

INDIANAPOLIS RECORDER NEWSPAPER 2022 MEDIA SERVICE GUIDE



Preparing a conscious community today and beyond

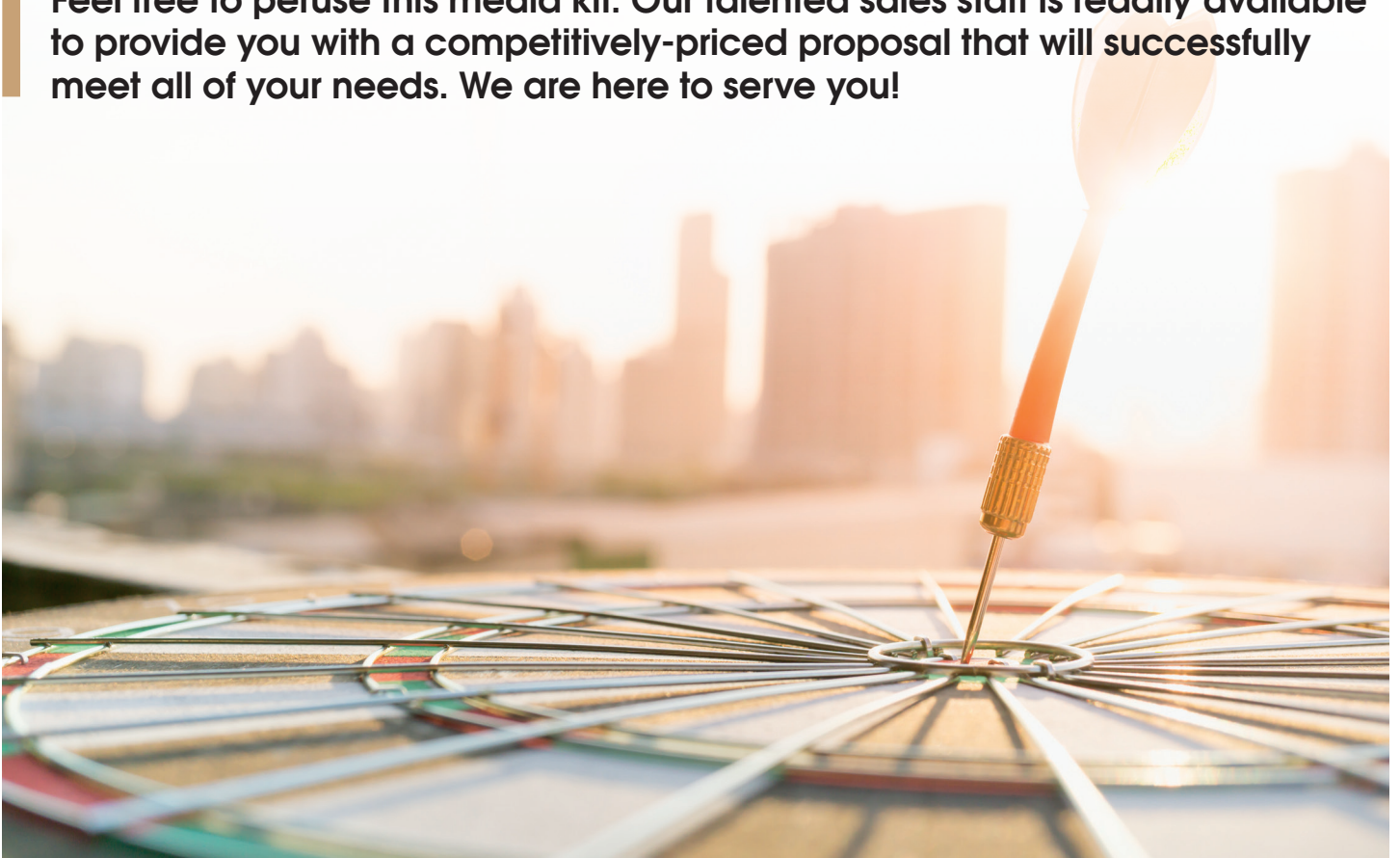
Do you have a product you are trying to promote? Can the general community benefit from the services that your company provides? Are you trying to reach a specific audience?

