



GREATER
MADISON'S
BUSINESS
RESOURCE
FOR OVER
45 YEARS

In Business Media Guide TABLE OF CONTENTS

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Why choose *In Business*?

The answer is simple. **We're connected to the people you want to reach.**

Our seasoned writers know the Madison business community well. They report news and gather information that's timely, relevant, and often not available anywhere else. And because people consume news and information in a variety of ways, we deliver through multiple channels — print, online, social media, and events.

Our team researches the issues that keep area business leaders up at night. Then we host events and invite experts to offer their insight on these subjects. Our events bring together senior executives and business owners to share ideas, information, and strategies.

Our awards programs honor individuals and groups that make a difference through contributions to their companies and the business community. Sponsoring these awards shines a light on the recipients' companies and illustrates their importance to Dane County and beyond.

The people you want to reach are within reach with *In Business*.

Why should you advertise with us?

Here's why. *In Business* lands in the hands of readers you want to reach: influencers and decision-makers.

90% of our readers hold top-level management or executive positions.

84% influence company purchasing decisions.

What's more, our readers are engaged.

63% spend at least 30 minutes reading each issue.

And here's one more reason you should advertise with us.

Our readers rank *In Business* as their primary source for local business information.

How do we differ from other business news sources?

In Business is the only dedicated B2B multimedia resource serving our region. We steadfastly and enthusiastically promote the Greater Madison business community.

Through our monthly magazine, dynamic website, twice-weekly e-newsletter, and a multitude of business events, we connect advertisers to business executives who make purchasing decisions. We help our advertisers win share of mind and share of market with their consumers.

Over the past three years, *In Business* has enjoyed an average **75%** renewal rate among all advertisers.

Readers consider us a prime source of business news. And we deliver.



#1 Local Business Resource

(Our readers rank *In Business* as their primary source for local business information)

15,000 Circulation

60,000 Monthly Readership

(Average of 4 readers per issue)

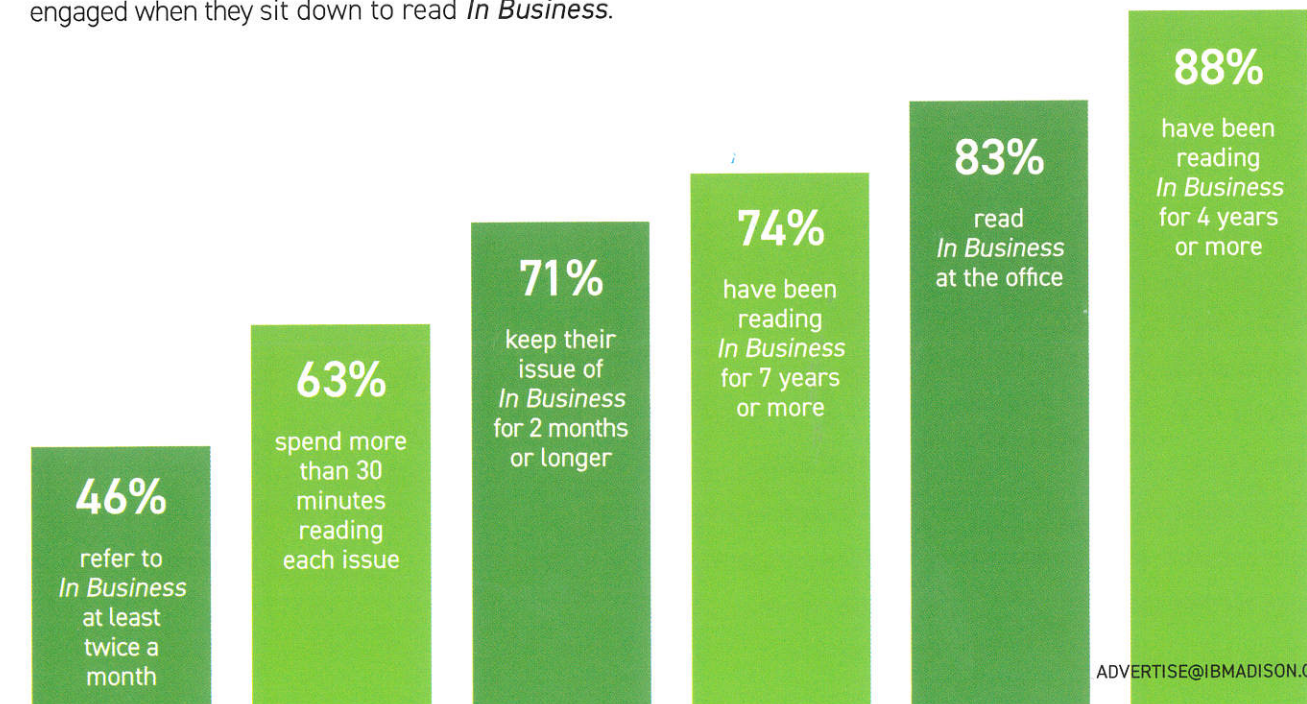
BACKED BY OVER 45 YEARS OF EDITORIAL EXCELLENCE

Each month our editors focus on current issues affecting area business. *In Business* is the only publication written exclusively for the Greater Madison business community and the first publication many decision-makers read during work hours. For more than 45 years, we've been connecting successful business professionals to products and services they want and need. Subscriptions are free to area professionals.

In Business is your publication.

Our readers:
LOYAL, PASSIONATE, ENGAGED.

Our readers are executive decision-makers. What's more, they're loyal, affluent, well-educated, and thoroughly engaged when they sit down to read *In Business*.



TAKE A GOOD LOOK AT OUR NUMBERS.

