

Media Guide

2015



ELECTRONIC | PRINT | SPECIAL PRODUCTS | EVENTS

**Your direct path to efficiently
reach top business leaders.**

Central Iowa's **#1 source** for local business news.

BusinessRecord

ADVERTISING TEAM

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

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



Lori Bratrud

senior account executive

515.288.0411 direct

515.883.0610 cell

loribratrud@bpcdm.com

16 YEARS OF SERVICE



Maria Davis

senior account executive

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3 YEARS OF SERVICE



Katherine Harrington

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11 YEARS OF SERVICE



Carole Chambers

director of strategic partnerships

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12 YEARS OF SERVICE



Ashley Holter

sales manager

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5 YEARS OF SERVICE

Business Record

The Depot on Fourth

100 4th Street, Des Moines, IA 50309

515.288.3336 | www.businessrecord.com

The Business Journal Serving Central Iowa's Cultivation Corridor.

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.

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The business Record readers tend to be owners and executives of small to mid-sized businesses. They are the decision makers. This is one of the main sources they read to stay abreast of what is happening in the local business community. We want to be where that group chooses to get that information. Our clients and prospects comment that they have seen us in the Business Record. It adds creditability to our brand.

DON NICKERSON

*President
Northwest Bank*

E-NEWSLETTERS

Extend the frequency & reach of your print marketing message to a qualified and unique audience.



Business news doesn't happen only once a week. And neither does the coverage of the Business Record. The **Business Record Daily** is an electronic newsletter focusing on breaking business news and notes, delivered to over **7,000** in-boxes twice daily. With an average open rate of 48%, this newsletter far surpasses the 18% industry average and is seen as a valuable tool for business.

50%

of registered readers are also loyal Business Record Members.

DEMOGRAPHICS

male **50%**

female **50%**

under 39 years old **32%**

40-64 years old **60%**

over 65 years old **8%**

50%

of registered readers are fresh eyes, subscribing only to Business Record Daily.

Average open rate

48%

well above the industry average of 18 percent. **

*Data gathered from the 2014 Business Record Daily readership survey.

**Constant Contact



This weekly e-newsletter provides **4,500** registered readers with an aggregation of Iowa's top business news on Friday mornings. The Business Record staff collects headlines from newspaper websites around that state for this quick and easy read, allowing busy professionals to stay abreast of Iowa's commerce and industry.



Focusing on commercial real estate news from the Greater Des Moines area, the **Commercial Real Estate Weekly** is intended for movers and shakers who are interested in commercial real estate. Every Wednesday, over **4,000** registered readers receive an in-depth story as well as local news briefs and notable lease transactions.

A Business Record publication



LiftIOWA keeps readers informed on self-development opportunities, special events and introduces Iowa women business leaders you should know. Reaching over **2,200** registered readers each Monday, Lift Iowa provides news and commentary on women business ownership and involvement in politics. Achieving open rates **over 60%**, this newsletter is highly regarded and elevates the importance of positioning in leadership roles in companies and communities throughout the state.

Business Record

Website Sponsorships

BusinessRecord.com offers viewers the latest business news, industry news, blogs by local industry experts, photo and video galleries, a comprehensive community calendar, event registration and more.

BusinessRecord.com Sponsorships

	investment/mo.
A Leaderboard	\$400
B Medium rectangle	\$400

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.



SPONSORSHIP SIZES

LEADERBOARD
728 x 90 px

MEDIUM RECTANGLE
300 x 250 px

AVAILABLE SECTIONS

Ag & Environment
Culture
Economic Development
Energy & Utilities
Finance & Insurance
Health & Wellness
HR & Education
Law & Government
Manufacturing & Logistics
Opinion
Real Estate & Development
Retail & Business
Sales & Marketing
Tech & Innovation
Transportation
Community Calendar
Our Events
Search/Forms pages
Photo Gallery
Video Gallery
Small Business School
On the Move



I read the Business Record in any format I can get my hands on. It's very important to know what's going on in the community and what our leaders are up to and that's where you find it- in the Business Record.