If you answered yes to any of these questions, the Recorder Media Group has exactly what you need.

At 126-years-old, the Recorder has been a mainstay in the community by providing powerful and informative news that enhances the knowledge of African-Americans throughout Indiana, the country and even the world.

We also have a newly-enhanced website which allow us to address your needs with a more technologically-advanced approach. We are committed to being quality news-gathering resources that not only service the general community, but also work hard to effectively meet the needs of our clients.

Feel free to peruse this media kit. Our talented sales staff is readily available to provide you with a competitively-priced proposal that will successfully meet all of your needs. We are here to serve you!



A RICH HISTORY OF EXCELLENCE



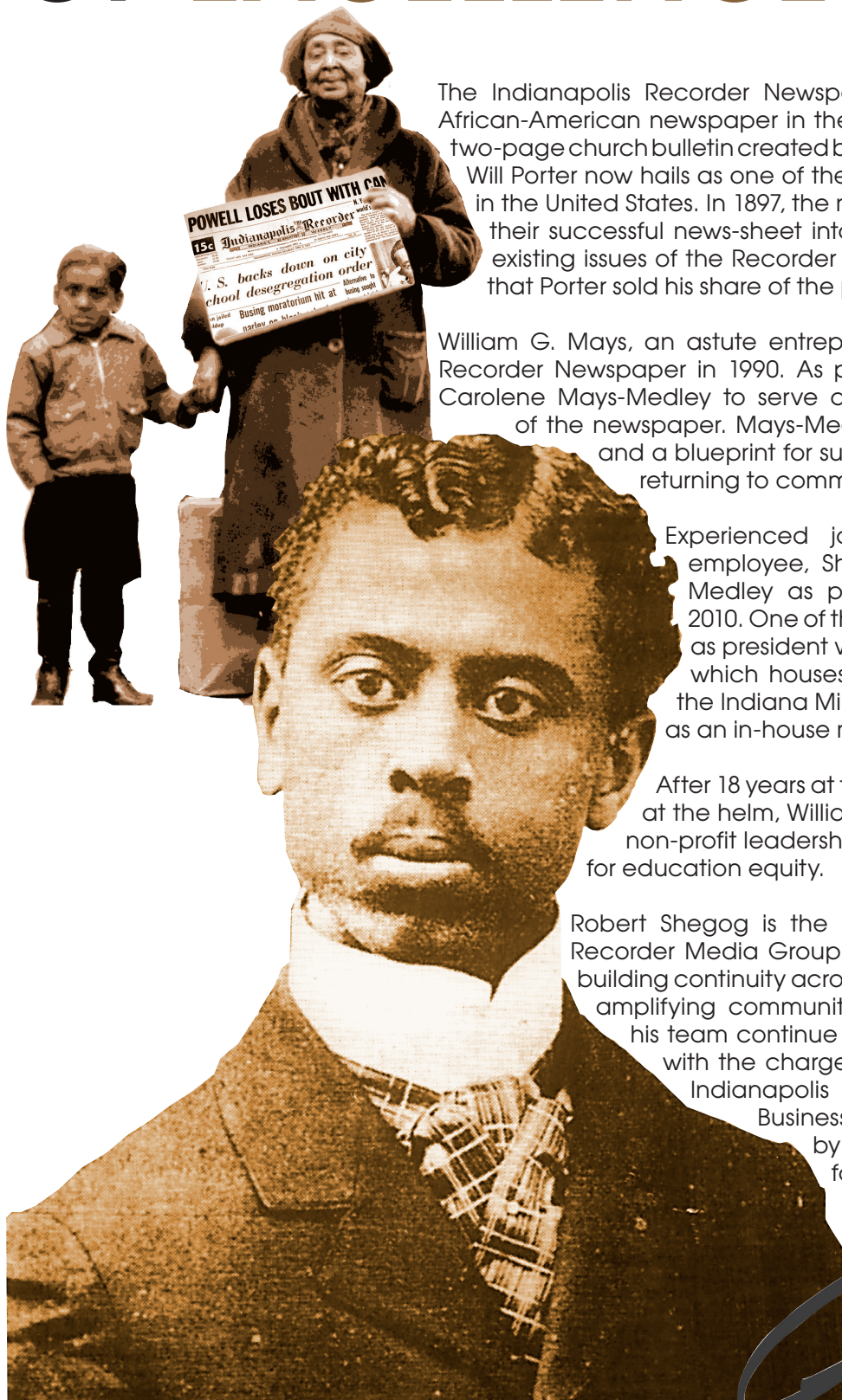
The Indianapolis Recorder Newspaper is the fourth oldest surviving African-American newspaper in the country. What began in 1895 as a two-page church bulletin created by co-founders George P. Stewart and Will Porter now hails as one of the top African-American publications in the United States. In 1897, the newspaper's co-founders expanded their successful news-sheet into a weekly newspaper. The earliest existing issues of the Recorder date back to 1899 – the same year that Porter sold his share of the paper to Stewart.

