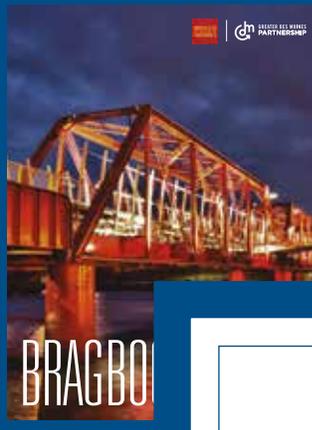
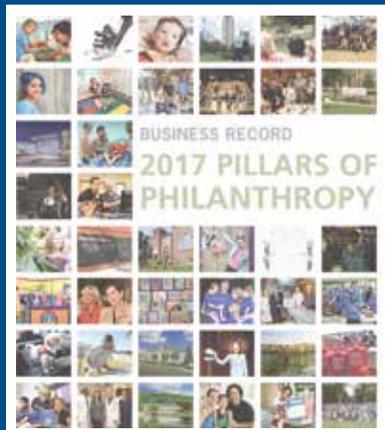


# Business Record

The business journal serving Central Iowa's Cultivation Corridor.



## MEDIA GUIDE 2018

The 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 area's top leaders and decision makers with tremendous buying power.

# Business Record



The Business Record is a “must-read” for anyone serious about doing business in greater Des Moines. Because of this, we have found it is the best place to promote our business. The experienced marketing team at the Business Record partners with you to develop the right campaign to fit your needs.”

Tom Rice  
*Director of the University of Iowa Des Moines Programs*



## Why promote



A variety of electronic products connect our members to news instantaneously throughout the day helping to keep a pulse on business news, trends and industries.



Serving our members since 1983 the legacy print product provides compelling content weekly to our members throughout the business community.



Providing a platform for building business relationships, Business Record's event lineup serves to connect, engage, enlighten and celebrate area businesses and leaders.



# We don't count the people we reach. We reach the people who count.

Central Iowa's most influential decision makers consider the Business Record as their #1 source for local business news. Serving our members for 35 years the Business Record is engaged in the community and reaches an exclusive, targeted audience through 5,500 direct mailed copies each Friday, a variety of digital emails throughout the work week and revered events gathering the communities leading businesspeople for networking opportunities unmatched in the Des Moines market.

## Readership

3.9

Readers per copy

21,450

Total weekly print reach

35 minutes

Average number of minutes readers spend with each issue

87%

Percent of readers who read each issue cover to cover

## Demographics



### GENDER

58% Male  
38% Female



### AGE

<40 ... 22%    50-59 ... 37%  
40-49 ... 18%    60+ ... 26%



### EDUCATION

40% 4 year College Degree  
35% Advanced Degree



### POSITIONS

45% Owner/partner  
33% CEO/president



### AFFLUENT

Average HH Net worth \$1,960,000  
Average HH income \$241,000  
Average home value \$367,000

## Audience Engagement



Have taken action as a result of reading an article



Have taken action based on seeing an ad



Are involved in purchasing products for the company

# DIGITAL

# Email

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

In the digital age it is important to be able to collect information from a variety of platforms throughout the day. The Business Record offers a collection of strong, well targeted digital products to keep you in the know.



Webspec Design believes the Business Record has the best and most widely read business e-mail list service in Iowa. We have utilized the daily newsletter to further brand recognition with prospective customers. The Business Record Daily always has the latest relevant business news and daily open rates that far exceed the industry average. We have been able to track response rates to our advertising, an excellent way to measure ROI."

Jeremiah Terhark  
Founder & CEO,  
Webspec Design,  
LLC



EXPANDED RECTANGLE  
600 x 250 px

MEDIUM RECTANGLE  
300 x 250 px

See digital advertising requirements on page 13.

## AD APPROVAL DEADLINE

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

**THE DISTRICT**  
PRAIRIE TOWN  
Now Open!  
The District is now open in the heart of Prairie Town. Join us for a grand opening celebration on Wednesday, November 15th from 10am to 5pm. Enjoy special offers and live entertainment. [Learn More](#)

**Now registered apprenticeship seeks career citizens**  
By Business Record Staff

One of Iowa's newest apprenticeship programs will enable participants to experience what it's like to work firsthand at least 60 of the ground. Murphy Tower Service LLC, a Carlisle-based company, has developed a registered apprenticeship program to train manufacturing team technicians.

"We have really struggled to fill our open positions the last several years, so we decided to create an apprenticeship for those technicians that would allow a young person to see exactly what they would be doing, how much they would earn in their first year and what a future in business could look like," said Pat Murphy, an owner at Murphy Tower.

At One Acker Drugg will join the company today to create an overview of the new program as part of a meeting series of roles of registered apprenticeship programs for National Apprenticeship Week. A nonprofit program for underserved high school students, Iowa Jobs for America's Graduates, is also partnering with Murphy Tower to offer a pre-apprenticeship program in the center to its students.

The latest technical program is one of three new regional apprenticeship programs in the state. During the meeting series conference, Tuesday, November 14th from 9am to 12pm at the Iowa State Fair and Trade Center will have legal offerings registered apprenticeship programs in Iowa.

