



Be part of Indiana's daily conversation.

Reach readers exploring Indiana business news, company information, market context and local events. Choose a placement that fits your message, from the homepage to an individual event.

NEWS. COMPANIES. COMMUNITY.

BusinessIndy covers companies, jobs, technology, real estate, public policy, sports and events. Advertising opportunities are designed for businesses seeking visibility alongside this coverage.

Contact us for rates

advertise@businessindy.com

PLACEMENTS & ARTWORK

Familiar formats. Flexible reach.

Seven placement types, with separate desktop and mobile homepage options. Dimensions below are width x height in pixels.

LOCATION	ACCEPTED SIZE
Homepage top banner / billboard	728 x 90 / 970 x 90 / 970 x 250
Homepage mobile banner	320 x 100
Homepage latest-news break	728 x 90 / 970 x 90
Homepage above footer	728 x 90 / 970 x 90
Coverage section pages	300 x 250
Article landing pages	300 x 250
Event landing pages	300 x 250

PREPARE YOUR ARTWORK

Supply JPG, PNG, WebP or GIF, up to 5 MB. Use the exact dimensions above or a 2x-resolution file: for example, 600 x 500 for a 300 x 250 ad, or 640 x 200 for a 320 x 100 ad. The entire image displays without cropping; it may scale down to fit a smaller screen.

Provide your destination link, advertiser name, campaign headline, short artwork description and preferred start/end dates. Keep your logo, offer and call to action inside the image. An Advertisement label appears outside the artwork.

BOOKING & AVAILABILITY

Contact us for rates, dates and placement availability. Multiple advertisers may rotate in one position; exclusivity is not assumed. Desktop homepage banners are hidden on narrow screens; book the mobile banner separately. Rectangle placements work on desktop and mobile.

advertise@businessindy.com

DESKTOP PLACEMENT PREVIEWS

Visibility around the news.

Illustrative layouts, not live campaigns. Blue areas represent complete advertiser artwork. Creative proportions are preserved.

TOP BANNER / BILLBOARD

businessindy.com

BUSINESS INDY

NEWS COMPANIES MARKETS EVENTS

ADVERTISEMENT

YOUR BUSINESS HERE

970 x 250 billboard

Homepage lead story and Top Stories

Choose a 970 x 250 billboard or a shorter 728 x 90 / 970 x 90 banner. This placement sits below navigation, before the homepage lead story.

LATEST-NEWS BREAK & ABOVE FOOTER

businessindy.com

Latest Briefs

ADVERTISEMENT

YOUR BUSINESS HERE

970 x 90 large leaderboard

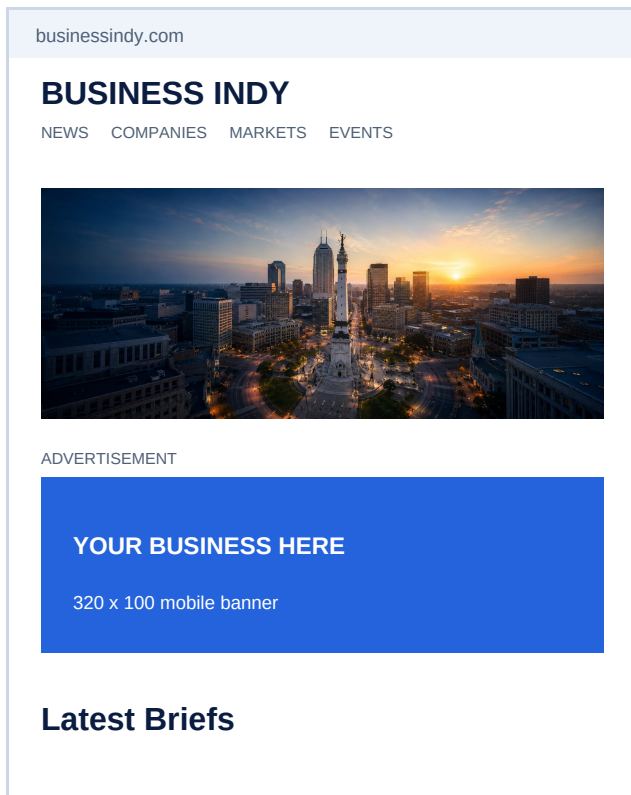
The same banner formats are available just above the homepage footer.

MOBILE, ARTICLE & SECTION PREVIEWS

A clear message, on any screen.

Mobile banners use their own artwork. Medium rectangles retain a familiar 300 x 250 shape on article and coverage pages.