William G. Mays, an astute entrepreneur purchased the Indianapolis Recorder Newspaper in 1990. As publisher, Mays entrusted his niece, Carolene Mays-Medley to serve as president and general manager of the newspaper. Mays-Medley gave the paper new direction and a blueprint for success for more than 13 years before returning to community service in local government.

Experienced journalist and longtime Recorder employee, Shannon Williams succeeded Mays-Medley as president and general manager in 2010. One of the initial things Williams did in her role as president was form the Recorder Media Group which houses the Recorder, its sister publication the Indiana Minority Business Magazine and serves as an in-house marketing/communications firm.

After 18 years at the Recorder, including the last eight at the helm, Williams left the historic paper to serve in non-profit leadership where she specifically advocates for education equity.

Robert Shegog is the current President and CEO of the Recorder Media Group. Shegog has been instrumental in building continuity across all of the company's products and amplifying community engagement strategies. He and his team continue to usher in a new era of leadership with the charge to extend the rich legacies of the Indianapolis Recorder and Indiana Minority Business Magazine for generations to come by better utilizing the online platforms for both publications.



Indianapolis is the 16th largest city in the United States, and the second largest city in the Midwest. In 2020, the population of Indianapolis was 887,732, making it one of the fastest growing regions in the United States. It is by-far one of our country's most livable big cities.

For those who reside and work here, Indianapolis has a quality about it that makes even the heart of a bustling downtown feel like home. Indianapolis is comprised of 372,358 households, with an average of 2.51 people living in each household. These households can be broken down into various family types:

- Married with children - 13.5%
- Married without children - 21.6%
- Single parents - 11.1%
- Living alone - 37.7%
- Other - 15.2%

Indianapolis is a city that embraces diversity. A breakdown of the city's population by race/ethnicity is as follows:

- White: 60.9%
- Black or African American: 28.55%
- American Indian: 0.4%
- Asian: 3.8%
- Other race: 3.47% (non-Hispanic)
- Two or more races: 3.34% (non-Hispanic)
- Hispanic or Latino of any race: 10.9% (6.5% Mexican, 1.3% Puerto Rican, 1.1% Honduran, 1% Guatemalan, 0.1% other)
- African-American population, Indianapolis/Marion County: 250,615

THE INDIANAPOLIS MARKET

For much of its history, Indianapolis has oriented itself around government and industry, particularly manufacturing. Today, Indianapolis has a much more diversified economy, contributing to the fields of education, health care, and finance. Tourism is also a vital part of the economy of Indianapolis, and the city plays host to numerous conventions and sporting events. Of these, perhaps the most well known is the annual Indianapolis 500. Other major sporting events include the Brickyard 400 and the Men's and Women's NCAA Basketball Tournaments. January 2012 marked the first time Indianapolis hosted the Super Bowl. Super Bowl XLVI took place at Lucas Oil Stadium and garnered worldwide attention.

Visitors are drawn from all over the globe to enjoy Indianapolis' top-notch professional sports venues, a thriving convention industry and numerous cultural attractions. And when they arrive, they too experience the Hoosier character and hospitality that make Indianapolis special.

Source: The preceding statistical information is derived from statistics gathered by the 2020 U.S. Census Bureau, the U.S. Bureau of Labor Statistics and the Bureau of Economic Analysis.



