

2019 Editorial and Events Calendar

	Date	Focus	The List	Special Publication/Size/Ad Deadline	Space/Copy Deadline
Jan	** 4	Health Care	Accounting Firms		Dec. 27 at 3:00 PM
	11	Real Estate	Architectural Firms		Jan. 4 at 3:00 PM
	18	Banking & Finance	Best Performing Stocks		Jan. 11 at 3:00 PM
	25	Law	Staffing Agencies		Jan. 18 at 3:00 PM
Feb	1	Health Care	Minority Owned Businesses		Jan. 25 at 3:00 PM
	8	Real Estate	Financial Planning Firms		Feb. 1 at 3:00 PM
	15	Banking & Finance	Office Buildings		Feb. 8 at 3:00 PM
	22	Technology	Nursing Homes	Meeting & Event Guide* (Signature Size)	Feb. 15 at 3:00 PM
March	1	Health Care	Web Developers & Designers		Feb. 22 at 3:00 PM
	8	Real Estate	Employee Benefit Companies		March 1 at 3:00 PM
	15	Banking & Finance	Shopping Centers	40 under 40* (In paper)	March 8 at 3:00 PM
	22	Architecture/Executive Homes	Landscaping Companies		March 15 at 3:00 PM
April	29	Nonprofits	Private Schools		March 22 at 3:00 PM
	5	Health Care	Printing Companies		March 29 at 3:00 PM
	12	Real Estate	Apartment Communities		April 5 at 3:00 PM
	19	Banking & Finance	Meeting & Banquet Facilities		April 12 at 3:00 PM
May	26	Manufacturing	Tourist Attractions		April 19 at 3:00 PM
	3	Health Care	Law Firms		April 26 at 3:00 PM
	10	Real Estate	Real Estate Agencies		May 3 at 3:00 PM
	17	Banking & Finance	Health & Fitness Clubs/YMCA		May 10 at 3:00 PM
June	24	Agriculture	Foundations		May 17 at 3:00 PM
	** 31	Hospitality and Tourism	Golf Courses (ranked by slope rating)		May 23 at 3:00 PM
	7	Health Care	Money Management Firms		May 31 at 3:00 PM
	14	Real Estate	Engineering Firms (Mechanical, Civil, Construction, Environmental)		June 7 at 3:00 PM
July	21	Banking & Finance	Physicians Groups		June 14 at 3:00 PM
	28	Technology	Largest Companies by Market Cap		June 21 at 3:00 PM
	** 5	Health Care	Highest Paid Executives		June 27 at 3:00 PM
	12	Real Estate	Contractors		July 5 at 3:00 PM
Aug	19	Banking & Finance	Largest Employers		July 12 at 3:00 PM
	26	Law	Catering Companies		July 19 at 3:00 PM
	2	Health Care	Entertainment Venues		July 26 at 3:00 PM
	9	Real Estate	Wealthiest Zip Codes		Aug. 2 at 3:00 PM
Sept	16	Banking & Finance	Dentists		Aug. 9 at 3:00 PM
	23	Education	Hospitals		Aug. 16 at 3:00 PM
	30	Defense	Breweries		Aug. 23 at 3:00 PM
	**6	Health Care	Restaurants		Aug. 29 at 3:00 PM
Oct	13	Real Estate	Commercial Real Estate Brokers		Sept. 6 at 3:00 PM
	20	Banking & Finance	Medical Device Manufacturers		Sept. 13 at 3:00 PM
	27	Law	Manufacturers (excludes ortho)		Sept. 20 at 3:00 PM
	4	Health Care	Credit Unions		Sept. 27 at 3:00 PM
Nov	11	Real Estate	Construction Projects		Oct. 4 at 3:00 PM
	18	Banking & Finance	Colleges & Universities	Education Awards (In paper)	Oct. 11 at 3:00 PM
	25	Transportation	Women Owned Companies	Summit City Eats* (Signature size)	Oct. 18 at 3:00 PM
	1	Health Care	Home Builders		Oct. 25 at 3:00 PM
Dec	8	Real Estate	Banks	2020 Book of Lists* (Tabloid Size)	Nov. 1 at 3:00 PM
	15	Banking & Finance	Campaign Contributions		Nov. 8 at 3:00 PM
	22	Agriculture	Chambers of Commerce		Nov. 15 at 3:00 PM
	**29	Entertainment	SBA Lenders		Nov. 21 at 3:00 PM
Dec	6	Health Care	Advertising & Marketing Firms		Nov. 29 at 3:00 PM
	13	Real Estate	Hotels		Dec. 6 at 3:00 PM
	* 20	Banking & Finance	Computer Networking Companies		Dec. 13 at 3:00 PM
	**27	Year in Review			Dec. 18 at 3:00 PM

