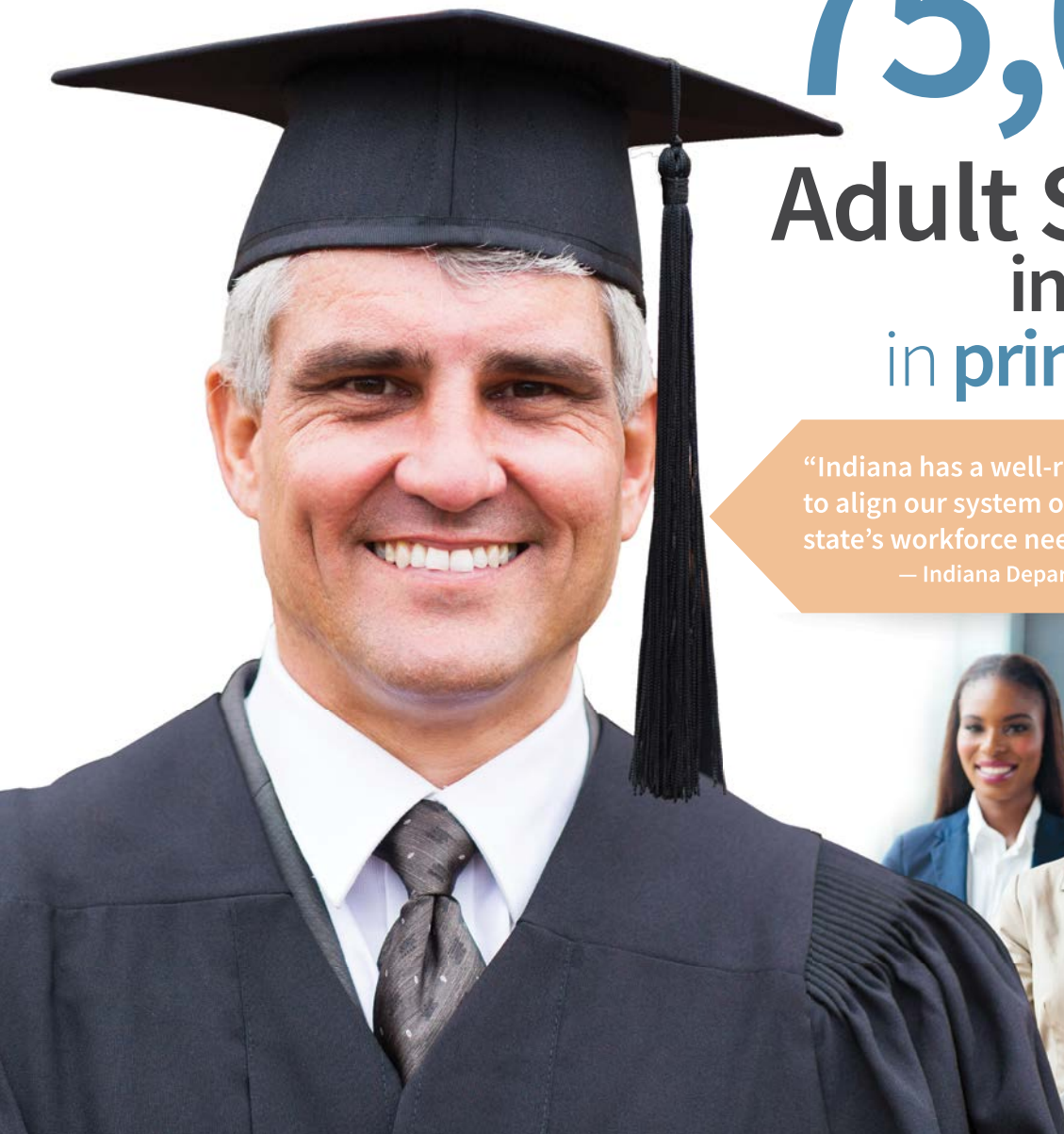




CAREER READY

*Advance your education.
Enhance your life.*

CareerReadyIndiana.com



Reach
75,000
Adult Students
in Indiana
in **print** and **online**

“Indiana has a well-reasoned and sound strategy to align our system of higher education with the state’s workforce needs.”