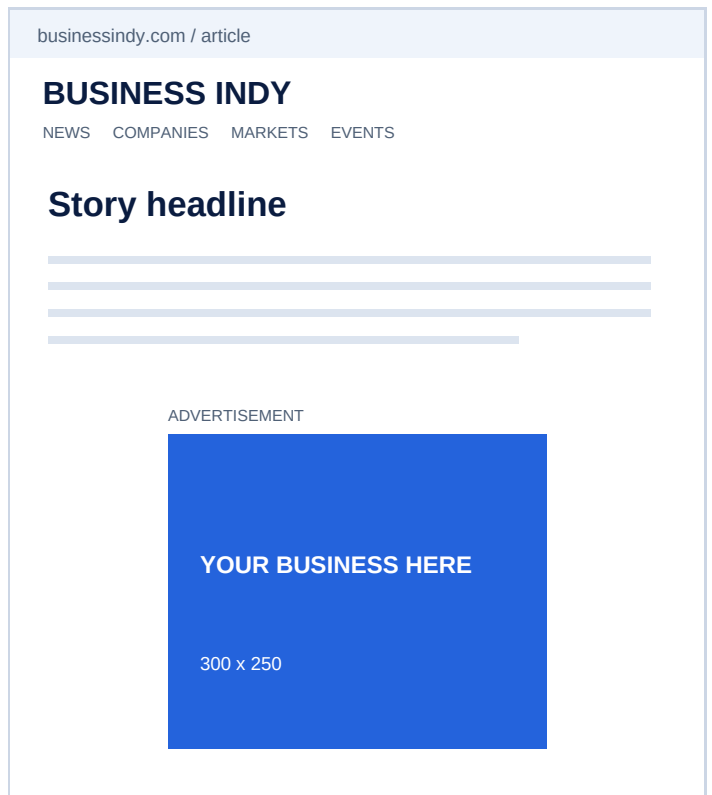
MOBILE HOMEPAGE



Mobile banner

Appears after the main story and Top Stories, before Latest Briefs. Supply 320 x 100 pixels, or 640 x 200 for 2x resolution.

ARTICLE / COVERAGE PAGE



Medium rectangle

Appears after article content or at the end of a coverage section. Supply 300 x 250 pixels, or 600 x 500 for 2x resolution.

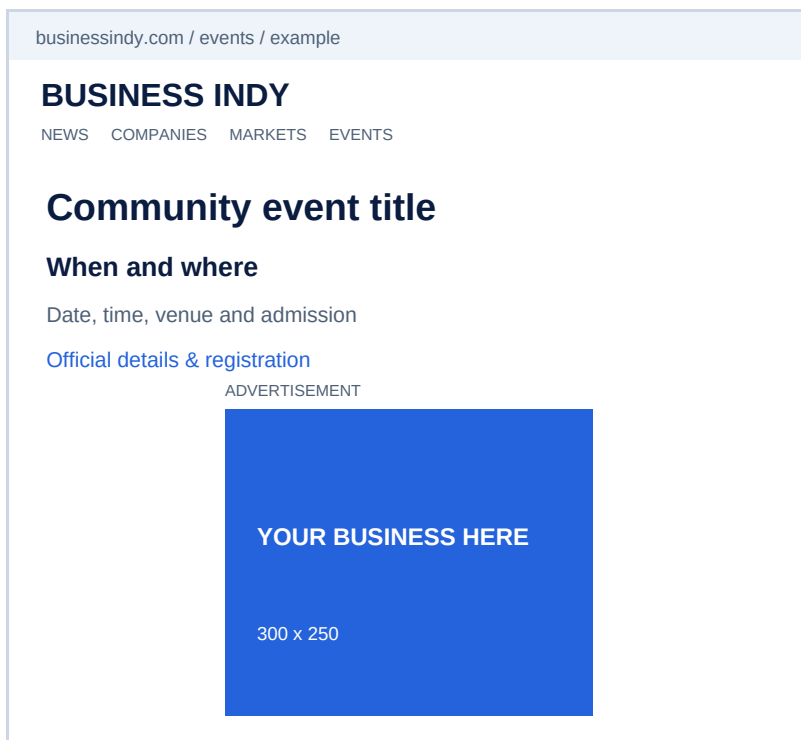
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EVENT LANDING-PAGE ADVERTISING

Reach people making plans.

Advertise next to the details readers use to plan an outing, attend a meeting or follow a game. Choose all event landing pages or one specific event.



CHOOSE YOUR REACH

All event pages

Rotate your ad across published event detail pages.

One event

Target a specific published BusinessIndy event link. Your ad appears only on that event page.

Illustrative example. The ad follows the event details and links.

MEASURE YOUR CAMPAIGN

The advertising dashboard reports lifetime impressions, clicks and click-through rate for each campaign. An impression counts when at least half the artwork is visible for one second in an open tab, once per ad display. Counts are not unique visitors or a guarantee of sales.

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