Mission:

Indianapolis Monthly is the city’s most authoritative and respected general-interest magazine, providing more than 306,000 loyal monthly readers with compelling stories and smart, lively service pieces. The award-winning magazine not only reflects the interests of Indianapolis, but also sparks conversation with its coverage of politics, sports, crime, lifestyle, entertainment, restaurants, culture, business, and the big personalities that make the Circle City go ‘round. IM strives for editorial excellence in every facet of its storytelling, from the whip-smart departments to the bold photography and design, and aims to surprise, delight, and inform.
**PRIMARY READER PROFILE**

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Segment</th>
<th>Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE HOUSEHOLD INCOME</td>
<td>$189,966*</td>
</tr>
<tr>
<td>NET WORTH</td>
<td>$1,160,000</td>
</tr>
<tr>
<td>AVERAGE INVESTMENT</td>
<td>$852,000</td>
</tr>
<tr>
<td>PORTFOLIO</td>
<td></td>
</tr>
<tr>
<td>AVERAGE HOME VALUE</td>
<td>$334,000</td>
</tr>
<tr>
<td>AVERAGE SUBSCRIBER AGE</td>
<td>54 years old*</td>
</tr>
<tr>
<td>GENDER*</td>
<td>65% FEMALE 35% MALE</td>
</tr>
<tr>
<td>MARITAL STATUS</td>
<td>28% SINGLE 72% MARRIED</td>
</tr>
<tr>
<td>GRADUATED/ATTENDED</td>
<td>91% COLLEGE*</td>
</tr>
<tr>
<td>POSTGRADUATE DEGREE*</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Based on the latest available data from Ipsos Mendelsohn基金会, June 2018**

### READERSHIP

- Magazines engage people like no other medium. This relationship enhances the credibility of the advertising environment, causing consumers to take action.

  - **2.3** AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD
  - **60 MINUTES** AVERAGE TIME SPENT READING EACH ISSUE

**DID YOU KNOW?**

- Magazines show the **HIGHEST** Return on Advertising Spending (ROAS), with an average return of $3.94 for every dollar spent on advertising.**

Indianapolis Monthly is the MUST-READ for sophisticated and aspirational consumers, and a MUST-BUY for the advertisers who want to reach this market in Indianapolis.

The following profile is based on the latest data by Ipsos Mendelsohn, one of the country’s top qualitative-research companies.

**SUBSCRIBERS IN ACTION**

94% OF SUBSCRIBERS TOOK ACTION AS A RESULT OF READING THE MAGAZINE IN THE LAST YEAR.

- 74% dined in a restaurant.
- 73% frequently purchase products or services from advertisements in the magazine.*
- 69% discussed something read in the magazine.
- 56% passed the magazine along to a friend.
- 48% shopped at a specific store.
- 41% recommended a restaurant, product, store, or service.
- 25% used dining and/or calendar listings to make reservations.
- 23% used travel information for vacations, weekend, or day trips.

**AT HOME**

- 96% own their principal residence.
- 35% own a second home with an average value of $365,000.
- 25% used home-remodeling services in the past year, spending an average of $5,299.

**LIFESTYLE**

- 82% find restaurant ads helpful when planning to dine out.
- 61% dined out 5+ times per month, 24% dined out 10+ times per month.

In the past year...
- The average subscriber spent $1,184 at fine-dining restaurants.
- 69% used the services of an area hospital.
- 61% attended concerts, arts/culture events, dance, ballet, and/or live theater.
- 51% purchased jewelry or fine writing instruments, spending an average $1,139.
- 41% paid K–12 tuition in the past year.
- 1.9 average vehicles purchased.

**ON THE JOB**

Of the employed Indianapolis Monthly subscribers...

- 69% are in professional or managerial positions.
- 21% are business owners or partners.
- 18% serve on a charitable board of directors.

**IN THE FUTURE**

In the next year...
- 91% plan to invest in dining and entertainment.
- 75% plan to invest in vacations and/or travel.
- 71% plan to buy furniture.
- 53% plan to join a health club or exercise class.
- 45% plan to buy lawn and garden supplies.
- 36% plan to invest in home improvement.
- 35% plan to buy jewelry.
- 33% plan to use a financial planner.
- 21% plan to invest in education/classes.

