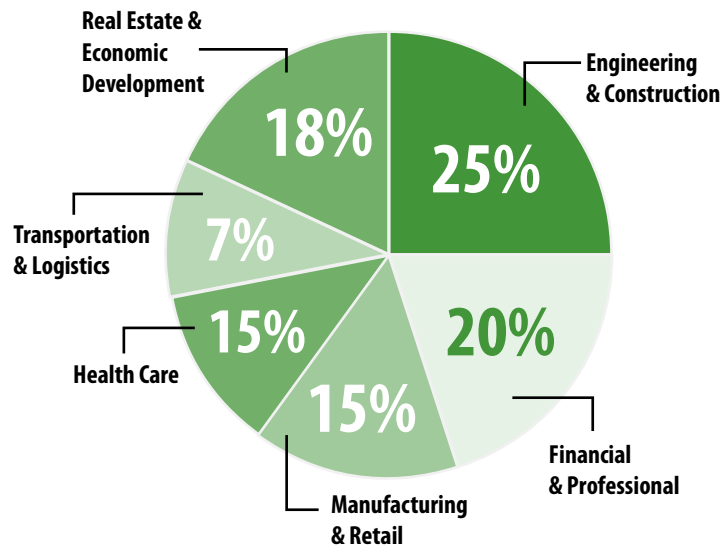


* Owner/Partner/President/CEO/COO
 ** EVP/SVP/VP/Executive Director/Director
 *** Manager/General Manager/Purchasing Agent

BY GEOGRAPHY:



BY INDUSTRY:



Indiana's Award-Winning Business-to-Business Publication

									
2006 Communicator Awards' Award of Distinction 2009 Communicator Awards' Award of Excellence 2011 Communicator Awards' Award of Distinction	2009 Davay Awards Silver Award	2006 Marcom Gold Award Winner 2007 Marcom Gold Award Winner 2008 Marcom Gold Award Winner 2010 Marcom Gold Award Winner	2006 APEX Award for Publication Excellence	2008 APEX Award for Publication Excellence	2007 Summit Creative Award 2010 Summit Creative Award	2008 Hermes Gold Award 2009 Hermes Gold Award 2010 Hermes Gold Award 2011 Hermes Gold Award	Andrea M. Pearman 2009 Small Business Journalist of the Year	2009 Niche Magazine Award	2009 Silver Award 2010 Gold Award

JANUARY/FEBRUARY Ad Close: Jan 6 • Materials Close: Jan 13	MARCH/APRIL Ad Close: Mar 1 • Materials Close: Mar 8	MAY/JUNE Ad Close: May 1 • Materials Close: May 8
<p>Cover Feature: Education</p> <p>Featured Topics:</p> <ul style="list-style-type: none"> • Executive Training & Development • Highway Report • Events Marketing <p>Economic Development: Technology</p> <p>OnSite: Northern Indiana</p>	<p>Cover Feature: Conventions & Tourism</p> <p>Featured Topics:</p> <ul style="list-style-type: none"> • Workforce Development • Lifelong Learning • Employee Benefits • Online & Digital Marketing <p>Economic Development: Medical</p>	<p>Cover Feature: Healthcare</p> <p>Featured Topics:</p> <ul style="list-style-type: none"> • Safety • Banks & Finance • Airports & Air Transportation • Marketing & Communications <p>Economic Development: Manufacturing</p> <p>OnSite: Central Indiana</p>
JULY/AUGUST Ad Close: July 1 • Materials Close: July 9	SEPTEMBER/OCTOBER Ad Close: Sept 4 • Materials Close: Sept 11	NOVEMBER/DECEMBER Ad Close: Nov 1 • Materials Close: Nov 8
<p>Cover Feature: Logistics</p> <p>Featured Topics:</p> <ul style="list-style-type: none"> • Training & Development • Rail Report • Convention Planning • Promotional Specialties <p>Economic Development: Tourism & Recreation</p>	<p>Cover Feature: Construction</p> <p>Featured Topics:</p> <ul style="list-style-type: none"> • Workplace Diversity • Ports Report • Mobile Marketing <p>Economic Development: Best of 2012</p> <p>OnSite: Southern Indiana</p>	<p>Special Issue: 2012 Facts & Stats</p> <p>Includes ALL our regular departments with the most up-to-date information and statistics on Indiana, its business community and its rankings in key categories compared to its neighbors.</p>

Every issue of BUILDING INDIANA covers topics of vital interest to businesses around the state, including:

- Small Business Development
- Sustainability
- Marketing & Communication
- Travel & Tourism
- Real Estate
- Event Photos & Coverage
- Healthcare
- Education
- Finance
- Construction
- Logistics
- Manufacturing

Got News?

- Construction projects?
- Growth and expansion?
- New products?
- Awards and anniversaries?
- Promotions and new hires?
- Corporate events?

Drop a line to our editorial team!




Dave Wellman
219.226.0300
dave@buildingindiananews.com



Tiffany Bley
219.226.0300
tiffany@buildingindiananews.com

Print Black & White Rates Per Insertion

			1x	3x	6x	9x
	Full Page with Bleeds 8.75" w x 11.25" h	Premium Positioning*	n/a	n/a	\$2395	\$2260
		Opposite Cover Story	\$2550	\$2420	\$2085	\$1970
		Full Page	\$2235	\$2110	\$1995	\$1885
	2/3 Vertical 4.63" w x 10" h		\$1710	\$1625	\$1540	\$1460
	1/2 Island 4.63" w x 7" h		\$1445	\$1375	\$1300	\$1245
	1/2 Vertical 3.38" w x 10" h		\$1295	\$1240	\$1180	\$1165
	1/2 Horizontal 7" w x 4.88" h		\$1295	\$1240	\$1180	\$1165
	1/3 Square 4.63" w x 4.88" h		\$1170	\$1120	\$1090	\$1050
	1/3 Vertical 2.13" w x 10" h		\$1170	\$1120	\$1090	\$1050
	1/4 Vertical 3.38" w x 4.88" h		\$980	\$935	\$915	\$850

*Premium Positioning: Premium Cover Rotation, Inside Front, Page 3, Inside Back, Outside Back.



Note: Inside Cover and Page 3 are adjacent full page ads.

Color Rates

Black & White rate plus
Two-color = 10%
Four-color = 20%

Full Pages with Bleed
Bleed Size: 8.75" w x 11.25" h
Trim Size: 8.5" w x 11" h

Online Rates Per Insertion

	Size	3x	6x	9x	12x
Leaderboard 	728 x 90 pixels	\$368 per month	\$310 per month	\$236 per month	\$210 per month
Skyscraper 	160 x 600 pixels	\$368 per month	\$310 per month	\$236 per month	\$210 per month

Special Offer: Deduct 10% from the price of an online ad with a six-time or more contract for an ad in the magazine.

File Formats

Online:

Ads must be in a JPG or GIF format with either 728 x 90 pixels (leaderboard size) or 160 x 600 pixels (skyscraper size). Otherwise, an ad may be a Flash file (.swf), but the link must already be embedded within the file. Please provide the URL link for all ads.

Print:

Ads submitted need to be in one of the following formats: Illustrator eps (all text outlined), Hi-Res PDF or 300 dpi tiff file.

Contact Information

Please contact our sales representatives at:

1330 Arrowhead Court, Crown Point, IN 46307
219.226.0300 / 888.226.0330



Chrischelle Schmidt
Vice President, Business Development
chrischelle@buildingindiananews.com



Liza Hilliard
Director of Advertising
liza@buildingindiananews.com



Leigh Ann Flora
Account Executive
leighann@buildingindiananews.com