



# Business Record

The business journal serving Central Iowa's Cultivation Corridor.

MEDIA GUIDE 2016

**We don't count the number of people we reach.  
We reach the people who count.**



# ADVERTISING TEAM

Businesses trust the Business Record with their marketing budgets to build brand equity in the marketplace and to strengthen business relationships at the highest level.

Whether you're already a Business Record Insider member, a next-generation leader, or new in the Central Iowa business community, we can help you reach top-level decision-makers locally and across the state.



"You can tell as much about a person's motivation by what they don't do, as by what they do. What the Business Record sales team members don't do is come in and try to sell a pre-packaged deal. I've been at the table as they ask my clients about their objectives, target markets and future marketing plans – and they come back with options that reflect an **integrated, tailored** approach based on what they learned. It's clear they are motivated by and **committed** to the success of their advertisers."

**DIANA DEIBLER** *President, Deibler & Company*

Contact your account executive to help you create **strategic solutions** and **grow your business**.



**Lori Bratrud**  
senior account executive

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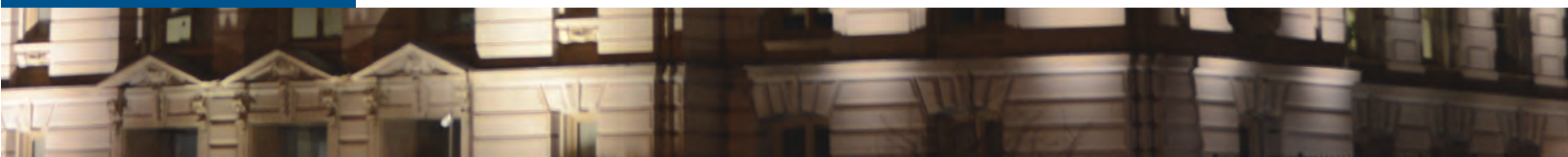
## Business Record

The Depot on Fourth  
100 4th Street, Des Moines, IA 50309  
515.288.3336 | [www.businessrecord.com](http://www.businessrecord.com)



"The Des Moines Business Record is a strong ally in promoting regional economic growth in Central Iowa. By sharing Greater Des Moines' business and community success stories with a wide audience, it plays a pivotal role in both highlighting economic development successes and providing inspiration for our region's future. Of particular note, the Business Record is to be commended for its ongoing coverage of the Capital Crossroads Regional Visional Plan and promoting the new Cultivation Corridor regional brand."

**JAY BYERS** *CEO, Greater Des Moines Partnership*



# E-NEWSLETTERS

With an average open rates of 45%, which far surpasses the 18% industry average, Business Record e-newsletters fill specific needs within the business community. These efficient communication tools provide the content that helps businesses do business better in Greater Des Moines and throughout the state. Advertising is placed weekly making them a cost-effective, consistent voice for your business.

## BUSINESS RECORD DAILY DEMOGRAPHICS

|                          |     |
|--------------------------|-----|
| male .....               | 50% |
| female .....             | 50% |
| under 39 years old ..... | 32% |
| 40-64 years old .....    | 60% |
| over 65 years old .....  | 8%  |

## 2016 E-NEWSLETTER RATES

### Business Record Daily rates

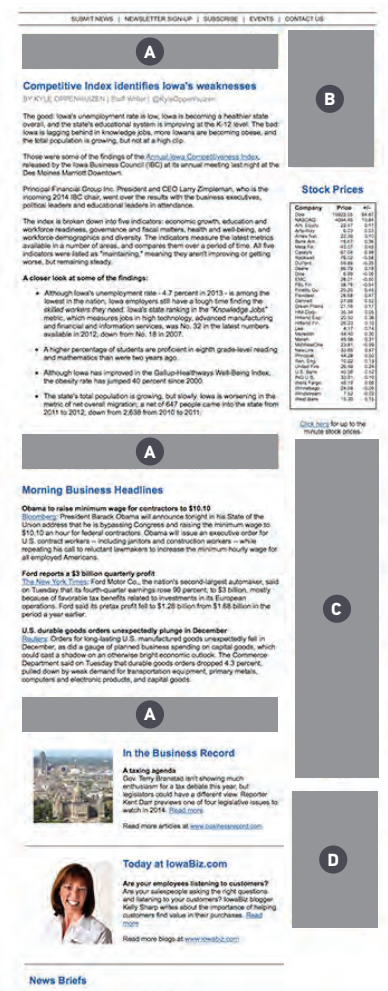
|          |                    | investment/mo. |
|----------|--------------------|----------------|
| <b>A</b> | Banner Display (5) | \$700          |
| <b>B</b> | Top Ticker (1)     | \$815          |
| <b>C</b> | Skyscraper (1)     | \$735          |
| <b>D</b> | Bottom Ticker (1)  | \$750          |

\*All rates are net with a 12 month contract

### Specialty e-newsletter rates

|          |                    | investment/mo. |
|----------|--------------------|----------------|
| <b>A</b> | Banner Display (5) | \$655          |
| <b>B</b> | Top Ticker (1)     | \$705          |
| <b>C</b> | Skyscraper (1)     | \$685          |
| <b>D</b> | Bottom Ticker (1)  | \$655          |

\*All rates are net with a 12 month contract



## ADVERTISING SIZES

|                            |                        |                       |
|----------------------------|------------------------|-----------------------|
| Skyscraper<br>160 x 600 px | Ticker<br>160 x 250 px | Banner<br>468 x 60 px |
|----------------------------|------------------------|-----------------------|



## DAILY E-NEWSLETTER



The **Business Record Daily** reaches over **7,800** mailboxes twice daily. Filled with local business news, national business briefs and varied blogs, this quick-hitting email is a must-read for **busy professionals**.