CHRIS DIEBEL

Managing Director, LPCA Public Strategies

41,381

average sessions
per month

TOP REASONS WHY MEMBERS VISIT businessrecord.com

- read current content
- register for events
- access exclusive online content
- check the calendar
- access archived stories

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 STATIC FILE FORMATS

JPEG or GIF

ACCEPTABLE ANIMATED FILE

FORMATS

GIF or Flash SWF

CLICK-THROUGH

Ads will be linked to target a new window with the web address provided. All Flash banners with internal URL links must target a new window.

COMPATIBILITY

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.

CONTENT MARKETING

Business Insights - White Paper Publishing

Build awareness and establish yourself or your company as a thought leader.

Position yourself as a credible and knowledgeable source on specific products and services.

Educate the highly targeted and influential Greater Des Moines business audience.

Help business decision makers solve a specific business need or problem.

rates

Open rate

investment/mo.
per white paper

\$400

4-7x frequency contract

\$350

13x+ frequency contract

\$300

Impact package participants

\$275

* 12 month agreement; automatically renewed after 12 months

WHAT YOU RECEIVE

- 2 ways for readers to search for your information:
Industry & Expert
- Content hosted on BusinessRecord.com in pdf format
- Text overview/75 word company description to appear in content library
- Ability to change content quarterly
- Promotional campaign of content library in Business Record products
- Logo and white paper topic promoted on a rotating basis on the Business Record Daily, Business Record Iowa, LiftIOWA, Business Record CRE Weekly, BusinessRecord.com and in print ad campaign

WEBSITE PROMOTION



SORTED BY INDUSTRY



SORTED BY EXPERT



Business Spotlight - Professional Video Profiles

75%

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

(source: Forbes Insights)

85%

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

(sources: comScore and Nielsen)

85%

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

(source: Internet Retailer)

90%

of information transmitted to the brain is visual, and visuals are processed 60,000 times faster in the brain than text.

(sources: 3M Corporation and Zabisco)

rates

12 month commitment*

investment/mo.

\$400

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

WHAT YOU RECEIVE

- 12 months exposure on Business Record's Business Spotlight
- 1 video produced per annual contract
- Rights to the use of the video
- 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

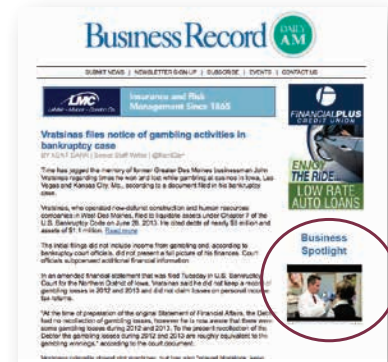
DIRECTORY PAGE



INDIVIDUAL PAGE



E-NEWSLETTER PROMOTION



BUSINESS RECORD

Central Iowa's most **INFLUENTIAL** decision makers consider the Business Record as their #1 source for local business news. 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.

READERSHIP

3.9

readers per copy

AUDIENCE

23,400

readers weekly

AVERAGE AGE

52

(for Business Record Members)

35 minutes

average time Members spend reading each issue.

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	35
Readers per copy	3.5	3.1	3.9
Total Audience	24,480	21,700	23,400



Reading the Business Record is a priority. It is a great resource and I particularly appreciate the commitment to reporting with integrity.

SUKU RADIA

CEO and President, Bankers Trust

CIRCULATION & READERSHIP



GENDER

The Business Record is moving the needle on gender equality and increasing our impact on female leadership within Central Iowa. Female readership has increased to its highest level so far.

	2008	2011	2014
Male	71%	64%	58%
Female	29%	36%	38%



EDUCATION

Business Record Members are well educated, with advanced degrees growing in prevalence.

	2008	2011	2014
4 Year College Degree	41%	44%	40%
Advanced Degree	28%	27%	33%



POSITIONS

The Business Record has consistently been an important media for leaders and aspiring leaders. It is how the "C" suite stays connected and informed on local, business news.

	2008	2011	2014
Owner	32%	31%	35%
Partner	15%	10%	10%
CEO	11%	13%	15%
President	22%	18%	18%
Total Top Management	58%	57%	58%



AFFLUENT

Since 2008 Business Record Members' average net worth has increased 46%.

