

Welcome to GREATER FORT WAYNE **Business Weekly**

**The source of business news in
Northeast Indiana and Northwest Ohio.**

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The Greater Fort Wayne Business Weekly is a
publication of KPC Media Group Inc.

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Quality Reach

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

The newspaper is distributed in three ways:

Subscribers pay \$39 a year or \$70 for two years to receive the newspaper in the mail.

Targeted companies in the 16-county region as well as **area millionaires** receive the paper on a rotating basis.

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

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

Distribution By Counties

Distribution Area

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



Results-Driven Advertising Programs!

Our **IMPACT** program offers advertisers who commit to run an ad 13 consecutive weeks our lowest rate (52X).

Our **IMPACT JR.** program offers advertisers a strong discount who commit to run just 2 ads a month for a 3 month period (26X rate).

Ad size	Open	4X	13X	IMPACT JR. Program 26X	IMPACT Program 52X
Full page	\$1,472	\$1,070	\$965	\$855	\$767
2/3 page	\$1,014	\$805	\$772	\$739	\$667
Island	\$938	\$744	\$689	\$639	\$563
1/2 page	\$855	\$684	\$595	\$546	\$458
1/4 page	\$512	\$408	\$370	\$287	\$254
1/8 page	\$254	\$204	\$182	\$160	\$144
Banner	\$623	\$502	\$436	\$402	\$336

Spot Color: \$79

4-Color: \$158

Back Covers: 20% premium

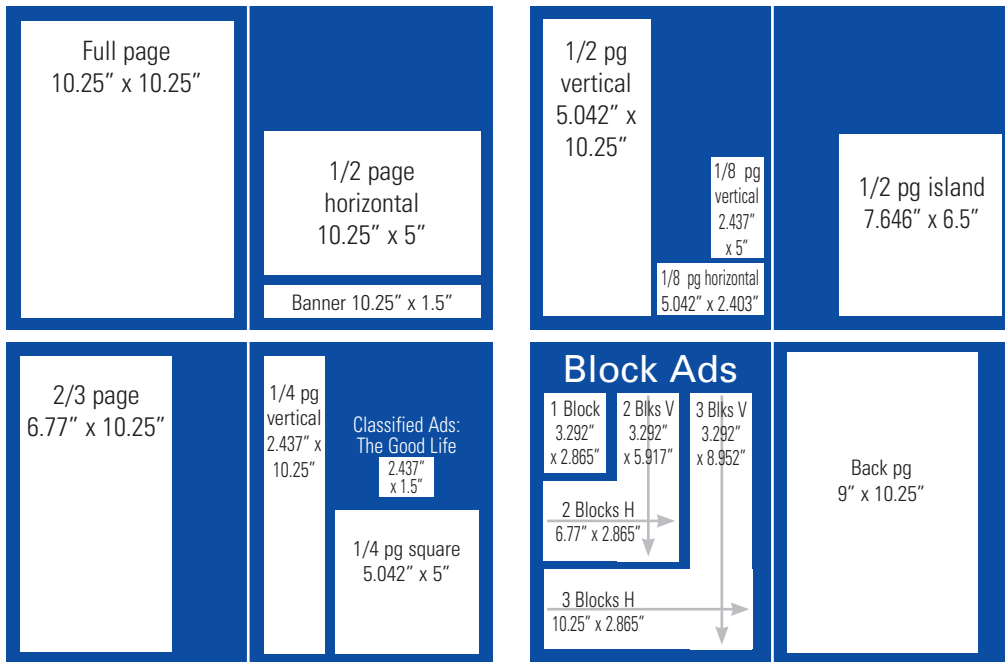
Inside Covers: 10% premium

All rates are net.