Next Page will offer apprenticeship in four occupations: bank branch manager, operations management, credit management and risk management.

Tyler Foss will offer a registered apprenticeship for mechanical technicians. The multi-company tool includes a combination of mechanical engineering, electronics, computer engineering, telecommunications engineering, systems engineering and safety engineering.

**Your Partner for All of Your Internet and Telephony Needs.**

Now Download Our Advertiser's Guide to Web!

[LEARN MORE](#)

**WAUREOR**

**NEWS BRIEFS**

**Wacker signs its products reach that of global production**  
Wacker Industries announced Tuesday it has reached a company union and nearly two decades ago: to reach half of the world's population with its products. The Des Moines-based company estimates that its products now reach 3.8 billion people daily, or half the current global population of 7.8 billion. "When the union was first introduced in 1988, the goal was to reach 50 million people worldwide," said Chris Nelson, president and CEO of Wacker. "In less than 30 years, we've achieved our goal and have become a global leader in providing innovative solutions for improving the quality, safety and efficiency of roads, ports and health-related products." More than 800 Wacker North American employees and their families attended a celebration last week at the Science Center of Iowa to mark the milestone, and Wacker joins similar celebrations at its facilities worldwide this month.

**Report outlines progress on Partnership's 2025 education goal**  
Greater Des Moines is making progress toward a regional goal to broaden the education level of its workforce, according to the Greater Des Moines Partnership. The Partnership released a report, part of its Education Drive our Greater Economy (EDGE) initiative that indicates that 81.7 percent of working-age adults in its eight-county region have completed education beyond high school — a 10.4 percentage point increase in the overall level of postsecondary attainment since 2008. The data from the U.S. Census Bureau's American Community Survey also indicates that an additional 17.4 percent of the region's working-age adults have had some postsecondary experience but have yet to complete their education leading to a degree, certificate or credential award, indicating they are prime candidates to gain new skills and contribute toward the goal. The Partnership announced the EDGE initiative in late 2014 with a regional goal for 75 percent of working-age adults to have postsecondary degrees, certificates or other credentials by 2025 that align with workforce needs. "The most important thing is that we're making progress, and our region's business, community and education leaders must continue to work collaboratively to ensure GDM is meeting workforce demands," said Mary Swanson, executive vice president of talent development at the Partnership.

**It's official! We are the IOWA STATE UNIVERSITY Debbie and Jerry by College of Business**

**PEACE OF MIND.**  
Childcare that's affordable and flexible.

**notebook**

**Anti-harassment comments take stage at Women of Innovation**  
By Tracy Buehler | Managing Editor

This year's Women of Innovation event came as a much-needed, confidence-boosting message of love for the news. That wasn't lost on speakers at the Technology Association of Iowa's event, held at Prairie Meadows on Monday.

First Dave Tuttle, vice president of engineering at Ames-based Thermo and board chairman for IA, reassured the women in the audience that there are men in each field — which sets the focus on the right — who are good men and are interested in opportunities helping them advance their careers without harassment. The last words for men who want to do that, good men.

**IN case you missed it...**

<p>Business Record <b>DAILY</b></p> <p><b>TWICE Daily</b></p> <p><b>8,700 Inboxes</b></p> <p>Business Record Daily provides the content that helps businesses do business better. It is filled with local business news, national business briefs and local blogs. This quick-hit email is a must-read by the top professionals in the Greater Des Moines area.</p> <p><b>\$12,300</b> Expanded Rectangle <i>Annual Investment</i></p> <p><b>\$7,860</b> Medium Rectangle <i>Annual Investment</i></p>	<p>Business Record <b>LIFT IOWA</b></p> <p><b>Monday</b></p> <p><b>4,800 Inboxes</b></p> <p>A national, award-winning, weekly email designed to inform, empower and connect women across the state. This email provides news and commentary as it relates to achieving gender equality in the workplace, home and community.</p> <p><b>\$11,100</b> Expanded Rectangle <i>Annual Investment</i></p> <p><b>\$7,500</b> Medium Rectangle <i>Annual Investment</i></p>	<p>Business Record <b>IOWA</b></p> <p><b>Friday</b></p> <p><b>5,600 Inboxes</b></p> <p>Reaching a STATEWIDE audience of business leaders and executives, this email tool provides a weekly recap of Iowa's top business headlines. It keeps busy business owners informed and up-to-date with current news and information.</p> <p><b>\$11,100</b> Expanded Rectangle <i>Annual Investment</i></p> <p><b>\$7,500</b> Medium Rectangle <i>Annual Investment</i></p>	<p>Business Record <b>CRE</b></p> <p><b>Wednesday</b></p> <p><b>5,500 Inboxes</b></p> <p>This weekly real estate focused email provides in-depth analysis, local news briefs, and notable transactions to industry leaders.</p> <p><b>\$11,460</b> Expanded Rectangle <i>Annual Investment</i></p> <p><b>\$7,740</b> Medium Rectangle <i>Annual Investment</i></p>
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20% premium on short-term insertions. Placement only guaranteed for annual contracts.

