

## ABOUT US

### Organization

The Indiana Chamber of Commerce is the largest broad-based business advocacy organization in the state, representing Hoosier employers for more than 90 years. Six full-time lobbyists protect business interests at the Statehouse and in Washington, with legislative efforts in 2019 saving companies more than \$616 per employee. Timely and informative publications and seminars, business research and discounted business services are among the other benefits of Chamber membership that help businesses prosper.



### Publication/Awards

BizVoice® enters a small number of contests each year in an effort to measure its content and design against leading state and national publications. In the last 20 years, the magazine has received 98 awards from the following organizations/competitions: APEX Awards for Publication Excellence, Communicator Awards, Dalton Pen Communications Awards, American Chamber of Commerce Executives ACE Awards, Folio Magazine Awards, Public Relations Society of America (Hoosier chapter), IABC (Indianapolis chapter) EPIC Awards, Society of Professional Journalists (Indiana chapter) and Indiana Society of Association Executives STAR Award.

### Reader Demographics

More than 15,000 copies of BizVoice are distributed on a bimonthly basis. The audience includes Chamber members and other business, government and political leaders at the state and federal levels. The magazine is mailed directly to company presidents, CEOs and owners, as well as top managers and supervisors. The magazine has a demonstrated high pass-along rate, reaching multiple audiences within a company. BizVoice Digital provides additional advertising exposure with reader access to the online, interactive content.

### Personnel

Editor: Tom Schuman  
 Art Director: Tony Spataro  
 Advertising Sales: Tim Brewer  
 Editorial Staff: Rebecca Patrick and Symone Skrzycki  
 Web site: [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com)

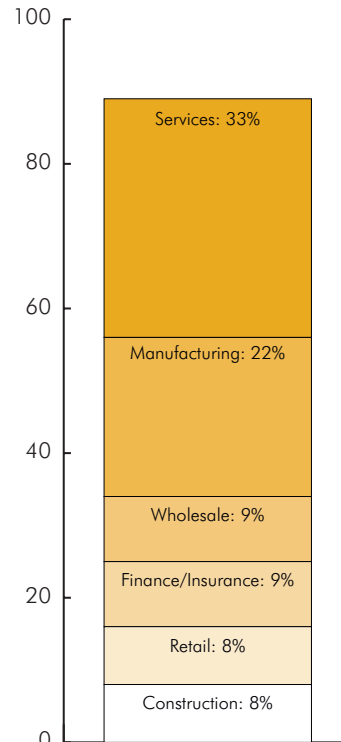
### Contact Us

Advertising questions: Tim Brewer at (317) 496-0704 or email: [tbrewer@indianachamber.com](mailto:tbrewer@indianachamber.com).  
 Fax insertion orders to: (317) 264-6855  
 Editorial questions: Tom Schuman (317) 264-3792 or email: [tschuman@indianachamber.com](mailto:tschuman@indianachamber.com)

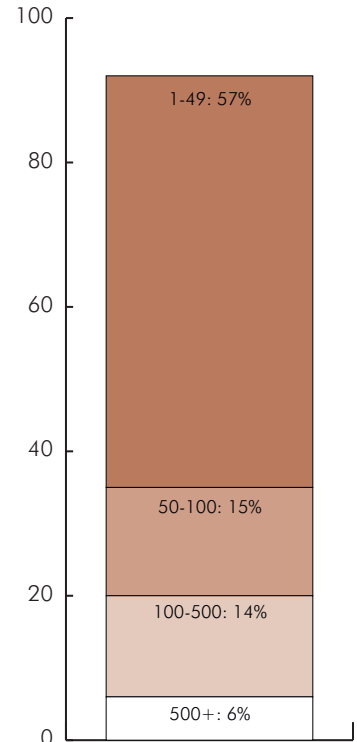
Mailing address: P.O. Box 44926 Indianapolis, IN 46244-0926  
 Street address: 115 W. Washington, Ste 850S Indianapolis, IN 46204