	2008	2011	2014
Average HH Net-worth	1,340,000	1,570,000	1,960,000
Percent reaching Millionaire Status	31%	37%	39%
Average Total Investment Portfolio	990,000	1,040,000	1,390,000

2015 CALENDAR

96%

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

FORTY UNDER 40



WOMEN OF INFLUENCE



BEST OF DES MOINES



The Business Record reaches potential clients in all of our market sectors. Their planned editorial calendar lets us know which issues will be featuring editorial that our clients will be reading so that we can target our ads accordingly. The publication's association with local chambers and professional organizations helps give us access to decision makers we need to reach out to. Best of all, our account executive is attentive, helpful and responsive. She makes the planning and submission process so easy.

TERI PETERSON

Marketing Coordinator, Shive-Hattery Architecture and Engineering

EDITORIAL FOCUS	PUBLISH DATE	SPECIAL SECTION/SUPPLEMENT	SPACE	MATERIAL	APPROVAL
2015 Industry Trends	January 2*				
Banking & Finance	January 9	Business Record Iowa			
Public Companies	January 16				
Legislative Issues to Watch	January 23				
Economic Forecast	January 30	One Voice			
Nonprofits	February 6	Giving Back	January 14	January 27	January 30
STEM	February 13	Business Record Iowa National Engineers Week	January 21	February 3	February 6
Building & Construction	February 20				
Forty Under 40	February 27	One Voice	January 28	February 3	February 13
Health Care	March 6				
Human Resources	March 13	Business Record Iowa, Insurance	February 25	March 2	March 5
Women in Business	March 20				
Mergers and Acquisitions	March 27	One Voice, Education	March 11	March 16	March 19
Legal Issues	April 3				
Global Business	April 10	Business Record Iowa			
Green: Energy & Environment	April 17	CRE	March 18	March 25	April 1
Hospitality	April 24	One Voice, Event Planning	April 8	April 13	April 17
University Research	May 1				
Technology	May 8	Business Record Iowa			
Banking & Finance	May 15				
Municipal Governments	May 22	Luxury Home	May 6	May 11	May 14
Arts & Entertainment	May 29*	One Voice			
Economic Development	June 5				
Manufacturing & Trade	June 12	Business Record Iowa			
Real Estate & Development	June 19				
Workforce Development	June 26	One Voice, Anniversaries	June 3	June 16	June 19
Marketing Public Relations	July 3				
Health Care	July 10	Business Record Iowa			
CEO Personal Profiles After Work	July 17				
Transportation	July 24	Business Meetings & Corporate Gatherings	July 1	July 14	July 17
Women of Influence	July 31	One Voice	July 1	July 7	July 17
Biotechnology	August 7				
Leaders Survey	August 14	Business Record Iowa			
Young Professionals	August 21				
The Entrepreneurs	August 28	One Voice Family & Locally Owned Businesses	August 5	August 18	August 21
Downtown Development	September 4*				
Employee Benefits	September 11	Business Record Iowa, Health Care	August 26	August 31	September 3
Energy & Utilities	September 18				
Best of Des Moines	September 25	One Voice	September 10	September 14	September 16
Food Wine Beer	October 2				
Education	October 9	Business Record Iowa			
Architecture & Design	October 16	Wealth Management	September 30	October 5	October 8
Leadership Development	October 23	CRE	September 23	September 30	October 7
Banking & Finance	October 30	One Voice			
Innovative Companies	November 6				
The Jobs Issue	November 13	Business Record Iowa			
Health Care	November 20				
Retail	November 27*	One Voice, Legal/Law	November 11	November 16	November 19
Building and Construction	December 4				
Information Technology	December 11	Business Record Iowa			
Insurance	December 18	Nonprofits: Pillars of Philanthropy	November 9	November 13	November 20
Year in Review	December 25*	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.

TWO THIRDS

of Members take **ACTION** based on **ADS** seen in the Business Record.