*Circulation Verification Council, June 2018
OUR BRAND

PRINT

DIGITAL

EVENTS

DATA DIRECT

CUSTOM PUBLISHING
THE MAGAZINE: LAYOUT

CIRCLE CITY

News, culture, politics, sports, arts, and entertainment

Sections:
Speed Read, Unspoken Rules, The Hoosierist, Encounter, Backtrack, The Ticket

GOOD LIFE

Shopping, trends, beauty, fitness, real estate, home, local artisans, and travel

Sections:
Wanted, Bodywise, Open Door, Realty Check, Shoptalk, My Look, Street Savvy, Style, Traveler, The Maker

THE DISH

Restaurants, reviews, dining news, personalities, and alcoholic beverages

Sections:
First Bite, Foodie, Taste Test, Review, What’s In That

COLUMNS

In-depth interviews, opinions, and civic-minded coverage

Columns:
Ask Me Anything, Back Home Again by Phil Gulley, The Beat, Work, Artifact

FEATURES

Authoritative reader service, riveting reporting and narratives, personality profiles, and photo essays

Past Features:
Top Doctors, Best Restaurants, Destination Hotels, Best of Indy, Home of the Month

RESTAURANT GUIDE

Restaurant listings throughout the heart of Indiana
The Magazine: Awards

2017 “Best in Indiana” Journalism Awards

From the Indiana Society of Professional Journalists

Criminal Justice Reporting
3rd Place—Adam Wren
“The Confessions of Cleveland Bynum”

Features Writing
2nd Place—Jeff Vrabel
“The Wurlitzer’s Last Waltz”

Personality Profile
1st Place—Evan West
“Dan Wakefield Needs a Ride”

Arts & Entertainment Reporting
1st Place—Jeff Vrabel
“Nailed It”

Design (Other Than Cover)
1st Place—Jake Ziolkowski
“It’s a Mab, Mab, Mab, Mab World”

Graphic and Illustration
3rd Place—David Plunkert
“No Dumb Luck”

City and Regional Magazine Association Awards

2016—Best Magazine Section
First Place—Circle City

2015—Ancillary: General Interest
First Place—The Ticket

2014—General Excellence II
First Place
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>EDITORIAL</th>
<th>ONLINE</th>
<th>ADVERTISING</th>
<th>EVENTS</th>
</tr>
</thead>
</table>
| Space Reservation: 11/14  
Materials Deadline: 11/20  
On Newsstands: 12/25 | Steakhouses | • Indiana Bride flipbook | • Bride  
• Hospitals & Surgical Centers | • Winter Bridal Show  
• Best of Indy 2018 |
| FEBRUARY | 25 Most Expensive Homes | • School Guide flipbook | • School Guide  
• What the Home Pros Know | |
| Space Reservation: 12/14  
Materials Deadline: 12/18  
On Newsstands: 1/29 | Marijuana | • Faces flipbook | • Senior Living  
• Summer Camps  
• Faces of Indy - Advertorial | • Best Restaurants |
| MARCH | Best (New) Restaurants | • HOME flipbook  
• Best Restaurants social media and online content | | |
| Space Reservation: 1/14  
Materials Deadline: 1/18  
On Newsstands: 2/26 | Downtown Living Guide | • Indy 500 coverage in an exclusive “May Madness” blog | • Excellence in Nursing  
• Decorators’ Show House  
• Travel | |
| APRIL | 100 Days of Summer Fun | | • Explore Indy  
• Cosmetic Procedures | |
| Space Reservation: 2/14  
Materials Deadline: 2/20  
On Newsstands: 3/26 | The Space Issue | • Medical Guide flipbook | • Medical Guide  
• Meetings & Event Spaces | |
| MAY | The Midwest’s Best Dining | • College Guide flipbook  
• The Ticket flipbook and features | | |
| Space Reservation: 3/14  
Materials Deadline: 3/20  
On Newsstands: 4/30 | Mellencamp in Twilight | | • Private Education  
• Travel | • Home-A-Rama |
| JUNE | | • Shops flipbook and features | • Dream Home  
• Health Checklist | • Dream Home |
| Space Reservation: 4/15  
Materials Deadline: 4/22  
On Newsstands: 5/28 | State Parks/  
Camping | | | |
| JULY | Top Doctors | • Exclusive Top Doctors content  
• Best of Indy Readers’ Choice Survey/Contest | | |
| Space Reservation: 5/14  
Materials Deadline: 5/20  
On Newsstands: 6/25 | | | • Educational Options  
• Top Doc Profiles - Advertorial  
• Wish Book - Advertorial | • Top Doctors |
| AUGUST | Best of Indy | • Top Dentists flipbook | | |
| Space Reservation: 6/14  
Materials Deadline: 6/20  
On Newsstands: 7/30 | | | • Top Dentist Profiles - Advertorial  
• Spirit of Giving - Advertorial | |
| SEPTEMBER | | | | |
| Space Reservation: 7/15  
Materials Deadline: 7/22  
On Newsstands: 8/27 | | | | |
| OCTOBER | | | | |
| Space Reservation: 8/14  
Materials Deadline: 8/20  
On Newsstands: 9/24 | | | | |
| NOVEMBER | | | | |
| Space Reservation: 9/16  
Materials Deadline: 9/20  
On Newsstands: 10/29 | | | | |
| DECEMBER | | | | |
| Space Reservation: 10/14  
Materials Deadline: 10/21  
On Newsstands: 11/26 | | | | |