WHO'S READING THE INDIANAPOLIS RECORDER

Here is some demographic information that may help you choose the Indianapolis Recorder as the platform to promote your products and services:

**Circulation: nearly 11,000 | Readership: 108,000 | Paid circulation: 76%
Unpaid circulation: 24% | Average website page views per month: 64,716**

66% of respondents said they purchase products or services from ads seen in the Indianapolis Recorder.

27% of Recorder readers are between the ages of 45-54

37% of Recorder readers are between the ages of 25-44

34% of Recorder readers earn between \$25,001 - \$49,999

28% of Recorder readers earn between \$50,000 - \$74,999

37% of Recorder readers graduated high school

35% of Recorder readers had some college

21% of Recorder readers graduated college

Percentage of readers who plan to purchase the following in the next 12 months:

84% Women's Apparel

79% Dining & Entertainment

71% Pharmacist/
Prescription Service

70% Men's Apparel

61% Legal Gambling
Entertainment (Lottery,
Casinos, Racetracks, Bingo)

41% Children's Apparel

41% Furniture / Home Furnishings

40% Vacations / Travel

Newspaper ads work!

72% of readers sold or got calls from a newspaper classified ad

77% of readers read retail store ads

72% of readers read an insert always or frequently in the last 30 days

84% of readers have not responded to a Craigslist ad in the last 30 days

Information provided by the Circulation Verification Council, the Newspaper Reader Survey Results (Pulse of America), and an independent Recorder Media Group study.



INDIANAPOLIS RECORDER NEWSPAPER

Since its inception in 1895, the Indianapolis Recorder Newspaper has maintained a solid reputation of providing quality news, advocating for the underserved, and operating with integrity.

As the fourth oldest-surviving African American newspaper in the country, the Recorder has a staying power that has surpassed hundreds of other publications in its class. This publication has seen and reported it all – from the trials of a segregated country, to the struggles and progression of the Civil Rights Era, to even the triumph of electing America's first Black president – for years the Indianapolis Recorder has taken our responsibility of educating the public very seriously.

The community's incessant trust in the Recorder provides your company with a strong foundation to promote your business.

As the Recorder ushers toward the future we continually reignite our fire by being more creative in our approach, more focused on the concerns of our community and more dedicated to the empowerment of African-Americans.

That creativity, compassion and dedication transcends into the service our team provides for you.

While times have certainly changed since the paper's inception in 1895, our commitment to the people we serve hasn't. Now more than ever, the Recorder is working to meet the needs of our community and our clients. We're doing this with fresh views and a renewed spirit.

The Indianapolis Recorder Newspaper is a certified Minority and Women Business Enterprise with the City of Indianapolis and the state of Indiana.



INDIANAPOLIS RECORDER ADVERTISING RATES

Commission and Payment Terms:

- Agency commission is 15%
- Net due in 10 days
- Payment on account is not dependent upon receipt of tear sheets
- Ads of \$150.00 or less must be paid in advance
- All political ads must be paid in advance
- All rates are net

Political and National Agency Rate: \$39.99

Local Open Rates:

1-13 weeks	\$24.99 per column inch
14-26 weeks	\$22.99 per column inch
27-39 weeks	\$20.99 per column inch
40-52 weeks	\$18.99 per column inch

Non-profit / Church Display:

\$19.99 per column inch

Front Page Banner Rates:

A Section	\$850.00
B Section	\$650.00

Classified / Real Estate Rates:

\$19.99 per column inch

Legal Rates:

Dissolution of Company	\$76.00 (1x run)
Notice of Final Accounting	\$76.00 (1x run)
Notice of Administration	\$87.00 (2x run)
Change of Name	\$118.00 (3x run)
Dissolution of Marriage	\$118.00 (3x run)
Notice of Adoption	\$118.00 (3x run)
Notice of Real Estate	\$118.00 (3x run)
Petition of Guardianship	\$118.00 (3x run)
Summons by Publication	\$118.00 (3x run)
Ask about Public Notices	

Insert Rates:

\$175.00 per thousand
Minimum size: 5" X 7"
Maximum size: 10" X 13"
Weight over 6 oz. add \$20.00 per thousand
*Delivery to printer by Monday of the issue week.

