

A warm, golden-hour photograph of a woman with dark hair in a bun kissing a young child with blonde hair on the cheek. The child is wearing a yellow hoodie and laughing joyfully. They are in a grassy field with trees in the background.

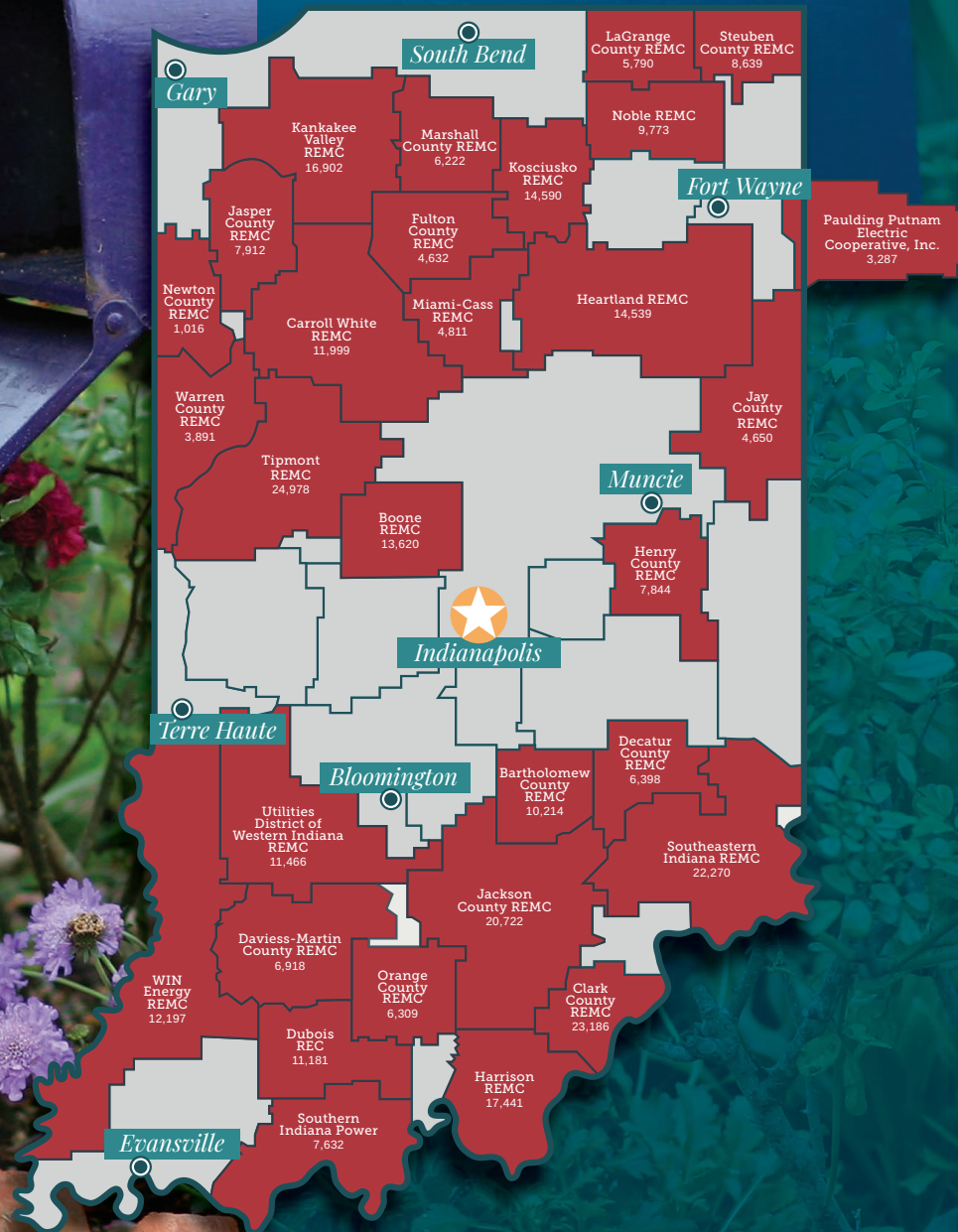
LOCAL MEDIA KIT

Celebrating the people, places, food and travel experiences that define the Hoosier state. Our over 909,000 loyal readers crave the simple, laid-back Indiana lifestyle.