All content subject to change.
SPECIAL PUBLICATIONS CALENDAR

**CITY GUIDE**

Space Reservation: 1/3  
Production Ads Due: 1/15  
Camera-Ready Ads Due: 1/20  
February Delivery

This guide includes detailed information on the basics of creating a life in Indy, such as neighborhoods, schools, healthcare, and essential services. Readers will also learn about what makes Indy special, with attractions, sports, restaurants, and more!

**Distribution:** City Guide is distributed via Realtors and real estate companies.

**HOME**

Space Reservation: 3/25  
Production Ads Due: 4/1  
Camera-Ready Ads Due: 4/4  
April Delivery

Indianapolis Monthly’s HOME special publication showcases top design trends, covetable products, and beautiful spaces, crafted by some of Central Indiana’s premier builders, designers, and landscape architects.

**Distribution:** This ultimate resource guide is exclusively distributed to 10,000 of Indianapolis Monthly’s most affluent subscribers in the Indy metro area. Advertisers are seen by those with the greatest spending power.

**THE TICKET**

Space Reservation: 7/30  
Production Ads Due: 8/1  
Camera-Ready Ads Due: 8/7  
September

We offer an authoritative look at everything from improv Shakespeare to ballet, gallery happenings, major music events, and much more that unfold from September through December 2018. Readers will want to keep this arts-and-culture guide all season long.

**Distribution:** This ultimate resource guide is exclusively distributed to 10,000 of Indianapolis Monthly’s most affluent subscribers in the Indy metro area. Advertisers are seen by those with the greatest spending power.

**SHOPS**

Space Reservation: 10/18  
Production Ads Due: 10/21  
Camera-Ready Ads Due: 10/23  
November Delivery

For the last word on Indy’s shopping scene and detailed descriptions of hundreds of stores, readers turn to the ultimate resource: Shops.

**Distribution:** This ultimate resource guide is exclusively distributed to 10,000 of Indianapolis Monthly’s most affluent subscribers in the Indy metro area. Advertisers are seen by those with the greatest spending power.
**DIGITAL OVERVIEW**

**INDIANAPOLISMONTLY.COM**

With a new website debuting in mid-November 2018, our clean, uncluttered site and selective ad inventory increases visibility for ads and promotes higher response.

**MONTHLY PAGE VIEWS** 335,975+

**MONTHLY SITE VISITS** 128,861+

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**SOCIAL MEDIA**

With three growing social media accounts, *Indianapolis Monthly* is able to partner on creative messaging to connect directly with viewers in a variety of digital areas.

**TWITTER FOLLOWERS** 71,500+ @INDYMONTLY

**INSTAGRAM FOLLOWERS** 24,800+ @INDYMONTLY

**FACEBOOK FOLLOWERS** 15,237+ @INDIANAPOLISMONTLY

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**E-NEWSLETTERS**

Reach an engaged audience as a sponsored advertiser of one of our newsletters or by sending a custom email to one of our targeted lists.