Additional sizes/prices available upon request

These rates are for standard size ads:

Full, Half, Quarter, and Eighth page ads

Full page Black & White ad is:

(6columns x 21") = 126 x \$24.99 = \$3,148.74.

Full page ad size 10.25" x 21"

Half page Black & White ad is:

(6columns x 10.5") = 63 x \$24.99 = \$1,574.37.

Half page ad size 10.25" x 10.5"

Quarter page Black & White ad is:

(3 columns x 10.5") = 31.5 x \$24.99 = \$787.18.

Quarter page ad size 5.075" x 10.5"

Eighth page Black & White ad is:

(2columns x 8") = 16 x \$24.99 = \$399.84.

Eighth page ad size 3.35" x 8"

Process Color \$450.00

Tabloid-Size Special Section Rates:

Black History Tab & Back To School Tab

Full Page \$1,635.00

Half Page \$1,135.00

Quarter Page \$875.00

Inside Front Cover \$1,800.00

Inside Back Cover \$1,800.00

Back Cover \$2,035.00

Center Spread \$2,600.00

Website Rates:

Banner (728 x 90) \$849.00 (100,000 impressions)

Sidebar (300 x 250) \$699.00 (100,000 impressions)

Classified \$249.00 / per week

E-mail Blast \$349.00 / per blast

Miscellaneous Rates:

Layout and Design 25% of total ad cost

Placement 25% of total ad cost

Sponsorships Please ask

Social Media Rates:

Premium package \$500 / week

Standard package \$350 / week

Custom packages Please ask

Digital Footprint

IndianapolisRecorder.com 50-70K Unique Visitors

150-300K Impressions

Facebook 60K - 100K Impressions

Twitter 60K Impressions

Instagram 75,000 Impressions

Emails 62,000 & Growing

18% Average Open Rate

INDIANAPOLIS RECORDER ADVERTISING SPECS

General Rate Policy

- Right is reserved to reject any copy or illustration and to screen materials.
- Liability for error shall in no event exceed cost of space occupied by item published incorrectly.
- Claims for allowances must be made in writing within 10 days of insertion.
- The Indianapolis Recorder is not responsible for errors that are typewritten, or that are received after published deadlines. Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publication.
- Charge accounts must be pre-approved and require a signed insertion order and contract.
- The publisher assumes no liability for the omission of an advertisement from any edition in which such advertisement was scheduled or ordered for publication

Deadlines:

**Religion & Legal
Advertising are due
Mondays at noon.**

**All Other Ads
Fridays at 5 p.m. for the
following week's issue.**

Ad Specs:

Broadsheet (6 columns)

1 col.	1.625" wide
2 col.	3.35" wide
3 col.	5.075" wide
4 col.	6.8" wide
5 col.	8.525" wide
6 col.	10.25" wide

Order of Service/

Legals/Classified (9 columns)

1 col.	1.05" wide
2 col.	2.2" wide
3 col.	3.35" wide
4 col.	4.5" wide
5 col.	5.65" wide
6 col.	6.8" wide
7 col.	7.95" wide
8 col.	9.1" wide
9 col.	10.25" wide

Tabloid

Full-Page	10.325"	x	9.95"
Half-Page(H)	10.325"	x	4.925"
Half-Page (V)	5.1375"	x	9.95"
Quarter-Page	5.1375"	x	4.925"



RELIGION ORDER OF SERVICE RATES & SPECS

Friday, December 20, 2013

Indianapolis Recorder

Page B3

Order Of Service

Advertise your weekly Order of Service in the Indianapolis Recorder, the original church bulletin.

Ad Size			
Columns	Inches	Rate	Per Week
1	5	\$25.00	
2	4	\$50.00	
3	3	\$75.00	
4	4	\$100.00	

A Church Striving for Excellence in Christ
5858 E. 46th Street
(46th & Arlington)

Sunday Worship
10:45 A.M.

Wed. Adult Bible Study 10:30 AM
Adult & Youth B.S. 7 P.M.

Great People • Great Music •
A Dynamic Word •
An Amazing Experience!