2015 ADVERTISING RATES

Gross	52x	39x	26x	13x	7x	4x	1x
Center spread	3,195	3,460	3,725	3,995	4,260	4,525	5,325
Full page	1,730	1,875	2,020	2,165	2,310	2,455	2,885
12/16	1,510	1,635	1,760	1,885	2,015	2,140	2,515
9/16	1,300	1,410	1,520	1,625	1,735	1,845	2,170
8/16	1,090	1,180	1,270	1,360	1,450	1,540	1,815
6/16	925	1,000	1,075	1,155	1,230	1,310	1,540
4/16	675	735	790	845	900	960	1,130
3/16	545	595	640	685	730	775	910
2/16	395	430	465	495	530	560	660
1/16	250	305	340	440			

	Net
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

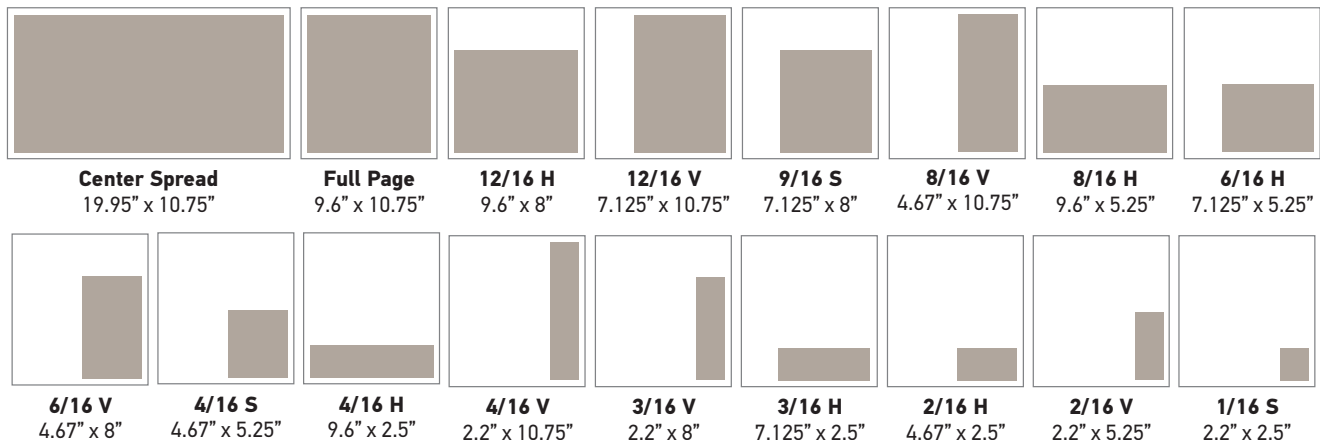
Friday at 12:00 p.m.

(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	755	920	1,020	1,080
4-8 pages	970	1,070	1,240	1,285
9-16 pages	1,140	1,285	1,445	1,510
20-24 pages	1,340	1,510	1,670	1,715
28-32 pages	1,605	1,715	1,870	1,925

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, typesetting 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.



Our company has had great success with our inserts in the Business Record. Our Iowa office opened a little over a year ago and I credit the Business Record with helping us get off to a great start!

DONNIE MCCLELLAN

Broker, United Country
Trophy Properties
and Auction

Business Record

515-288-3336 or advertising@bpcdm.com 15

SPECIAL PROJECTS



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.

LIST POSITIONS

Accounting Firms	Home Health Care Providers
Advertising Agencies	Home Remodelers
Agribusiness	Hospitals
Appraisers	Hotel & Motel Conference Centers
Architectural Firms	Insurance Brokerages & Agencies
Attractions	Internet Service Providers
Auto Dealers	Investment & Wealth Advisors
Banks	Landscape Architectural Firms
Business Consultants	Law Firms
Business Organizations	Life Insurance Companies
Caterers	Manufacturers
Colleges & Universities	Mechanical & Electrical Contractors
Commercial Printers	Medical Clinics
Commercial Property Management Firms	Metropolitan Planning Organization Communities
Commercial Real Estate Firms	Minority-Owned Businesses
Computer Hardware & Software Companies	Mortgage Lenders
Computer Networking	Nonprofit Organizations
Companies	Office Buildings & Complexes, Largest
Computer Training Companies	Office Equipment & Supply Companies
Conference Centers (Non-Hotel)	Office Interiors Companies
Construction Companies	Oldest Businesses
Construction Projects	Professional Associations
Credit Unions	Property & Casualty Insurance Companies
Delivery Services	Property Values, Top Assessed
Developers	Public Officials, Highest Paid
Employers (Non-Government), Largest	Public Relations Firms
Employment Search Firms	Publicly Held Companies
Engineering Firms	Recycling & Waste Management
Executive Coaches	Residential Real Estate Firms
Executive Suites	Retirement & Care Communities
Foundations	Telecommunications Equipment Companies
Golf Courses & Country Clubs	Trade Houses & Vendors
Graphic Arts	Website Developers
Health & Fitness Organizations	Wireless Phone Companies
Health Insurance Providers	Women-Owned Businesses
Home Builders	