**45%**  
open rate

Business Record's e-newsletters receive an average open rate of **45%** which is more than twice the national average of 18%.

**50%**  
expanded audience

The variety of content specific newsletters provides tailored opportunities to reach certain sectors of our audiences. In fact **50%** of registered readers are fresh eyes, subscribing only to digital products.

DIGITAL

# BusinessRecord.com

Offers viewers the latest in business industry news, thought leadership content, photo, video, event registration and a comprehensive community calendar.



I literally stop what I am doing to read the Business Record Daily emails when they hit my inbox. When the opportunity became available for us to advertise in those emails it was a no-brainer! We love the exposure and visibility it gives our brand!

Lindsay Black  
Marketing Director,  
HomeServices of Iowa



## Tier 1 Target Website Sponsorship

- Select Industry specific news to align your message with. All stories tagged with this industry category will display your ad on the content page.
- Ads rotate through the Home page and All Latest News page.
- Industries include:
  - Banking & Finance
  - Culture
  - Economic Development
  - Health & Wellness
  - HR & Education
  - Insurance & Investments
  - Law & Government
  - Manufacturing & Logistics
  - Real Estate & Development
  - Retail & Business
  - Technology & Innovation
  - Transportation

Annual Sponsorship Investment **\$6,900**

Monthly Investment **\$690**

## Tier 2 Run of Site Website Sponsorship

- Ads run within open inventory throughout the content pages of BusinessRecord.com, appearing within various news pages and sections.

Annual Sponsorship Investment **\$4,500**

Monthly Investment **\$450**

*20% premium on short-term insertions. Placement only guaranteed for annual contracts.*

**LEADERBOARD**  
728 x 90 px

**MEDIUM RECTANGLE**  
300 x 250 px



# Business Spotlight Video

Reach a targeted, affluent, influential audience of C-level execs and business owners with a custom video to promote your business. Spotlight businesses will receive:

- 1 professional video produced per annual contract
- 12 months of exposure
- 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, including the weekly printed Business Record, Business Record Daily, BusinessRecord.com Home page and Business Record social media outlets.
- Industry categorization

Annual Investment **\$6,000**



# Business Insights Blog

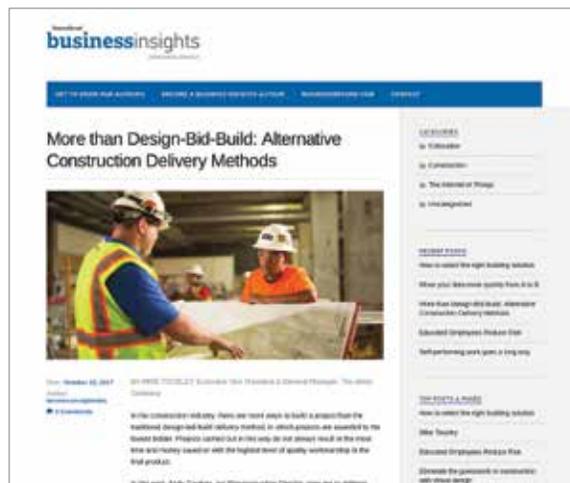
- One monthly post on your own blog page at BusinessInsightsDM.com\*
- Featured on the BusinessRecord.com Home page
- Links on your article page to your website, social channels and email address
- A linked listing of all your posts
- Promote each post in the Business Record Daily
- Your article shared on Facebook
- Monthly analytics delivered to your inbox
- It's your content, you own it

\*Content Style Guide applies

Annual Investment **\$16,500**

Monthly Investment **\$1,375**

\*12 month commitment, 20% premium for 6-12 months



Extend the life and reach of your blog by placing it in the weekly print edition.

Full Page Native Ad Placement **\$2,000 per ad**

Half Page Native Ad Placement **\$1,260 per ad**



# PRINT

# Business Record

Printed weekly, the Business Record is Greater Des Moines' premier source for in-depth business news and analysis. Reaching 5,500 of the market's most influential executives, community leaders who carry tremendous influence and buying power.



As a community bank, we value building strong relationships and strong communities. We choose to advertise in the Business Record because it provides relevant insight and quality content – making Central Iowa's professional community even stronger. Our ads in the Business Record also give us an opportunity to spotlight our talented team of West Bankers.”