— Indiana Department of Workforce Development

About this Publication

Career Ready Indiana is designed to provide help, support and resources for non-traditional students through information about: colleges and universities, vocational education, financial aid, job search and career info and national non-traditional student groups.

Print Edition



Target Audience

The National Center for Educational Statistics has determined an astounding **73%** of today's undergraduates can be considered non-traditional, therefore comprising the vast majority of undergraduate students in the United States and representing the new "typical" undergraduate. Almost half – 12 million – attend two-year community colleges rather than four-year schools.

Non-traditional student profile:

- > **38%** work full time
- > **56%** consider themselves to be a worker first and a student second
- > **49%** are enrolled part time
- > **27%** have dependents of their own
- > **Delay enrollment** after high school

Digital Edition

The Digital Edition of **Career Ready Indiana** is included at CareerReadyIndiana.com. Formatted just like the print edition – including your print ad with a FREE link to your website – the Digital Edition allows you to attach powerful new media to your ad. Enhance your advertising by adding **video** to your **Career Ready** Digital Edition ad. This is your chance to interact with the readers and expand your message to:



- > **Share** student and employer success stories
- > **Highlight** specialty programs
- > **Present** a campus tour

The Digital Edition of **Career Ready** is posted all year on CareerReadyIndiana.com and is updated quarterly with information from Indiana Economic Development Corporation.

Video upgrade only \$550.

38%

Percentage of those enrolled in higher education who are over the age of **25**.

Source: The National Center for Education Statistics.



Editorial Content

>>> Career | Emerging Industries in Indiana

Join Indiana's quest for a well-trained workforce as the state seeks to strengthen its areas of life sciences, information technology, advanced manufacturing, logistics, motorsports and clean technology.

Career | Indiana Hot 50 Jobs

Career search information includes the Indiana Department of Workforce Development's annual list of **Hoosier Hot 50 Jobs**.

Career | Balancing Family, Career & School

Career Ready includes feature articles, tips and advice to assist with topics such as daycare and time management.

>>> College | Non-Traditional Friendly Campuses

Our readers tend to be older and perhaps quite distanced from their last classroom experience. This publication and website lists the vast number of outreach resources available.

College | Distance Learning

Online schools have proven that academic skills can be taught just about anywhere with the right technology and competent instructors. Students can use **Career Ready** to find the program that best suits their needs.

College | Success Stories

Most adult learners struggle at first with the question, "Do I want to go back to school?" Real life always seems to get in the way, like the job, the kids, expenses, etc. Feature articles are relatable and inspiring.

>>> Cost | Finding Support & Resources

Career Ready features the very best information for non-traditional students, who are going back to school after a break. Find networking groups and non-traditional student related websites.

Cost | Financial Aid and Scholarships

Sometimes information on how to apply or knowing where to go are the greatest stumbling blocks.

Career Ready publication and website provides abundant funding sources.

Distribution

Career Ready is distributed statewide through the following:

- **yearlong** posting on DWD website
- **33** Indiana schools offering adult learning programs
- Ivy Tech Community College
- Indiana State Chamber of Commerce
- Indianapolis Chamber of Commerce
- **85** WorkOne Centers in **12** regions across the state of Indiana through Department of Workforce Development

Return on Investment

- > **Just pennies per student reached for a full-page ad**
- > **Unique way to build year-long brand awareness and preference in print and online**
- > **Direct distribution to 75,000 Indiana adults at higher education career centers, Indiana Economic Development groups and Indiana Workforce Development centers**
- > **Powerful sponsorship opportunities. Ask how to maximize your online presence and in-magazine impact with our online and print combination**
- > **An editorial reference, student or employee profile from your company or educational institution representative**
- > **Advisory Board opportunity**
- > **Provide opportunities and increase number of degreed/credentialed candidates for Indiana jobs**