INDIANA
CONNECTION

CIRCULATION TOTALS*

by Cooperative



*Numbers based on October 2022 circulation figures.



OUR READERS ARE *uniquely* 'INDIANA'

Indiana Connection is unlike other magazines you may have come across. Though our content celebrates the rural and suburban Indiana lifestyle — with topics ranging from Indiana travel, cooking, dining and hobbies — it also includes advice on how to stay safe around electricity and how to trim your energy bills.

Plus, readers have access to the latest news about issues important to them as consumers of their member-owned electric cooperative.

Indiana Connection is the official publication of Indiana's electric cooperatives.

Over 311,000 Hoosier homes around the state receive the magazine through their memberships in their electric cooperatives. Just as membership in community-focused electric cooperatives inspires loyalty and grassroots involvement, *Indiana Connection* has that same overwhelming support from its readership. *Indiana Connection* has informed, entertained, and, most importantly, connected with its readers since its first issue in 1951. Back then, it was known as *Indiana Rural News*. Through the years, the multi-award-winning publication evolved from a tabloid newspaper, to one with a new moniker — *Electric Consumer* — which referred to its electric cooperative roots, to a slick stock magazine. Finally, in March 2019, we rebranded as *Indiana Connection*, a name chosen to reflect our strong ongoing relationship with our readers. Our over 909,000 readers can't be pigeon-holed by their background, occupation, age, gender or race. They are anyone and everyone. They are uniquely Indiana.

We invite you to connect with them through our magazine.

MEET OUR READERS

311,000 Monthly Circulation* : **3** Adult Readers Per Copy

52%
Women

Total
Audience
909,000

48%
Men

Median Age **65** : **55+** **88%**

 **69%** Married  **94%** Own a Home

Median Home Value **\$297,800** : *Median HHI* **\$74,900**

40% Employed **46%** Retired **68%** Attended College

Our readers are loyal.

Of our 849,000 regular readers, **77.7% read regularly** and **51.4% spent more than 30 minutes** reading each issue.

*AAM Audited. Source: 2022 GFK MRI Profile Study



71.3%

have completed a
home improvement
project in the past
12 months

56%

were interested
in home
improvement

OUR READERS AT HOME

94% own a home

67%

own an
animal

47% own a dog

39% own a cat

67%

of our readers
took an Indiana-based
domestic trip in the
last 12 months

65%

took a weekend
and/or road trip
in the last
12 months

41%

took road trips
for an average
of 6 days

31.9% own
two vehicles
26.6% own
three vehicles

98.4%
own a
vehicle

63% own a truck
62% own an SUV
56% own a car

65%

have a primary
residence of
more than
one acre

42%

own more
than
three acres

51%
have a
garden



Occilly *Indiana*

State's updates and embraces reflect Hoosier culture and history

Every year, Anne Occilly, 64, and her husband, Robert, travel to the Indiana State Fair. Occilly is a retired nurse, and Robert is a retired teacher. They have been married for 40 years. They have three children and five grandchildren. They are both avid gardeners and enjoy traveling. They are also members of the Indiana Historical Society and the Indiana Historical Society Foundation. They are both active in the community and enjoy volunteering. They are both proud Hoosiers and love their state.