## SPECIALTY E-NEWSLETTERS



**Business Record Iowa** reaches a **statewide** audience of **5,000** business owners, community leaders and top executives. Editorial staff collects important business headlines throughout the week from around the state to inform leaders each Friday.



The **Commercial Real Estate Weekly** provides in-depth analysis of the CRE climate, local news briefs and notable lease transactions to over **4,200 industry leaders** each Wednesday.

A Business Record publication



**Lift Iowa** is a national award-winning publication designed to inform, empower, and connect **women** across the state through news and commentary as it relates to achieving gender equality in the workplace, home and community each Monday.



“Congratulations on Lift IOWA winning first place in the best “Specialty E-newsletter” category at the Alliance of Area Business Publishers annual meeting! This is wonderful recognition from your peers for this great publication. I continue to enjoy it, and we are proud to advertise our programs there.”

**DAVID SPALDING** *Raisbeck Endowed Dean, Professor of Finance, College of Business, Iowa State University*

## deadlines

## AD APPROVAL

Two days prior to the launch date, **5 PM**

## submit ad materials

## BY EMAIL

businessrecordads@bpcdm.com  
(copy your account executive)

## BY FTP/HIGHTAIL

www.hightail.com/u/dmbusinessrecord

## e-newsletter ad requirements

## FILE SIZE

Ads must be submitted as a single file, at the exact size specifications of the ad space purchased. Must be less than 50 K

## RESOLUTION

72-96 DPI

## ACCEPTABLE FILE FORMATS

JPEG or GIF

## CLICK-THROUGH

Ads will be linked to open a browser window with the web address provided. No automatic URL calls are allowed which pop up a new window (user click is required).

## COMPATIBILITY

Microsoft Outlook 2007 and newer email clients are not able to see animation, resulting in the user only being able to see the first slide as a static image.

**\*If any of these requirements are not met, Business Record reserves the right to charge for an ad build.**

Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

## creative services

- Advertising design will be billed at \$60/hour.
- One tearsheet is supplied. There will be a \$2 charge per page for extra tearsheets.
- Copy writing and photography (as available) are available to advertisers at no charge.
- If requested, a proof of your ad will be emailed to you by your account executive, provided your ad materials are received by the materials deadline.

**Business Record**

515-288-3336 or advertising@bpcdm.com 5

## Website Sponsorships

**BusinessRecord.com** offers viewers the quality news and information Business Record Insider members have come to expect along with the convenience of 24/7 access. Viewers can find the latest business and industry news, local expert columns and blogs, event photos and registration, as well as a comprehensive business and non-profit community calendar through a PC, tablet or smartphone. Website sponsorships allow advertisers to target their message to a highly qualified, content-specific audience at a flat monthly rate- simple and effective.



### TOP REASONS WHY MEMBERS VISIT businessrecord.com

- read current content
- register for events
- access exclusive online content
- check the calendar
- access archived stories
- link to content from the Business Record Daily

### AVAILABLE SECTIONS

Ag & Environment  
Energy & Utilities

Culture

Economic Development  
Law & Government

Entrepreneurs  
Tech & Innovation

Finance & Insurance

Health & Wellness

HR & Education

Manufacturing & Logistics  
Transportation

On the Record

Opinion

Photo Gallery

Real Estate & Development

Sales & Marketing

## 62,000

average visitors per month  
(a 43% increase in traffic from 2014)

### BusinessRecord.com sponsorship rates

|                           | investment/mo. |
|---------------------------|----------------|
| <b>A</b> Leaderboard      | <b>\$400</b>   |
| <b>B</b> Medium rectangle | <b>\$400</b>   |

All rates are net. All pricing is for a one-year contract, billed monthly. Ad materials may change up to 12 times per year, per contract. Price does not include cost of ad production. All production is billed at \$60/hour. Ads appear on every page of the purchased section, as well as rotating onto the homepage. Shorter term contracts can be reserved at a 25% surcharge and can be preempted by longer term contracts.

### SPONSORSHIP SIZES

**LEADERBOARD**  
728 x 90 px

**MEDIUM RECTANGLE**  
300 x 250 px

### deadlines

#### AD APPROVAL DEADLINE

Two days prior to the launch date, **5 PM**

#### submit ad materials

##### BY EMAIL

businessrecordads@bpcdm.com  
(copy your account executive)

##### BY FTP/HIGHTAIL

www.hightail.com/u/dmbusinessrecord

### online ad requirements

#### FILE SIZE

Ads must be submitted as a single file, at the exact size specifications of the ad space purchased. Must be less than 50 K

#### RESOLUTION

72-96 DPI

#### ACCEPTABLE FILE FORMATS

JPEG or GIF

### CLICK-THROUGH

Ads will be linked to target a new window with the web address provided.

