



The Hoosier BusinessWoman

The Official Publication of the
Indiana Federation of
Business & Professional Women's
Clubs (INFBPW)

Media Kit

*Do you have products or services for
Indiana's working women?*

*You'll find your customers in the Hoosier
BusinessWoman!*

The *Hoosier BusinessWoman* is mailed twice per year to approximately 500 addresses (updated for membership changes each issue). Almost all copies are sent to members of the Indiana Federation of Business & Professional Women's Clubs (INFBPW). This is the only publication serving this membership group, so readership and pass-along readership are excellent.

Who are the members of INFBPW?

Members of INFBPW include working women and men in a wide variety of positions and businesses. Many are business owners or professionals.

Editorial Calendar

The *Hoosier Business Woman* is published twice annually: once in spring and once in fall.

Fall

Advertising Deadline: July 15

Editorial Themes:

- INFBPW Fall Conference Registration Packet
- INFBPW Convention Report
- Awards & Scholarships
- Local & District News

Spring

Advertising Deadline January 15

Editorial Themes:

- Call to Convention: State Convention Registration Packet
- INFBPW Fall Conference Report
- Local & District News

Advertising Rates and Dimensions

Size	Dimensions Live Area WxH	Dimensions Full Image	Rate (per issue)
Full page	7.5" x 10"	8.5" x 11"	\$200
Half page	7.5" x 5"	8.5" x 5.5"	\$100
1/4 page	3.75" x 5"	4.25" x 5"	\$50
1/8 page	3.75" x 2.5"	4.25" x 2.5"	\$25

Submit insertion orders and payment to:

INFBPW

Barbara Mofield, Executive Secretary

P. O. Box 33

Knightstown, IN 46148

Phone/fax: 765-345-9812

infbpw@centurylink.net

Send ad materials to:

Penny Sitler, HBW Editor

P.O. Box 96

Dublin, IN 47335

765-478-4074

penny.sitler@gmail.com

Design assistance and consulting available. Basic design service included in ad prices.

Compatible file formats include TIF, PDF, EPS, JPG, AI and INDD. Some of these formats may vary widely in quality. 300 dpi resolution is best; 220 dpi is the minimum. Consult editor with questions.

Hoosier BusinessWoman

Advertising Insertion Order

Advertiser information:

Contact: _____

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Issue:

Fall

Spring

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Eighth Page x \$25

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