Corporate Demographics:

- 90%** of our readers hold top-level management or executive positions
- 49%** of our readers hold titles of owner, CEO, president, or board chairman
- 84%** of our readers have influence on their company purchasing decisions

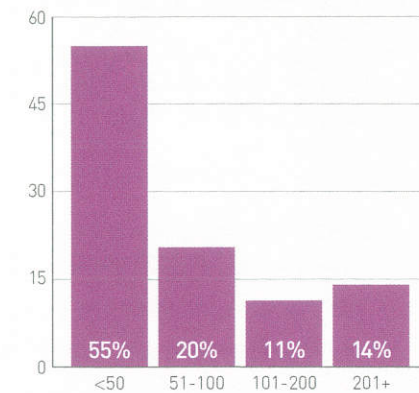
Travel & Meetings:

- 48%** plan to host a business meeting or event in Dane County.
- Of the 48% above:
 - 66%** will need hotel or meeting space
 - 58%** will need catering services
 - 30%** will need transportation
 - 50%** will need audio/visual equipment or support
 - 51%** will need event rental services

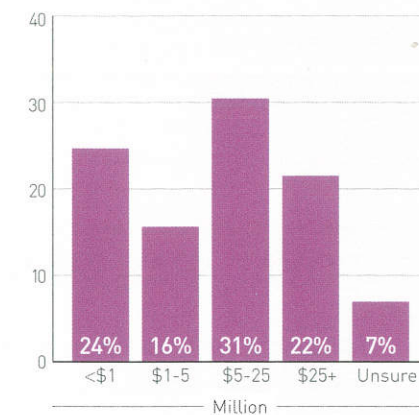
Purchase Intentions:

- Accounting: **48%**
- Advertising/marketing: **67%**
- Banking: **49%**
- Benefits: **41%**
- Building maintenance/commercial cleaning: **33%**
- Business hotel stays: **40%**
- Business travel: **44%**
- Cellphones: **47%**
- Coaching/training: **30%**
- Computer software: **64%**
- Computer hardware: **42%**
- Consulting: **34%**
- Employee recognition (tickets, gift cards, etc.): **56%**
- Executive education: **41%**
- Expand or renovate your office: **35%**
- Insurance: **48%**
- Investments: **35%**
- IT support services: **43%**
- Legal: **35%**
- Office space relocation: **21%**
- Office equipment: **41%**
- Office furniture: **41%**

Company Size: (by # of employees)



Gross Revenue:



- Office supplies: **57%**
- Printing: **55%**
- Promotional products: **49%**
- Security: **31%**
- Social media: **47%**
- Staffing: **44%**
- Telecommunications: **33%**
- Vehicles/fleet services: **22%**
- Website services (design and/or hosting): **48%**
- Wellness programs: **16%**

Nothing else delivers your marketing message to Madison's key decision-makers like *In Business* – in print, online, and in person.

Lifestyle Demographics:

86% live in Dane County. Of the **14%** that live outside of Dane County, **56%** of them live less than 30 miles away.

Affluence:

Average value of all assets/investments: **\$2,049,477**
 Average value of primary residence: **\$507,473**
 Average household income of *In Business* readers: **\$266,000**

Personal Buying Intentions:

- 81%** plan to travel in the state of Wisconsin for a vacation
- 20%** plan to book a hotel in Madison
- 60%** dine out at least once a week at fine dining restaurants
- 90%** donate their money or time to local nonprofits
- 36%** plan to book a hotel room in or around Madison
- 73%** attend local performing arts events
- 54%** plan to update their smartphone or wireless device
- 67%** plan to buy investments
- 34%** plan to look for a better solution for their wealth management/financial planning
- 50%** plan to purchase/lease a vehicle
- 49%** plan to remodel or redecorate their home
- 36%** plan to hire a landscaping service
- 30%** plan to make their home more energy efficient
- 26%** will be involved in long-term care decisions for a family member
- 41%** plan to consider professional development studies



Cycling: **42%**



Gardening: **55%**



Fitness/wellness programs: **57%**

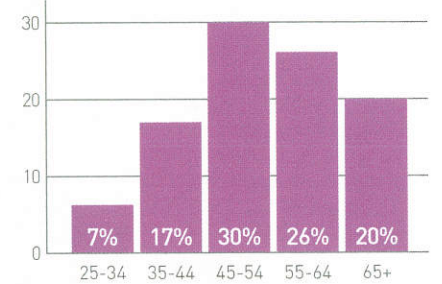


Music/theater performance: **59%**

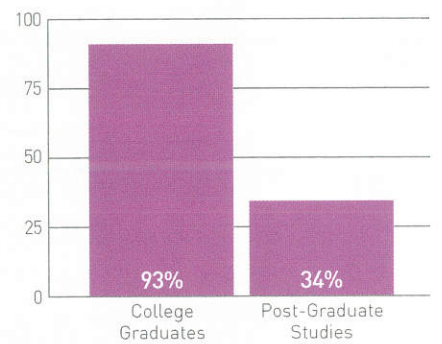
Lifestyle Activities:

- Golf: **49%**
- Boating/watersports: **40%**
- Skiing: **18%**
- Yoga: **29%**
- Running: **32%**
- Sports events: **67%**
- Hunting/fishing: **21%**
- Gourmet cooking: **40%**
- Craft beers: **36%**
- Wine tasting: **43%**
- Environmental or social conscious issues: **31%**

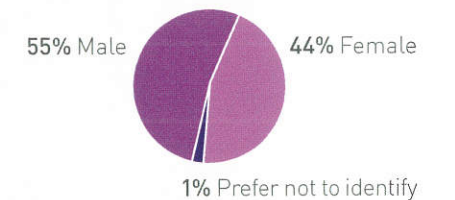
Age:



Education:



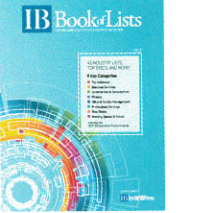
Gender:



Source: *In Business* magazine 2022 readership survey

2023 EDITORIAL CALENDAR

SECTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	DECEMBER
TOP FEATURE	Executive of the Year	From Prisoner to Professional	40 Under 40	Safety & Security in Madison (Policing)	How to Run Your Business Like a Circus	Is the 40-Hour Workweek Dead?	Dane County Small Business Awards	Commercial Design Awards	Largest Dane County Employers	Sustainability for Small Businesses	Women in a Male-Dominated Workforce	Rearview 2023	2024 Book of Lists
FEATURES	2023 Economic Forecast	Law	Day Care Crisis	Cybersecurity	Workforce Development	Law	Finance	Expanding Your Demographics	DEI & Your Bottom Line	Policies to Support & Grow Culture	Influencer Marketing for Small Businesses	Next Big Area of Development	
3 THINGS TO KNOW (BIZ REPORT)	Managing a Hybrid Office	Construction & Development	Business Meetings	Health Care	Proactive PR	SEO for Small Businesses	Business Insurance	Common Interview Question Alternatives	Business Meetings	Health Insurance/Benefits (ICHRAs)	Finance	Health Care	
SPECIAL ADVERTISING SUPPLEMENTS	About IB Readers	How to Access TIF Dollars	Credit Card Processing Fees	Recycling Your Physical Business Assets	TBD	Economic Impact of Concerts on the Square	TBD	Indoor Air Quality	TBD	Your Company's Carbon Footprint	TBD	TBD	
LISTS	Anniversary Profiles	Bankers Directory	Hotels & Meeting Spaces Profiles	Expo Preview	Construction & Development Report	Wealth Managers Directory	Digital Guide	Health Care Report	Conscious Companies	Commercial Space Guide	Philanthropy Guide	Law Profiles	
EVENTS/BONUS DISTRIBUTIONS	Anniversary List	Commercial Contractors	Hotels & Meeting Spaces	Recycling Companies	Expo Guide	IT Services & Staffing	Executive Register	TBD	Chambers of Commerce	Investment Advisors	Homebuilders	Law Firms	
AD SPACE & MATERIALS DEADLINES	Executive of the Year	40 Under 40	Icons in Business	IB Expo & Conference	Icons in Business	Dane County Small Business Awards	Commercial Design Awards	Exec Connect	Icons in Business	40 Under 40 Reunion	Icons in Business		
	Nov. 9, 2022	Dec. 7, 2022	Jan. 11, 2023	Feb. 8, 2023	March 8, 2023	April 12, 2023	May 10, 2023	June 14, 2023	July 12, 2023	Aug. 9, 2023	Sept. 13, 2023	Oct. 11, 2023	Oct. 4, 2023



The Book of Lists contains valuable information on hundreds of businesses in over 40 categories, including the 2023 Executive Choice Awards! Published December 2023

A sampling of the Engaging, Insightful, and Relevant content you'll find inside *In Business* magazine:

- Business Report** – Regional business news with analysis
- Icebreakers** – Get to know local professionals with a conversation starter
- Executives on the Move** – A review of top-level hires, departures, and retirements
- Reader Recommended** – Local professionals share their favorite business books, apps, podcasts, etc.
- IB Gallery** – Photos from business events from around the region
- Letter From the Editor** – Column by Editorial Director Joe Vanden Plas
- Careerist** – Column by Online Editor Jason Busch
- Leadership Insights** – Column by a local business executive on topics in management, leadership, innovation, or entrepreneurship

- Executive Profile** – A behind-the-scenes look at an area executive and what motivates them to succeed
- On the Job** – IB shadows a professional at work and reports on the training, challenges, and joys of their jobs
- Startup** – An inspiring profile of a new local business
- Follow up** – Checking in with a past startup company
- Court Filings** – A listing of liens, bankruptcies, and claims filed in the Dane County court system
- By the Numbers** – A graphical overview of business and industry trends with insightful analysis

Story Ideas? Send story ideas and press releases to:

Joe Vanden Plas
Editorial Director
joe@ibmadison.com

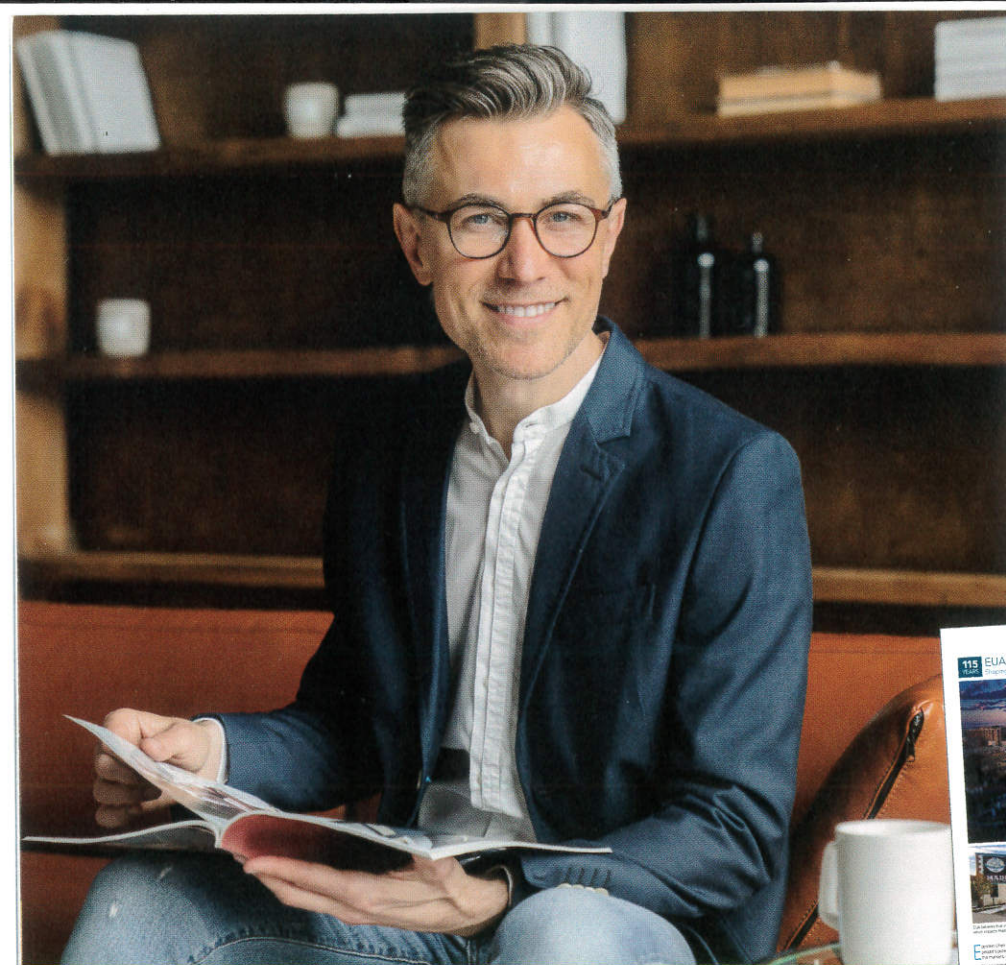
Jason Busch
Online Editor
jason@ibmadison.com

Jan Wilson
Departments Editor
jan@ibmadison.com

Kimberly Hazen
Staff Writer
kimberly@ibmadison.com

Ask your advertising representative about guaranteed ad placement opportunities next to these premium magazine spots.