**Dave Nelson**  
Chairman & CEO,  
West Bank



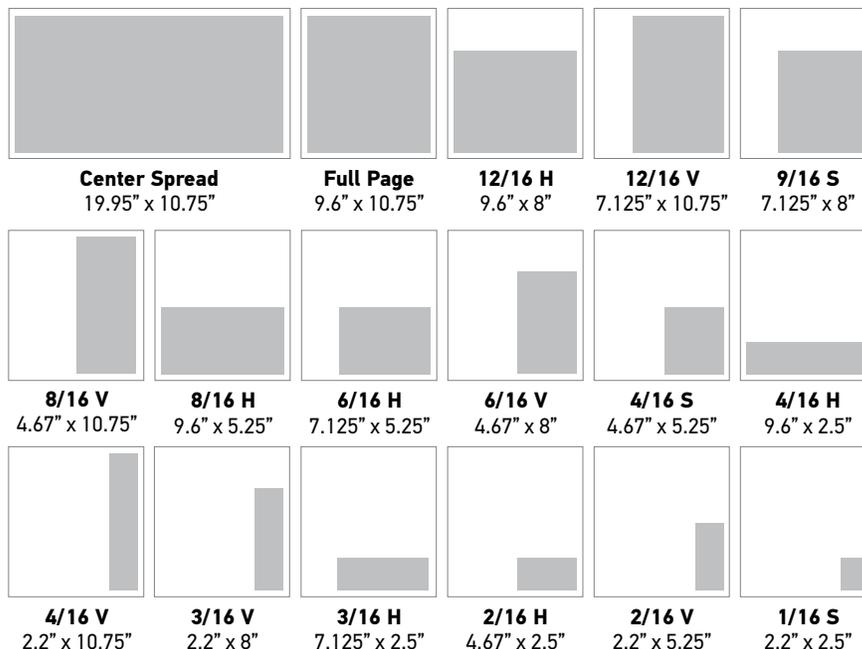
## 2018 Advertising Rates

GROSS	52 time	39 time	26 time	13 time	7 time	4 time	1 time
Center Spread	3,475	3,765	4,050	4,350	4,635	4,920	5,790
Full page	1,880	2,040	2,195	2,355	2,515	2,675	3,140
12/16	1,645	1,780	1,920	2,050	2,190	2,330	2,735
9/16	1,420	1,530	1,655	1,770	1,885	2,010	2,360
8/16	1,190	1,285	1,385	1,480	1,580	1,675	1,975
6/16	1,010	1,090	1,170	1,260	1,335	1,430	1,675
4/16	740	800	860	920	980	1,045	1,235
3/16	595	650	695	750	790	845	990
2/16	430	470	505	545	580	610	720
1/16	275	335	375	480			

### NET

Black + One Color	225
Full Color	395

Rates listed are per ad. A 15% discount applies if materials are submitted in camera-ready format according to specifications. Color charges are NET and applied after discount. Position can be guaranteed for a 25% surcharge when available on ads 4/16 page or larger.



**PRINT DEADLINES:** Space reservation: Thursday at 12:00 p.m.\*; **Materials submission:** Thursday at 5:00 p.m.\*; **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)  
See newspaper advertising requirements on page 13.

## STANDARD PRINT DEADLINE: NOON, 8 DAYS PRIOR TO PUBLICATION

## SPECIAL SECTION DEADLINES

EDITORIAL FOCUS	PUBLISH DATE	SPECIAL SECTION/SUPPLEMENT	SPACE	MATERIAL	APPROVAL
Vision 2018	January 5**	Book of Lists			
Public Companies	January 12	Business Record Iowa			
Legislative Issues to Watch	January 19	Urbandale Business Connections			
Economic Forecast	January 26	OneVoice			
Banking, Finance & Investments	February 2				
STEM	February 9	Business Record Iowa, National Engineers Week+	January 10	January 24	January 31
Talent Retention & Development	February 16	Urbandale Business Connections			
Nonprofits	February 23	OneVoice, Giving Back+	January 24	February 7	February 14
Building & Construction	March 2				
Global Business	March 9	Business Record Iowa, Leading the Way in Education++	February 14	February 21	February 28
<b>Forty Under 40</b>	<b>March 16</b>	Urbandale Business Connections			
Health Care	March 23				
Women in Business	March 30	OneVoice, Powered By Women++	March 7	March 14	March 21
Legal Matters	April 6				
Green Sustainability	April 13	Business Record Iowa, Water Quality Impact++	March 21	March 28	April 4
Human Resources	April 20	Urbandale Business Connections			
Entrepreneurs	April 27	OneVoice, Annual Real Estate Magazine			
Hospitality & Tourism	May 4	Event Planning+	April 4	April 18	April 25
University Research	May 11	Business Record Iowa			
Banking, Finance & Investments	May 18	Urbandale Business Connections			
Municipal Governments	May 25	OneVoice, Legal Expertise++	May 2	May 9	May 16
Arts & Entertainment	June 1**				
Technology	June 8	Business Record Iowa Conference Edition, innovationIOWA Magazine			
Manufacturing & Trade	June 15	Urbandale Business Connections, Family & Locally Owned Businesses+	May 16	May 30	June 6
Real Estate & Development	June 22				
Economic Development	June 29	OneVoice			
CEO Personal Profiles After Work	July 6	Success Worth Celebrating: Anniversaries+	May 30	June 20	June 27
Health Care	July 13	Business Record Iowa			
Architecture & Design	July 20	Urbandale Business Connections			
<b>Women of Influence</b>	<b>July 27</b>	OneVoice			
Leadership Development	August 3				
Bioscience	August 10	Business Record Iowa			
Young Professionals	August 17	Urbandale Business Connections			
Big Deals: Mergers & Acquisitions	August 24	Business Meetings & Corporate Retreats+	July 25	August 8	August 15
Innovative Companies	August 31	OneVoice			
Downtown Development	September 7**	Leaders in Architecture, Engineering & Development: The People behind the Projects++	August 15	August 22	August 29
HR Trends: Employee Benefits	September 14	Business Record Iowa			
Energy & Utilities	September 21	Urbandale Business Connections, The Changing Face of Health Care++	August 29	September 5	September 12
<b>Best of Des Moines</b>	<b>September 28</b>	OneVoice			
Banking, Finance & Investments	October 5				
Education	October 12	Business Record Iowa			
Transportation Trends	October 19	Urbandale Business Connections, Leaders in Insurance++	September 26	October 3	October 10
Marketing & Public Relations	October 26	OneVoice, 90 Ideas in 90 Minutes Magazine			
Diversity & Inclusion	November 2				
Retail	November 9	Business Record Iowa			
Employ Greater Des Moines: The Jobs Issue	November 16	Urbandale Business Connections, Cool Office Spaces++	October 24	October 31	November 7
Health Care	November 23	Nonprofits: Pillars of Philanthropy	August 31	September 7	September 28
Leaders Survey	November 30**	OneVoice			
Building & Construction	December 7				
IT: Cybersecurity	December 14	Business Record Iowa, Leaders in Wealth Management++	November 19**	November 28	December 5
Insurance	December 21	Urbandale Business Connections			
Year in Review	December 28**	OneVoice			