Advertising

	GROSS	EARLY BIRD*
Inside cover (full color)	5,950	5,785
Full page (with placement)	4,870	4,730
Full page	4,395	4,270
1/2 (with placement)	3,090	3,000
1/2	2,775	2,695
1/4 (with placement)	1,610	1,565
1/4	1,365	1,325

	NET
Black + One Color	300
Full Color	1,000

*Advertisers that reserve space by the early bird space deadline are entitled to a 3% discount. Early bird ads not received by deadline will be billed at the regular rate.

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

ADVERTISING DEADLINES

FIRST RIGHT OF REFUSAL

Friday, April 3, 2015

AD MATERIALS DUE

Friday, October 16, 2015

EARLY BIRD SPACE RESERVATION

Friday, July 24, 2015

CAMERA-READY MATERIALS DUE

Tuesday, October 20, 2015

EARLY BIRD MATERIALS DUE

Friday, August 28, 2015

AD APPROVAL

Friday, October 23, 2015

AD SPACE RESERVATION

Tuesday, October 13, 2015

2015 PUBLISH DATE

week of January 4, 2016

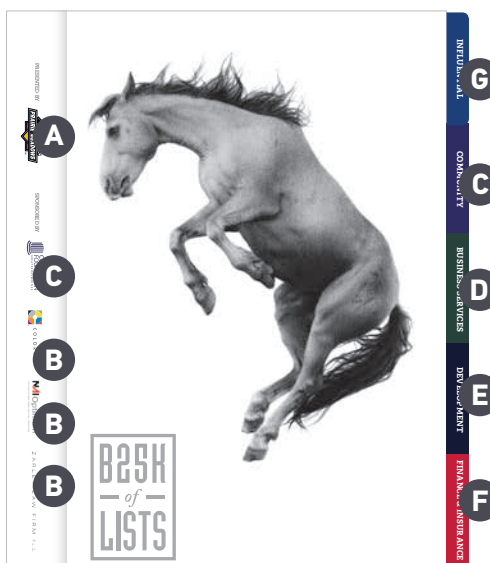


The Business Record keeps DMACC connected to the business community. It doesn't take time, it makes time.

ROB DENSON
President, DMACC

SPONSORSHIP OPPORTUNITIES

	NET
A Presenting sponsor	16,000
B Corporate sponsor (up to 4)	10,000
C Community tab & Calendar sponsor	15,000
D Business Services tab sponsor	6,000
E Development tab sponsor	6,000
F Finance & Insurance tab sponsor	6,000
G Book of Influentials tab sponsor	6,000

**A Presenting Sponsor**

- Logo prominently positioned on front cover of book
- Logo, company write-up and top executive photo featured prominently on Sponsor Recognition page (250 words)
- Logo featured on masthead page (near beginning of book)
- Three full page, full color ads.
- Prominent placement of logo in all promotional ads
- Opportunity for a 15-second promotional video at the beginning of the digital version (must be self-produced)
- Opportunity to host the unveiling event
- Logo on all unveiling event promotional materials
- 100 complimentary copies of the book
- 15 complimentary annual Business Record subscriptions
- Database of attendees of the Economic Forecast and all Power Breakfast Series

B Corporate Sponsors

- Logo positioned on front cover of book
- Logo, company write-up and top executive photo featured on Sponsor Recognition page (150 words)
- One full-page, full color ad and one half-page, spot color ad
- Logo on all unveiling promotional ads
- 50 complimentary copies of the book