Special Advertising Supplements

2023 Anniversary Profiles – January

Get exposure for your company's 2023 anniversary with a profile that highlights company history, milestone achievements, and growth.

Industry Profiles

Place a full-page advertorial profile for your company inside an issue where IB is including a ranked company listing in your industry.

- February:** Commercial Contractors
- March:** Hotels and Meeting Spaces
- April:** Recycling Companies
- May:** Banks
- June:** IT Services and Staffing
- September:** Chambers of Commerce
- October:** Investment Advisors
- November:** Homebuilders
- December:** Law Firms

Professional Directories

- February:** Bankers Directory
- June:** Wealth Managers Directory

IB Expo Guide – May

Advertise in the IB Expo Guide to enhance your presence at the IB Expo & Conference on May 17, 2023.

Special Report Roundtables

Your company expert will join our panel for an in-depth conversation on critical industry topics.

- May:** Construction and Development
- August:** Health Care

Industry Guides

Advertisers control the content of this section that we design to look like an editorial feature story. IB will interview your expert on a relevant industry topic of your choosing.

- July:** Digital Guide
- October:** Commercial Space Guide
- November:** Philanthropy Guide

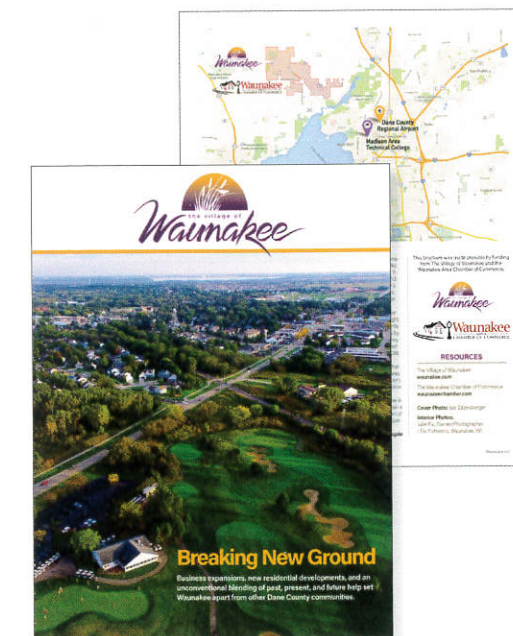
Conscious Companies – September

Advertorial profiles to highlight environmentally and socially conscious programs that your company has initiated.

Advertorial options in IB

IB offers a variety of advertorial options in the pages of *In Business* magazine. Trade Secrets, IB Spotlights, and Charitable Profiles are all two-page advertorials that can be placed in any issue of *In Business* magazine, but no more than four are allowed in one particular issue. There are also opportunities to repurpose the advertorial as Sponsored Content on IBMadison.com. Ask your multimedia strategist for more details on each of these opportunities in 2023.

Investment: Just \$4,000 NET



Custom Supplements

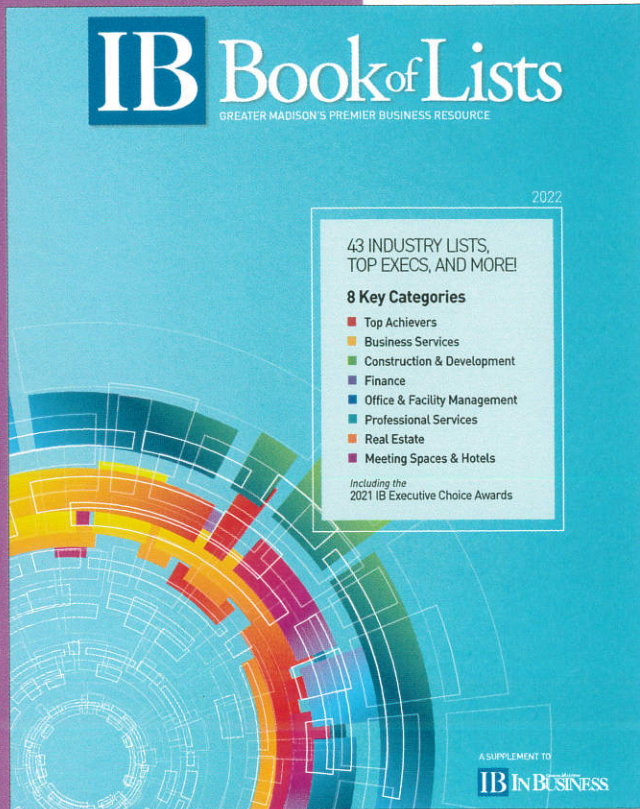
You control the content of this feature; we facilitate the writing, layout, design, and printing in an issue of *In Business* magazine. We will help you explore opportunities to offset some or all your investment through advertising from your partners or vendors.

Size	PDF files to IB	Full IB Coordination	Extra Copies
4 Pages	\$10,300	\$12,250	\$1,200/1,000
8 Pages	\$13,400	\$16,300	\$1,400/1,000
16 Pages	\$23,250	\$26,250	\$1,400/1,000

Agency discount does not apply to supplements. Prices include 50# paper. Writing and design charges included in the "Full IB Coordination" rates.



This is a sample of an eight-page supplement created for the city of Waunakee. Ads are framed in **Green** here for illustration purposes only.