Pastor Tapp &
First Lady Kim McGee

Contact us:
317-941-4187
www.danabepchurch.org

Witherspoon Presbyterian Church
"Where Jesus Is the Center & the Strength"
5108 N. Michigan Road

Rev. & L. Bryant Palmer, Senior Pastor
Teresa Cross Esq., Clerk of Church

Church School.....8:30 a.m.
Worship Service.....10:30 a.m.

Prayer Ministry—Sun. 8:15 a.m.
Bible Study—Wed. 12:30 p.m. & 6:30 p.m.
Prayer—Thurs. 5:00 p.m.

Call 317-251-2291 for information
www.witherspoonpc.org

Come as you are—you are always welcome!

Sanders Temple
Church of God in Christ

Pastor - Elder John C. Davis, III
First Lady - Lady Veronica Davis

Services:
2 Sunday Morning Services
8:30 am & 11 am
Sunday School
10:00 am - 10:55 am
(with interactive bible study classes)

Tuesday
7:00 pm

Friday
6:00 pm
& 7:00 pm

3516 E. 39th St.
Indianapolis 46206
317-546-0668
www.sanders temple.org

Citadel Missionary Baptist Church
New Location at
Emmanuel SDA Church
5201 Pleasant Run Parkway South Drive
citadelmb.org

"Proclaim the Good News -
While Growing in Grace!"

Pastor Erick & First Lady Melissa Peck

Sunday School
9:00 A.M.

Morning Worship Services
10:30 A.M.

Bible Study - Thursday
7:00 - 8:00 PM

LivingWater
"Where Jesus Is the Center & the Strength"

Pastor Kim &
Steve Outlaw

1 Church
2 Locations

Main Campus
2902 E. 46th Street
Sunday Service 9am & 12pm
Bible Study Wednesday 7pm

Phone 317-541-8582
http://www.livingwaterfc.org/

Indy West
Conference Center
400 N. High School Rd.
Indianapolis, IN 46214
Sunday Service 10:30am

Radio Broadcast Mon, Tue,
Wed, 9:45am 1310 the light

Greater Saint James
Missionary Baptist Church
John R. Raymond Sr.
Indianapolis, IN 46203

Worship Hours
Sunday School
9:45 am

Sunday Morning
Worship
10:45 am

Tuesday Prayer
Morning Bible Study
6:00 pm - 8:00 pm

Pastor E.L. Raymond, First Lady Jennifer Raymond
For a ride, call 637-9757
Enter to Worship, Leave to Serve

ROCK OF FAITH
INDIANAPOLIS BAPTIST CHURCH
18002 E 38th Street
Indianapolis, IN 46226
(317) 895-1006

EXCITING, DYNAMIC WORSHIP AT "THE ROCK"

Worship Sun 8:00 am
Bible Study Wed 12 pm & 7 pm

Pastor Sherrell A. Lutz, Co-Pastor

"Where Jesus is Lord and Everybody is Somebody"
www.rockoffaith.org

PURITAN MISSIONARY BAPTIST CHURCH
872 W. 27th St.
Indianapolis, IN 46208
317-923-1239

Order of Service
SUNDAY
Morning Worship
8 a.m. & 10:45 a.m.

WEDNESDAY
Prayer Meeting
10 a.m. & 7 p.m.
Bible Study
11 a.m., 12 Noon, & 8 p.m.

Church Office
"A TRAINING GROUND FOR SPIRITUAL WARRIORS"

Bishop Larry D. Grinstead
Senior Pastor

MID-EAST CHURCH OF CHRIST
Where the Spirit of the Lord Is
5875 Central Ave., Indianapolis, IN 46220

ERIC F. WILLIAMS
SENIOR PASTOR
317-251-(Lord) 5673

Pastor Williams Ext. 1
Pastor Owens Ext. 2

Church Web Site:
www.mid-eastchurchofchrist.com

SUNDAY SERVICE:
Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.

WEDNESDAY:
Bible Study 7:00 p.m.

Deliverance Temple-C.O.G.I.C.
8600 Meadowlark Dr.
317-895-9787

Pastor Fred Phinisee:
Sunday Worship 11:30 A.M.
Friday Pastoral Teaching 7:00 p.m.

