

NEWSPAPER & SUPPLEMENT SPECS

SUBMITTING FILES

<https://www.ibj.com/submit-advertising>

TYPE REQUIREMENTS

- We do not recommend reversing text out of 4-color images
- Fine lines and serifs may not print
- Min. size for solid type: 7 pt
- Min. type size reverse from black: 10 pt
- Min. type size reverse from color: 12 pt

FILE REQUIREMENTS

- IBJ subscribes to the SWOP Standards
- No crop or bleed marks
- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted

IMAGE AND COLOR REQUIREMENTS

- Resolution: 200 dpi placed at 100%
- Color: Must be process CMYK
- Black must be 0/0/0/100
- Ink Densities: Must not exceed 270%
- We do not recommend black or dark backgrounds on full page ads as they do not reproduce well on Newspaper

Frequency discounts: Advertising must be inserted within one year of first insertion to earn frequency discounts. Frequency discounts will be given in advance only on contracts specifying units of space.

Unfulfilled contracts: Unfulfilled contracts or contracts canceled by advertiser prior to completion will be short-rated at the highest applicable earned rate on current rate card in effect. Insertion orders may not be canceled after closing date.

Liability for payment: Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the Publisher.

Commissions and discounts: A 15% commission will be allowed for recognized agencies on display advertising 1/8 page or larger and inserts. Commissions will be allowed on all charges for space, color and position premiums. No commissions will be allowed on charges 60 days past due.

Publisher approval: All advertising must be approved by the Publisher. Publisher may require the word "advertisement" to appear in any advertisement. Advertiser and his agency will indemnify, defend and hold harmless the Publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

Publisher liability: The liability of the Publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

NEWSPAPER ADS (W X H)

Center Spread	21.125" x 13.25"
3/4 Center Spread	21.125" x 9.875"
Jr. Center Spread	15.75" x 9.875"
Full	10" x 13.5"
3/4 Vertical	7.25" x 13.25"
3/4 Horizontal	10" x 9.875"
Island	7.25" x 9.875"
1/2 Vertical	4.75" x 13.25"
1/2 Horizontal	10" x 6.5"
3/8 Vertical	4.75" x 9.875"
3/8 Horizontal	7.25" x 6.5"
Front Page	4.75" x 1.5"
1/4 Square	4.75" x 6.5"
1/4 Vertical	2.25" x 13.25"
1/4 Horizontal	10" x 3.125"
1/8 Vertical	2.25" x 6.5"
1/8 Horizontal	4.75" x 3.125"

GLOSSY COVER ADS

Bleed	11" x 14.5"
Trim Size	10.5" x 14"
Live Area or Non-Bleed	9.5" x 13"
Resolution: 300 dpi placed at 100%	

INSERTS

\$400 (rate per thousand)

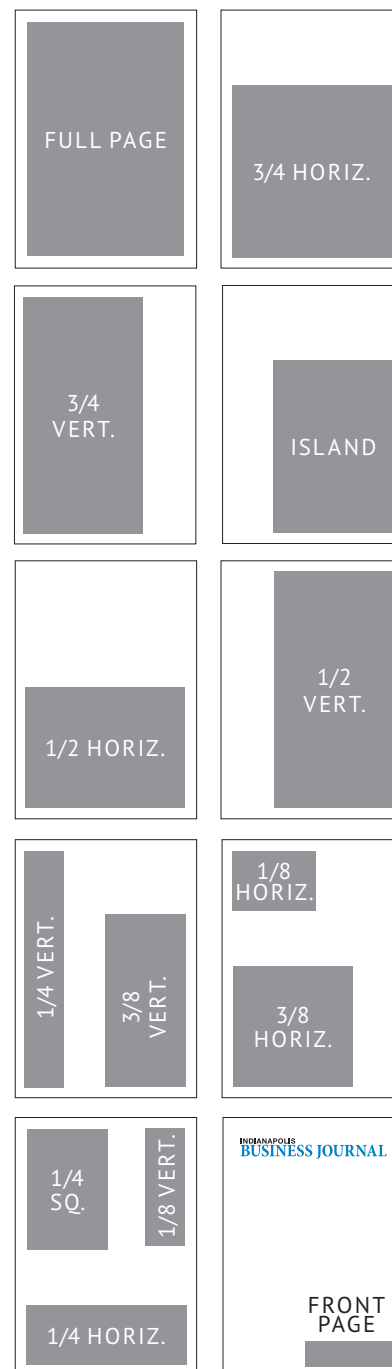
Size: Max. 10" x 13"