2024 BOOK OF LISTS A YEARLONG MARKETING OPPORTUNITY

The perfect marketing tool to get exposure year-round. Readers will use our Book of Lists all year to see rankings and valuable information on hundreds of local companies in more than 40 categories, including the unveiling of our annual **Executive Choice Awards**.

Distribution and Readership:

- » Regular *In Business* subscriber mailing to Dane County executives: **15,000**
- » Supplemental distribution to area chambers, real estate offices, convention and visitors bureaus, trade shows, area business associations, and sponsors: **3,000**
- » Total distribution: **18,000**
- » Total readership: **72,000**

Ad Size	Early Bird Rate*	Contract Rate
Back Cover	\$6,950	\$7,155
Inside Front Cover	\$6,485	\$6,680
Page 1	\$6,200	\$6,385
Double Truck	\$8,590	\$8,750
1/2 Double Truck	\$5,825	\$5,990
Full Page	\$5,260	\$5,415
1/2 Horizontal	\$3,725	\$3,835
1/3 Horizontal	\$3,280	\$3,380
1/6 Banner	\$2,070	\$2,130

* Early Bird rate offer good through 3/31/23

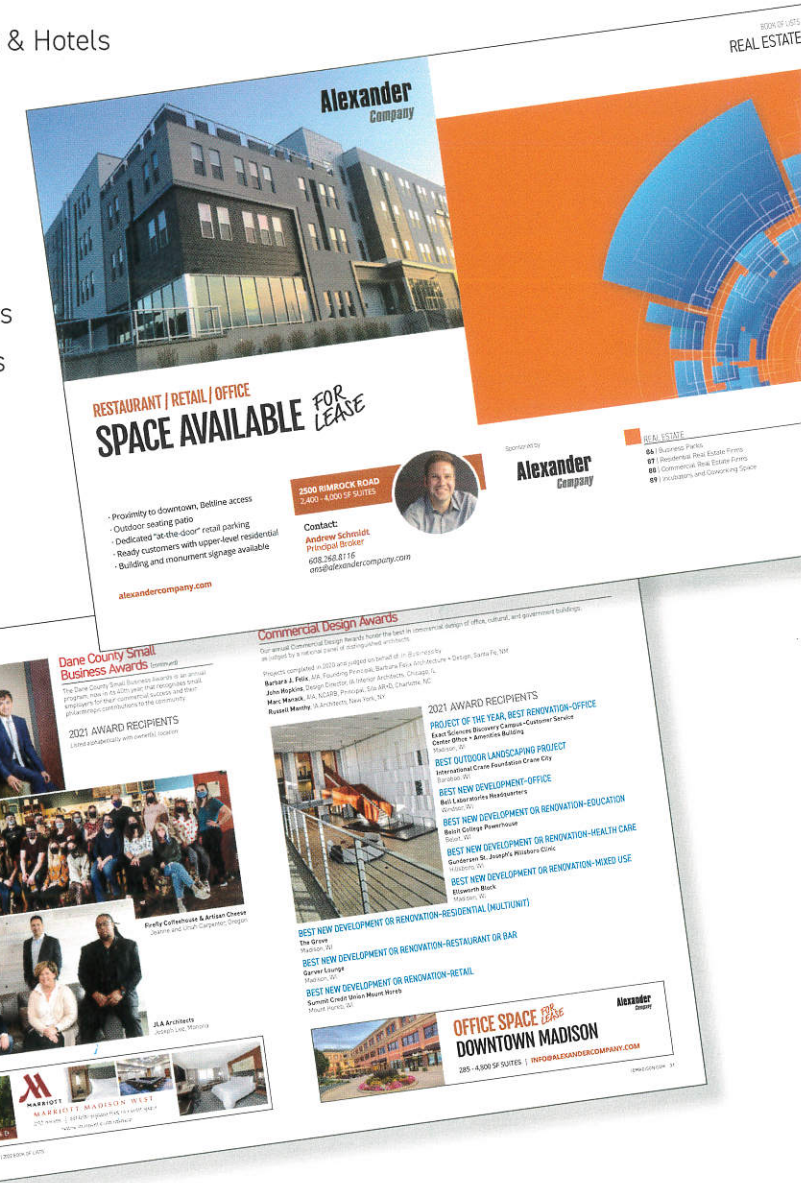
9 Section Sponsorships

- » Main Table of Contents
- » Top Achievers
- » Business Services
- » Construction & Development
- » Finance
- » Office & Facility Management
- » Professional Services
- » Real Estate
- » Meeting Spaces & Hotels

Sponsorship includes:

- » Logo and message from your CEO of up to 200 words on the introduction page
- » Logo at the bottom of the section's table of contents
- » Full-page ad adjacent to the section's table of contents
- » One 1/6 banner ad to be placed in the Book of Lists (IB's choice of placement)
- » Logo on a 1/6 banner "Thank You to Our Sponsors" ad in the Book of Lists
- » 100 complimentary copies of the issue

A sponsorship
value of \$13,000
for just \$5,500



Print Advertising Specs

Please use these specifications when submitting digital print ad files to *In Business*.

PDF Files

Submit ads as high-resolution (300 dpi), print-ready CMYK PDFs. Fonts must be embedded. **Full-page ads must include a 1/8-inch bleed and crop marks.**

Email

Email ads to advertise@ibmadison.com. Attachments should not exceed 10 MB. Larger files should be sent via Dropbox or another file-sharing service.

Dropbox

Please send the link to share files to our Creative Director Ellen Cameron at ellen@ibmadison.com.

Design Services

In Business can design your ad for free with a signed order. (Advertisers will be charged for any custom photography or stock images required. Free offer includes up to two rounds of proofs.)

Questions

If you have questions about creating or submitting your ad for *In Business*, contact our Creative Director Ellen Cameron at ellen@ibmadison.com.