+Advertorial Feature, ++Templated Profile Section \*\*Advanced deadline due to holiday

PRINT

## 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.

### 2018 Profile Sections

March 9	Leading the Way in Education
March 30	Powered by Women
April 13	Water Quality Impact
May 25	Legal Expertise
September 7	Leaders in Architecture, Engineering, & Development: People Behind the Projects
September 21	The Changing Face of Health Care
October 19	Leaders in Insurance
November 16	Cool Office Spaces
December 14	Leaders in Wealth Management

*See page 9 for templated profile section deadlines.*

### Profile Details

#### Two facing pages, full color: \$3,475 net

- 500 words maximum
- 4-color institution logo
- address, phone and website
- 4 full color photos (300 dpi)

#### One full page, full color: \$2,025 net

- 225 words maximum
- 4-color institution logo
- address, phone and website
- 2 full color photos (300 dpi)

“

The Storey Kenworthy family of companies has enjoyed a long term, successful partnership with the Business Record. Aside from the great advertising exposure, the Business Record is our go-to resource for the latest news, trends, and best practices for our business as well as our employees. The level of insight and continued commitment to our local community makes the Business Record an even more valuable partner.”

John Kenworthy

President, Storey  
Kenworthy



# 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.

## 2018 Advertorial Features

- February 9 National Engineers Week
- February 23 Giving Back
  - May 4 Event Planning
- June 15 Family & Locally Owned Businesses
- July 6 Success Worth Celebrating: Anniversaries
- August 24 Business Meetings & Corporate Retreats

*See page 9 for templated profile section deadlines.  
See newsprint advertising requirements on page 13.*

<p><b>\$2,410 net</b> (800 words)</p>  <p><b>Full Page</b> 9.6" x 10.75"</p>	<p><b>\$1,513 net</b> (400 words)</p>  <p><b>8/16 H</b> 9.6" x 5.25"</p>	<p><b>\$1,513 net</b> (400 words)</p>  <p><b>8/16 V</b> 4.67" x 10.75"</p>
<p><b>\$940 net</b> (200 words)</p>  <p><b>4/16 S</b> 4.67" x 5.25"</p>	<p><b>\$550 net</b> (no text)</p>  <p><b>2/16 H</b> 4.67" x 2.5"</p>	<p><b>\$550 net</b> (no text)</p>  <p><b>2/16 V</b> 2.2" x 5.25"</p>

# 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.

## Order

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

## Submission

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. Send to: Page1Printers, 1929 Engebretson Avenue, Slayton, MN 56172.

## Specifications

Minimum size 4" x 5". Maximum size 11" x 11." We do not accept brokered space inserts. Full run inserts only. 5,500 copies required. Due to mailed distribution, no indicia on inserts.

INSERTS	12 time	9 time	4 time	1 time
1 page	855	1,045	1,160	1,225
4-8 pages	1,105	1,215	1,405	1,460
9-16 pages	1,295	1,460	1,640	1,715
20-24 pages	1,520	1,715	1,920	1,950
28-32 pages	1,825	1,950	2,130	2,185

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

PRINT

## Business Record Iowa

“

By advertising in the Business Record, it was powerful how many comments we have received from clients and prospects. When we attend networking events, executives recognize us from our ads and that is so important to us as we build our new business. We have definitely have seen the value of being consistent and it is important for us to be in front of the right audience. Our business is very targeted to a high net worth individual and the Business Record delivers that.”

**Timothy Kadlec**

CEO & CIO, Legacy  
Bridge Private  
Family Offices



The Association of Business and Industry's (ABI) monthly newsletter is published on the second Friday of each month. Entitled Business Record Iowa, this publication includes business news articles relevant to economic development, best practices, emerging leaders and industry news across the State of Iowa.