2 Columns
2.2" x 4"

First Free Will Baptist Church
"The Holy Love Abound, We Say"
2433 Barnes Avenue
Indpls, IN 46208 • (317) 923-8867

Pastor Chas A. Sheppard
First Lady Edna M. Sheppard

Sunday Morning
Sunday School
Morning Worship
Wednesday Prayer & Bible Study
New Member Class

Schedule of Services:
8:00AM
9:30AM
1:00PM
12 Noon and 7:00PM
Sun. 8:00PM

As Announced

Friendship Missionary Baptist Church
1302 North Goodlet
Indianapolis, Indiana 46222

Rev. Neris Willis
Order of Service
Morning Service - 8:30 am
Evening Service - 7:30 pm
Prayer & Bible Study - 7:30 pm
Wednesday - 7:30 pm
Everyone Welcome

Pastor, Rev. Ronald Covington Sr.
Sunday Morning Service
Fulfillment Hour (Sunday School)
9:30-10:30am
Morning Worship 10:45

Wednesday
Morning Prayer Meeting
6:00am-7:30am
Prayer & Praise on
Praise/Bible Study
6:30pm

Pleasant Union Missionary Baptist Church
5022 Jasper St.
Indianapolis, Indiana 46208
Phone 925-4382
Fax 283-5675

Sunday School
10:50 am
Sunday School
9:55 am

Morning Morning Prayer
6:00am
Wed. Bible Study
12:00 noon & 7:00pm
Thurs. Family Living
7:00pm
At Valley View Addition
7:00pm

Grace Missionary Baptist Church
1501 N. College Ave.
631-0108

Sunday School
10:00 AM

Morning Worship
11:50 AM

Tuesday Bible Study
7:30 PM

Grace Missionary Baptist Church
1501 N. College Ave.
631-0108

Sunday School
10:00 AM

Morning Worship
11:50 AM

Tuesday Bible Study
7:30 PM

1 Col.
1.05" x 5"

4 Columns
4.5" x 4"

St. Luke Missionary Baptist Church
5325 E. 30th Street
543-9505
www.stlukeindy.org

Sunday School
Morning Worship
Mid-Week Service/
Bible Class Wednesday 6:30 p.m.

8:30 a.m.
10:00 a.m.

Rev. Curtis L. Vance, Pastor, and
Sis. Charlye Jean Vance

NEW HORIZONS CHURCH

Sunday
WORSHIP SERVICES
at 8:30 a.m.
10:30 a.m.

Pastor Eric Wiggins &
Lady Camille Wiggins

"Where Christ is the way and the Word is Clear"

NEW HORIZONS CHURCH
7315 E. 75th Street • Indianapolis, IN 46256
(317) 558-7660
Nursery & Children's Church Available

www.TheNewHorizonsChurch.org

New Beginnings
FOLLOWING CHURCH

EAST LOCATION
2125 N. GERMAN CHURCH ROAD
INDIANAPOLIS, IN 46229

8:00am | 10:45am | 12:45pm

THURSDAYS
7:00pm

WEST LOCATION
GIVEN CREEK MINISTRIES SCHOOL AUDITORIUM
4401 W 52ND ST., INDIANAPOLIS, IN 46254

SUNDAYS
8:30am

Dr. James Anthony &
Lady Tara Jackson

www.NEWBINDY.org
P: 317.691.3316 F: 317.691.3320

3 Columns
3.35" x 3"

AGCC
SUNDAY SCHEDULE
Sunday Bible Institute
10:30am-11:30am

Amazing Grace
Christian Church
1031 N. 46th Street
Indianapolis, IN 46208
(317) 941-8400
www.amazinggracechurch.org

Rev. Pastor David L. Davis
Rev. Pastor David L. Davis
Rev. Pastor David L. Davis

DATE: 09/01/16, 2006 THE INDIANAPOLIS RECORDER

Quater
page
(3 cols.)