### COMPATIBILITY

Web and mobile phone technology does not currently support Flash, resulting in the user not being able to see your ad. Consider saving all animated graphics in GIF format to ensure maximum exposure.

**\*If any of these requirements are not met, Business Record reserves the right to charge for an ad build.**

Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

### creative services

- Advertising design will be billed at \$60/hour.
- One tearsheet is supplied. There will be a \$2 charge per page for extra tearsheets.
- Copy writing and photography (as available) are available to advertisers at no charge.
- If requested, a proof of your ad will be emailed to you by your account executive, provided your ad materials are received by the materials deadline.

# Business Spotlight - Professional Video Profiles

Allow potential customers to experience the personality of your business, meet your staff, and learn about what makes you unique before they walk through the door. With the continuous presence of an online video, you make it easier for people to find you, and you are 50 times more likely to appear on the first page of a Google search (according to Forrester Research).

## 75%

of executives said they watched work-related videos on business websites at least once a week.

(source: Forbes Insights)

## 85%

of viewers are more likely to purchase a product after watching a product video.

(source: Internet Retailer)

## 85%

of the U.S. internet audience watches videos online.

(sources: comScore and Nielsen)

## WHAT YOU RECEIVE

- 12 months exposure on Business Record's Business Spotlight
- 1 professional video produced per annual contract
- Rights to the use of the video on your website and social media platforms
- Inclusion in promotion of Business Spotlight on a rotating basis in Business Record products
- Links to Business Spotlight from Business Record Daily and BusinessRecord.com
- Industry categorization
- Company information on video page

## Business Spotlight rates

|                      | investment/mo. |
|----------------------|----------------|
| 12 month commitment* | <b>\$400</b>   |

\*After 12 months the contract will automatically renew unless specifically told to remove/replace.

## DIRECTORY PAGE



## INDIVIDUAL PAGE



## E-NEWSLETTER PROMOTION



# BUSINESS RECORD

## Demographics

Serving our Members since 1983, the Business Record is engaged in the community and reaches an exclusive, targeted audience through **6,000 direct mailed** copies each Friday.

Business Record Members have been **loyally committed to the printed product** for over 30 years. In fact, the Business Record audience has remained strong, even through the recession, to be within a few percentage points of what it was over a decade ago.

| Year                    | 2003   | 2008   | 2014          |
|-------------------------|--------|--------|---------------|
| Time Spent (in minutes) | 37     | 44     | <b>35</b>     |
| Readers per copy        | 3.5    | 3.1    | <b>3.9</b>    |
| Total Audience          | 24,480 | 21,700 | <b>23,400</b> |

80%

of Members are involved in purchasing products for the company.

87%

of Members read each issue cover to cover.

3/4

of Members have read four of the last four issues.

AGE

60<.....26% 50-59 ...37%

40-49...18% <40 .....22%

**52** average



"Business strategists have an almost overwhelming number of options for finding prospects and connecting with clients. But when it comes to marketing, more is not necessarily better. Bankers Trust invests in the Business Record's print, digital and special events because they clearly and consistently deliver a quality segment of demographics important to our company. In two words, we've found investing in their products to be both financially **efficient** and highly **effective**."

**EMILY ABBAS** *Chief Marketing Officer, Bankers Trust Company*





"At MMG, our clients know exactly who they need to target. That's why the niche focus of BPC publications are often the perfect solution for our clients.

Each BPC product caters to a very specific audience and all of the content is of high value to that audience. That's why, in this digital age, their audiences keep growing. As an advertiser — that's golden. We know the audience is loyal, invests the time to read the publication and is very engaged with it. There's ROI in that combination."

**DREW MCLELLAN** *Top Dog, McLellan Marketing Group*



## GENDER

|        | 2008 | 2011 | 2014       |
|--------|------|------|------------|
| Male   | 71%  | 64%  | <b>58%</b> |
| Female | 29%  | 36%  | <b>38%</b> |



## EDUCATION

|                       | 2008 | 2011 | 2014       |
|-----------------------|------|------|------------|
| 4 Year College Degree | 41%  | 44%  | <b>40%</b> |
| Advanced Degree       | 28%  | 27%  | <b>33%</b> |



## AFFLUENT

|                                    | 2008      | 2011      | 2014             |
|------------------------------------|-----------|-----------|------------------|
| Average HH Net-worth               | 1,340,000 | 1,570,000 | <b>1,960,000</b> |
| Millionaire Status                 | 31%       | 37%       | <b>39%</b>       |
| Average Total Investment Portfolio | 990,000   | 1,040,000 | <b>1,390,000</b> |
| Average HH income                  | 227,000   | 229,000   | <b>241,000</b>   |
| Average Home Value                 | N/A       | N/A       | <b>367,000</b>   |



## POSITIONS

|               | 2008 | 2011 | 2014       |
|---------------|------|------|------------|
| Owner         | 32%  | 31%  | <b>35%</b> |
| Partner       | 15%  | 10%  | <b>10%</b> |
| President/CEO | 33%  | 31%  | <b>33%</b> |

# 2016 CALENDAR

96%

of Members have taken **action**  
as a result of **reading an article or column**  
in the Business Record.

66%

of Members have taken **action**  
as a result of **reading an advertisement**  
in the Business Record.