Advertising Rates for qualifying ABI members only. All rates include full color. To most effectively reach ABI members statewide, a multi-platform comprehensive package is available.

### 12 Time Insertion Level

Full Page **\$2,075**    Half Page **\$1,425**    Quarter Page **\$1,005**

### 6-11 Time Insertion Level

Full Page **\$2,180**    Half Page **\$1,500**    Quarter Page **\$1,050**

### 3-5 Time Insertion Level

Full Page **\$2,665**    Half Page **\$1,800**    Quarter Page **\$1,240**

### 2018 Focus Calendar

#### January 12

Legislative Session  
Top Issues

#### February 9

Creative Corridor

#### March 9

Transportation  
Infrastructure

#### April 13

Go-To Leadership  
Resources

#### May 11

How Iowa  
Stacks Up

#### June 8

CEO Survey

#### July 13

Hobbies of our  
Leaders

#### August 10

Home Grown  
Companies

#### September 14

Technology  
Transformations

#### October 12

Election Preview

#### November 9

Giving Thanks  
in Business

#### December 14

Healthcare in Iowa

### Annual Business Resource Guide

A key resource tool for ABI members providing the membership directory, planning calendar and legislative handbook. This publication makes it easy for members to connect and be in tune with association leadership.

### Rates

Full Page **\$1,965**    Half Page **\$1,620**  
Quarter Page **\$970**    Eighth Page **\$595**

# specifications for advertisement submissions

## DIGITAL

### BY EMAIL

businessrecordads@bpcdm.com  
(copy your account executive)

### BY FTP/HIGHTAIL

www.hightail.com/u/dmbusinessrecord

### FILE SIZE

Ads must be submitted as a single file, at the exact size specifications (see pages 4 and 6) of the ad space purchased. Must be less than 50K.

### RESOLUTION

72 DPI

### ACCEPTABLE FILE FORMATS

JPEG or GIF

### EMAIL CLICK-THROUGH

Ads will link 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).

### ONLINE CLICK-THROUGH

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

### EMAIL 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.

### ONLINE 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.

## NEWSPRINT

### BY EMAIL

businessrecordads@bpcdm.com  
(copy your account executive)

### BY FTP/HIGHTAIL

www.hightail.com/u/dmbusinessrecord

### FILE SIZE

Ads must be made to the exact size (see pages 8 and 11) 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 (High Quality Print setting available under presets; no color conversion, include all profiles).

### ACCEPTABLE FILE FORMATS

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

### FONTS

All fonts should be embedded or outlined.

### 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, profile or advertorial sections, reprints or other mechanical charges. Agency discounts not offered in conjunction with nonprofit discounts. 1/16 size ads are non-commissionable.

## MAGAZINE

### BY EMAIL

businessrecordads@bpcdm.com  
(copy your account executive)

### BY FTP/HIGHTAIL

www.hightail.com/u/dmbusinessrecord

### FILE SIZE

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

### 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 or Photoshop. All art and fonts must accompany the raw file.

### FONTS

All fonts should be embedded or outlined.

### 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.

## 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.
- A low-resolution proof of your ad will be emailed to you by your account executive. 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

- **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.
- 501C(3) nonprofit 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.

# PRINT

## Book of Lists



The Book of Lists is the definitive resource for business professionals in Central Iowa. 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.

### 2018 Sponsorship Opportunities

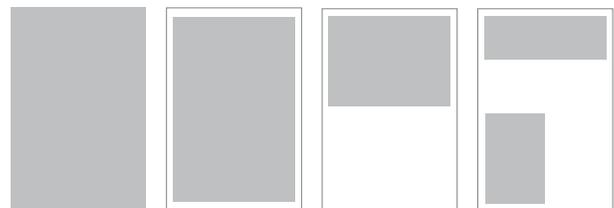
Presenting Sponsor	\$20,600
Corporate Sponsor (up to 4)	\$12,360
Community Tab & Calendar Sponsor	\$16,480
Business Services Tab	\$8,115
Development Tab	\$8,115
Finance and Insurance Tab	\$8,115
Book of Influentials Tab	\$8,115

### Advertising Rates

	(gross)	(early bird)*
Premium Placements		
Inside Covers	\$6,755	\$6,435
Full Page with Placement	\$5,535	\$5,270
Half Page with Placement	\$3,510	\$3,345
Quarter Page with Placement	\$1,830	\$1,745
Full Page	\$4,990	\$4,755
Half Page	\$3,155	\$3,005
Quarter Page	\$1,550	\$1,480

Black & One Color **\$300 (net)**    Full Color **\$1,000 (net)**

\*Advertisers who 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

TRIM SIZE:  
9.5" x 12.75"

0.125" bleed on all sides, keep text and important art 0.25" from edge of page

#### Full Page

8.75" x 12"

No bleed

#### Half Page

HORIZONTAL  
8.75" x 5.875"

#### Quarter Page

HORIZONTAL  
8.75" x 2.8125"