Book of Lists Ad Sizes:

- Full Page Double Truck
- 1/2 Page Double Truck
- Full Page
- 1/2 Horizontal
- 1/3 Horizontal*
- 1/6 Banner*

*Book of Lists only

1/6 BANNER*
7 1/4" x 1 1/2"

1/3 HORIZONTAL*
7 1/4" x 3 1/8"
(7.25" x 3.125")

1/2 PAGE DOUBLE TRUCK
15 3/4" x 4 3/4"
(15.75" x 4.75")

1/2 HORIZONTAL
7 1/4" x 4 3/4"
(7.25" x 4.75")

1/6 HORIZONTAL
4 3/4" x 2 1/4"
(4.75" x 2.25")

1/2 VERTICAL
4 3/4" x 7 1/8"
(4.75" x 7.125")

1/6 VERT.
2 1/4" x 4 3/4"
(2.25" x 4.75")

1/3 SQUARE
4 3/4" x 4 3/4"
(4.75" x 4.75")

FULL PAGE
DOUBLE TRUCK

Trim Size: 16 3/4" x 10 7/8"
(16.75" x 10.875")

Bleeds: 1/8"
(.125")

Live Area: 16 1/4" x 10 3/8"
(16.25" x 10.375")

BE SURE TO INCLUDE BLEED AND CROP MARKS ON ALL FULL-PAGE ADS

FULL PAGE

Trim Size: 8 3/8" x 10 7/8"
(8.375" x 10.875")

Bleeds: 1/8"
(.125")

Live Area: 7 7/8" x 10 3/8"
(7.875" x 10.375")

BE SURE TO INCLUDE BLEED AND CROP MARKS ON ALL FULL-PAGE ADS

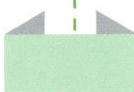
2/3 VERTICAL
4 3/4" x 9 5/8"
(4.75" x 9.625")

1/3 VERT.
2 1/4" x 9 5/8"
(2.25" x 9.625")

Creative Print Solutions

We also offer these attention-getting opportunities. Please consult with your multimedia strategist for quotes on these options and art specifications.

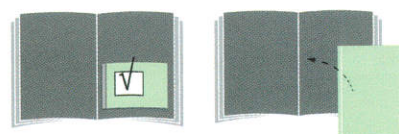
- » Belly bands
- » Free-standing polybagged inserts
- » Tipped-in postcards/brochures
- » French door cover
- » Gatefolds
- » Post-it notes



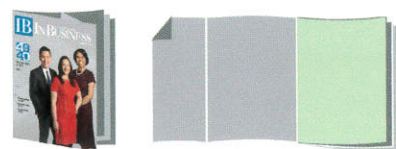
Bellyband



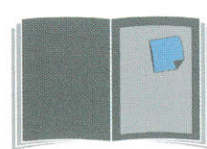
Polybag inserts



Tipped-in postcards/brochures



Gatefolds



Post-it notes



French door



BECOME A CLUB 13 MEMBER AND RECEIVE THESE BENEFITS

- » Your ad in every issue and in the Book of Lists
- » Over 35% off our open print rates. Additional discounts apply for full-page advertisers.
- » Previous-year rates for our annual Book of Lists
- » 35% off an online campaign on IBMadison.com
- » FREE 10x10 exhibit booth at the IB Expo & Conference on 5/17/23 (A \$990 Value)
- » Discounted sponsorship opportunities for IB Events
- » Five FREE tickets to these IB events in 2023: Exec of Year, 40 Under 40 Reception, Icons in Business series, Dane County Small Business Awards, and Expo Keynote
- » Opportunity for two of your executives to attend the Exec Connect event in 2023, an invitation-only event for Dane County's top executives
- » FREE 1/6 Banner ad to be placed in 2024 Book of Lists issue (A \$2,130 Value)

Print Advertising Rates

Ad Size	1x	3x	6x	9x	12x	Club 13
Double Truck	\$8,600	\$8,075	\$7,355	\$6,840	\$6,200	\$5,430
1/2 Page Double Truck	\$5,685	\$5,325	\$4,845	\$4,510	\$4,090	\$3,580
Back Cover	\$6,075	\$5,735	\$5,215	\$4,850	\$4,380	\$3,855
Inside Front Cover	\$5,835	\$5,450	\$5,005	\$4,630	\$4,210	\$3,675
Full Page	\$5,125	\$4,785	\$4,390	\$4,080	\$3,705	\$3,235
2/3 Page	\$4,135	\$3,915	\$3,575	\$3,290	\$2,980	\$2,615
1/2 Vertical	\$3,965	\$3,725	\$3,375	\$3,125	\$2,825	\$2,475
1/2 Horizontal	\$3,655	\$3,425	\$3,110	\$2,890	\$2,620	\$2,280
1/3 Vertical	\$3,150	\$2,945	\$2,695	\$2,480	\$2,245	\$1,970
1/3 Square	\$2,810	\$2,635	\$2,395	\$2,230	\$2,010	\$1,755
1/6 Page	\$1,550	\$1,465	\$1,345	\$1,260	\$1,155	\$1,005

All rates listed are GROSS rates. Add 10% placement charge for guaranteed placement on a specific page. Paid placement is the ONLY guaranteed placement. A 15% commission on rates will be given to recognized advertising agencies only. Nonprofit organizations receive our 12x frequency rate.



WE TELL THE STORIES BUSINESS PEOPLE WANT TO READ

Our online content pulls readers in. And keeps them reading.

Every day, our readers zero in on what we offer: our business events calendar, industry-specific content, and thought-provoking columns on topics that affect the Greater Madison region. Advertise with us and connect with an exclusive business audience. Combine online or Ezine advertising with ads in our magazine to lift your brand awareness higher.

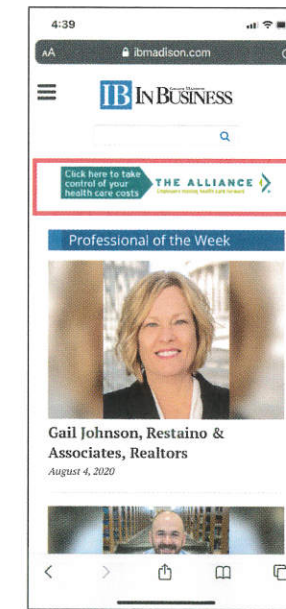
Need to target an engaged audience online?
In Business is your best choice.