FLORIDA
 The Florida State Fair is one of the largest and oldest fairs in the United States. It is held in Tallahassee, Florida, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

INDIANA
 The Indiana State Fair is one of the largest and oldest fairs in the United States. It is held in Indianapolis, Indiana, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

ARKANSAS
 The Arkansas State Fair is one of the largest and oldest fairs in the United States. It is held in Fayetteville, Arkansas, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

MISSISSIPPI
 The Mississippi State Fair is one of the largest and oldest fairs in the United States. It is held in Jackson, Mississippi, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

MISSOURI
 The Missouri State Fair is one of the largest and oldest fairs in the United States. It is held in St. Louis, Missouri, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEBRASKA
 The Nebraska State Fair is one of the largest and oldest fairs in the United States. It is held in Lincoln, Nebraska, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEVADA
 The Nevada State Fair is one of the largest and oldest fairs in the United States. It is held in Reno, Nevada, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEW HAMPSHIRE
 The New Hampshire State Fair is one of the largest and oldest fairs in the United States. It is held in Manchester, New Hampshire, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEW JERSEY
 The New Jersey State Fair is one of the largest and oldest fairs in the United States. It is held in Trenton, New Jersey, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEW MEXICO
 The New Mexico State Fair is one of the largest and oldest fairs in the United States. It is held in Albuquerque, New Mexico, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEW YORK
 The New York State Fair is one of the largest and oldest fairs in the United States. It is held in Syracuse, New York, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NEW ZEALAND
 The New Zealand State Fair is one of the largest and oldest fairs in the United States. It is held in Auckland, New Zealand, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NORTH CAROLINA
 The North Carolina State Fair is one of the largest and oldest fairs in the United States. It is held in Raleigh, North Carolina, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

NORTH DAKOTA
 The North Dakota State Fair is one of the largest and oldest fairs in the United States. It is held in Grand Forks, North Dakota, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

OHIO
 The Ohio State Fair is one of the largest and oldest fairs in the United States. It is held in Columbus, Ohio, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

OKLAHOMA
 The Oklahoma State Fair is one of the largest and oldest fairs in the United States. It is held in Tulsa, Oklahoma, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

OREGON
 The Oregon State Fair is one of the largest and oldest fairs in the United States. It is held in Salem, Oregon, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

PENNSYLVANIA
 The Pennsylvania State Fair is one of the largest and oldest fairs in the United States. It is held in Harrisburg, Pennsylvania, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

RHODE ISLAND
 The Rhode Island State Fair is one of the largest and oldest fairs in the United States. It is held in Pawtucket, Rhode Island, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

SOUTH CAROLINA
 The South Carolina State Fair is one of the largest and oldest fairs in the United States. It is held in Columbia, South Carolina, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

SOUTH DAKOTA
 The South Dakota State Fair is one of the largest and oldest fairs in the United States. It is held in Pierre, South Dakota, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

TENNESSEE
 The Tennessee State Fair is one of the largest and oldest fairs in the United States. It is held in Nashville, Tennessee, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

TEXAS
 The Texas State Fair is one of the largest and oldest fairs in the United States. It is held in Dallas, Texas, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

UTAH
 The Utah State Fair is one of the largest and oldest fairs in the United States. It is held in Salt Lake City, Utah, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

VIRGINIA
 The Virginia State Fair is one of the largest and oldest fairs in the United States. It is held in Norfolk, Virginia, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

WASHINGTON
 The Washington State Fair is one of the largest and oldest fairs in the United States. It is held in Everett, Washington, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

WEST VIRGINIA
 The West Virginia State Fair is one of the largest and oldest fairs in the United States. It is held in Martinsburg, West Virginia, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

WISCONSIN
 The Wisconsin State Fair is one of the largest and oldest fairs in the United States. It is held in Madison, Wisconsin, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.

WYOMING
 The Wyoming State Fair is one of the largest and oldest fairs in the United States. It is held in Cheyenne, Wyoming, and is a major attraction for tourists. The fair features a wide variety of exhibits, including agriculture, arts and crafts, and entertainment. It also has a large Ferris wheel and other rides. The fair is held in the first week of October and runs for about a week.





BIRD *Red cardinal* September 10

The red cardinal is a common bird found throughout the United States. It is known for its bright red plumage and black mask. Cardinals are often seen in backyards and parks. They are also known for their beautiful songs. Cardinals are also known for their loyalty to their mates.