## Special Advertising Opportunities through Content Marketing

Make the most of your marketing dollars by incorporating PRINT into your content marketing plan. The key to effective content marketing is to provide quality insights and information that positions your business as an expert. With the prevalence of quick-hit information like 140-character tweets, instant messages, and texts, PRINT gives your customers something to sink their teeth into. These unique opportunities within the Business Record provide readers with perfect way to capture — and hold — attention.

### TEMPLATED PROFILE SECTIONS

The Business Record's templated profile sections showcase your company through a uniquely designed feature within the paper. Stand out by targeting a specific audience through stunning visuals and tailored messages. Included in the design is custom photography by our award-winning photographer-Duane Tinkey, content marketing through a Q&A or paragraph style format, your company's logo and contact information as well as 1-2 additional images of your facility or work.

### ADVERTORIAL FEATURES

The Business Record advertorial features focus on a variety of topics throughout the year. These features include separate advertising options combined with content created around a specific theme. As a special section, not only do participating businesses receive an advertisement used to promote their business, but will also be contacted by a freelance writer to create compelling content specific to the company, highlighting them as an expert.



"The Des Moines Business Record is THE business publication in Central Iowa. Companies and successful business leaders that I desire to do business with subscribe to or regularly read the Des Moines Business Record. As a result, my advertising dollars are not merely an expense on my income statement but are contributing to generating revenue and long term value for my company."

**J.R. PHILLIPS, CRPS®, AIF®** *President, Prisma Financial*

| EDITORIAL FOCUS                           | PUBLISH DATE        | SPECIAL SECTION/SUPPLEMENT                                | SPACE        | MATERIAL    | APPROVAL     |
|---|---------------------|---|--------------|-------------|--------------|
| Vision 2016                               | January 1*          |   |              |             |              |
| Banking, Finance & Investments            | January 8*          | Business Record Iowa                                      |              |             |              |
| Public Companies                          | January 15          |   |              |             |              |
| Legislative Issues to Watch               | January 22          | A Guide to Luxury Home                                    | January 6    | January 11  | January 14   |
| Economic Forecast                         | January 29          | One Voice   |              |             |              |
| Arts & Entertainment                      | February 5          |   |              |             |              |
| STEM                                      | February 12         | Business Record Iowa, National Engineers Week             | January 13   | January 27  | February 3   |
| Building & Construction                   | February 19         |   |              |             |              |
| Big Deals: Mergers & Acquisitions         | February 26         | One Voice, Trends in Education                            | February 10  | February 15 | February 18  |
| Health Care                               | March 4             |   |              |             |              |
| Sustainability                            | March 11            | Business Record Iowa                                      |              |             |              |
| <b>Forty Under 40</b>                     | <b>March 18</b>     |   |              |             |              |
| Nonprofits                                | March 25            | One Voice, Giving Back                                    | February 24  | March 9     | March 16     |
| Legal Matters                             | April 1             |   |              |             |              |
| Global Business                           | April 8             | Business Record Iowa                                      |              |             |              |
| Human Resources                           | April 15            |   |              |             |              |
| Hospitality & Tourism                     | April 22            | Event Planning  | March 23     | April 6     | April 13     |
| Entrepreneurs                             | April 29            | One Voice, Family & Locally Owned Businesses              | March 30     | April 13    | April 20     |
| Economic Development                      | May 6               |   |              |             |              |
| Banking, Finance & Investments            | May 13              | Business Record Iowa                                      |              |             |              |
| Municipal Governments                     | May 20              |   |              |             |              |
| Women in Business                         | May 27              | One Voice, Powered by Women                               | May 11       | May 16      | May 19       |
| Technology                                | June 3*             |   |              |             |              |
| Manufacturing & Trade                     | June 10             | Business Record Iowa                                      |              |             |              |
| Real Estate & Development                 | June 17             |   |              |             |              |
| University Research                       | June 24             | One Voice, Success Worth Celebrating: Anniversaries       | May 25       | June 8      | June 15      |
| Marketing & Public Relations              | July 1              |   |              |             |              |
| Health Care                               | July 8*             | Business Record Iowa                                      |              |             |              |
| CEO Personal Profiles After Work          | July 15             |   |              |             |              |
| Architecture & Design                     | July 22             | Business Meetings & Corporate Gatherings                  | June 22      | July 6      | July 13      |
| <b>Women of Influence</b>                 | <b>July 29</b>      | One Voice   |              |             |              |
| Bioscience                                | August 5            |   |              |             |              |
| Young Professionals                       | August 12           | Business Record Iowa, Leaders in Insurance                | July 27      | August 1    | August 4     |
| Talent Retention & Development            | August 19           |   |              |             |              |
| Innovative Companies                      | August 26           | One Voice   |              |             |              |
| Downtown Development                      | September 2         |   |              |             |              |
| HR Trends: Employee Benefits              | September 9*        | Business Record Iowa                                      |              |             |              |
| Energy & Utilities                        | September 16        |   |              |             |              |
| Culture                                   | September 23        |   |              |             |              |
| <b>Best of Des Moines</b>                 | <b>September 30</b> | One Voice   |              |             |              |
| Education                                 | October 7           |   |              |             |              |
| Transportation Trends                     | October 14          | Business Record Iowa, Wealth Management                   | September 28 | October 3   | October 6    |
| Leadership Development                    | October 21          |   |              |             |              |
| Banking, Finance & Investments            | October 28          | One Voice   |              |             |              |
| Leaders Survey                            | November 4          |   |              |             |              |
| Employ Greater Des Moines: The Jobs Issue | November 11         | Business Record Iowa, Nonprofits: Pillars of Philanthropy | September 2  | September 9 | September 16 |
| Health Care                               | November 18         |   |              |             |              |
| Retail                                    | November 25         | One Voice   |              |             |              |
| Building & Construction                   | December 2*         | Law   | November 9   | November 14 | November 17  |
| Information Technology                    | December 9          | Business Record Iowa                                      |              |             |              |
| Insurance                                 | December 16         |   |              |             |              |
| Des Moines' Chic Offices                  | December 23         |   |              |             |              |
| Year in Review                            | December 30*        | One Voice   |              |             |              |