IBMadison.com — Always On

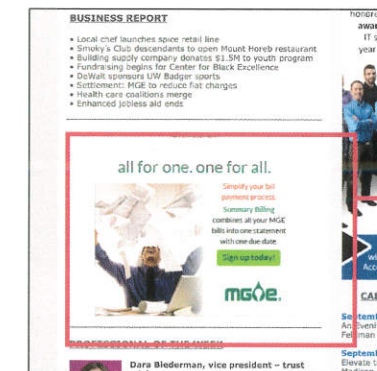
IBMadison.com is the online resource to reach business executives in the Greater Madison area. The site is frequently updated throughout the week with the latest business news, events, photo galleries, columns, and other web-exclusive features on the professionals and companies shaping the Greater Madison business community.

IBMadison.com continues to attract an engaged business reader!

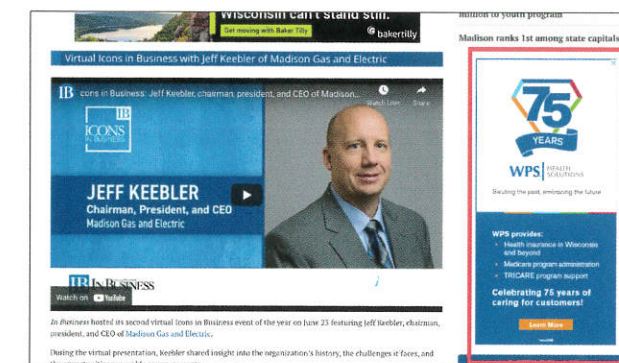
» During the first six months of 2022, IBMadison.com averaged **40,000** monthly visitors and **83,000** monthly pageviews.



Mobile Leaderboard (320 x 50 px)



Medium Rectangle (300 x 250 px)



Skyscraper (300 x 600 px)



Leaderboard (728 x 90 px)



IB EZINE — PUBLISHED TWICE WEEKLY

Our opt-in subscribers receive the IB Ezine every Tuesday and Thursday. It includes our latest web-exclusive features, photo galleries, business news, columns, and upcoming local business events. You won't find a more targeted business email list in the Madison area, and engagement levels of IB Ezine readers simply blow away national publishing averages!

- » The IB Ezine averages a **40%** unique open rate (publishing industry average is just 18%).
- » The IB Ezine averages **43%** in unique click rate (publishing industry average is just 21%).

SPONSORED CONTENT

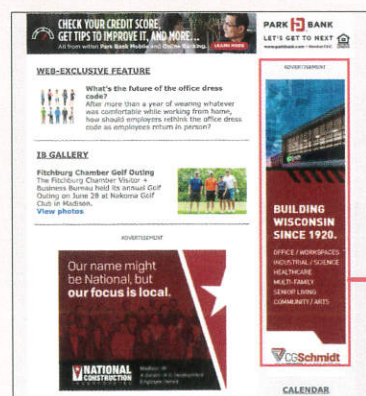
Sponsored content has the appearance of an editorial feature, which generates more click-throughs and more visibility for your advertising dollar. Get exposure with your advertorial content in print, online, and in the weekly Ezine. Ask your multimedia strategist for more information about this new online advertorial opportunity.

This special advertising opportunity puts your message online and in the inboxes of IB Ezine subscribers! Your organization can reach an expanded audience with sponsored content already published in the pages of *In Business* magazine through special sections such as the Anniversary Profiles, Trade Secrets, IB Insider, IB Spotlights, and Industry Profiles, or you can provide IB with a prewritten white paper on a specific topic of your expertise!

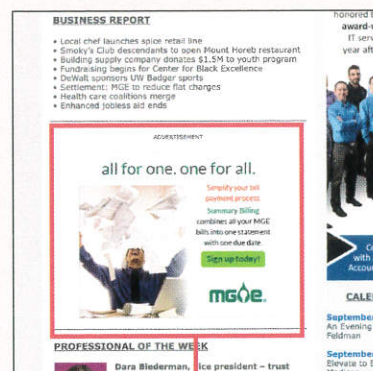


Ezine Ad Sizes:

Mobile
Leaderboard
(320 x 50 px)



Ezine Skyscraper
(160 x 600px)



Medium Rectangle
(300 x 250 px)



Leaderboard
(728 x 90 px)

The Sponsored Content opportunity includes:

- Inclusion in one IB Ezine (Tuesday or Thursday ONLY). It will include a headline and a teaser that will be linked to the feature page on *IBMadison.com*. This section will be labeled as "Sponsored Content" in red font, but otherwise will have the appearance of an IB online editorial feature. (Opportunity is limited to one advertorial in each IB Ezine).
- Sponsored content on *IBMadison.com* will include the full advertorial feature, and will live on *IBMadison.com* for at least a year. The layout will include one feature photo at the top of the advertorial and one interior photo in the body of the advertorial. The advertorial feature page will be labeled as "Sponsored Content."
- The sponsored content piece will also be included in the "What's

New" section of the *IBMadison.com* home page for at least two days – the day it is included in the IB Ezine as well as the following day.

- Your company can include its logo on the bottom of the advertorial feature layout (no logo included in IB Ezine) and will also include contact information and a link to company website.
- Your company can purchase multiple insertions in a calendar year, but there will be limitations so that we do not inundate IB readers with repetitive content:
 - » The same advertorial feature can only appear four times in one calendar year.
 - » There must be a minimum of a four-week window between insertions of the same advertorial feature.

- 1X COMMITMENT: \$475**
- 2-3X COMMITMENT: \$400 PER INSERTION**
- 4X OR MORE COMMITMENT: \$325 PER INSERTION**

Only one sponsored content piece can be featured in an IB Ezine. Rates do not include additional interviewing, writing, editing, or photography of prewritten advertorials. If any additional work is involved, it will be quoted separately. Rates are strictly to repurpose advertorial content that has already been created.

