

MADE IN IOWA

Business Record

MADE IN IOWA DISTRIBUTION

- Statewide distribution with 5,500 copies through Business Record's statewide edition on September 29
- Nearly 4 readers per copy read the Made in Iowa edition. Total Made in Iowa readership: 21,450.*
- Distributed to key partners statewide throughout the year
- An **electronic copy** of this special edition will be available all year long on **BusinessRecord.com** and **madeiniowabr.com**
- **68%** of Made in Iowa readers are involved in **purchasing services** for their company.*

*Source: 2022 Readex Research

The timing of Made in Iowa's publish date is to promote the celebration of Manufacturing Month, helping to highlight and feature what's made in Iowa.

DEADLINES

Space
August 23

Materials
September 6

Approval
September 20

Publish Date
September 29



MADE IN IOWA illustrates the variety of products being manufactured right here in Iowa. This special edition of the Business Record will continue to shift and elevate the perception of this invaluable industry by highlighting the products and workforce opportunities.

LEVEL ONE **NUTS & BOLTS**

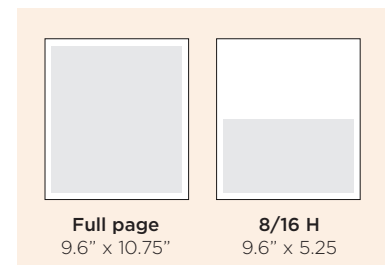
PROFILE OPTIONS Leverage this statewide publication to tell your product story. A custom content advertisement will showcase the key product your company produces. The profile will feature details about your company to position yourself as an industry leader.

2 PAGE PROFILE \$4,250 (see page 2 for example)

1 PAGE PROFILE \$3,200 (see page 3 for example)

- The two-page includes full-page branding ad (right page) adjacent to your one page profile (left page)
- **Both** profile options include a social media posting of your profile to Business Record's Facebook page during the month of October to raise awareness of Manufacturing month and celebrate products made in Iowa.

BRANDING AD OPTIONS
PREMIUM POSITIONS: \$3,995
(back cover, inside front cover, inside back cover)
FULL PAGE \$3,200
HALF PAGE \$2,175



LEVEL TWO **AUTOMATED**

Select your Print buy above + 3 months digital ad on Business Record Iowa e-newsletter, **additional \$1,725 to above print buy**

- Must run Oct-Dec 2023
- *\$2,755 value at 2023 rate card rate*

PROFILE TEMPLATE

2 PAGES: PROFILE & FULL PAGE BRANDING AD

MADE IN IOWA

PRODUCT PHOTO HERE
SIZE: 9.6" x 5.655"
high resolution image at 300 dpi

COMPANY NAME HERE

THE PRODUCT

PRODUCT NAME HERE

HOW IT'S MADE

50 WORDS Description about the product goes here. Orripham as prature rreitis eos estsequia morotatem que ped unthonsendis dem rendam, in esequie omni ulupathibus sa cullo modisquonem quo omnihii hatur aut quod qui beram quasse dolores pro' aut verunet' earrum figa. Lajpist esio era quodit fuga none veridue poram harchillit omniodis events et entem expla Vitas.

WHAT IT DOES

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AD SIZE
9.6" x 10.75"

COMPANY LOGO

WORKFORCE
XX EMPLOYEES

ANNUAL REVENUE
\$0,000,000

FOUNDED
0000

INTERNSHIP OR APPREICESHIP PROGRAMS

MEMBER
ABI

PHONE NUMBER | WEBSITE GOES HERE | STREET ADDRESS HERE

PROFILE TEMPLATE

1 PAGE: PROFILE

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**COMPANY
LOGO**

WORKFORCE
XX EMPLOYEES



ANNUAL REVENUE
\$0,000,000



FOUNDED
0000



**INTERNSHIP OR
APPRECESHIP
PROGRAMS**



MEMBER



PHONE NUMBER | WEBSITE GOES HERE | STREET ADDRESS HERE