



INNOVATION IS CRITICAL  
FOR THE FUTURE OF  
IOWA'S ECONOMY.

**PUBLICATIONS LIKE  
THE INNOVATIONIOWA**  
MAGAZINE THAT HIGHLIGHT  
THE WORK GOING ON  
AROUND OUR STATE —  
IN SMALL AND LARGE  
BUSINESSES, IN ACADEMIA,  
IN START-UPS — ARE SO  
IMPORTANT IN **ADVANCING  
THAT VERY CULTURE.**

**DEBI DURHAM**  
Director, Iowa Economic  
Development Authority

# Business Record innovationIOWA

## 2022

*innovationIOWA delivers direct access to the most innovative business leaders, decision makers and influencers responsible for driving change in the state and the world.*

Be part of the innovation culture in Iowa. innovationIOWA is an annual magazine designed to highlight the top companies and people contributing to cultivating business in the state. This creative collection of industry developments will position you as an innovation thought leader to **over 40,000 readers.**

The publication is an outlet to illustrating your recent innovations, elevating the legacy of your team and organization and spotlight the commitment to Iowa's world-class workplace through a variety of opportunities including industry focused chapters: Bioscience & Agriculture, Advanced Manufacturing, Technology, Energy & Infrastructure, STEM and Insurance & Finance.

The **10,000 printed copies** as well as the digital edition are distributed in the Business Record statewide issue, which also includes Business Record Iowa, a custom publication for the Iowa Association of Business and Industry. Additional distribution will include a mailing to Iowa educational institutions, manufacturers, agricultural and technology companies, and industry associations. An electronic version of innovationIOWA magazine is available at **[www.innovationIA.com](http://www.innovationIA.com).**

## INSPIRED AUDIENCE

OVER  
**40,000**  
READERS

### INFLUENTIAL

58% are top management  
80% are involved in purchasing products & services

### VISIONARIES

33% have an advanced degree  
64% serve on a board or committee

### ENGAGED

87% read the publication cover-to-cover  
66% take action after reading advertising

## INDUSTRY FOCUS

The annual innovationIOWA magazine features in-depth editorial detailing Iowa's innovative companies. innovationIOWA focuses on key sectors vital to the economic growth of our region. Align your message in one of the following chapters:

- BIOSCIENCE & AGRICULTURE
- ADVANCED MANUFACTURING
- TECHNOLOGY
- ENERGY & INFRASTRUCTURE
- INSURANCE & FINANCE
- STEM

## INNOVATION AWARDS



### **CORTEVA innovationLEADER AWARD HONORS A COMPANY MAKING A DIFFERENCE:**

- 2021** BrokerTech Ventures
- 2020** EMC Insurance
- 2019** Workiva
- 2018** Sukup

### **Sponsorship Available**

### **innovationENTREPRENEUR AWARD HONORS AN INDIVIDUAL MAKING A DIFFERENCE:**

- 2021** Kevin Maher
- 2020** Lisa Schulte Moore
- 2019** David Kingland
- 2018** Bob Riley

### **AWARD NOMINATIONS:**

[www.innovationIA.com/awards](http://www.innovationIA.com/awards)

CELEBRATE THESE  
INNOVATORS AT A VIRTUAL  
EVENT HOSTED ON JULY 11.

## SPONSORSHIP OPPORTUNITIES

<b>PRESENTING SPONSOR</b>	<b>\$18,565</b>
<b>SUPPORTING SPONSOR (2)</b>	<b>\$12,400</b>
<b>INNOVATIONLEADER AWARD</b>	<b>\$9,475</b>
<b>INNOVATIONENTREPRENEUR AWARD</b>	<b>\$9,475</b>
<b>CHAPTER SPONSORSHIPS</b>	<b>\$9,050</b>
ADVANCED MANUFACTURING	
STEM	
BIOSCIENCE & AGRICULTURE	
ENERGY & INFRASTRUCTURE	
FINANCE & INSURANCE	
TECHNOLOGY	

Seek further details on sponsorship packages from your account executive.

# ADVERTISING OPPORTUNITIES

## GATEFOLD \$12,975



Specifications available upon request

## PARTICIPATION DEADLINE

April 15, 2022

## MATERIAL DEADLINE

April 29, 2022

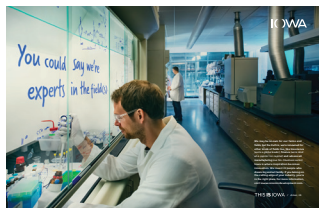
## APPROVAL DEADLINE

May 12, 2022

## PUBLICATION DATE

July 15, 2022

## TWO-PAGE SPREAD \$6,200



Trim: 16.75 x 10.875"  
add .125" bleed (17 x 11.125")

Keep live matter 0.5"  
inside the trim size

## FULL-PAGE \$3,700 (Far forward placement: \$4,945)



Trim: 8.375 x 10.875"  
add .125" bleed (8.625 x 11.125")

Keep live matter 0.5"  
inside the trim size

## HALF-PAGE \$2,250



7.625 x 5"  
no bleed

## CAMERA-READY REQUIREMENTS

Camera-ready ads must be made to **exact size** of space reserved. The camera ready discount will be reversed after more than two files are submitted incorrectly. Ads need to be exported as **a high resolution (300 dpi) PDFs in CMYK using the PDF/X-1a:2001 preset**. High-resolution PDF files should be emailed to [businessrecordads@bpcdm.com](mailto:businessrecordads@bpcdm.com) and copied to your BPC representative. For files exceeding 10 MB please use our dropbox.

Publisher has the right, in its sole and absolute discretion, to reject any advertisement or portion thereof, whether or not the advertisement has previously been published.

## UPLOAD LARGE FILES TO HIGHTAIL DROPBOX

<https://spaces.hightail.com/uplink/dmbusinessrecord>