C Community Tab & Calendar Sponsor

- Logo positioned on front cover of book
- Logo, company write-up and top executive photo featured prominently on Sponsor Recognition page (350 words)
- Logo placement on all calendar pages
- Full page, full color glossy ad on front of tab page, with tab extending from the book and identifying the section.
- Full page, full color ad on back of tab page, with opportunity for company logo on the back of the tab
- Logo on all unveiling event promotional materials
- 50 complimentary copies of the book

D Tab Sponsors

- E** Logo, company write-up and top executive photo featured on Sponsor Recognition page (175 words)
- F** Full page, full color glossy ad on front of tab page, with tab extending from the book and identifying the section.
- G**

- Full page, full color ad on back of tab page, with opportunity for company logo on the back of the tab

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 17, 2015

SPONSOR LOGO, COMPANY WRITE-UP, TOP EXECUTIVE PHOTO DUE

Friday, October 9, 2015

TAB SPONSOR MATERIALS DUE

Friday, October 9, 2015

TAB APPROVAL

Friday, October 23, 2015

2016 PUBLISH DATE

week of January 4, 2016

Want more information?

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

SPECIAL PROJECTS

innovationIOWA



innovationIOWA captures the excitement and energy in the region's vibrant agribusiness and bioscience region. We are so thrilled about its publication and we use the magazine to give to people and companies who are visiting to learn more about Iowa's core innovation sectors.

BILL NORTHEY
*Secretary of
Agriculture, Iowa*

By 2018, it is estimated
there will be over

72,000

STEM jobs in the state of Iowa.

Nationally, there will be **over**
1 million technology jobs and
75% of them will go unfilled.



Iowa companies are leading the nation with innovation across several industries. The **innovationIOWA** magazine highlights companies and their technological achievements in a beautiful four-color, glossy magazine. The editorial content includes a comprehensive report on recent achievements and what the future holds for:

- **Biotechnology** including bioscience and agriculture
- **Advanced Manufacturing**
- **Information Technology** including data recovery, security software, cloud computing, networking, computers, software and internet
- **STEM update** on what Iowa's schools, colleges and universities are doing to continue the momentum in science, technology, engineering and math

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 March 13 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.



29%

of members are looking to relocate or expand their office space in the next 3 years.

The Business Record's Commercial Real Estate Guides are Central Iowa's TOP resource for relocation and development. The CRE Guide is the ONLY comprehensive publication listing OFFICE, RETAIL, INDUSTRIAL, and LAND development opportunities available in Greater Des Moines. Published twice yearly, each guide features articles on industries and businesses that support commercial development in this region. With a six-month shelf life, these guides become the top resource for relocation and development.

SPRING DEADLINES

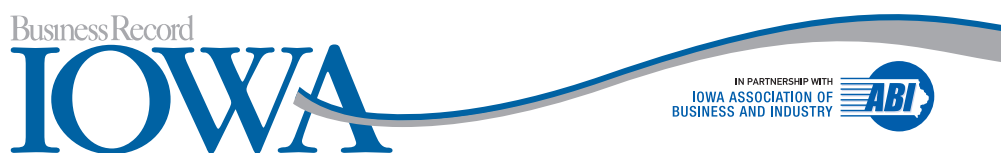
SPACE RESERVATION
March 11, 2015

PUBLISH DATE
April 17, 2015

FALL DEADLINES

SPACE RESERVATION
September 23, 2015

PUBLISH DATE
October 23, 2015



95% of ABI Members rated the information in Business Record Iowa to be "GOOD" to "VERY GOOD."

According to a recent survey of ABI membership on communication received from ABI

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 second 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.



In our surveys, new members cite the Business Record exposure as the key reason they learned about and joined ABI.

MIKE RALSTON
*President,
Iowa Association of
Business & Industry*

2015 EDITORIAL CALENDAR

JANUARY

Successful Succession:
How to grow leaders

FEBRUARY

Iowa's growing success
with ESOPs

MARCH

Go-to-Leadership Books:
Who's reading what

APRIL

Creative Recruitment:
Rev-up your employment
brand

MAY

Philanthropy: Preparing a
plan that works for you

JUNE

ABI's Annual CEO survey

JULY

From the farm field to
family table

AUGUST

Recruiting veterans: A
smart tactical maneuver

SEPTEMBER

Iowa manufacturing drives
rural economy

OCTOBER

Automation answers
Iowa's skills gap

NOVEMBER

Iowa business owners:
For what are they most
thankful?