Block Ads: \$105 - Commercial Real Estate • Luxury Homes • Career Opportunities

Classified Ads: "The Good Life"
B&W \$79 - Color \$105

Put your ad online on fwbusiness.com
w/link to your site • \$40 - 4 weeks



Wealth Management Building Breakfast

March 6, 2009

Breakfast Date and Location: 2-19-09, Coliseum-Red Room

Sponsorship Investment \$1,200

- 8 tickets at breakfast
- Recognition in all marketing materials/direct mail materials and our website.
- A 4-color full page ad on March 6 in the focus section recapping the Business Weekly event.
- Table at the event to display your materials

Commercial Real Estate Building Breakfast

May 8, 2009

Breakfast Date and Location: 4-23-09, Botanical Conservatory-Orchid Room

Sponsorship Investment \$1,200

- 8 tickets at breakfast
- Recognition in all marketing materials/direct mail materials and our website.
- A 4-color full page ad on May 8 in the focus section recapping the Business Weekly event.
- Table at the event to display your materials

Profiles in Business

August 28, 2009

This is a special advertorial publication for advertisers to profile their companies. The publication will be used as a reference of information about companies in this area and will have a shelf-life much like the Book of Lists.

Sponsorship \$2,500 (3 Maximum)

- Company logo on the cover of the publication
- Full page profile
- Framed copy of your full page from this publication

Business EXPO

May 15, 2009

Date and Location: 5-19-09, Grand Wayne Center

Sponsorship Investment \$5,000 (3 Maximum)

- Full page ad in Event program distributed in Business Weekly on May 2
- Prominent logo on printed materials
- Prominent logo on all event signage
- One booth, premier location
- Two lunch tickets
- Link to your Web Site

Sponsorship Investment \$1,000 (5 Maximum)

- Logo on all printed material
- One booth
- Link to your Website

Sponsorship opportunities are limited. See your sales representative for availability.

Small Business Survival Guide

July 31, 2009

Designed to help business owners master the diverse areas of finance, sales, hiring, real estate, technology, benefits and more.

Sponsorship \$1,200 (Maximum 3)

- Company logo on the cover
- 300 additional copies will be distributed to the Women's Bureau, Northeast Indiana Innovation Center and to the Business Development Council

Health Care Heroes

Sept. 18, 2009

Breakfast Date and Location: 9-18-09, The Landmark

This event and publication is to honor companies, individuals and organizations in categories of Community Achievement, Physicians, Advancements, Medical Professionals and Volunteers for their contributions to improving health care in Northeast Indiana and Northwestern Ohio.

Sponsorship \$2,500 (3 Maximum)

- Company logo on the cover of the publication
- 8 tickets at breakfast
- Recognition in all marketing materials/direct mail materials and our website
- A 4-color full page ad in the Health Care Heroes special publication
- Table at the event to display your materials

Table Sponsor \$1,200

- 8 tickets at breakfast
- Recognition in all marketing materials/direct mail materials and our website
- A 4-color full page ad in the Health Care Heroes special publication
- Table at the event to display your materials

2009 Innovation Awards

Nov. 6, 2009

Date and Location: 11-5-09, Grand Wayne Center

This special publication features the category winners of the Innovation Awards. It will be mailed with the Business Weekly the week of the Awards event and will be distributed at the event itself.

Presenting Sponsorship \$10,000 (Sold)

- Recognition in advertisements calling for entries, which will run in Business Weekly throughout June, July and early August.
- Recognition in advertisements for the Innovation Awards luncheon event, which will run in the Business Weekly in September and October.
- Ads in the Business Weekly leading up to the event to highlight their role in the competition.
- A company representative will participate in the judging of category winners in late August.
- A table for eight at the Innovation Awards luncheon in November.
- Sponsorship recognition on all signs at the event.
- Sponsorship recognition on the event program as well as a message from a company official inside the program.

Sponsorship opportunities are limited. See your sales representative for availability.

Innovation Awards (Continued)**Presenting Sponsorship \$10,000 (Sold)**

- Sponsorship recognition on the Web site for the event
- Sponsorship recognition on the cover of the Innovation Awards special publication.
- Recognition and top billing on a page in the publication thanking our sponsors.

Category-Exclusive Corporate Sponsorship \$3,000

- Sponsorship recognition in advertisements calling for entries, which will run in Business Weekly mid-June through mid-August
- Sponsorship recognition in advertisements for the Innovation Awards event, which will run in Business Weekly in late September and throughout October.
- A representative from your company will participate in the judging of category winners in mid-late August.
- A table for eight at the Innovation Awards luncheon on.
- Sponsorship recognition on all signs at the event.
- Sponsorship recognition on the event program.
- Sponsorship recognition on the web site for the event.
- A full-page ad in the Innovation Awards special publication, which will be distributed at the event and go out to Business Weekly's 24,000 readers with the Nov. 6 issue.
- Additional recognition on a page in the special publication thanking our sponsors.