# PRINT ADVERTISING

**Business Record** is the premier source of local business news for Central Iowa's most influential executives. Our loyal Members are your prime prospects – the leaders and decision makers with enormous buying power.

## 2016 ADVERTISING RATES

| Gross             | 52x        | 39x   | 26x   | 13x   | 7x    | 4x    | 1x    |
|-------------------|------------|-------|-------|-------|-------|-------|-------|
| Center spread     | 3,290      | 3,565 | 3,835 | 4,115 | 4,390 | 4,660 | 5,485 |
| Full page         | 1,780      | 1,930 | 2,080 | 2,230 | 2,380 | 2,530 | 2,970 |
| 12/16             | 1,555      | 1,685 | 1,815 | 1,940 | 2,075 | 2,205 | 2,590 |
| 9/16              | 1,340      | 1,450 | 1,565 | 1,675 | 1,785 | 1,900 | 2,235 |
| 8/16              | 1,125      | 1,215 | 1,310 | 1,400 | 1,495 | 1,585 | 1,870 |
| 6/16              | 955        | 1,030 | 1,105 | 1,190 | 1,265 | 1,350 | 1,585 |
| 4/16              | 695        | 755   | 815   | 870   | 925   | 990   | 1,165 |
| 3/16              | 560        | 615   | 660   | 705   | 750   | 800   | 935   |
| 2/16              | 105        | 445   | 480   | 510   | 545   | 575   | 680   |
| 1/16              | 260        | 315   | 350   | 455   |       |       |       |
|                   |            |       |       |       |       |       |       |
|                   | <b>Net</b> |       |       |       |       |       |       |
| Black + One Color | 225        |       |       |       |       |       |       |
| Full Color        | 395        |       |       |       |       |       |       |

Position can be guaranteed for a 25% surcharge when available on ads 4/16 page or larger.

Rates listed are per ad. A 15% discount applies if materials are submitted in camera-ready format according to specifications.

## PRINT DEADLINES

### SPACE RESERVATION

Thursday at 12:00 p.m.

(for the following Friday's publish date)

### MATERIALS SUBMISSION

Thursday at 5:00 p.m.

(for the following Friday's publish date)

### CAMERA-READY ADS

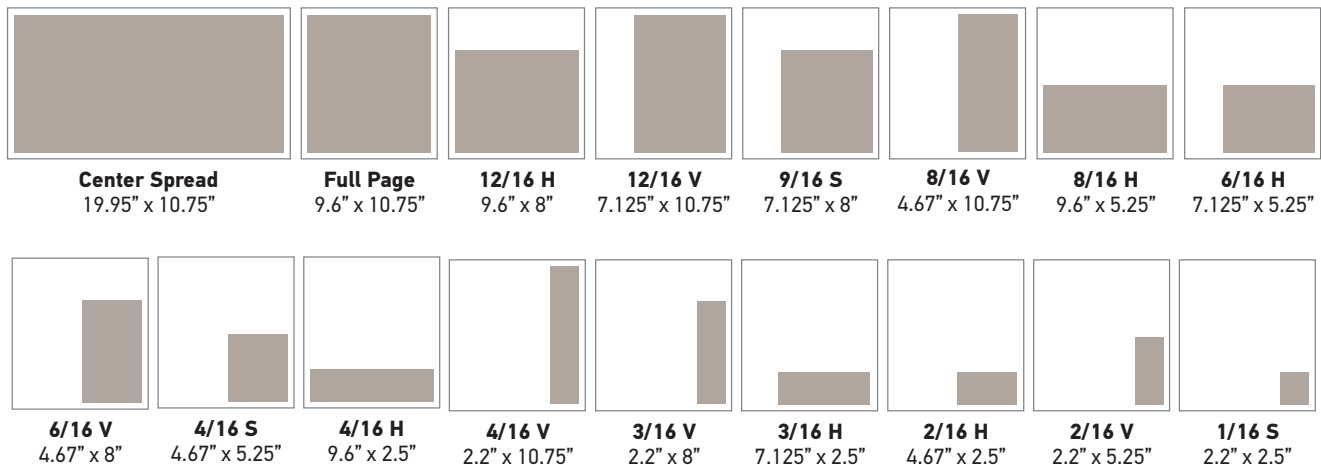
Friday at 12:00 p.m.

(for the following Friday's publish date)

### AD APPROVAL

Monday at 12:00 p.m.

