



2018 MEDIA GUIDE



CELEBRATING ITS 7TH YEAR OF DELIVERING THE ULTIMATE
SHOWCASE MAGAZINE TO IOWA'S MOST INFLUENTIAL



Why ia?

To be included with other business leaders committed to Iowa

- | | | |
|---|---|---------------------------------|
| 5 TALENTS FINANCIAL MANAGEMENT GROUP | FARMERS MUTUAL HAIL FAULCONER GALLERY | PROJECTS CONTEMPORARY FURNITURE |
| ALGONA AREA ECONOMIC DEVELOPMENT (AAEDC) | GREATER DES MOINES CONVENTION & VISITORS BUREAU | RDG PLANNING & DESIGN |
| BALLET DES MOINES | GRINNELL COLLEGE | RELISH |
| BANKERS TRUST COMPANY | GRINNELL MUTUAL REINSURANCE COMPANY | RENEWABLE ENERGY GROUP |
| BRIAR CLIFF UNIVERSITY | GRINNELL REGIONAL MEDICAL CENTER | SAHAR'S |
| BROWNELLS | HY-VEE | SHERATON |
| CITY OF DES MOINES | IOWA AREA DEVELOPMENT GROUP | SIMONSON & ASSOCIATES |
| CITY OF GRINNELL / GRINNELL CHAMBER | IOWA CLINIC | WELLS FARGO BANK |
| COGNIZANT TECHNOLOGY SOLUTIONS | IOWA COMMUNITY FOUNDATIONS | WINDSOR WINDOWS |
| COMMUNITY FOUNDATION OF GREATER DSM | IOWA ECONOMIC DEVELOPMENT AUTHORITY | |
| CORNELL COLLEGE | IOWA LOTTERY | |
| DAVIS BROWN LAW FIRM | JLL (JONES LANG LASALLE) | |
| DELTA DENTAL | JOHN DEERE | |
| DES MOINES ART CENTER | KEEP IOWA BEAUTIFUL | |
| DES MOINES INTERNATIONAL AIRPORT | LINCOLN SAVINGS BANK | |
| DES MOINES METRO OPERA | MERCHANTS BONDING COMPANY | |
| DES MOINES UNIVERSITY | MIDAMERICAN ENERGY | |
| DICKINSON LAW | OKOBOJI TOURISM / CITY OF OKOBOJI | |
| DUNES EYE CONSULTANTS | PELLA CONVENTION & VISITORS BUREAU | |
| EAST POLK INNOVATION COLLABORATIVE (EPIC) | PIGOTT | |
| EASTERN IOWA AIRPORT | PIONEER BOOK SHOP | |
| | PRAIRIE MEADOWS RACETRACK & CASINO | |
| | PRINCIPAL FINANCIAL GROUP | |

ON THE COVER
Photographer: Karla Conrad

THIS PAGE
Photographer: Duane Tinkey

THANK YOU TO OUR 2017-2018 SUPPORTERS!



Bart Vargas
"Gateway"
Latex paint on recycled wood
37x25 inches

Why Include ia Magazine in Your Marketing Strategy?

Business Publications partners with the **Iowa Economic Development Authority (IEDA)** to annually create *ia* magazine, with a goal of positively changing misperceptions of our state. In addition to the targeted mailing list in Iowa, the IEDA uses *ia* magazine as an economic development tool nationally and worldwide.

IF WE ARE TO POSITIVELY CHANGE THE MISPERCEPTIONS ABOUT IOWA, WE KNOW IT TAKES STRONG CORPORATE MESSAGING TO AMPLIFY THE IOWA STORY TOLD IN IA MAGAZINE AND BY THE TEAM AT THE IOWA ECONOMIC DEVELOPMENT AUTHORITY.

Collectively through public-private opportunities like this, we can more effectively share our stories to change outdated pictures of Iowa and raise our state's profile nationally and globally.