Table Sponsorship \$1,200

- A table for eight at the Innovation Awards luncheon.
- Sponsorship recognition on signs at the event.
- Sponsorship recognition on the event program.
- A full-page color ad in the Innovation Awards special publication, which will be distributed at the event and go out to Business Weekly's 24,000 readers with the Nov. 6 issue.
- Additional recognition on a page in the special publication thanking our sponsors.

Book of Lists

Dec. 25, 2009

A very popular Who's who directory of top companies in our area.

Every weekly top list is bound in this book and used as a desk reference throughout the following year. The top lists include top companies ranked by size plus location with executive contact information.

Sponsorship \$2,500 (Maximum 3)

- Company logo on the cover
- Full page full color ad inside
- 1,000 additional copies for sale available to the public

Sponsorship opportunities are limited. See your sales representative for availability.

**SIGNATURE SIZE
SPECIAL PUBLICATIONS**

Meeting & Event Planner 2/27/09, Ad deadline 2/4/09
 Business Expo Guide 5/15/09, Ad deadline 4/22/09
 Celebrating Our Graduates* 6/19/09, Ad deadline 5/27/09
 Small Business Survival Guide 7/31/09, Ad deadline 7/8/09
 Innovation Awards 11/6/09, Ad deadline 10/10/09

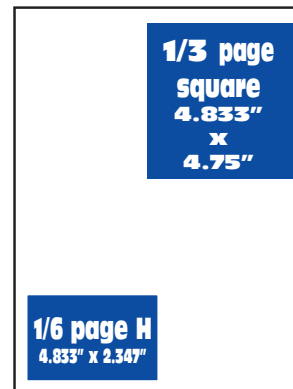
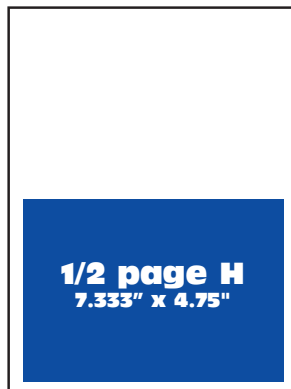
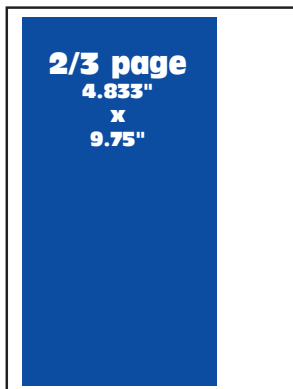
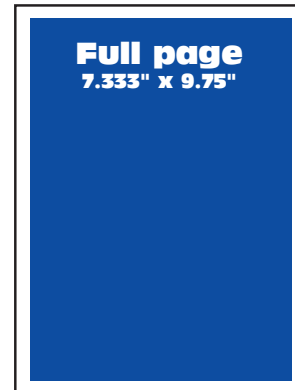
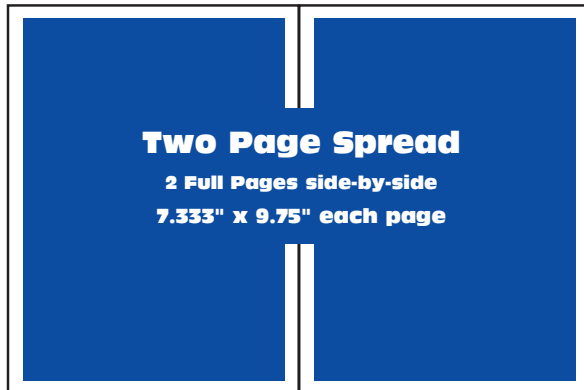
IMPACT JR. Program **IMPACT Program**