(for that Friday's publish date)



# Business Record Inserts

Inserts within the Business Record reach a targeted, subscriber-based audience of influential leaders in a cost-effective way. By inserting your printed material in the Business Record you avoid the risk of getting lost in the shuffle of direct mail, and tossed out before it reaches their desk.

| inserts     | 12x   | 9x    | 4x    | 1x    |
|-------------|-------|-------|-------|-------|
| 1 page      | 790   | 965   | 1,070 | 1,135 |
| 4-8 pages   | 1,020 | 1,125 | 1,300 | 1,350 |
| 9-16 pages  | 1,195 | 1,350 | 1,515 | 1,585 |
| 20-24 pages | 1,405 | 1,585 | 1,755 | 1,800 |
| 28-32 pages | 1,685 | 1,800 | 1,965 | 2,020 |

Heavier inserts may have additional charges.  
Call for price quote on larger-sized sections.

## ORDER

Inserts must be ordered ten days prior to publication date. To order, contact your account executive or call 515-288-3336.

## SUBMISSION

Page1Printers, 1929 Engebretson Avenue, Slayton, MN 56172

Inserts must be received one week prior to publication date and should not be tied, 1/4 folded or turned in cuts less than 50. Pallets or boxes should be clearly labeled for insertion in the Business Record.

## SPECIFICATIONS

Minimum size 4" x 5". Maximum size 11" x 11." We do not accept brokered space inserts. Full run inserts only. 6,000 copies required. Due to mailed distribution, no indicia on inserts.

## submit ad materials

### BY EMAIL

businessrecordads@bpcdm.com  
(copy your account executive)

### BY FTP/HIGHTAIL

www.hightail.com/u/dmbusinessrecord

## camera-ready ads

### AGENCY COMMISSION

A 15% commission of gross rate on space is offered to recognized agencies providing camera-ready artwork and payment on the invoice within 15 days of the publication date. Discount is not allowed on other charges such as net color, guaranteed placement, pre-printed inserts, reprints or other mechanical charges. Agency discounts not offered in conjunction with nonprofit discounts. 1/16 size ads are non-commissionable.

### SIZING

Ads must be made to the exact size of space reserved.

### RESOLUTION

250 DPI

## COLOR AND ART

All images and art must be in CMYK or grayscale format; RGB and spot colors are not accepted. All blacks should be built using 0-0-0-100. Images should be saved in TIF, EPS, PDF, AI or PSD.

### PREFERRED FILE FORMAT

PDFs (use the High Quality Print setting available under presets; no color conversion, include all profiles).

### ACCEPTABLE FILE FORMATS

Adobe InDesign, Illustrator or Photoshop CS6 (or earlier). All art and fonts must accompany the raw file.

### FONTS

All printer and screen fonts must be included with raw files or embedded/outlined in the PDF. Do not use menu-styled fonts for bold, italic or bold italic type. Ads with CID (Identity-H) font encoding will be flagged due to potential of error at the RIP.

**\*If any of these requirements are not met, Business Record has the right to charge for an ad build.**

## creative services

- Advertising design, copy writing and photography (as available) are available to advertisers at no charge.
- One tearsheet is supplied. There will be a \$2 charge per page for extra tearsheets.
- If requested, a low-resolution proof of your ad will be emailed to you by your account executive, provided your ad materials are received by the materials deadline. Design changes, additional proofs or corrections for the convenience of the advertiser will be billed at the regular hourly rate of \$60.
- Re-published ads and materials on file: If you are a regular advertiser, you may request the pick-up of previously used art through your account executive. We are not responsible for submitted artwork or ad materials.

## premiums and policies

- Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.
- 501C(3) non-profit organizations qualify for a 25% discount.
- Congratulatory rate is based on 13x frequency rate.
- Political rate is based on 26x frequency rate and must be pre-paid. All contract policies apply.
- Unfulfilled contracts will be adjusted to appropriate frequency and short rate.
- Advertisements pulled after space deadline will receive a \$100 charge.
- Advertising agreement must be signed before frequency discount can be given.
- One proof will be supplied at no cost, additional proofs will be billed at \$60 each.

# SPECIAL PROJECTS

## Book of Lists



**Book of Lists** is the definitive resource guide for business professionals in the Central Iowa area. The book includes over 70 ranked lists from a variety of businesses and industries, the year's most influential leaders and boards, regional market facts and a community calendar.

### SPONSORSHIP OPPORTUNITIES

|                                  | NET           |
|----------------------------------|---------------|
| Presenting sponsor               | <b>20,000</b> |
| Corporate sponsor (up to 4)      | <b>12,000</b> |
| Community tab & Calendar sponsor | <b>16,000</b> |
| Business Services tab sponsors   | <b>7,500</b>  |
| Development tab sponsor          | <b>7,500</b>  |
| Finance & Insurance tab sponsor  | <b>7,500</b>  |
| Book of Influentials tab sponsor | <b>7,500</b>  |