VERTICAL  
4.25" x 5.875"

### Advertising Deadlines

#### FIRST RIGHT OF REFUSAL

April 9

#### EARLY BIRD SPACE RESERVATION

July 20

#### EARLY BIRD MATERIALS DUE

August 24

#### AD SPACE RESERVATION

October 8

#### AD MATERIALS DUE

October 12

#### CAMERA-READY MATERIALS DUE

October 19

#### AD APPROVAL

October 26

### Sponsor Deadlines

#### FIRST RIGHT OF REFUSAL

April 6

#### SPONSOR LOGO, COMPANY WRITE-UP,

#### TOP EXECUTIVE PHOTO DUE

October 5

#### TAB SPONSOR MATERIALS DUE

October 5

#### TAB APPROVAL

October 26

### Publish Date

week of January 1, 2019

# Pillars of Philanthropy



By partnering with the Central Iowa Association of Fundraising Professionals (AFP), the Business Record offers your organization a new, comprehensive connection to the people and organizations that most impact you through timely end-of-year giving.

With this unique publication, you will reach a highly targeted audience of community leaders, philanthropists and generous donors. Take this opportunity to showcase your organization's mission, services and impact—just in time for the peak season of giving.

## Deadlines

### Space

August 31

### Materials

September 7

### Approval

September 28

### Publish Date

November 23

The newsprint publication, wrapped in a high-gloss cover, will be distributed at AFP's Philanthropy Day luncheon on November 16 attended by 450-500 influential and affluent corporate and civic leaders. Following this event, it will be inserted into the November 23 edition of the Business Record.

## TEMPLATED PROFILE SAMPLES



## Profile Details

**Two facing pages, full color: \$2,300 net**

PAGE 1:

- Mission statement
- Key services provided
- Key audiences served
- Year founded, number of people served, annual operating budget
- Contact information
- Signature events
- Board of Directors
- Logo
- 300 dpi photo (horizontal)
- Option to include AFP member logo

PAGE 2:

- Full page, full color ad for nonprofit or the supporting corporate sponsor



**Full Page**  
9.6" x 10.75"

PRINT

# innovationIOWA



### Deadlines

#### Space

January 12

#### Materials

February 9

#### Approval

March 16

#### Publish Date

June 8

Although Iowa is frequently identified with farming corn and soybeans, our state is diverse with innovative discoveries in companies and cities of all sizes. Expert Iowans are making discoveries daily in bioscience and ag, advanced manufacturing, technology, STEM, energy and more. And they're tackling important issues around the globe, including human health and renewable resource development.

Get to know these educators, students, business leaders, entrepreneurs, scientists and visionaries growing Iowa's innovation ecosystem. And learn about the up-and-coming innovators who will continue to show the nation how committed Iowans are to improving lives around the world.

Be a part of the conversation. Promote your contributions on innovation in the next issue.

### Sponsorship Opportunities

Presenting Sponsor	\$16,250
Supporting Sponsor <i>(two available)</i>	\$10,825
innovationLEADER Award	\$8,250
innovationENTREPRENEUR Award	\$8,250
Bioscience & Agriculture Chapter Sponsor	\$8,125
Advanced Manufacturing Chapter Sponsor	\$8,125
Technology Chapter Sponsor	\$8,125
Energy Chapter Sponsor	\$8,125
Insurance & Finance Chapter Sponsor	\$8,125
STEM Chapter Sponsor	\$8,125

### Advertising Rates

Gatefold	\$11,615
Two Page Spread	\$5,405
Full Page or Profile	\$3,245
Far Forward Placement	\$4,325
Half Page	\$1,945

\* For sponsorship benefits inquire with an advertising executive.



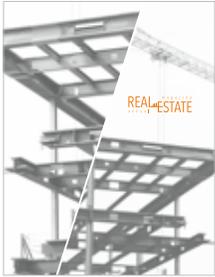
Innovation is critical for the future of Iowa's economy. Publications like the innovationIOWA Magazine that highlight the work going on around our state – in small and large businesses, in academia, in start-ups – are so important in advancing that very culture.”

**Debi Durham**

*Director, Iowa Economic Development Authority*



# Annual Real Estate Magazine



## Deadlines

### Space

February 14

### Materials

February 21

### Approval

March 2

### Publish Date

April 27

The Business Record is the go-to resource for real estate news and information in central Iowa. The Annual Real Estate Magazine provides market analysis, current market facts, detailed listing information and profiles of leaders within the industry.

- Empty space costs a fortune. Market your properties to move them off your inventory faster. By keeping your properties in front of business leaders, investors and owners, expand your opportunity to turn a vacant property into a revenue generating property.
- Businesses on the move need more than just space. They need facility services. They need building finish, interior design, equipment, furniture, lighting, and everything needed to run a business effectively and efficiently.
- Businesses need advice, consultation and guidance on everything from property management to development and investing. Explain how your representation can help their success.