FLOWER *Yellow flower* September 10

The yellow flower is a common flower found throughout the United States. It is known for its bright yellow color and simple shape. Yellow flowers are often seen in fields and gardens. They are also known for their sweet scent. Yellow flowers are also known for their ability to attract bees.



FLORIDA *Pink flower* September 10

The pink flower is a common flower found throughout the United States. It is known for its bright pink color and simple shape. Pink flowers are often seen in fields and gardens. They are also known for their sweet scent. Pink flowers are also known for their ability to attract bees.



INDIANA *Blue flower* September 10

The blue flower is a common flower found throughout the United States. It is known for its bright blue color and simple shape. Blue flowers are often seen in fields and gardens. They are also known for their sweet scent. Blue flowers are also known for their ability to attract bees.



ARKANSAS *Green flower* September 10

The green flower is a common flower found throughout the United States. It is known for its bright green color and simple shape. Green flowers are often seen in fields and gardens. They are also known for their sweet scent. Green flowers are also known for their ability to attract bees.



MISSISSIPPI *Purple flower* September 10

[illegible][illegible][illegible][illegible]

The main feature focuses on what makes Indiana special — whether it be people, events or places. The subject matter varies, but we strive to find topics to connect with our readers.

Each of Indiana's 92 counties have unique claims to fame and interesting facts to highlight. We travel the state in pursuit of little-known Hoosier trivia.

Each month we profile a restaurant in Indiana that's just a car ride away. We've featured everything from small-town diners to historic hideaways in this food-centric feature.

These alternating features are geared toward the handyperson and the hunting/fishing enthusiast.

Energy experts throughout the state tell you how to save energy ... and money.

[illegible][illegible]

safety

BE SAFE AROUND ELECTRICITY WHEN MOVING FARM EQUIPMENT

With the arrival of November, farmers are starting to bring in their crops. In the process, they may be moving farm equipment, such as tractors, combines, and grain augers, from one location to another. While this is a necessary task, it can be dangerous if proper safety precautions are not taken.

According to the Occupational Safety and Health Administration (OSHA), the most common cause of fatalities and serious injuries on farms is electrocution. This is often the result of workers coming into contact with power lines or electrical equipment.

To prevent electrocution, OSHA recommends that workers should always use proper safety procedures when moving farm equipment. This includes making sure that the equipment is properly grounded and that all electrical connections are secure. Workers should also avoid touching any electrical equipment while the equipment is in motion.

There are several other safety hazards associated with moving farm equipment. For example, workers should always wear their seat belts and use proper tie-down techniques to prevent the equipment from shifting or falling over.

At the end of the day, moving farm equipment is a necessary task, but it can be dangerous if proper safety precautions are not taken. By following OSHA's recommendations, workers can help prevent electrocution and other safety hazards.

And power lines are everywhere in rural areas, so it's important to be aware of them at all times. If you see a power line, assume it is live and stay away from it.

Another common safety hazard is the use of grain augers. These machines are used to move grain from one location to another, but they can be dangerous if not used properly.

When using a grain auger, workers should always wear proper safety gear, including hard hats and safety glasses. They should also make sure that the auger is properly secured and that all electrical connections are secure.

Finally, workers should always use proper tie-down techniques when moving farm equipment. This includes making sure that the equipment is properly secured and that all tie-downs are tight and secure.

By following these safety guidelines, workers can help prevent electrocution and other safety hazards when moving farm equipment. Remember, safety is always the top priority when working on a farm.

When working on a tractor or other farm equipment, workers should always wear their seat belts and use proper tie-down techniques. They should also make sure that the equipment is properly secured and that all electrical connections are secure.

Another common safety hazard is the use of grain augers. These machines are used to move grain from one location to another, but they can be dangerous if not used properly. Workers should always wear proper safety gear and make sure that the auger is properly secured.

Finally, workers should always use proper tie-down techniques when moving farm equipment. This includes making sure that the equipment is properly secured and that all tie-downs are tight and secure. By following these safety guidelines, workers can help prevent electrocution and other safety hazards.