Sponsorship Rates

Partner Level – \$50,000*

- 200 copies of the publication
- Advertorial page
- Logo on the publication's front cover
- Listing in Resource Directory
- 4-color, 2-page ad (spread or back cover)
- Banner ad on CareerReadyIndiana.com
- Web link from Digital Edition of **Career Ready** to client website

Sponsor Level – \$25,000*

- 100 copies of the publication
- Listing in Resource Directory
- 4-color, full-page ad (back cover)
- Web link from Digital Edition of **Career Ready** to client website
- Rotating banner ad on CareerReadyIndiana.com

*Rates include a link to your website from CareerReadyIndiana.com for a full year.

Supporter Level – \$10,000* (2-page spread) \$6,000* (full page)

- Listing in Resource Directory
- Logo link on CareerReadyIndiana.com to client website
- Web link from Digital Edition of **Career Ready** to client website

Member Level – \$4,000*

- Listing in Resource Directory
- 4-color, half-page ad
- Web link from Digital Edition of **Career Ready** to client website

Website Advertising

Rotating banner ad with link to company website

\$4,800 for 12 months.

When bundled with print ad of half page or larger, the cost is

\$1,500 for 12 months.

Web video addition is \$550.

Logo link is \$500.

Ad Specs

Mechanicals

Document sizes in inches

Binding: Saddle-stitch

Trim Size: 8.375 x 10.875

Page Bleeds: .25 on all sides

Live/Safe Area: .5 inside of trim size on all sides of bleeds. A full page bleed ad has a live area measuring 7.187 x 9.75. Please do not place logos, legal disclaimers or other critical information outside the live area.

Production Guidelines

IBJ Custom Publishing subscribes to the SWOP Standards. All ads must match ad size specifications provided in media guide.

Images: Digital photos should be at least 300 dpi placed at 100% in the file. For production purposes we cannot accept Web or Internet images. Acceptable file formats are TIFF or EPS only. Other electronic art needs to be in vector-created formats such as InDesign or Illustrator.

Fonts: Copies of fonts used within any ad or EPS file must be provided in Mac Postscript or Open Type format. Include both screen and printer fonts.

Color: Magazine ads with more than one color must be made from process separation (4-color) CMYK. Spot colors are not available.

Digital Files: All digital files supplied must be Mac compatible. Preferred format is an Acrobat PDF, 300 dpi or higher with embedded fonts. Other acceptable programs are InDesign, Illustrator or Photoshop. Visit <http://proofs.ibj.com> for Acrobat Distiller settings (PDF files made from programs other than those recommended above cannot be guaranteed for accuracy). All files should be submitted through our IBJ file submission website at <http://proofs.ibj.com>. Please note – all open files and fonts submitted should be compressed prior to sending. If you submit your files on a disk please include all fonts, photos and graphics. Digital files requiring technical adjustments will incur a production charge.

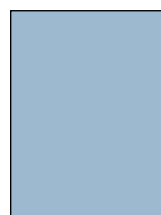


**CAREER
READY**
CareerReadyIndiana.com

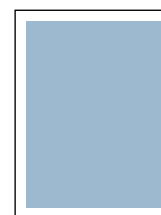
Ad Sizes

Document sizes in inches

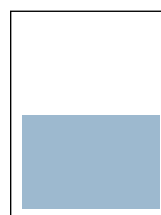
Size	Width	Height
Full (with bleed)	8.625	11.25
Full (no bleed)	7.187	9.75
Half:	7.187	4.75
Spread:	17	11.25



Full Page
(With Bleed)



Full Page
(No Bleeds)



Half Page



Two-Page Spread

Ad Deadlines

Issue Date October 2017
 Space Reservation..... Sept. 15, 2017
 Art Deadline..... Sept. 22, 2017

To Advertise or become a sponsor, Call Pat Keiffner (317) 634-6200