

# SHOWCASE WHAT MAKES YOU GREAT - ADVERTISE IN GLM



# Greater LAFAYETTE MAGAZINE



## MISSION

Greater Lafayette Magazine captures the spirit and vitality of the people who call Greater Lafayette home and what it means to live, work and thrive here. It shares the region's success stories about business expansions, entrepreneurship, leadership, philanthropy and quality of life. Our hope is that readers of Greater Lafayette Magazine will become active participants in the world around them and join in our mission to make Greater Lafayette the place where progress, creativity and community come together.

## AUDIENCE

Greater Lafayette Magazine serves as the leading quality of life and business trade publication for the area. Leveraging our award-winning team of writers and designers, Greater Lafayette Magazine attracts a diverse group of readers who are engaged in the community as consumers, visitors, business leaders, volunteers, residents and future residents of Tippecanoe County. This publication is for anyone that appreciates a good story that not only teaches something new, but offers insight and pride for the place we call home.

## CIRCULATION

Published four times per year (January/April/July/October, on or about the 20th of each month), with a print distribution of 4,000, and up to 10,000 online subscribers/views. Distribution channels will include online, mobile, various newsstands, and pass along venues including restaurants, businesses, organizations, community centers, hotel lobbies and healthcare facilities. Targeted outreach will also include Purdue University with a focus on Purdue student families and the Purdue Research Park, as well as tourism and workforce recruitment outlets throughout the state of Indiana and beyond.

## 2020 ADVERTISING RATES

### Full Page Full Color:

Annually: \$3250  
Three Issues: \$2500  
Two Issues: \$1700  
One Issue: \$895

### 1/2 Page (Vert. or Horiz.) Full Color:

Annually: \$2450  
Three Issues: \$1875  
Two Issues: \$1285  
One Issue: \$675

### 1/3 Page (Vert. or Horiz.) Full Color:

Annually: \$1700  
Three Issues: \$1300  
Two Issues: \$895  
One Issue: \$465

Ad design services are available upon request and require additional fee (\$100/hr).

## AD MATERIAL REQUIREMENTS

Ad materials should be submitted as electronic files. Preferred file format includes Acrobat PDF (6.0 or earlier), we will also accept InDesign CS5.5 or earlier. NO MICROSOFT programs please. All fonts (printer and screen) and graphic files must be included and/or embedded when sending a PDF. All photos must be 300 dpi minimum resolution. Half-tone screens are 150 line screen (133 min.). On two-page spreads, leave a one inch gutter for all live material.

Please email final artwork. Attach ONE self-extracting, stuffed, zipped or high-res PDF file and send to [klbishop76@icloud.com](mailto:klbishop76@icloud.com). No file sizes larger than 10MB.

<p>Full Page (WxH in inches)</p> <p>Trim: 8.375 x 10.875 Bleed: 8.625 x 11.125 Live: 7.875 x 10.375</p> <p>No Bleed Ad: 7.125 x 9.625</p>	<p>Half Page (Vertical)</p> <p>3.56 x 9.625</p>	<p>Half Page (Horizontal)</p> <p>7.125 x 4.75</p>	<p>1/3 Page (Vertical)</p> <p>2.2 x 9.625</p>	<p>1/3 Page (Horizontal)</p> <p>7.125 x 3.25</p>
---	---	---	---	--

Greater Lafayette Magazine is a publication of Greater Lafayette Commerce.  
337 Columbia St., Lafayette, IN 47901 | [greaterlafayettecommerce.com](http://greaterlafayettecommerce.com)  
For advertising contact Resa Hodnett (765) 412-0022 | [resa.hodnett@gmail.com](mailto:resa.hodnett@gmail.com)