**NEWSLETTER SPECIFICATIONS**

- The Dish, The Ticket, and The Buzz sponsors should provide a 300 x 250 rectangle and URL link that points to relevant content.
- Custom emails are sent using creative supplied by clients (600 pixels wide max by a reasonable height) or produced for you by our digital team at no additional charge. Please include a URL link and a preferred subject line to go with your custom email art.

**NEWSLETTER TYPES**

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>LIST SIZE*</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE DISH DINING</td>
<td>9,019</td>
<td>WEEKLY</td>
</tr>
<tr>
<td>THE BUZZ NEWS</td>
<td>5,797</td>
<td>WEEKLY</td>
</tr>
<tr>
<td>THE TICKET ARTS/CULTURE</td>
<td>9,531</td>
<td>MONTHLY</td>
</tr>
</tbody>
</table>

**CUSTOM EMAIL TYPE**

<table>
<thead>
<tr>
<th>CUSTOM EMAIL TYPE</th>
<th>LIST SIZE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVE EVENTS + SPECIAL OFFERS</td>
<td>7,750</td>
</tr>
<tr>
<td>INSIDER ALERTS</td>
<td>8,454</td>
</tr>
<tr>
<td>BRIDE + EXCLUSIVE EVENTS</td>
<td>9,551</td>
</tr>
</tbody>
</table>

*Updated October 2018

**DID YOU KNOW?**

Our average open rate of 25% and click-through rate of 6% are above the industry averages of 22% and 5%, respectively.

Sources: GeoStation (IM) and Epsilon and Direct Marketing Association Email Experience Council Q2 2011 North America Email Trends and Benchmarks Results
ONLINE READER DEMOGRAPHICS

OVER 50% OF SITE USERS ARE BETWEEN AGES 25-44 YEARS OLD

AUDIENCE

FEMALE 51%
MALE 49%

DEVICE TYPE USED

MOBILE 56%
DESKTOP 37%
TABLET 7%

SPONSORED CONTENT SERIES

• 2 Sponsored Articles released over a selected month.

• Promotion (during month of series)
  – 50K ROS display ads
  – 2 boosted Facebook posts for articles
  – Homepage sidebar feature for one month

• Price: $2,500

  Notes:
  • Pricing based on Sponsor providing content and light editing to ensure high-quality writing and alignment with audience.
  • Articles remain live on site for 12 months maximum.

À LA CARTE WEB PRODUCTS

DISPLAY ADS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS</th>
<th>MONTHLY RATE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>RUN-OF-SITE</td>
<td>300x250, 728x90, 970x90, 300x600, 320x50</td>
<td>$500, $1,000</td>
</tr>
<tr>
<td>TRAFFIC DRIVERS &amp; TARGETED BUNDLES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EMAIL PROGRAMS

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS</th>
<th>RATE PER SEND*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWSLETTER AD</td>
<td>300x250</td>
<td>$500</td>
</tr>
<tr>
<td>CUSTOM EMAIL</td>
<td>600x800</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Rates are subject to change at publication’s discretion.
**DIGITAL ADVERTISING OPPORTUNITIES**

Digital Advertising Bundles with *Indianapolis Monthly* are an excellent value option to get your message in front of as many different online audiences as possible. The 360° approach of IndianapolisMonthly.com display advertisements, email newsletters, social media, and custom emails is certain to attract business. For more information or more details on pricing, please contact Keith Phillips at 317-684-8320 or keith@indianapolismonthly.com.

**TRAFFIC DRIVER SPONSORSHIP**

This unique product allows our partner to earn the best bang for their buck with a 360° approach. This multi-platform program includes display ads, e-newsletter marketing, and a custom email. Limited availability.

**WHAT’S INCLUDED**

- Run-of-Site Ad – These ad positions serve across all IndianapolisMonthly.com pages.
- Ad in Choice of E-Newsletter – Receive a industry-exclusive placement in one e-newsletter sent to our engaged email subscribers. Average open rate: 25%
- Custom Email – Own all elements of this dedicated email—all creative and click-through URL(s), plus the subject line—that will go out to 8,000+ engaged subscribers. Sent out every Monday and Thursday. Check with your account executive for available send dates.