### ADVERTISING

|                            | GROSS        | EARLY BIRD*  |
|----------------------------|--------------|--------------|
| Inside cover (full color)  | <b>6,245</b> | <b>5,950</b> |
| Full page (with placement) | <b>5,115</b> | <b>4,870</b> |
| Full page                  | <b>4,615</b> | <b>4,395</b> |
| 1/2 (with placement)       | <b>3,245</b> | <b>3,090</b> |
| 1/2                        | <b>2,915</b> | <b>2,775</b> |
| 1/4 (with placement)       | <b>1,690</b> | <b>1,610</b> |
| 1/4                        | <b>1,435</b> | <b>1,365</b> |
|                            | NET          |              |
| Black + One Color          | <b>300</b>   |              |
| Full Color                 | <b>1,000</b> |              |

### ADVERTISING DEADLINES

**FIRST RIGHT OF REFUSAL**  
Friday, April 1, 2016

**EARLY BIRD SPACE RESERVATION**  
Friday, July 22, 2016

**EARLY BIRD MATERIALS DUE**  
Friday, August 26, 2016

**AD SPACE RESERVATION**  
Tuesday, October 11, 2016

**AD MATERIALS DUE**  
Friday, October 14, 2016

**CAMERA-READY MATERIALS DUE**  
Tuesday, October 18, 2016

**AD APPROVAL**  
Friday, October 21, 2016

**2017 PUBLISH DATE**  
week of January 2, 2017

|  |                                 |                                |                                |                                 |
|--|---------------------------------|--------------------------------|--------------------------------|---------------------------------|
|  |                                 |                                |                                |                                 |
| <b>Inside Covers</b><br>TRIM SIZE:<br>9.5" x 12.75"<br>FILE SIZE:<br>9.75" x 13" | <b>Full Page</b><br>8.75" x 12" | <b>1/2 H</b><br>8.75" x 5.875" | <b>1/4 V</b><br>4.25" x 5.875" | <b>1/4 H</b><br>8.75" x 2.8125" |
| (0.125" bleed on all sides, keep text and important art 0.25" from edge of page) |                                 |                                |                                |                                 |

### ad requirements

**RESOLUTION**  
300 DPI

**COLOR AND ART**  
All images and art must be in CMYK or grayscale format; RGB and spot colors are not accepted. Images should be saved in tif, eps, pdf, ai or psd.

**PREFERRED FILE FORMAT**  
PDFs based on High Quality Print setting (No color conversion, include all profiles).

### ACCEPTABLE FILE FORMATS

Adobe InDesign, Illustrator, Photoshop (CS6 or earlier). All art and fonts must accompany the raw file.

### FONTS

All fonts should be embedded or outlined.

**\*If any of these requirements are not met, Business Record reserves right to charge for an ad build.**

Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

### sponsor deadlines

**ROFR/FROR**  
Friday, April 11, 2016

**SPONSOR LOGO, COMPANY WRITE-UP, TOP EXECUTIVE PHOTO DUE**  
Friday, October 1, 2016

**TAB SPONSOR MATERIALS DUE**  
Friday, October 1, 2016

**TAB APPROVAL**  
Friday, October 21, 2016

**2017 PUBLISH DATE**  
week of January 2, 2017

### Want more information?

go to: [www.BusinessRecord.com/BOL](http://www.BusinessRecord.com/BOL)

- Purchase the Book of Lists in Excel format
- Purchase hard copies of the Book of Lists
- View the current Book of Lists
- View placement availability
- Get added to the Book of Lists



# innovationIOWA

## innovationIOWA

Iowa companies are leading the nation with innovation across several industries. The annual, statewide innovationIOWA magazine highlights these companies and their technological achievements in a beautiful four-color, glossy magazine each Spring. Broken out into 5 key chapters for economic growth and impact, editorial includes a comprehensive report on recent achievements and what the future holds for:

- Advanced Manufacturing
- Bioscience & Agriculture
- Technology
- Energy
- STEM

### DISTRIBUTION

A total of 10,000 copies will be printed. The publication will be unveiled at an event hosted by our presenting sponsor. It will then be distributed by Business Record in its Spring statewide issue, which also includes Business Record Iowa, a custom publication for the Iowa Association of Business & Industry and its members. Additional distribution will include Iowa educational institutions, manufacturers, agricultural and technology companies and industry associations. An electronic version of the magazine is also available at [www.businessrecord.com/innovationIOWA](http://www.businessrecord.com/innovationIOWA).



“Spindustry has worked with the Business Record to connect with the Iowa business community and leaders. The Business Record goes to the people we want to reach. The team at the Business Record takes the time to listen to our goals and then develops unique packages that will deliver on those goals. When you combine features the Business Record runs such as Best Of, Book of Lists, and advertising in and around those issues, you can make an impact in the Iowa community. I can say we have definitely been noticed by the community, potential clients, and our peers when we advertise with the Record.”

**MICHAEL BIRD** *President, Spindustry Digital*

# Business Record Iowa



"One of ABI's most valued partners is the well-respected Business Record which is vital to helping us tell the story of ABI and our member businesses. ABI members all across the state value the role Business Record Iowa plays in promoting Iowa's industries and businesses. This beneficial partnership aligns two great organizations, leading Iowa into a prosperous future."

**MARK HANAWALT** *past chairman, Iowa Association of Business & Industry*

Business Record  
**IOWA**



IN PARTNERSHIP WITH  
*Iowa Association of  
Business and Industry*

The ABI monthly newsletter, entitled "Business Record Iowa," appears in the Business Record the **second Friday of each month** and includes business news articles relevant to economic development across Iowa, best practices, emerging leaders and coverage of the state's top business and industry news. It also delivers a monthly update on ABI events, legislative initiatives and important information on membership, Leadership Iowa and the ABI Foundation.