Quantity: 5,000; 35% surcharge for partial runs

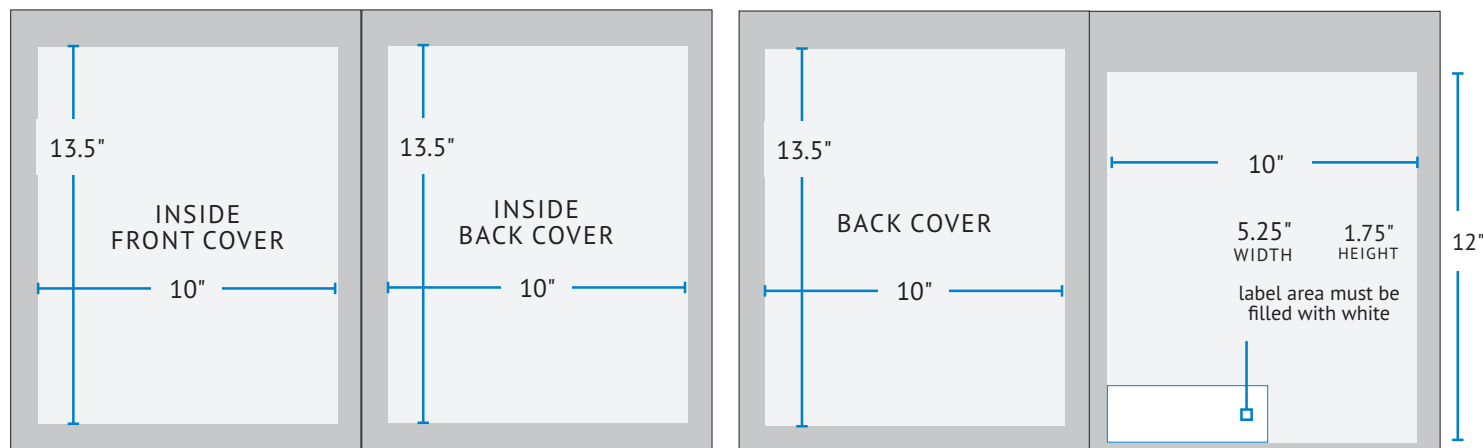
Full Run: IBJ – Approx 11,000;
The Indiana Lawyer – Approx 5,000

Deliver to: AIM – Greenfield
c/o: IBJ insert
22 West New Road
Greenfield IN 46140
317-462-5528

- Include name of insert and issue date on cartons
- **IBJ** - Insert must arrive at AIM by 4 p.m. one week (Friday) prior to publication
- **The Indiana Lawyer** – Insert must arrive at AIM by 4 p.m. one week (Wednesday) prior to publication



COVER WRAP SPECS



FULL COVER WRAP (NEWSPAPER)

All covers will have the words "Paid Advertisement" in the lower left corner above the label area

FRONT PAGE: 10" x 12" (Label area on bottom left corner of front cover: 5.75 wide x 2.25 tall. Filled with white.)

INSIDE FRONT PAGE: 10" x 13.5"

INSIDE BACK PAGE: 10" x 13.5"

BACK PAGE: 10" x 13.5"

*Note: Reservation deadline is the same as the ROP reservation date.
Artwork deadline is one day prior to ROP artwork deadline.

HALF COVER WRAP (NEWSPAPER)

All covers will have the words "Paid Advertisement" in the lower left corner above the label area

FRONT PAGE: 10" x 12" (Label area on bottom left corner of front cover: 5.75 wide x 2.25 tall. Filled with white.)

INSIDE FRONT PAGE: 10" x 13.5"

*Note: Reservation deadline is the same as the ROP reservation date.
Artwork deadline is one day prior to ROP artwork deadline.