DECEMBER

Iowa's most powerful PACs

SPECIAL PROJECTS

Custom Publications

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

Each project is unique. We are tailored to provide a turn-key operation which includes:

- Professional, Credible Writing
- Photography
- Targeted Distribution
- Design
- Electronic Components

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

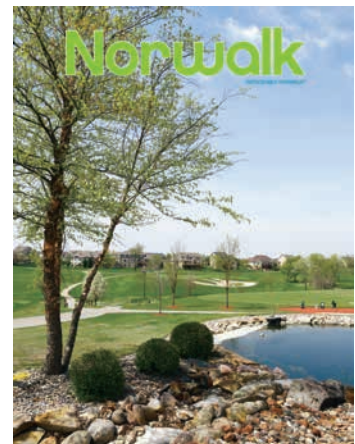
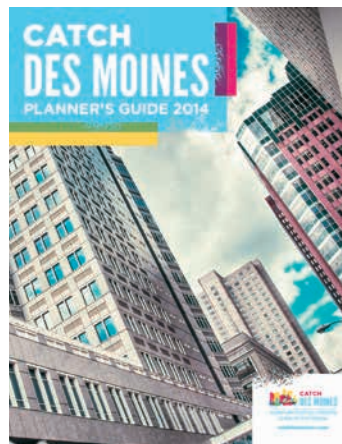
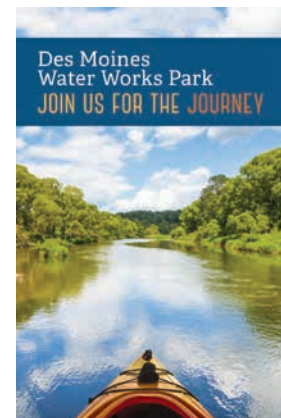
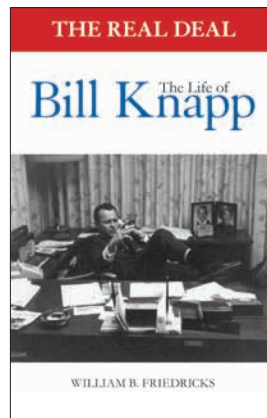
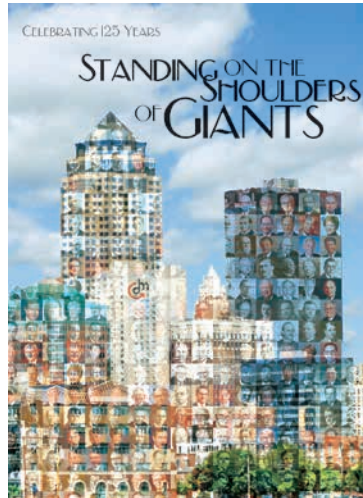
High Production Values
(paper, printing, finishes)
Strong Images
Great Design
Quality Writing
Strong Cover

53%

of B2B Marketers struggle with producing enough content for their needs.

58%

of B2B Marketers cite producing engaging content as one of their strongest challenges.



Attendees consider
Business Record events to be
MORE VALUABLE
than other events or seminars
in the market.



The Business Record has afforded Koch Facial Plastic Surgery & Spa exposure to Des Moines' most influential leaders in a variety of industries. While our commitment as an advertiser has proven invaluable, it's the relationships we've formed and fostered with like-minded business professionals that keeps us coming back to our team at BPC.

DAPHNE CHRISTENSEN
*Practice Manager,
Koch Facial Plastic
Surgery & Spa*



BUSINESS RECORD EVENTS

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.

WHY SPONSOR?

- increase brand loyalty
- create awareness & visibility
- change or reinforce image
- showcase community responsibility

JANUARY 29

Sheraton, West Des Moines



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

FEBRUARY 11, JUNE 10 & OCTOBER 14

DES MOINES EMBASSY CLUB



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

APRIL 22

Location TBD



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

AUGUST 13

Downtown Des Moines Marriott



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

MARCH 10

Sheraton, West Des Moines



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

Business Record

515-288-3336 or advertising@bpcdm.com 23