Ad size	Open	4X	13X	26X	52X
2-Page Spread	\$1,503	\$1,202	\$1,052	\$902	\$752
Full page	\$835	\$668	\$585	\$501	\$418
2/3 page	\$609	\$487	\$425	\$365	\$305
1/2 page	\$496	\$396	\$347	\$297	\$248
1/3 page	\$360	\$289	\$253	\$216	\$181
1/6 page	\$214	\$171	\$150	\$128	\$126

Spot Color: \$47

4-Color: \$95

*All rates are net. *Only Full Pages and 1/2 Pages Available*

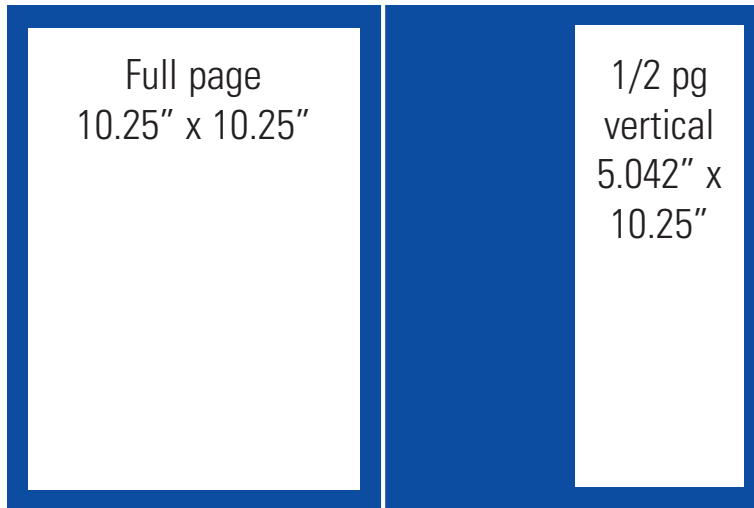


TABLOID SIZE SPECIAL PUBLICATION

2009 Profiles in Business 8/28/09, Ad deadline 7/31/09

Profile size	Open	4X	13X	IMPACT JR. Program 26X	IMPACT Program 52X
Full page	\$1472	\$1070	\$965	\$855	\$767
1/2 page	\$855	\$684	\$595	\$546	\$458
Back Cover ad	\$1924	\$1442	\$1316	\$1184	\$1078
Inside Cover ad	\$1777	\$1335	\$1220	\$1099	\$1002

4-Color: \$158 All rates are net.



Profile Samples:

Company category/Profiles in Business

Headline for business profile

Up to 650 Words

Company category/Profiles in Business

Headline for business profile

Up to 650 Words

Company category/Profiles in Business

Headline for business profile

Up to 400 Words

Company category/Profiles in Business

Headline for business profile

Up to 250 Words

*See your account executive for sponsorship and special position details

TABLOID SIZE SPECIAL PUBLICATION

2009 Health Care Heroes 9/18/09, Ad deadline 9/1/09

Ad size	Open	4X	13X	IMPACT JR.	IMPACT
				Program	Program
				26X	52X
Full page	\$1,472	\$1,070	\$965	\$855	\$767
2/3 page	\$1,014	\$805	\$772	\$739	\$667
Island	\$938	\$744	\$689	\$639	\$563
1/2 page	\$855	\$684	\$595	\$546	\$458
1/4 page	\$512	\$408	\$370	\$287	\$254
1/8 page	\$254	\$204	\$182	\$160	\$144