**PRODUCT** | **SIZE** | **DELIVERY**
--- | --- | ---
Run-of-Site Advertisements | 970 x 90, 728 x 90, 300 x 250, 320 x 50, 300 x 600 | 1 month
Ad in Choice of E-Newsletter | 300 x 250 | 1 email send
Custom Email | 600 x 800-1,000 | 1 email send

Total investment: $1,600*  
À la carte value: $2,500
Estimated impressions: 55,000+

**“THE DISH” SPONSORSHIP**

This unique product allows our partner to target the dining content area on IndianapolisMonthly.com with a mix of display advertising and e-newsletter marketing. Limited availability.

**WHAT’S INCLUDED**

- “The Dish” Sponsorship – All ads will be featured on “The Dish” section of the website, which includes Indy- and Indiana-centric features, timely blog posts, and dynamic photo galleries. This content is frequently visited and widely shared.
- Ads in “The Dish” E-Newsletter – Placement in two “The Dish” e-newsletters. Average open rate: 25%
- Run-of-Site Ads – These ad positions serve across all IndianapolisMonthly.com pages
- Custom Email – Own all elements of this dedicated email— all creative and click-through URL(s), plus the subject line—that will go out to 9,000+ engaged subscribers. Sent out every Monday and Thursday. Check with your account executive for available send dates.

**PRODUCT** | **SIZE** | **DELIVERY**
--- | --- | ---
The Dish Sponsorship | 970 x 90, 728 x 90, 300 x 250, 320 x 50, 300 x 600 | 1 month
The Dish E-Newsletter | 300 x 250 | 2 email sends
Run-of-Site Advertisements | 970 x 90, 728 x 90, 300 x 250, 320 x 50, 300 x 600 | 1 month
Custom Email | 600 x 800-1,000 | 1 email send

Total investment: $2,000*  
À la carte value: $4,000
Estimated impressions: 65,000+

*Rates are subject to change at publication’s discretion.

**WEB SPECIFICATIONS**

Display ad files must be saved as 72 dpi in the following sizes:
- Rectangle: 300 x 250 px
- Leaderboard: 728 x 90 px
- Mobile Banner: 320 x 50 px
- Super-Leaderboard: 970 x 90 px

Please include a click-through link to which to direct the ad. Ad files must be under 50kb in size.

Custom email files must be saved as 72 dpi with a 600 px width and a height range of 800-1,000 pixels.

Please include a click-through link to which to direct the ad and a preferred subject line that concisely explains your email’s purpose.

**WHY ADVERTISE ONLINE WITH US?**

We provide clients with feedback on advertisement performance during the campaign. As an example, if a campaign is not performing well, we can quickly revamp a brand’s creative (free of charge) to optimize a campaign.
From concert series to on-stage performances, from beer and wine festivals to art exhibits, there is always something to do in Indianapolis.

Showcase and sell tickets to your event with Indianapolis Monthly’s new platform, IndyMonthlyTix.com. Reach an influential audience by being featured on our Event Calendar page and pay less in service fees by using our customizable ticketing portal.

Our new website event page showcases events on IndianapolisMonthly.com in a convenient and appealing way. The event calendar will be free and accessible to all website visitors and is a useful tool for both Indiana residents and out-of-town visitors.

Reach an active and engaged audience by promoting your event on Indianapolis Monthly’s online event calendar.

INTERESTED IN TICKETING OR PROMOTING YOUR EVENT WITH US?

Call or email Abby Broderick at 317.684.8362 or abroderick@indianapolismonthly.com for more information on event packages and ticketing options.
GENERAL PRINT ADVERTISING INFORMATION

DEADLINES

• Closing date for ad space reservation is approximately six weeks prior to the on-sale date. Specific closing deadlines for run-of-book and special sections are noted on the editorial calendar.

• Ad production exact deadlines vary based on the size of ad. Fractional ad materials are due approximately five weeks from the on-sale date. Full-page ad materials are due approximately four weeks from the on-sale date.

• All secured ad positions have first right of refusal six weeks prior to the appropriate ad space close date.

DISCOUNTS – OVERPRINTS

• 15% commission paid only to recognized agencies.

• No agency commission allowed if full payment is not received within 45 days of invoice date.

• Special rates for supplied inserts. Information furnished upon request.

• Separate rate cards apply for ads positioned within sections that are overprinted for additional circulation.