Strong corporate messaging amplifies the visually stunning brag book and demonstrates Iowa's civic and corporate pride. In other words, this is beyond an ad buy. Your presence and messaging in *ia* magazine is important to our collective effort and affords your company with a smart opportunity to meet your marketing objectives and execute your own corporate responsibility strategy.

Join other Iowa businesses who have been committed to *ia* magazine and raising our state's profile. **We cannot produce such a stunning showcase publication for Iowa without your support!**

Unique Reach Only ia Magazine Offers

18,000 copies distributed statewide, through targeted mailings to a highly-qualified audience. One ad buy reaches your most valuable targets.

OUR DISTRIBUTION STRATEGY INCLUDES:

Iowa Economic Development Authority

- **1,000 copies** distributed nationally and worldwide to important new companies and people. Reach key prospects before they move here.

Greater Des Moines Influentials

- **7,000 copies** distributed to central Iowa's most qualified consumers, including affluent newcomers, and households with incomes above \$150,000 and home values of \$300,000+.
- **800 copies** are distributed to the audience at the unveiling event and used for direct sales and marketing.

Statewide Business Leaders

8,200 copies distributed to a qualified list of business influencers including:

- C-Level Executives, Presidents and Owners from Iowa's Metro Businesses – **4,000**
- Bank Presidents, Top Lawyers and Architects – **3,400**
- Chamber of Commerce Executives and Economic Development Leaders – **90**
- State Legislators – **130**
- Arts & Culture Directors and Boards – **95**
- State University and Private College's Presidents and Boards – **475**

Bonus – Targeted Distribution

- Up to **2,000 copies** distributed to a select advertiser's audience, please provide your list for consideration.

Chapter Sponsorships:

AROUND IOWA

Intriguing Discoveries
Every issue of *ia* magazine reveals sparkling facets of this gem we call Iowa.

ARTS & CULTURE

Elevating our Culture
Be inspired by the beauty and creative passion of artists and other visionaries.

DESTINATIONS

Exploring our State
Road trips rarely go unrewarded. Come along as we travel afield.

HOME & GARDEN

Enhancing our Space
Houses and gardens are sources of comfort and creative expression, as these stories show.

INNOVATIONS & AGRIBUSINESS

Advancing Agriculture & Business
Today's farming is more technology than fieldwork. A new age is dawning in Iowa towns as well.



Photographer: Duane Tinkey

2018-2019 Publication Date
OCTOBER 2018

Advertising Deadline
JUNE 18, 2018 (AD BUILD)
JUNE 25, 2018 (CAMERA READY)

Dimensions

PUBLICATION TRIM SIZE: 9 x 10.875"

AD SIZES:

4-PG GATEFOLD

Inside and outside of gate flap - trim: 8.125 x 10.875"
Inside and outside of binded page - trim: 8.75 x 10.875"
Total document width and height - trim: 16.875 x 10.875"

2-PG SPREAD BLEED

Trim: 18 x 10.875" - add .125" for bleed (18.25 x 11.125")
Keep live matter .5" inside the trim size

FULL PAGE BLEED

Trim: 9 x 10.875" - add .125" for bleed (9.25 x 11.125")
Keep live matter .5" inside the trim size

FULL PAGE NON-BLEED 8.125 x 10.375"

1/2 PAGE VERTICAL 4 x 10.125"

1/2 PAGE HORIZONTAL 8.125 x 5"

1/4 PAGE SQUARE 4 x 5"

Camera-Ready and Electronic Requirements

Camera-ready ads must be made to exact size of space reserved. The camera ready discount will be reversed after more than two files are submitted incorrectly. Ads need to be exported as a high resolution (300 dpi) PDFs in CMYK using the PDF/X-1a:2001 preset. All photos (raster images) used in your ad must be CMYK and 300 dpi placed at 100% or less in the original document you're exporting from. All logos within your original document must be vector art. Full page ads with bleed must have .125" of bleed and crop marks. **Live matter requirements:** All Bleed ads - KEEP live matter a minimum of 1/4" inside the trim edges at top, bottom and 1/2" from both sides. If any of these requirements are not met, BPC has the right to charge for an ad build. Any questions regarding electronic requirements for emailed ads should be directed to your BPC representative at 515.288.3338. High-resolution PDF files should be emailed to magazineads@bpcdm.com and copied to your BPC representative. For files exceeding 10 MB please use our dropbox.