FULL COVER WRAP (GLOSS)

FLAT SIZE: 22.875" x 14.5", 300 dpi

FRONT PAGE: 11.75" x 14.5" (Label area on bottom left corner of front cover: 5.75" x 2.25" filled with white. 2.25" tall white strip must be included at the top for the newspaper nameplate.)

INSIDE FRONT PAGE: 11.75" x 14.5 tall"

INSIDE BACK PAGE: 11.125" x 14.5 tall"

BACK PAGE: 11.125" x 14.5 tall"

GLOSS IMAGE AND COLOR REQUIREMENTS

- Resolution: 300 dpi placed at 100%
- Color: Must be process CMYK
- Ink Densities: Must not exceed 270%

*Note: Reservation deadline is 4 weeks prior to publication issue date.
Artwork deadline is 3 weeks prior to issue date.

BAND SPECS

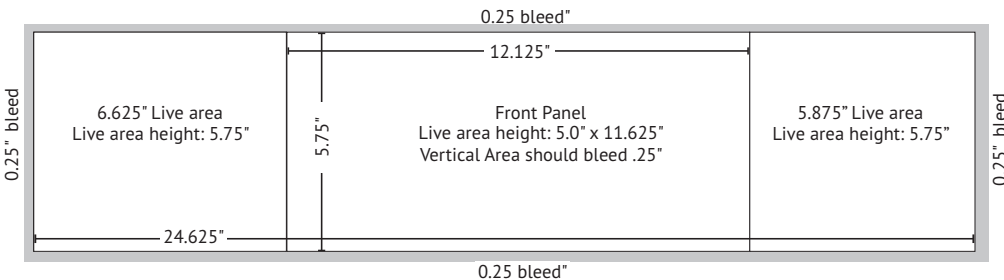
NEWSPAPER CENTERSPREAD BAND SPONSORSHIP

- **Print:** 21.125" x 3" ad is surrounded by editorial content from pages 1 and 3. (location center spread)
- Sliding Billboard with Pencil leave behind on IBJ for one week
 - Runs the same week as print issue from 12 a.m. Friday to 11:55 p.m. Thursday
- **Digital:** 920 x 260 and the leave behind is 920 x 30



GLOSS BELLY BAND

- The folded width of 12.125" is subject to change, based on the number of pages and inserts in the publication.
- Crossover design should be used with caution
- All art files need to be to IBJ 18 business days prior to publication date



MAGAZINE SPECS

SUBMITTING FILES

<https://www.ibj.com/submit-advertising>

TYPE REQUIREMENTS

- Fine lines and serifs may not print
- Min. size for solid type: 7 pt
- Min. type size reverse from black: 10 pt
- Min. type size reverse from color: 12 pt

FILE REQUIREMENTS

- We accept press ready, high-resolution PDF files
- PDFs from InDesign, Illustrator or Photoshop accepted
- Do not submit ads with crop marks or bleeds

GLOSS IMAGE AND COLOR REQUIREMENTS

- Resolution: 300 dpi placed at 100%
- Color: Must be process CMYK
- Ink Densities: Must not exceed 270%

INDIANA 250



MECHANICALS (W X H)

2 Page Spread	17" x 11.125" (Bleed)
2 Page Spread	16" x 10.125" (Live Area)
Full Page	8.625" x 11.125" (Bleed)
Full Page	7.25" x 10.125" (Live Area)
1/2 Page H	7.25" x 4.75"

Do not submit ads with crop marks.

THE BOOK



MECHANICALS (W X H)

Full Page	8.625" x 11.125" (Bleed)
Full Page	7" x 10.125" (Live Area)
1/2 Page	7" x 4.5"
1/4 Page	3.375" x 4.5"
Business Brief	2.125" x 1.2" image, 85-90 words of copy
Tab	8.625" x 11.125" (Bleed)
Tab	7" x 10.125" (Live Area)

Do not submit ads with crop marks.

CORPORATE COUNSEL GUIDE (Newspaper ONLY)



MECHANICALS (W X H)

Full Page	6.875" x 9.75" (non-bleed)
1/2 Page	6.875" x 4.375"
1/4 Page	3.375" x 4.5"

Do not submit ads with crop marks.

For newspaper print specs see pg. 38.