• **Wear a hard hat and safety glasses.** These are essential pieces of safety gear that can protect you from head and eye injuries.

• **Use proper tie-down techniques.** This is crucial for keeping the equipment stable and preventing it from shifting or falling over.

• **Make sure the equipment is properly secured.** This includes checking all tie-downs and making sure the equipment is properly balanced.

• **Wear your seat belt.** This is a simple but often overlooked safety measure that can save your life in the event of an accident.

• **Use proper tie-down techniques.** This includes making sure that the equipment is properly secured and that all tie-downs are tight and secure.

• **Wear your seat belt.** This is a simple but often overlooked safety measure that can save your life in the event of an accident.

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backyard

10 tips

for a productive garden next year

Get the most out of your garden this year by following these tips. You'll be on your way to growing a bumper crop of vegetables and flowers in 2014.

- 1. Clean up your garden.** Remove any diseased plants, weeds, and debris from your garden. This will help prevent diseases and pests from overwintering in your garden.
- 2. Test your soil.** Get a soil test from your local extension office to determine the pH and nutrient levels of your soil. This will help you determine what fertilizers and amendments you need to add to your soil.
- 3. Amend your soil.** Add organic matter, such as compost or manure, to your soil to improve its structure and fertility. This will help your plants grow better and produce more.
- 4. Mulch your garden.** Add a layer of mulch, such as straw or wood chips, to your garden beds. This will help retain moisture in the soil and suppress weeds.
- 5. Water wisely.** Water your plants deeply and infrequently, rather than shallowly and frequently. This will help your plants develop deep roots and be more drought-tolerant.
- 6. Use organic fertilizers.** Use organic fertilizers, such as compost or manure, to feed your plants. This will help improve the health of your soil and your plants.
- 7. Practice crop rotation.** Rotate your crops each year to prevent diseases and pests from building up in the soil. This will help you grow healthier plants and produce more.
- 8. Use companion planting.** Plant certain vegetables and flowers together to repel pests and improve the growth of your plants. This is a natural way to protect your garden from pests.
- 9. Harvest at the right time.** Harvest your vegetables and flowers at the right time to get the best flavor and quality. This will help you enjoy your garden's produce at its peak.
- 10. Enjoy your garden.** Gardening is a fun and rewarding hobby. Take time to enjoy your garden and the fruits of your labor.

By following these tips, you can ensure that your garden is productive and healthy for years to come.

[illegible]

Our readers love the recipe section — and with good reason. Recipes are submitted by the readers themselves. Food is prepared, photographed and taste-tested by magazine staff, so we know it's delicious.

Meet fellow Hoosiers who have intriguing stories to share.

Stay educated on electrical safety inside and outside the home.

Whether you're interested in caring for furry friends or a growing garden, these alternating columns are here to advise you.

There's a lot to do in the Hoosier state. Explore with us!

Questions about advertising in *Indiana Connection*?

Contact Cheryl Solomon | **O:** 847.749.4875 | **M:** 847.612.9015 | **E:** cheryl@amp.coop

Local AD RATES

We are pleased to offer these special rates exclusively for our Indiana and midwest-based advertisers.

Rates listed below are available exclusively for Indiana-based advertisers or advertisers making their primary profit margin in the state of Indiana. Please contact Cheryl Solomon, 847-749-4875 or cheryl@amp.coop, for a custom advertising proposal for your organization.



1 COLUMN

Bleed:
3.0139" x 10.75"

Trim:
2.8889" x 10.5"

1x: \$3,300
4x: \$2,970
12x: \$2,310

No charge for color.



2 COLUMN

Bleed:
5.3194" x 10.75"

Trim:
5.1944" x 10.5"

1x: \$6,100
4x: \$5,490
12x: \$4,270

No charge for color.



HALF PAGE

Bleed:
8.25" x 5.25"

Trim:
8" x 5.125"

1x: \$4,200
4x: \$3,780
12x: \$2,940

No charge for color.