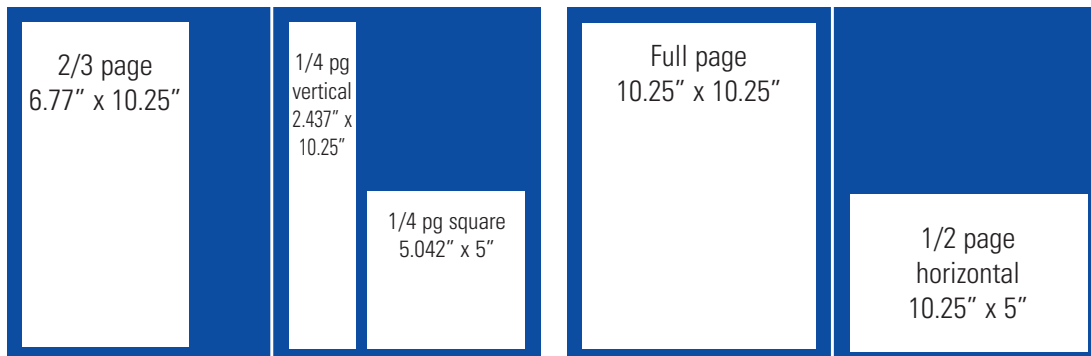
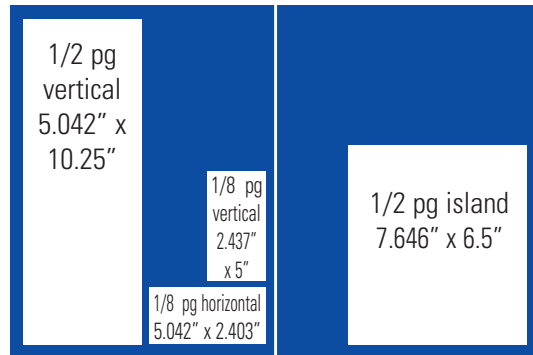
Spot Color: \$79

4-Color: \$158

Back Covers: 20% premium

Inside Covers: 10% premium

All rates are net.



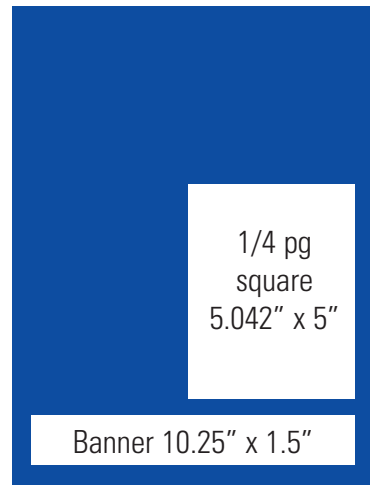
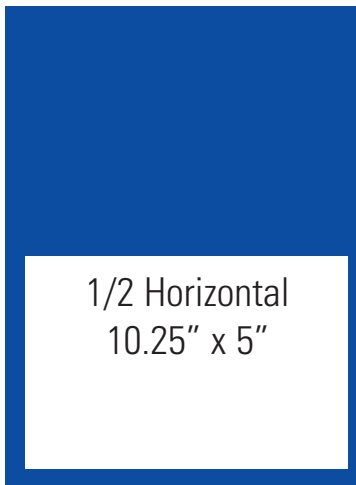
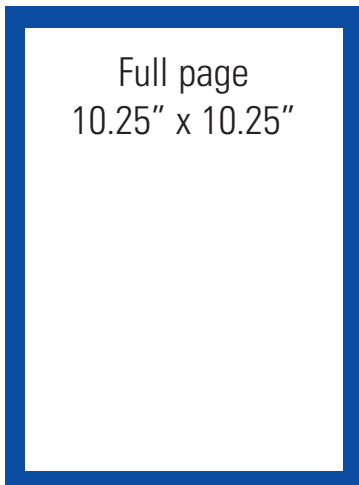
TABLOID SIZE SPECIAL PUBLICATION

2010 Book of Lists 12/25/09, Ad deadline 11/25/09

A very popular Who's who directory of top companies in our area. Every weekly top list is bound in this book and used as a desk reference throughout the following year. The top lists include top companies ranked by size plus location with executive contact information.

Ad size	Open	4X	13X	IMPACT JR.	IMPACT
				Program	Program
				26X	52X
Full page	\$1472	\$1070	\$965	\$855	\$767
1/2 page	\$855	\$684	\$595	\$546	\$458
1/4 page sq.	\$512	\$408	\$370	\$287	\$254
Banner	\$623	\$502	\$436	\$402	\$336
Back Cover	\$1924	\$1442	\$1316	\$1184	\$1078
Inside Cover	\$1777	\$1335	\$1220	\$1099	\$1002

Spot Color: \$79 4-Color: \$158 All rates are net.



*See your account executive for sponsorship and special position details

Weekly "Expert Advice"

Be the exclusive weekly "Expert" and reach over 24,000 readers in the Greater Fort Wayne Business Weekly and over 351,500 average monthly visitors online.

