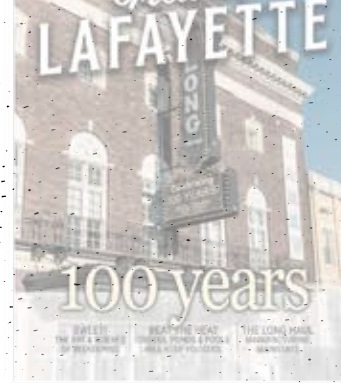
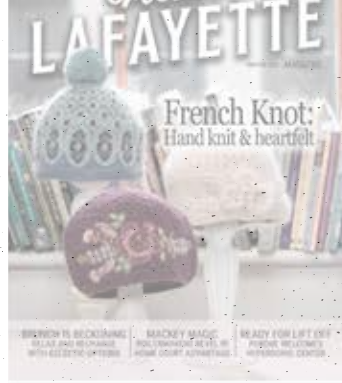


Greater  
**LAFAYETTE**  
COMMERCE



2024 ADVERTISING GUIDE

Greater LAFAYETTE

# Greater LAFAYETTE

FALL 2023 MAGAZINE

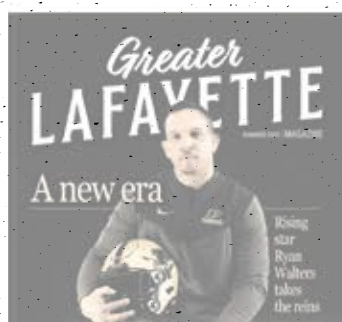
## 100 years United

POWERING INNOVATION  
SMALL MANUFACTURERS  
BOAST BIG RESULTS

MAKING CONNECTIONS  
TRAIL SYSTEM UPGRADES  
PROMISE NEW ADVENTURES

NEED A PAGE TURNER?  
LOCAL BOOKSELLERS, AUTHORS  
SHARE FAVORITE READS

BEHIND THE SCENES: WILLIAMS CENTER'S SPORTS JAWY & EYE  
110 YEARS & COUNTING: WILLIAMS CENTER'S SPORTS JAWY & EYE  
ROCKY HORROR: WILLIAMS CENTER'S SPORTS JAWY & EYE  
TOP TENDER #2: WILLIAMS CENTER'S SPORTS JAWY & EYE  
A NATURAL 10: WILLIAMS CENTER'S SPORTS JAWY & EYE  
NO ALCOHOL: WILLIAMS CENTER'S SPORTS JAWY & EYE





# WHAT WE'RE ALL ABOUT

*We were founded to connect people and resources in ways others could not. To deliver in ways that created opportunities. While the needs of the region grow more complex every day, our commitment to Greater Lafayette remains constant. Even after decades of driving economic success in the region, we are just getting started. And of course, our people, members and investors will keep us moving forward.*

Greater Lafayette Commerce is the region's leading economic development organization and chamber of commerce, principally serving the cities of Lafayette, West Lafayette and Tippecanoe County in Indiana. We are committed to improving the region's economic future and quality of life.

*Being part of Greater Lafayette Commerce means being part of something bigger* – a network of businesses and organizations looking to make a difference in Greater Lafayette, connect with each other, gain resources and share knowledge.

## OUR *Mission*

To advance economic and community prosperity for a superior quality of life.

## OUR *Vision*

Greater Lafayette is a vibrant community, where people, industry and businesses come to thrive and be greater.

## OUR *Goals*

Greater Lafayette is a vibrant hub of progress that sustains the legacy of collaboration, growth and success for the region.



# ADVERTISING

# 2,391

NEWSLETTER RECIPIENTS

(the number of active member business reps in our system at the start of 2024)

# 1,092

MEMBER BUSINESSES

EAT MORE PIZZA

RESTAURANT

CityBus

Best corner office in town.

citybus.com/jobs

TRIFECTA WATCHES

Located at 1037 Columbia St., Lafayette, LA 70501

www.trifectawatches.com

(713) 588-1343

Avalon Bluff Phase III

Burrington Lakes Phase II

TEMPEST HOMES

Contact Sales Representative Haley Tarter 765.430.6284 haley@tempesthomes.com

Homes start at the \$230's

Homes start at the \$250's

You help us. We help you. We make it happen.

HIPMONT

BETTER EVERY DAY

Successful outcomes. It's our passion.

**THE FOLLOWING OPPORTUNITIES ARE AVAILABLE:**

- Greater Lafayette Magazine
- eNewsletter
- Business Intelligence Report

Advertising with Greater Lafayette Commerce provides a great opportunity to cost efficiently build a sustained presence with the membership. There are advertising opportunities to fit any budget. Contact Shelby White or the designated member consultant for details.