* See Representative for deadlines ** Denotes early deadline due to holiday +Ads for County Reviews due 9 days prior to publication

REV. 6.7.19

Welcome to

Rates effective January 1, 2019

GREATER FORT WAYNE Business Weekly

2019 Media Information

3306 Independence Drive
Fort Wayne, IN 46808
260/426-2640
fwbusiness.com



Circulation

Distribution By Counties

Distribution Area

COUNTIES: Allen, Whitley, Huntington, Wells, Adams, DeKalb, Noble, Steuben, LaGrange, Kosciusko, VanWert, and Wabash.

Business Weekly has an impressive roster of **24,000 affluent readers**, including executives, small business owners and others who make critical business buying decisions.

The newspaper is distributed in four ways:

Mail Subscription pay \$69 a year or \$99 for two years.

Targeted companies in the 12-county region receive the paper on a rotating basis.

Newsstands and **newspaper racks** carry the paper in high-traffic retail and business centers.

Online pay \$49 per year

Note: Pass-along readership data comes from the City Business Journals Network.



Additional Information

260-426-2640 x3324

Deadlines

Greater Fort Wayne Business Weekly: Space and camera-ready copy deadline is 4:00 P.M., Thursday 8 days prior to the publication date. Please call your account executive for holiday deadlines.*

Special Publications: See special publication deadlines on editorial calendar.*

*Any ad received after deadline will be charged a \$50.00 late fee

Agency Commission: All advertising rates are net of agency commissions.

Cancellation: Cancellation of an ad or a change in its schedule must be received in writing before deadline. Ads cancelled after deadline will be billed at 100%.

Credit, Payment and Commissions: All advertising transactions with the Greater Fort Wayne Business Weekly are subject to the advertising agreement.

KPC Media Group Inc.
Attn: Accounts Payable
P.O. Box 39
Kendallville, IN 46755

Production Specifications

FILE FORMATS ACCEPTED:

- Photographs/Artwork - TIFF, EPS, JPEG (150 dpi minimum)
- Ads - Acrobat PDF (150 dpi, 300 dpi for glossy cover positions)
- Make sure all fonts are embedded.
- If ad is designed in RGB - convert file to CMYK before exporting to PDF.

PROGRAMS ACCEPTED:

- InDesign CS6, Illustrator CS6, Photoshop CS6
- All art and fonts must be included. Fonts must be MAC fonts.
- No Microsoft Word, Publisher or Powerpoint files will be accepted.

MEDIA ACCEPTED:

- Customer should always provide a photocopy or paper output of the file for our processing purposes.
- CD, DVD

EMAIL:

- Ads must be in Acrobat PDF format. It is the customer's responsibility to make sure the file is flattened, separates correctly, images are properly distilled and fonts embedded.
- 150 dpi
- Ads cannot be larger than 9MB.
- Please do not send images or ads embedded in a WORD document.
- Please email ad copy to your account executive

COLOR CONVERSION ACCEPTED:

- All black and white ads should be sent in black & white or grayscale - not in color (CMYK or RGB).
- Black must be 100% black not CMYK black.
- All color ads should be provided in CMYK mode. If your ad is produced in RGB, please convert to CMYK before exporting to PDF.
- Color images can be converted to grayscale but, grayscale cannot be converted to color.
- Do not use Pantone colors.
- Black plus one color ads need to be created in CMYK blend.

The Staff

Lisa Long Editor
David Rigas Advertising Director
Susan Dawson Marketing Consultant
Steve Jefferis Marketing Consultant
Erica Smith Marketing Consultant
Audrey Hiebel National Accounts
Ann Saggars Creative Manager
George O. Witwer Publisher Emeritus
Terry Housholder President, Publisher

Business Weekly Sizes

Full page 10.25" x 15.5"	Front block 5.042" x 1.53"
1/2 page horizontal 10.25" x 7.5"	
Banner 10.25" x 1.5"	

1/8 pg horizontal 5.042" x 4"	Island 7.646" x 11"
1/4 pg square 5.042" x 7.5"	

2/3 page 10.25" x 10.25"