Upload Large Files to Our hightail.com Dropbox
www.hightail.com/u/BusinessPublications

A 15 percent discount applies for camera-ready ads.

* Gatefold pricing is net
* Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

BPC Magazines Camera Ready Ad Checklist:

- Resolution: 300 dpi
- Size: refer to rate card
- Color: CMYK (do not include color profiles)
- For full page bleed ads: Make sure bleed is .125" and your ad meets the live area requirements: .5" inside trim for dsm/.25" for all other publications

Anytime BPC receives an advertisement that is not sent in according to our specifications the client will be notified as to why it is not a printable document. In regards to color space and files that come in that are RGB and/or have a color profile attached to it BPC will convert those files to CMYK and/or strip the embedded color profile from the document. The client will be notified and asked to approve the revised ad. BPC will not guarantee the results of any color shifting that may occur.

2018 Rates

AD SIZE	15% DISCOUNT	
	OPEN RATE	CAMERA READY & NON-PROFIT
Chapter Gatefold (limited)	\$13,900*	\$13,900
Spread	\$8,050	\$6,842.50
Back Cover - SOLD	\$6,125	\$5,206.25
Premium	\$5,950	\$5,057.50
Full Page	\$4,450	\$3,782.50
Half Page	\$2,885	\$2,452.25
Quarter Page	\$1,690	\$1,436.50



Special Custom Content Opportunities

MADE IN IOWA

Full page - \$4,450, 1/2 page - \$2,885, 1/4 page - \$1,690

MILESTONES

2-page spread - \$8,050, Full page - \$4,450

LEADERS IN IOWA IN BUSINESS

2-page spread - \$8,050, Full page - \$4,450

iapublication.com

ONLINE IA PUBLICATION SPONSORSHIP – \$10,000

Includes 15 second video pre-roll before online publication can be opened for annual period plus one page in the print version of ia

EDITORIAL VIDEO SPONSORSHIPS – \$3,300

Includes 15 second video pre-roll before video extras on the ia website for annual period

SKYSCRAPER AD (160x600 pixels) – \$3,000

PREMIUM RECTANGLE AD (300x250 pixels) – \$2,500

BANNER AD (468x60 pixels) – \$2,000

ia Unveiling Sponsorship

HOSTING SPONSORSHIP – \$10,000

SUPPORTING SPONSORSHIP – \$3,500

“Congratulations on yet another impactful ia magazine. I read it cover to cover – your writers and photographers captured both the beauty and the heart of Iowa. Thank you from a very proud Iowan!”

DEBI DURHAM

DIRECTOR, IOWA ECONOMIC DEVELOPMENT AUTHORITY

“It was a great pleasure working with Rebecca Zoet and the staff at Kaleidoscope to produce a magazine we are all so very proud of. A job well done, is an understatement.

The Algona booklet, that was inside the ia magazine publication, extols the high standards that were promised to us and is a reflection upon the staff you employ.

Thank you ia magazine for delivering a quality magazine for our community. The amount of detail that was incorporated combined with the local business advertisements are a wonderful picture of Algona and the opportunities that our community has for everyone.”

ANGELIQUE BERRY

COMMUNITY DEVELOPMENT DIRECTOR, CITY OF ALGONA



ACCOUNT EXECUTIVE
JORDAN CROFT
515.288.0927
jordancroft@bpcdm.com
7 YEARS' MARKETING EXPERIENCE

SENIOR ACCOUNT EXECUTIVE
YOLANDA CHRYSAL
515.288.3315
yolandachrysal@bpcdm.com
15 YEARS' MARKETING EXPERIENCE

SENIOR ACCOUNT EXECUTIVE
REBECCA ZOET
515.288.3307
rebeccazoet@bpcdm.com
18 YEARS' MARKETING EXPERIENCE



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