

DIGITAL SPECS

DIGITAL AD SPECS

DISPLAY AD REQUIREMENTS

- JPG and PNG ads should be built at 2x the dimensions and include a 2 px border.
- 3rd party ads and GIF ads should be built at actual size and include 1 px border
- 72 DPI
- Maximum file size 100k
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.

DIGITAL AD SIZES (WEBSITE & NEWSLETTERS)

Medium Rectangle	300 x 250 (build size: 600 x 500 px)
Half Page*	300 x 600 (build size: 600 x 1200 px)
Leaderboard*	728 x 90 (build size: 1456 x 180 px)
Billboard	970 x 250 (build size: 1940 x 500 px)

*600 x 200 required for responsive (build size: 1200 x 400 px)

NATIVE AD REQUIREMENTS

- JPG Photo or PNG logo
- 200 x 150 pixel minimum
- 72 DPI
- Transparent background for logo
- Headline less than 52 characters
- Caption less than 140 characters
- Provide URL when submitting information

SPONSORED CONTENT

Bussey Bank commits to growing in Indiana

“Everybody at Bussey is willing to put in the time and effort to ensure we’re providing service excellence to our clients.”

Max Stutman, Bussey Bank’s Vice President and Commercial Relationship Manager Team Lead

Sponsored by Bussey Bank

[Learn more](#)

PREMIUM ENGAGEMENT REQUIREMENTS

- 300 x 250 JPG Photo or logo graphic
- 72 DPI
- Transparent background for logo
- Headline less than 100 characters
- Provide URLs when submitting information
- Additional formats available, see rep for options
- Copy length dependent on format chosen

INSIDE INDIANA BUSINESS
WITH GERRY DICK

CONNECT WITH US
f t i o y l n s

HOME NEWS VIDEOS GERRY DICK SUBSCRIBE ON-AIR CONTACT

Leaderboard
728 x 90

Medium Rectangle
300 x 250

STEM HEADLINES
Sponsored by Rick Hutton

- Finvi Acquires Massachusetts Company
- Vincennes University Grows Cobot Lab Program
- Tech Company Secures \$48M Series C Funding

Sponsorship Opportunity

PERSPECTIVES

Community Banks are Actually Money Factories

If you're like most people, you think of your local bank as a place to safeguard what you've earned and borrow more when you need to. That's accurate, but the most important role banks play in your community is generating money...

Medium Rectangle
300 x 250

VIEW MORE

Premium Engagement Ad

Native Ad

Native Ad

© Inside This Week's IBJ: COVID-19 Laws, Legacy Project & More

© WonderRoad Music Festival Coming to Indy

PURDUE UNIVERSITY
IN INDIANAPOLIS

GROWING INDIANA'S WORKFORCE

Purdue University partners with non-profit and local businesses for client-based projects and internship programs.

The Vertically Integrated Projects (VIP) Program provides opportunities for undergraduate students to earn academic credit while tackling complex and extended projects. [More](#)

The Office of Professional Practice (OPP) serves as a vital link between the academic community and the professional world. Get Access top to talent, cost-effective hiring, and brand visibility. [More](#)

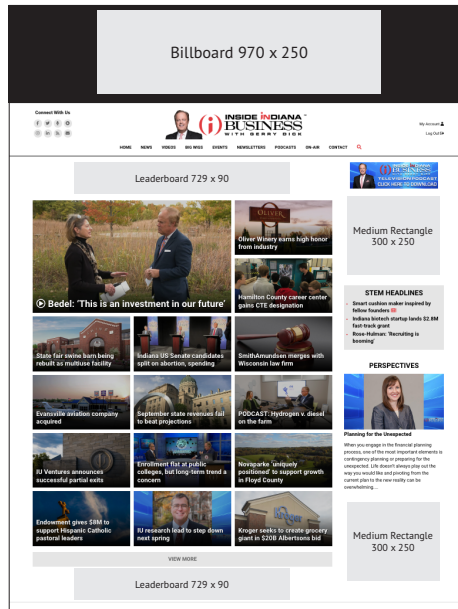
“It's all about one thing: economic growth. But we cannot do that alone.”
- Mung Chiang, President of Purdue University

Sponsored by Purdue University

[Become a Project Sponsor](#)