2019 Ad Rates*

Rates effective January 1, 2019

Standard Rate Sizes

Ad size	Size (wvxh)	Open	4x	13x	26x	52x
Full page	10.25" x 15.5"	\$1,440	\$1,298	\$1,167	\$1,007	\$912
2/3 page	10.25" x 10.25"	\$1,136	\$1,025	\$978	\$877	\$792
Island	7.625" x 11"	\$1,104	\$947	\$863	\$737	\$672
1/2 page	10.25" x 7.5"	\$915	\$826	\$731	\$627	\$547
1/4 page	5.042" x 7.5"	\$558	\$500	\$453	\$342	\$322
1/8 page	5.042" x 4"	\$280	\$254	\$222	\$197	\$177
Banner	10.25" x 1.5"	\$674	\$605	\$537	\$467	\$402

Premium Positions

Ad size	Size (wvxh)	Rate
Inside front/back covers	10.25" x 15.5"	+10% above full page rate
Front page	5.042" x 1.53"	\$445** \$395** \$340** \$280** \$230**

Color Charges

1/2 pg or larger	\$175
1/4 pg or smaller	\$85

* Prices include \$17 charge per insertion for 7-day online ad and listing in our online business directory. All rates are net.
**Price includes color.

Inserts

Preprints

Size	1x	6x	12x
Single sheet	\$41	\$39	\$37
4-10 pages	\$60	\$56	\$55
12-14 pages	\$65	\$60	\$56
16-18 pages	\$85	\$80	\$77
20-22 pages	\$90	\$85	\$81
24-30 pages	\$94	\$90	\$83
32-48 pages	\$102	\$97	\$92

(Insertion rates only, printing is custom quoted)
Preprints must arrive 7 days prior to publish date

Deliver to:
KPC Media Group
Attn: Distribution
102 N. Main
Kendallville, IN 46755
260.347.0400

Inserts must be clearly labeled for the Greater Fort Wayne Business Weekly with the publication date.

Post-It Notes

Pricing includes print and insertion. Minimum of 10,000.

10,000-25,000 \$96/thousand
26,000+ \$86/thousand

One reservation per day accepted
Publisher reserves the right to approve ad content

Standard PMS inks

Black	Green (PMS 347)
Blue (PMS 300)	Magenta
Brown (PMS 168)	Process Yellow
Burgundy (PMS215)	Purple (PMS 527)
Cyan	Red (PMS185)
	Teal (PMS320)

fwbusiness.com Advertising & Email Blasts

fwbusiness.com Ad Sizes (WxH) in pixels

Leaderboard Ad	728x90
Medium Rectangle	300x250
Pencil Ad	960x30
Page Curl	75x75 expands to 500x500
Pop Up Ad	up to 500x500
Wallpaper	2000xnec.
Home Page Takeover	See your rep for details

Special Publications*

Signature Size Publications (Meeting & Event Guide, Summit City Eats)

Ad size	Size (wvxh)	Open	4x	13x	26x	52x
2-page spread	7.333" x 9.75" each	\$1,802	\$1,456	\$1,283	\$1,067	\$952
Full page	7.333" x 9.75"	\$1,026	\$836	\$737	\$612	\$547
2/3 page	4.833" x 9.75"	\$768	\$616	\$590	\$532	\$477
1/2 page	7.333" x 4.75"	\$632	\$516	\$458	\$372	\$332
1/3 page	4.833" x 4.75"	\$469	\$385	\$343	\$287	\$247
1/6 page	4.833" x 2.347"	\$311	\$285	\$254	\$222	\$187

Color Charges

1/2 pg or larger	\$175
1/4 pg or smaller	\$85

Book of Lists†

Ad size	Size (wvxh)	Open	4x	13x	26x	52x
Full page	10.25" x 10.25"	\$1,472	\$1,330	\$1,204	\$1,037	\$942
1/2 page	10.25" x 5"	\$947	\$857	\$768	\$662	\$577
1/4 page	5.042" x 5"	\$573	\$532	\$485	\$374	\$342
Banner	10.25" x 1.5"	\$710	\$642	\$574	\$497	\$432

Cover sponsor††, back cover, Inside front/back covers - call for availability and pricing

†Cover position pricing includes color

††Includes logo on front cover, inside back cover ad and full page ad inside

Color Charges

1/2 pg or larger	\$175
1/4 pg or smaller	\$85

Save 10% on 2020 Book of Lists advertising rates with commitment before Sept. 1, 2019

* Prices include \$17 charge per insertion for 7-day online ad and listing in our online business directory. All rates are net.

INHelpWanted.com

Make Recruitment Easier!

- Full color print ads reaching a quarter of a million potential employees in Northeast Indiana
- Posting on top job boards like Indeed.com, Glass Door, ZipRecruiter, Beyond and Jobs2Careers
- Recruitment Videos

Let's Talk! (260) 426-2640
inhelpwanted@kpcmedia.com

Special Events/Feature Sections

Note: See your advertising representative for details on these events.