## WHO BELONGS TO THE INDIANA CHAMBER

Member Companies by Type of Business



Member Companies by Number of Employees



### EDITORIAL CALENDAR

#### November 2020

Annual Award Winners  
 Chamber Member Recognition  
 Workplace Wellness Series

#### Workplace Wellness Series Sponsor:



#### February 2021

Rebuilding Indiana's Economy  
 Outstanding Talent: Education and Workforce Development  
 County Spotlight: Hamilton

#### May 2021

Best Places to Work in Indiana  
 County Spotlight: Warrick

#### August 2021

Indiana Vision 2025: New Report Card  
 Indiana Vision 2025: Dynamic and Creative Culture  
 County Spotlight: Porter

#### November 2021

Annual Award Winners  
 Chamber Member Recognition

*This editorial calendar is a planning document and every effort will be made to follow it. It is, however, subject to change without notice.*

#### Small Business Showcase

Your company can qualify for Small Business Showcase ad prices (\$1,520 for a half-page ad and \$1,020 for a quarter page) in one of two ways:

- Have 50 employees or fewer
- Be in business five years or less

The quarter-page ads will exclusively be part of the Small Business Showcase.

### ADVERTISING INFORMATION

#### Rates (per ad based on frequency)

Full Page: \$2,420  
 Double Page: \$4,000  
 1/2 Page Horizontal: \$1,920

#### Small Business Showcase (50 or fewer employees; five years or less in business)

1/2 Page Horizontal: \$1,520  
 1/4 Page: \$1,020

#### Receive the Most Visibility and Value

Buy 3, get fourth issue free

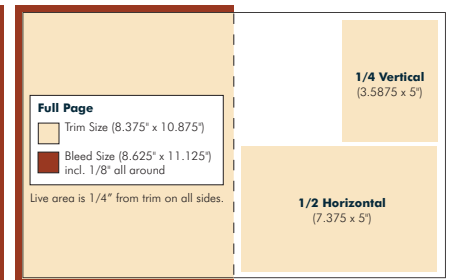
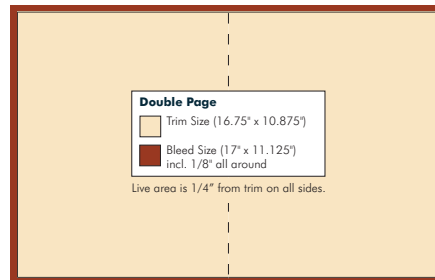
#### Premium Positions

Back Cover: \$3,150  
 Inside Front Cover: \$3,020  
 Pages 1, 3 or 4: \$3,020  
 Inside Back Cover: \$2,920

#### Ad Sizes

- Full Page (Trim Size: 8 3/8" x 10 7/8")
- Double Page (Trim Size: 16 3/4" x 10 7/8")
- 1/2 Page Horizontal: 7 3/8" x 5"
- 1/4 Page: 3.5875" x 5"

NOTE: For full and double page spread, add additional 1/8" on all sides for bleed. Live area is 1/4" from trim on all sides.



#### Issue/Close Dates

ISSUE	SPACE	MATERIAL	MAIL DATE
November 2020	October 9	October 16	November 10
February 2021	January 8	January 15	January 29
May 2021	April 9	April 16	May 6
August 2021	July 9	July 16	July 30
November 2021	October 11	October 18	November 9

- Best Places to Work in Indiana issue (May)
- Annual Awards issue (November)

#### Billing and Payment

Payment is due upon receipt of invoice. Interest charges of 1.5% per month will be added after 30 days.