## Sponsorship Opportunities & Advertising Rates

Chapter Sponsorships <i>(Five available: Office, Retail, Industrial, Land and Residential)</i>	\$4,995
Premium Positions <i>(back cover, inside front cover, page 3, &amp; page 5)</i>	\$3,500
Full Page or Profile	\$2,950
Half Page or Profile	\$1,750
Quarter Page	\$1,050

*\*Bonus pricing for ROP Full Page Advertisers on additional Profiles  
— Full page \$940, Half page \$635*

## Feature Listings

All full-page advertisers or larger can call special attention to up to four of their properties by making them featured listings in the magazine. This is NOT an ad. This is a special bonus (free) to large space advertisers, therefore no logos or text beyond what's in the regular listing will be used.

## Target an Industry

Business Record is a trusted brand providing advertisers with multiple approaches to reaching the people who count with their marketing budgets.

## INNOVATION

PRINT

Magazine – June 8

DIGITAL

NEW! Weekly e-newsletter –  
Thursdays

EVENTS

Celebrate innovationLEADER/  
innovationENTREPRENEUR –  
May 24

## COMMERCIAL REAL ESTATE

PRINT

Magazine – April 27

NEW! Business Record content –  
Bi-weekly

DIGITAL

CRE weekly e-newsletter  
Wednesdays

EVENTS

Celebrate CRE Professional of  
the Year/ CRE Forum – April 25

# SIGNATURE EVENTS

Business Record 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, targeted audiences and encourage connections with c-level individuals.

85%

85% of members say Business Record events are more valuable than other events or seminars in the market.

67%

67% of consumers agree that cause related or event marketing should be a standard part of a company's activities.

Business Record  
**economic**  
FORECAST

## Economic Forecast

**January 25<sup>th</sup>**

Business Record's annual Economic Forecast assists CEOs and business owners in gaining insightful perspective on what the economy holds for the coming year. Learn what experts are predicting for our biggest economic challenges and opportunities for growth.

**Event Attendance** 350+

Presenting Sponsorship  
Investment **\$10,000**

Supporting Sponsorship  
Investment **\$7,750**  
*(2 sponsorships available)*

CFO of the Year  
Sponsorship  
Investment **\$8,750**

Business Record  
**power**  
BREAKFAST SERIES

## Power Breakfast *(3 events per year)*

**February 28<sup>th</sup>**  
**September 12<sup>th</sup>**  
**November 29<sup>th</sup>**

Start the day with a compelling conversation and discussion by expert panelists tackling the business community's pressing issues. With three events a year, this event is highly anticipated and timely in business topics covered.

**Event Attendance** 150-200

Co-Sponsorship  
Investment **\$12,900**  
*(3 sponsorships available)*

# Business Record events are some of the most well attended in Central Iowa.



## Forty Under 40

**March 29<sup>th</sup>**

The Forty Under 40 awards are given annually to 40 local business leaders under the age of 40 for their career achievements and community involvement. Winners are chosen by a panel of past recipients who weigh equally business successes and civic/philanthropic activities.

**Event Attendance** 500+

- Co-Sponsorship Investment **\$8,275**  
*(5 sponsorships available)*
- Alumnus of the Year Investment **\$10,350**
- Pre-Event Reception Sponsorship Investment **\$5,150**
- Honoree Membership Sponsorship Investment **\$5,150**
- Corporate Table Sponsorship Investment
  - Gold: **\$4,000**
  - Silver: **\$3,000**
  - Bronze: **\$2,500**



## Commercial Real Estate Forum

**April 25<sup>th</sup>**

A discussion featuring some of the region's most innovative and established real estate professionals, who will provide insight into future hot spots, emerging opportunities, trends and the challenges facing the region's commercial real estate market.

**Event Attendance** 300+

- Presenting Sponsorship Investment **\$7,725**
- Supporting Sponsorship Investment **\$4,800**  
*(3 sponsorships available)*
- Commercial Real Estate Professional of the Year Sponsorship Investment **\$5,300**



## Women of Influence

**August 9<sup>th</sup>**

The Business Record's Women of Influence awards celebrate the work of women who have made a difference. They've devoted their lives to doing things most wouldn't. They've spent countless hours on various boards and they've blazed a trail either personally or professionally for other women to follow.

**Event Attendance** 650+

- Presenting Sponsorship Investment **\$10,200**
- Co-Sponsorship Investment **\$7,800**
- Woman Business Owner of the Year Sponsorship Investment **\$8,750**
- Emerging Woman of Influence Sponsorship Investment **\$8,750**
- Video Sponsorship Investment **\$5,500**
- Corporate Table Sponsorship Investment
  - Gold: **\$4,000**
  - Silver: **\$3,000**
  - Bronze: **\$2,500**



## 90 Ideas in 90 Minutes

**October 11<sup>th</sup>**

A fast paced idea packed event featuring nine CEOs each with ten ideas that can be immediately implemented to improve any business.

**Event Attendance** 300+

- Presenting Sponsorship Investment **\$10,500**
- Co-Sponsorship Investment **\$6,500**
- Video Sponsorship Investment **\$5,500**
- Idea Sponsorship Investment **\$2,000**

# OUR TEAM



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