5.075" (W)
X 10.5" (H)

Half page Horizontal
(6 columns)

10.25 " (W) X 10.5"(H)



multicultural knowledge

Friday, December 7, 2007

Together, we make a gr

Lilly and Company salutes the National U...
or its work to encourage greater health awar...
frican American community.

a multi-year partner with the National Un...
gue on the "Remarkable, That's You" progr...
boration between Lilly and the National U...
ue empowers women to make informed ch...
healthy lifestyles for their families.

the
orate Leadership Award.

www.li

FREE
Adult Diabetes
Self-Management Classes

Mondays
April 1, 8, 15, 22
1:30-3:30 p.m.
Marion County Public
Health Department
South District Health Office
503 National Ave.

Thursdays
April 4, 11, 18, 25
1:30-3:30 p.m.
Wayne Branch
198 S. Girls School Rd.

PUBLIC HEALTH
DEPARTMENT
Marion County, Oregon

Diabetes Recognition
Marion County Public Health Department
ANAD, 2007 National Diabetes

Plan to attend all four classes.
Registration required.
317-221-2094
mchd.com/diabetes

ENGAGE. EMPOWER. EDUCATE!

2022 EDITORIAL CALENDAR

January

MLK Day celebrations

General Assembly — begins Jan. 4

- Ending public health emergency for COVID-19.
- Vaccine mandates
- Tax cuts
- Critical race theory
- Abortion
- Crime in Indianapolis — people committing crimes while on bail
- Energy costs
- Health care costs
- Marijuana
- IBLC agenda
- Juvenile justice — A version of SB 449 will likely be introduced in the legislature again; also will be an article series*
- Maternal/infant mortality*

February

Art & Soul — kickoff Feb. 5

Meet the Artists — kickoff Feb. 12

The Big Game aka the Super Bowl LVI — Feb. 13

Black History Month Tab — Feb. 25

Teen Dating Violence Awareness and Prevention Month

Children's Dental Health Month

March

Lent begins (March 2-April 14)

Mardi Gras — March 1

Ash Wednesday, March 2

Displacement package

Women's History Month

Black Press Week

Daylight Saving Time — Spring forward March 13

April

National Volunteer Month

Sexual Assault Awareness Month

Tax time

Maundy Thursday, April 14

Good Friday — April 15

Easter — April 17

Earth Day — April 22

World Health Day

Financial Literacy Month

Ramadan — April 12-May 11

Jazz Appreciation Month

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May

Primary Election Day — May 3

Mother's Day — May 8

National Nurses Day (May 6) — National Nurses Week May 6-12

Stroke Awareness Month

Motorcycle Safety Awareness Month

Foster Care Month

ALS Awareness Month

Armed Forces Day — May 21

Champions of Diversity Special Edition-May 27

Memorial Day — May 30

June

Alzheimer's Awareness Month package

Pride Month

Black Music Month

Father's Day — June 19

Juneteenth — June 19

National Safety Month

July

Back to school

Will fall 2022 be the year schools are back to normal or will COVID still be a concern? This special section equips parents and students with information they need to know about the back-to-school season, including:

- School start dates for local districts
- BTS supply giveaways
- School safety —
- Immunizations

Independence Day — July 4

National Disability Independence Day — July 26

August

Indiana State Fair — July 29-21

Children's Eye Health Month

Immunization Awareness Month

Senior Citizens Day — Aug. 21

Women's Equality Day — Aug. 26

September

Sickle Cell Awareness Month

Labor Day

Indy Do Day

National Childhood Obesity

Childhood Cancer Awareness

Life Insurance Awareness Month

National Preparedness Month

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October

Youth package

Breast Cancer Awareness Month

Domestic Violence Awareness Month

Autism Awareness Month

Mental Illness Awareness Week

National Bullying Prevention Month

Fire Prevention Month (Fire Prevention Week Oct. 9-15)

November

Champions of Diversity announcement

National Lung Cancer Awareness Month

National Epilepsy Awareness Month

Election Day — Nov. 8

Veteran's Day — Nov. 11

Thanksgiving — Nov. 24

Small Business Saturday — Nov. 26

Short profiles of small, local businesses.

December

Christmas

Kwanzaa (Dec. 26-Jan. 1)

Year in Review

Bring in the New Year!



2901 North Tacoma Avenue
Indianapolis, Indiana, 46218

Phone: 317-924-5143
Fax: 317-921-6653

www.indianapolisrecorder.com