Package Includes:

- One 4 color "Expert Advice" article
- Plus Three 4 color ads, one each week following the "Expert Advice" article
- Plus Four weeks "Expert Advice" article online at www.fwbusiness.com and www.fwdailynews.com

Ad size	Pkg Price	Reg Price	Savings
1/2 page	\$2,464	\$4,052	Save 39%
1/4 page	\$1,648	\$2,680	Save 38%

All rates are net.

1/2 pg
vertical
5.042" x
10.25"
Up to 650
Words

1/4 pg
vertical
2.437" x
10.25"
Up to
300
Words

Expert Advice Samples:

PAID ADVERTISEMENT

EXPERT ADVICE

HEADER
TEXT GOES
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LOGO

CONTACT INFO:
COMPANY NAME
ADDRESS
PHONE

PAID ADVERTISEMENT

EXPERT ADVICE

HEADER TEXT
GOES HERE

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CONTACT INFO:
COMPANY NAME
ADDRESS
PHONE

GREATER FORT WAYNE
Business Weekly

826 Ewing St., Fort Wayne, IN 46802
260-426-2640 | www.fwbusiness.com

Revised 2/26/09 10:53 AM

**Affordable Frequency for your Market...
EACH WEEK!**

Our **Luxury Homes** section is targeted to BW's affluent readership. BW readers have a higher average household net worth than the general marketplace. Studies show one third of our readers plan to buy or sell real estate within the next two years -- providing you an audience who looks to the Business Weekly for quality, luxury homes.

Career Opportunities reaches the qualified candidates for the top-level positions you need to fill. In today's competitive marketplace, finding the right people for the right job is critical. Reach them in the Business Weekly.

By placing your listing in the **Internet Directory**, you receive repeat exposure both in the Business Weekly and on the Internet at www.fwbusiness.com. All for one low investment. The listing includes your company name, address, phone number, Web site URL and email address.

Ad rates for these sections are:
All rates are net.

Luxury Homes

Career Opportunities

Internet Directory



\$105 / week

\$75 / week

\$30 / week

Deadlines

Greater Fort Wayne Business Weekly: Space and camera-ready copy deadline is 4:00 P.M., Friday 7 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.

Pre-printed Insert Deadline

Reservation: 14 days prior to publication date.

Approval: 3 samples of the insert must be delivered to your account rep 14 days prior to publication date for content and postal approval.

Delivery: 7 days prior to publication date

Shipping Instructions

Deliver Inserts to:

KPC Media Group Inc.
Attn: Distribution
102 North Main Street
Kendallville, IN 46755

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.
- Do not use Pantone colors.
- Black plus one color ads need to be created in CMYK blend.
- Web-Only Graphics - RGB Jpeg (resolution 72 dpi).

PROGRAMS ACCEPTED:

- InDesign CS (3.0.1), Illustrator CS, Photoshop CS & QuarkXpress 4.11
- 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.
- Zip Disks (100MB), 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 3MB.
- Please do not send images or ads embedded in a WORD document.
- Please email ads to ftwayne@kpcnews.net and copy your account executive

FTP SITE:

- Files larger than 3MB can be placed on our FTP site. Email the graphics department at ftwayne@kpcnews.net for more information.

ELECTRONIC DELIVERY SERVICE:

- AdSEND: Our ID code is "INKEN" for customers to set up for AdSEND.
- Only PDF files will be accepted via this ad delivery service.

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.

Spot Color Choices

ORANGE
#5 (40M/100Y)



CERISE
#24 (100M/5C)



CYAN
#35 (100C)



SADDLE BROWN
#83 (10C/50M/100Y)



TRUE RED
#14 (100M/60Y)



GRAPE
#26 (100M/40C)



AQUA
#47 (100C/20Y)



CHOC. BROWN
#90 (100M/100Y/60K)



MAGENTA
(100M)



ROYAL BLUE
#33 (100C/100M)



BRIGHT GREEN
#50 (100C/100Y)



CYAN (100C)



MAGENTA (100M)



YELLOW (100Y)



REGAL BLUE
#34 (100C/30M)



SEA GREEN
#56 (70C/50Y)