**SHELBY WHITE**  
CONTENT MARKETING SPECIALIST  
**765.742.4044**  
SWHITE@GREATERLAFAYETTECOMMERCE.COM

ETHICAL COMPASS

You see the potential. We see your future.

SUPERIOR HEARING

Hearing loss is more prevalent than you might think, and can affect communication. Our providers are specially trained to understand, support, and treat hearing loss with cutting-edge technology to keep you and your loved ones hearing clearly.

Lafayette Hearing Center  
Audiology & Hearing Aids

765.588.5554

ivy Career Link

ivy Career Link serves our community by partnering with key economic sectors to deliver demand-driven, student-centric, real world results.

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 5,000 (includes 800+ GLC Members), 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.

## 2024 ADVERTISING RATES

### Full Page Full Color:

Annually: \$3575  
 Three Issues: \$2750  
 Two Issues: \$1875  
 One Issue: \$975

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

Annually: \$2695  
 Three Issues: \$2075  
 Two Issues: \$1415  
 One Issue: \$745

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

Annually: \$1870  
 Three Issues: \$1430  
 Two Issues: \$985  
 One Issue: \$515

Ad design services are available upon request and require an 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.

<b>Full Page (WxH in inches)</b> Trim: 8.375 x 10.875 Bleed: 8.625 x 11.125 Live: 7.875 x 10.375  No Bleed Ad: 7.125 x 9.625	<b>Half Page (Vertical)</b> 3.56 x 9.625	<b>Half Page (Horizontal)</b> 7.125 x 4.75	<b>1/3 Page (Vertical)</b> 2.2 x 9.625	<b>1/3 Page (Horizontal)</b> 7.125 x 3.25
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Greater Lafayette Magazine is a publication of Greater Lafayette Commerce.  
 337 Columbia St., Lafayette, IN 47901 | [greaterlafayettecommerce.com](http://greaterlafayettecommerce.com)  
 For advertising contact Amy Sundell: (765)742-4044 | [amy.sundell@greaterlafayettecommerce.com](mailto:amy.sundell@greaterlafayettecommerce.com)



# THE BLUEPRINT



## eNewsletter

Advertising opportunities in the bi-monthly publication come in a variety of formats, from quarter page to full banner, with hyperlink functionality to allow for ample opportunities for individual click-through to your site or promotion.

### 2024 PUBLICATION DATES

January 9 & 23 • February 6 & 20  
 March 5 & 19 • April 9 & 23  
 May 7 & 21 • June 4 & 18  
 July 9 & 23 • August 6 & 20  
 September 10 & 24 • October 8 & 22  
 November 5 & 19 • December 10

AD FORMAT	PLACEMENT	SIZE	RATE	ANNUAL RATE	TERMS
Premium Ad	Next to Table of Contents	336 x 468 px	\$100/month	\$1,000	Only one per issue. One month minimum (2 publications)
Half Page Ad	Discretionary	684 x 468 px	\$50/issue	\$1,000	Max of two per issue; first come, first served, inclusion and positioning
Quarter Page Ad	Discretionary	336 x 468 px	\$25/issue	\$500	Max of four per issue; first come, first served, inclusion and positioning
Full Banner	Middle or Bottom Position	468 x 90 px	\$25/issue	\$500	Max of one per issue; first come, first served, inclusion and positioning
Announcement	In Member News Section	Text Only	\$25/issue	NA	Unlimited; text only, 150 character limit. Provide a link to your add'l info

### ACCEPTABLE FORMATS: Camera-ready; .jpg

### DEADLINES:

- Space must be reserved; please email [swhite@greaterlafayettecommerce.com](mailto:swhite@greaterlafayettecommerce.com)
- Submit camera-ready artwork by the Thursday proceeding the Tuesday of publish
- All ads must be prepaid or they will not run

# THE BLUEPRINT



## BUSINESS *Intelligence* REPORT

Feature your business in Greater Lafayette Commerce's Business Intelligence Report. The monthly e-publication keeps our membership well-informed with the best news, trends, tips and strategies.

### PREMIUM EXCLUSIVE SPONSORSHIP

**Full Year (11 months) = \$2970 (10% discount)**

(1) Space Available

### ACCEPTABLE FORMATS:

**Camera-ready; .jpg**

### SPECIFICATIONS:

**300 x 250 px**

Banner file size should ideally not exceed 35 KB

### DEADLINES:

- Space must be reserved; please email [swhite@greaterlafayettecommerce.com](mailto:swhite@greaterlafayettecommerce.com)
- Submit camera-ready artwork along with your landing page url by the 25th of each month
- The premium exclusive sponsorship must be prepaid for the ad(s) to run