**Please plan ahead to meet our publishing deadlines. Late submissions will be charged a 10% per day fee with no submissions accepted more than two business days after the posted deadline.**

### ELECTRONIC FILE REQUIREMENTS

**FINAL ARTWORK MUST NOT BE SENT TO THE INDIANA CHAMBER. THIS PAGE CONTAINS ALL SUBMISSION INSTRUCTIONS.**

Please use the following information as a guide when you are preparing files for EP Graphics. All production is CTP (computer-to-plate)

#### Platform and Software Versions Supported

Mac Format (OSX, High Sierra)

Adobe® Creative Cloud

QuarkXPress™ up to 9.0

*\*Publisher and Word Documents will not be accepted. Please submit as a PDF file.*

#### Document Size

- Provide documents to EP Graphics with the document size set to the exact trim size of the ad space dimensions. Documents submitted in any other size will cause production delays, and additional charges may apply.
- Live image area must be at least .25 inches inside the trim.
- All bleed pages should provide a minimum of .125 inches of bleed on all sides.
- The recommended 4-color image resolution is 300 dpi; gray scale is 300–600 dpi; and line art is 1200 dpi. 4-color maximum density is 280.
- One multiple-page document is preferred over individual single-page documents with the exception of PDF and EPS pages. Single-page documents are preferred on PDF and EPS pages.

#### Photos, Illustrations and Fonts

- EP Graphics prefers images in TIFF or EPS format. DCS and JPEG images will cause production delays, and additional charges may apply.
- All 4-color images must be supplied in CMYK format. Spot colors supplied in PMS, and black-and-white supplied in Gray Scale, to avoid additional charges.
- Convert all RGB images to CMYK. If RGB images are received, additional charges may apply.
- All components (scans, line-art, ads, photos, etc.) must be placed in electronic documents, with no pick-ups or strip-ins for Computer-to-Plate, to avoid additional charges.
- All black type, line work, text copy, UPC codes, etc. must be in 100% black, instead of a CMYK blend.
- When sending InDesign® documents, if using PSD graphics, the image must be flattened and saved as a TIFF or EPS file.
- Please use less than 23 characters for all file names.
- Only send the fonts needed for the job.

EP Graphics uses the standard ICC profile developed for Adobe® systems software for our color management system. It is named "USWebCoatedSWOPver2." It is part of the basic installation of Photoshop® 6.0+. You can also download these profiles in Mac or PC format from [https://www.adobe.com/support/downloads/iccprofiles/icc\\_eula\\_win\\_end.html](https://www.adobe.com/support/downloads/iccprofiles/icc_eula_win_end.html)

### FILE UPLOAD INSTRUCTIONS

#### MEDIA TRANSFER

Preferred media transfer is electronic upload to the Kodak Insite or WeTransfer. Details below.

When sending files, either by electronic upload or by mail, please include a name, phone number and e-mail address of a person to contact if there are any problems with the submitted files.

#### Upload Instructions

The preferred file format is a high-resolution PDF with ALL fonts embedded. If you intend to send additional files with your PDF, please gather and place all the files into a folder and Stuff-It (or ZIP) prior to uploading. Please use the following options to send your ads: Kodak Insite – upload credentials below. We also accept files via WeTransfer or via email at [lisa\\_brown@epgraphics.com](mailto:lisa_brown@epgraphics.com)

Kodak Insite	WeTransfer
<a href="https://insite.epgraphics.com">https://insite.epgraphics.com</a>	<a href="https://wetransfer.com">wetransfer.com</a>
username: Advertiser	Send file(s) to
password: Advertiser	<a href="mailto:lisa_brown@epgraphics.com">lisa_brown@epgraphics.com</a>

Any questions concerning art submission or otherwise should be directed to Lisa Brown at [Lisa\\_Brown@epgraphics.com](mailto:Lisa_Brown@epgraphics.com). Please put "BizVoice Magazine inquiry" in the subject line.

### PRINTER-FRIENDLY DESIGN TIPS

A few tips to help achieve the best possible printed product.

- Black body text copy should be created in one color only (not 4-color process).
- Provide a minimum of 1/8" bleed allowance on all four sides of the page.
- Provide a minimum of 1/4" trim allowance on all four sides of the page.
- When using reverse type, a bold sans serif typeface, at a minimum size of 10-point, is strongly recommended.
- When using color type, a bold sans serif typeface, at a minimum size of 10-point, is strongly recommended and should be limited to two process colors whenever possible.