FULL PAGE

Bleed:
8.25" x 10.75"

Trim:
8" x 10.5"

1x: \$7,000
4x: \$6,300
12x: \$4,900

No charge for color.

Questions about advertising in *Indiana Connection*?

Contact Cheryl Solomon | **O:** 847.749.4875 | **M:** 847.612.9015 | **E:** cheryl@amp.coop

INDIANA
CONNECTION

MARKETPLACE

Advertising & Rate

Our Marketplace offers maximum exposure for your business or organization at a minimal cost.

A limited number of these display ads are available each month.

Don't miss this opportunity to reach over 900,000 consumers at an affordable rate!

Investment: **\$500**

Your marketplace ad includes:

- full color logo
- headline up to eight words
- up to five lines of text
- 20 characters per line
- your website address
- no charge for color

Please contact Cheryl Solomon, 847.749.4875 or cheryl@amp.coop, for other small business advertising opportunities in Indiana Connection.

Example

INDIANA
CONNECTION

CELEBRATING THE
EXPERIENCES
THAT DEFINE
THE HOOSIER STATE

Line 1
Line 2
Line 3
Line 4
Line 5

indianaconnection.org



insights

CHRISTMAS BREAK?

Time to get creative!

With Christmas break coming up, this is the perfect time for students to start working on their entries for the next Cooperative Calendar of Student Art contest.

The deadline for students in grades kindergarten through high school senior to submit artwork to illustrate the 2024 student art calendar is March 24, 2023. First place winners will each receive \$200. Their artworks will illustrate the calendar's cover and the 12 months of the year. One "artist of the year" will be chosen and will earn an additional \$100 prize. Judges will also select honorable mention winners whose artwork will also appear in the calendar. Those student artists will receive \$75 each.

The contest is open to Indiana public, private and home-schooled students. **They must be in grades kindergarten through 12th grade during the 2022-23 school year.** A complete set of rules and required entry forms are available at indianaconnection.org/for-youth-art-contest.

Price includes shipping and Indiana sales tax. Make check payable to "Indiana Electric Cooperatives." Send a note and check to Indiana Connection Calendar, 8888 Keystone Crossing, Suite 1600, Indianapolis, IN 46240.



ORDER YOUR 2023 CALENDAR today!

SEND US A CHECK AND A NOTE WITH YOUR NAME AND ADDRESS. COPIES OF THE COOPERATIVE CALENDAR OF STUDENT ART ARE \$7 EACH.



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www.WhatsBelow.com

MARKETPLACE

Our Marketplace offers maximum exposure for your business or organization at a minimal cost.

Please contact Cheryl Solomon, 847-749-4875 or cheryl@amp.coop, for other small business advertising opportunities in Indiana Connection.

jtv
jewelrylove

If you love jewelry, you'll love us!



Save 34%
PLUS FREE
\$65
JTV Price: \$99.99

Celebrate the Season while staying on budget in this party-perfect 2.35-ctw white CZ statement ring in sterling silver.

SPECIAL OFFER CODE:
CELEBRATE2
ORDER TODAY
888-815-0202 | jtv.com/sleek

SEE MORE AMAZING JEWELRY on JTV, JTV.com and JTV Auctions. JTV.com/tv

JTV Item: BJH482
Scan for details.

One coupon code per customer. One coupon code per order. Offer valid through January 12, 2023 at 11:59p ET. While supplies last. Restrictions apply. See jtv.com for details.

Questions about advertising in *Indiana Connection*?

Contact Cheryl Solomon | O: 847.749.4875 | M: 847.612.9015 | E: cheryl@amp.coop

INDIANA
CONNECTION

ADVERTISEMENT *Specifications*

PREPARING FILES

Camera-ready ads must be provided as a high-resolution PDF file suitable for print at the proper size. Images should be 300 PPI. Adobe Acrobat PDF setting PDF/X-1a works well. All fonts and images embedded. All artwork must be provided in CMYK mode. No spot colors, RGB, LAB or embedded color profiles (such as ICC profiles). Type minimum size of 6 pt. For artwork with bleed include minimum .125" (1/8") bleed with crop marks. Please keep all live material .25" (1/4") from trim on all sides.