## DEADLINES

### SPACE RESERVATION

The third Friday of each month, for the following month's publish date (with the exception of December).

### PUBLISH DATE

Inserted in Business Record on the second Friday of every month.

## 2016 PUBLISH DATES

**FRIDAY, JANUARY 8**

Legislative issue

**FRIDAY, FEBRUARY 12**

**FRIDAY, MARCH 11**

**FRIDAY, APRIL 8**

**FRIDAY, MAY 13**

**FRIDAY, JUNE 10**

Taking Care of Business Expo

**FRIDAY, JULY 8**

**FRIDAY, AUGUST 12**

**FRIDAY, SEPTEMBER 9**

**FRIDAY, OCTOBER 14**

**FRIDAY, NOVEMBER 11**

**FRIDAY, DECEMBER 9**

# CUSTOM PUBLICATIONS

93% of brand marketers have plans to either maintain or increase their budget for content marketing. 85% of marketers believe that the primary purpose for creating content is to strengthen their brand and build positive awareness. Yet, 53% of b2b marketers struggle with producing enough content for their needs. And 58% of b2b marketers cite producing engaging content as one of their strongest challenges.

The Business Record solves common challenges by providing the tools necessary to produce quality engaging custom publications.

Each project is unique. We are tailored to provide a customer needs based operation which includes:

- Professional and Credible Writing
- Photography
- Targeted Distribution
- Design
- Electronic Components
- Marketing and Promotion

Depending on the project we also offer the focus of an experienced sales team to drive financial support for the product through smart, strategic advertising opportunities.

## TYPES OF PUBLICATIONS

- Books
- Anniversary Publications
- Event Promotion
- Annual Reports
- Content Marketing Pieces

## 5 KEY ELEMENTS NEEDED FOR AN EFFECTIVE CUSTOM PUBLICATION

- Quality Writing
- High Production Values (paper, printing, finishes)
- Great Design
- Strong Images
- Strong Cover



“The team at the Business Record made working on “Dare to Dream, Dare to Act” a fun and painless experience. They have a unique formula that provided me with all the tools I needed to make my dream of writing a professional book a reality. Their knowledge, skill and professionalism far surpassed my expectations.”

**TERRY RICH** *CEO, Iowa Lottery*



# SIGNATURE EVENTS

Business Record events are some of the most well-attended in Central Iowa. These branded events lead conversations on important topics relevant to the business community and honor those making a difference. Sponsorship opportunities are tailored to deliver high-impact, highly targeted audiences and encourage connections with the c-level audience.

## WHY SPONSOR A BUSINESS RECORD SIGNATURE EVENT?

- Increase brand loyalty
- Create awareness & visibility
- Change or reinforce image
- Showcase community responsibility

67%

of consumers agree that cause related or event marketing should be a standard part of a company's activities.\*

\*Data gathered from IEG, Inc.

85%

of Members say Business Record events are **more valuable** than other events or seminars in the market.

NEWLY ADDED FOR 2016: 2 Lift Iowa events- Spring and Fall.

A Business Record publication

**Lift** IOWA  
Leading Insights on Female Talent



JANUARY

|                             | NET   |
|-----------------------------|-------|
| Presenting sponsor (1)      | 9,250 |
| Supporting sponsor (1)      | 7,250 |
| CFO of the year sponsor (1) | 8,250 |



**POWER**  
BREAKFAST SERIES

FEBRUARY, JUNE & OCTOBER

|                     | SERIES | SINGLE |
|---------------------|--------|--------|
| Co-sponsor (3)      | 12,000 | 4,250  |
| Parking sponsor (1) | 6,600  | 2,500  |

**Business Record**

18 515-288-3336 or [advertising@bpcdm.com](mailto:advertising@bpcdm.com)

# FORTY UNDER 40

MARCH

|                             | NET   |
|-----------------------------|-------|
| Co-sponsor (5)              | 7,800 |
| Alumnus of the Year sponsor | 8,200 |



## cre commercial real estate trends & issues forum

APRIL

|                                    | NET   |
|------------------------------------|-------|
| Presenting sponsor                 | 7,500 |
| Supporting sponsor (2)             | 4,500 |
| CRE Professional of the year award | 5,000 |

## WOMEN of INFLUENCE

AUGUST

|  | NET   |
|--|-------|
| Co-sponsor (4)                           | 6,000 |
| Woman Business Owner of the Year sponsor | 8,250 |
| Emerging Woman of Influence sponsor      | 8,250 |



"Sponsorship of the Economic Forecast event is a priority for Deloitte every year. Not only does the Business Record provide recognition for a CFO of the Year in this market, but they also do an outstanding job delivering the executive audience we are trying to reach, along with an impactful, high-level, economic discussion. The value of our investment far exceeds any other marketing investment we could make in this market."

**KIM FELKER** *Office Managing Partner, Deloitte*





**Business Publications, the parent company of the Business Record, is a highly respected publishing company that strives to support and enrich the Central Iowa business and cultural communities by providing essential knowledge, connections and inspiration through innovative products, compelling editorial, stunning visuals and enduring relationships.**