CANCELLATIONS

• Cancellations are not accepted after the applicable space reservation deadline.

• Cancellations on cover positions are not accepted later than 45 days prior to the space reservation deadline.

PRINT ADVERTISING CONTRACT REGULATIONS

A. An advertiser earns a 3x, 6x, or 12x frequency discount based on the number of insertions placed during a 12-month period.

B. Failure to place the required number of ads will result in a short rate, with the advertiser charged the difference in rate between the actual number of insertions and the number agreed upon in the contract.

C. Payments are due on receipt. A finance charge of 1.5% will be added monthly on all accounts over 30 days.

D. At the discretion of the publisher, advertisements that resemble editorial material will carry the word “ADVERTISEMENT” at the top.

E. In the event of non-payment, publisher reserves the right to hold advertiser and/or its agency jointly liable for such monies as are due and payable to Publisher.

F. Advertisers new to Indianapolis Monthly are responsible for advance payment for the first insertion. Credit may be established with business manager credit application approval.

G. Publisher not responsible for errors in key numbers.

H. Additional 10% charge for bleed. Available only on full-pages, two-page spreads, and half-page spreads.

I. Additional 10% charge for premium-position advertisers with fewer than 6 consecutive or alternating frequencies.

For more information, contact Keith Phillips at 317.684.8320 or keith@indianapolismonthly.com.

40 Monument Circle, Suite 100 • Indianapolis, IN 46204 • 317.237.9288
www.IndianapolisMonthly.com
SPECIFICATIONS & FILE REQUIREMENTS

MECHANICAL REQUIREMENTS

TRIM SIZE: 8 x 10.5
PRINTING PROCESS: Web Offset
AD FILE TYPE: PDF
AD COLOR: CMYK
BINDING: Perfect Bound
LINE SCREEN: 133

STANDARD ADVERTISING SIZES

TWO-PAGE SPREAD
Bleed: 16.25" x 10.75"
Trim: 16" x 10.5"

FULL PAGE
Bleed: 8.25" x 10.75"
Trim: 8" x 10.5"
Live Area: 7.5" x 10

2/3 PAGE
4.5" x 9.5"

1/2 HORIZONTAL
7" x 4.5"

1/2 VERTICAL
4.5" x 7"

1/3 SQUARE
4.5" x 4.5"

1/3 VERTICAL
2.25" x 9.5"

1/6 HORIZONTAL
4.5" x 2.25"

1/6 VERTICAL
2.25" x 4.5"

1/4 MARKETPLACE
3.5" x 4.5"

DIGITAL FILE REQUIREMENTS

- Indianapolis Monthly recommends the PDF format for the submission of advertising. We do, however, accept files in the native format of InDesign, Illustrator or Photoshop. These files need to be packaged, collected or flattened to ensure all required materials are present for proper output.
- All files received MUST BE MacIntosh-compatible. They will be returned to the client if not.
- All files must be accompanied with a color proof. If one is not provided, Indianapolis Monthly cannot guarantee desired color will be matched. If a color proof is requested, one will be made at a cost of $30 each.
- Indianapolis Monthly is not responsible for output errors or inconsistencies in ads received without a high-resolution color proof.
- Image resolution must be no lower than 200 dpi up to 300 dpi – which is ideal.
- Ads can be submitted in the following ways:
  - Through Dropbox, WeTransfer, Google Drive, etc. via sharable link. Make sure to share the link with the email address mmaguire@indianapolismonthly.com.
  - Via email to mmaguire@indianapolismonthly.com for files that are less than 10MB in size. Make sure to copy in your account executive.
  - On a disk that is sent or given to your account executive.
  - Posted to our FTP site. Your account executive can provide FTP information upon request.

PRODUCTION

- Conversion of original material will be billed at publisher’s cost.
- Scanning: Original artwork will be kept until the magazine is published. If the artwork needs to be returned prior to publication, please notify the account executive. If you would like a single image from a magazine layout or brochure, do not cut out the image. Supply the entire image and we will remove the background. Original artwork must be flexible and no larger than 19 X 24 inches.
- Provide specific colors for logos (All Pantone colors will be converted to CMYK).
- Stock photography is available for a $50 fee. Indianapolis Monthly will manipulate files as needed.