UNACCEPTABLE FORMATS

We cannot accept files in the following formats under any condition: Microsoft Publisher; any word processing file; any presentation format such as a PowerPoint file. Please create a high-resolution PDF from these file formats for print.

Note: Any intervention required by Indiana Connection or our printer may result in additional charges. Where materials do not conform to specifications, advertiser will be offered the choice of sending new materials, time permitting, or having Indiana Connection make the necessary alterations, which will be billed at cost.

SENDING YOUR AD

Email to Ashley Curry at acurry@indianaec.org. File sharing for large files available upon request.



Questions about advertising in *Indiana Connection*?

Contact Cheryl Solomon | O: 847.749.4875 | M: 847.612.9015 | E: cheryl@amp.coop

INDIANA
CONNECTION

ADVERTISING

Terms & Conditions

These terms and conditions describe the requirements for advertising in all the media properties of Indiana Connection magazine (the "publisher") for any person or entity choosing to purchase marketing or advertising assistance (the "advertiser").

1. All advertisements are subject to the publisher's approval. The publisher reserves the right to reject any advertisement or portion thereof.
2. Accepted advertising must be in accordance with certain standards.
3. Advertorial, sponsored or "native content" may be accepted when it conforms to publisher's guidelines and all relevant USPS and FTC regulations.
4. Contract deadlines: The closing (deadline) date for space contracts is 5 p.m. in accordance with the calendar set forth in this document.
5. Art deadline: The deadline for receipt of print-ready art is 5 p.m. in accordance with the calendar set forth in this document.
6. First-time advertisers are required to pay in advance. Proof of creditworthiness and good standing with customers may be required.
7. Terms: Net 30 days from date of invoice with approved credit.
8. Methods of payment: The publisher accepts checks as its form of payment. Cash discounts are not available.
9. Liability for payment: Publisher may hold advertiser and agency jointly and severally liable for all sums due and payable to the publisher.
10. Frequency rates: Advertising ordered at a frequency discount rate and not earned within 12 months of the first insertion will be billed at the earned rate (short rate).
11. Position: All ads are accepted as run-of-publication with positioning at the publisher's discretion and the advertiser's requests followed to the extent practical within regular makeup limitations and policies.
12. Inserts: Rates available on request. Insertion order and a sample or mock-up of insert should be provided to publisher 60 days prior to the intended month of publication. Inserts must meet postal regulations and printer's specifications. Advertiser is subject to additional cost if postage increases due to weight of insert.
13. Classified advertising: The publisher does not accept classified advertising.
14. Editorial space in the magazine cannot be purchased. Such space is not sold.
15. Publisher's liability: The publisher is not responsible for errors in key numbers/codes or for copy changes received after the closing date. If a scheduled advertisement is not published, publisher's liability is limited to a refund to the agency or advertiser of an advance payment, if any, for the omitted advertisement. Liability for any error in a published advertisement will not exceed the cost of the space occupied by the advertisement.
16. Agreements between the parties for the advertiser to purchase marketing or advertising assistance must be in writing. Verbal orders will not be accepted. Any amendments, extensions, renewals or modifications must also be agreed to in writing, which may be accomplished electronically. Cancellations also must be made in writing.
17. After the closing (deadline) date, cancellations will not be accepted.
18. Cooperation: The parties agree to work together on all layout and design issues.
19. Choice of law: The parties agree that this agreement and any amendments, extensions, renewals or modifications thereof shall be governed by Indiana law.
20. Paid advertisements are not endorsements or promotions by any electric cooperative or by the publisher.
21. The printed magazine is published monthly.
22. Indiana Connection and all of its media properties are owned by Indiana Electric Cooperatives, 8888 Keystone Crossing, Suite 1600, Indianapolis, Indiana, 46240. Phone: 317-487-2220.

Questions about advertising in *Indiana Connection*?

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