2022 SPONSORED CONTENT STATISTICAL PERFORMANCE:

- Generated on average 38 clicks in the IB Ezine (over 4x click rate of IB Ezine display ads)
- Averaged nearly 120 individual pageviews after being posted to *IBMadison.com*

IBMAdison.com Rates

With a run-of-site advertising campaign on IBMAdison.com, you're guaranteed the number of impressions you purchase. Ads are delivered in an equal rotation within the four ad sizes required for every campaign. (See IBMAdison.com web specs in right-hand column.)

Impressions Purchased	10,000-60,000	60,000-120,000	120,000-180,000	180,000+
Rates/10,000 impressions	\$525/10K	\$475/10K	\$370/10K	\$325/10K

Rates are per 10,000 impressions, with a minimum order of 10,000. Contact IB regarding any monthly impression requests over 25,000. Run-of-site rates are gross rates. Graphic design services for one static ad series included with each campaign. Additional design fees assessed for animated ads, multiple series, and stock or custom photography. Rates are subject to change at any time.

IB Ezine Rates

When you purchase one week in the IB Ezine, you receive ad placements in both the Tuesday and Thursday editions. We offer the following advertising opportunities in the IB Ezine with frequency discounts:

Size	1-3 Weeks	4-11 Weeks	12 - 23 Weeks	24+ Weeks
Leaderboard	\$425/wk	\$370/wk	\$350/wk	\$305/wk
Skyscraper*	\$400/wk	\$350/wk	\$330/wk	\$285/wk
Text Ad	\$400/wk	\$350/wk	\$330/wk	\$285/wk
Rectangle	\$375/wk	\$325/wk	\$305/wk	\$270/wk

IB Ezine rates listed are gross rates. Graphic design services for one static ad included with each campaign. Additional design fees may be assessed for multiple ads. Rates are subject to change at any time.

* Note: Ezine Skyscraper size is 160 x 600 px.

Expand Your Campaign and Save

- » Receive a 25% discount on IB Ezine rates when you commit to a minimum of 50K run-of-site ad impressions on IBMAdison.com in 2023.
- » Receive a 25% discount on an online campaign when you commit to a minimum of six print ads with *In Business* magazine in 2023.

Ezine and Website Ad Specs

Run-of-site advertisers must submit artwork in each of the four ad sizes (skyscraper, medium rectangle, leaderboard, and mobile leaderboard) to guarantee the number of impressions purchased. Ads are published in equal rotation among the sizes.

Ezines Ads Format Accepted:
PNG*

Maximum File Size for Ezine:
1 MB

* **Please note** that while we do accept animated ads for the IB Ezine, we strongly discourage them as the ads may not rotate on certain email platforms. If submitting an animated gif for the IB Ezine, make sure the most important information is included on the first frame.

Text Ads (Ezine only):

Text ads should be 50 words or fewer and include a headline and URL.

Website Ads Format Accepted:
PNG or Animated GIF

Maximum File Size for Website Ads:
150 KB

Ezine Skyscraper
(160 x 600 px)

Skyscraper
(300 x 600 px)

Mobile Leaderboard (320 x 50 px)

Medium Rectangle
(300 x 250 px)

Leaderboard (728 x 90 px)



MEET THE INFLUENCERS AND DECISION-MAKERS YOU WANT TO DO BUSINESS WITH.

How do you reach local captains of industry? How do you meet face-to-face with the influential, the decision-makers, the C-suite? How do you associate your company's name with a full day of high-level education, information, and networking?

The answer: By making a smart investment. Sponsor an event or award program and participate in the IB Expo & Conference.

BE PART OF AN EVENT THAT'S A MUST-ATTEND FOR LOCAL PROFESSIONALS.

All awards programs are open to nominations from the following counties: Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk.

Please visit the event web pages to learn more about nomination deadlines and criteria.

2023 In Business Event Sponsorship Opportunities

Executive of the Year Awards	January	The area's most successful business leaders are celebrated at an elegant awards reception for their outstanding leadership, individual achievements, and significant contributions to their companies. IBMadison.com/ExecutiveOfTheYear
40 Under 40 Reception	March	Celebrate the achievements of the most recent 40 Under 40 class at a networking reception that recognizes present and past honorees. This is one of <i>In Business</i> magazine's most popular events, drawing over 300 attendees. IBMadison.com/40Under40Event
IB Expo & Conference	May	The IB Expo & Conference is an invaluable marketing opportunity for your business, giving you the opportunity to meet new customers, reconnect with current clients, announce new products or services, generate brand awareness, demonstrate your competitive edge, and build your book of business. MadisonBusinessExpo.com
Dane County Small Business Awards	July	For 41 years, the Dane County Small Business Awards has been one of the most well-regarded business awards programs in the community. It puts the spotlight on small businesses and the contributions they make to the local economy. IBMadison.com/DCSBA
Commercial Design Awards	August	The 16th annual Commercial Design Awards celebrate Dane County's influence on Wisconsin's notable architecture. Winning projects are honored at an August awards reception. The Project of the Year will be revealed at the event and featured on the cover of the August issue of <i>In Business</i> . IBMadison.com/CDA
Exec Connect	September	Now in its 22nd year, Exec Connect is <i>In Business</i> magazine's longest-running event exclusively for Dane County's most influential business and community leaders. This private event is by invitation only. Connect with Madison's elite with this unique opportunity.
40 Under 40 Reunion	November	<i>In Business</i> is reuniting 23 years of the 40 Under 40 at a reunion event! Where are they now? What impressive accomplishments have been made since their induction? Find out as these successful and civic-minded professionals reunite with one another. IBMadison.com/40Under40Reunion
Icons in Business	March, June, September, December	Inspirational executives and companies headline the Icons in Business breakfast series. At each Icons event, business luminaries share valuable lessons learned leading their organizations and offer insight into the current challenges and opportunities their industries face. IBMadison.com/Icons

- Attendee registration typically opens three months prior to the event date. Registration for the IB Expo & Conference opens in the fall.
- **COVID-19:** Attendee safety is our top priority. IB may reschedule or cancel an event if in-person gatherings are unsafe due to COVID-19.
- Contact your multimedia strategist for event-specific sponsorship information.

Contact your Multimedia Strategist or email advertise@ibmadison.com.