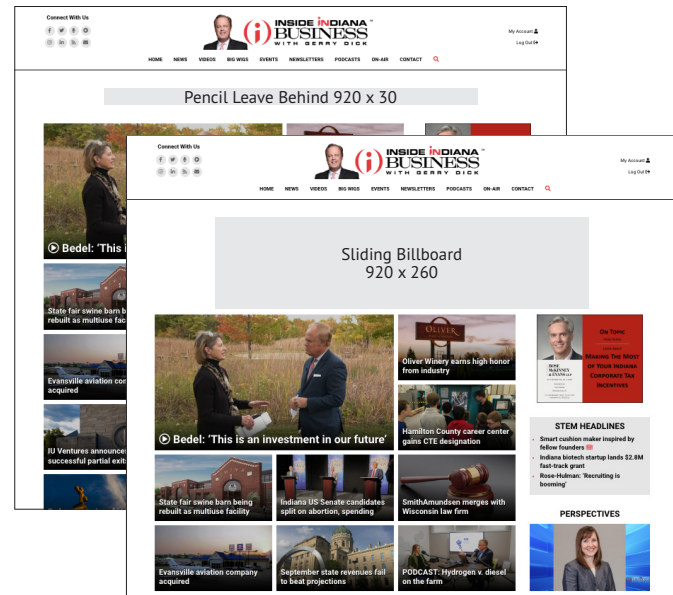
[Hire a Purdue Student](#)

HIGH-IMPACT DIGITAL SPECS



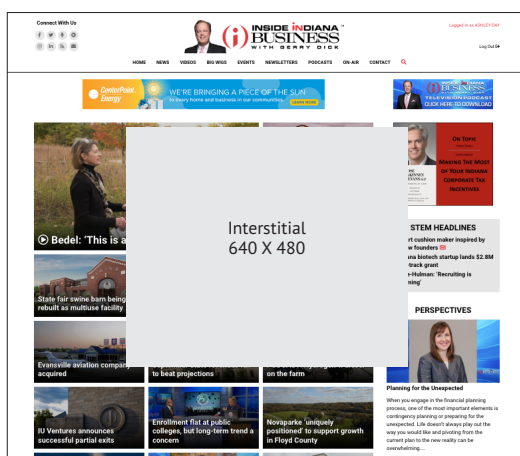
HOMEPAGE TAKEOVER

- Creative required:
 - 300 x 250 (build size: 600 x 500 px)
 - 300 x 600 (build size: 600 x 1200 px)
 - 728 x 90 (build size: 1456 x 180 px)
 - 970 x 250 (build size: 1940 x 500 px)
 - 600 x 200 (build size: 1200 x 400 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



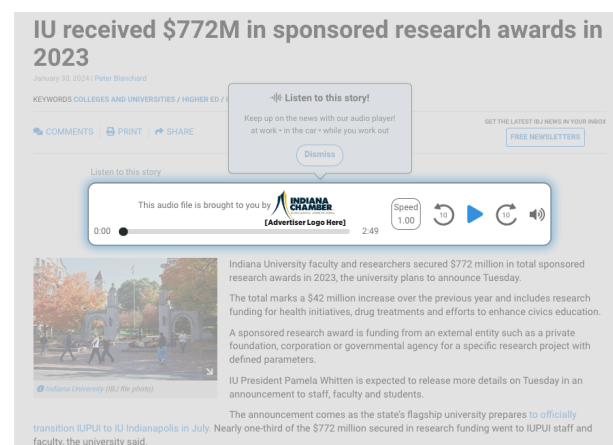
SLIDING BILLBOARD WITH PENCIL LEAVE-BEHIND

- Premium placement at the top of the home page under the navigation bar
- Creative required: 920 x 260, 920 x 30 (build sizes: 1940 x 520 px, 1940 x 60 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



INTERSTITIAL

- Creative required: 640 x 480 (build size: 1280 x 960 px)
- JPG or PNG file
- Provide URL when submitting ad
- Digital ads are due 2 days prior to run date by 3 p.m.



TEXT-TO-SPEECH

- Client logo (JPG or PNG file)
 - Provide URL when submitting ad
 - Client message – 100 characters only
- Example: This Inside INdiana Business audio file is brought to you by Rally, The world's largest cross-sector innovation conference.



We encourage you to use our company and division brand names and logos in ads you are creating for our honoree supplements and special publications. Please follow the below guidelines when creating your ads.

- Contact your sales rep if you plan to use any of the IBI Media brand logos and the correct logo will be sent to you
- Use the correct brand name and use the brand name correctly – see examples
- Reference the brand properly in your copy – see examples
- Do not pull logos from the web
- Contact your Account Executive if you have any questions regarding logo or copy use

Failure to follow these guidelines may result in rejection of the creative or editing by IBI Media production staff at a cost to you.

*Failure to follow these guidelines may result in rejection of the creative or editing by IBI production staff at a cost to you.

ACCEPTABLE USE OF LOGO IN ADS:



Logo must be all white when on a dark or colored background

UNACCEPTABLE USE OF LOGO IN ADS:

