



Opportunity

RESOURCE

THE★STAR.
KansasCity★.com

More than
1 MILLION READERS
a week.

Opportunity

RESOURCE

AN ADVERTISER'S GUIDE TO KANSAS CITY STAR PRODUCTS AND SERVICES

This Opportunity Resource book is just what the name implies - a resource that showcases all the advertising messages *The Star* offers that reach its aggregate audience.

Designed as a PowerPoint aid, this reference guide outlines opportunities to advertise:

- In news and feature sections of the newspaper and inserts.
- In the newspaper's Classified section.
- Online.
- In Grand Communications products.
- Through *The Star's* many specialty products.

Because it reaches more than 1 million readers a week, *The Star* is the primary marketing partner of most of its advertisers. The Opportunity Resource summarizes unique advertising opportunities so that advertisers can target their marketing dollars and messages for top results.

THE★STAR.
KansasCity★.com

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OPPORTUNITY RESOURCE | THE STAR DELIVERS

The Star delivers ... the aggregate advantage.

The Kansas City Star provides a depth and breadth of products and services unmatched in the metropolitan area. In addition to being the No. 1 source of news and information in print and online at KansasCity.com, *The Star* is the area's primary retail shopping resource. It provides the circulation, online visitors, specialty products, niche publications, marketing expertise, advertising opportunities and total audience that only a media company of its caliber can.

This book is a quick reference to all the products, services and sections *The Star* provides that can effectively target and distribute your marketing message.

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OPPORTUNITY RESOURCE | THE STAR DELIVERS

GET RESULTS

The Rights of Marketing/Advertising

M Message

What is the message your advertising is sending to your customer. Service? Selection? Price? Does this message resonate to the targeted audience? Does your message include benefits, a call to action and other necessary information to generate a positive response?

M Merchandise

What you feature in your ad has a direct relationship to the expected response. Selling half price shovels in summer doesn't assure increased sales or customer response. Determine what can be featured which creates high interest and desire; capture attention and interest of consumers to prompt them to respond by visiting the store in person?

C Commitment

Being committed to your marketing/advertising involves determining the right budget, allocating that budget monthly to correspond with peaks and valleys in the annual sales cycle. Taking advantage of contracts and planning sales in advance to maximize results further demonstrates a commitment to the business. Committing to preparing sales staff, stocking up on merchandise, creatively displaying featured merchandise and in-store marketing all contributes to the overall positive results of the campaign.

F Frequency

Advertising results build over time. Advertising must be frequent to instill a branding image with consumers. One time ads do nothing to build awareness, trust, familiarity or memorability. These are crucial for sales conversion.

A Audience

Advertising targeted to the right audience; those most likely and capable of buying your products or services will assure the greatest response. Identifying both demographics and psychographics allows advertisers to better understand where their customers are and create persuasive ad messages appealing to their specific interests.

C Creative

Ads featuring bold headlines targeted to the right audience combined with powerful visuals concluding with compelling copy complete the story of why consumers should buy from you. Ads should tell the complete story including the important call to action.

T Timing

Advertising during peak buying times assures greater opportunity for more sales success. Shooting when the ducks are flying means reaching more motivated consumers equating to more potential respondents to your ad message. Advertising should be scheduled proportionately to their product(s) sales cycle to assure maximum ROI.

S Size

There are advertising solutions to fit ALL size budgets. Smaller sized ads placed more frequently can effectively brand your business to your target audience. Increasing the size of ads can allow for more merchandising within the ad to appeal to more customers.

NEWSPAPER SECTION	MON	TUES	WED	THURS	FRI	SAT	SUN
A (Main)	★	★	★	★	★	★	★
Local (Metro)	★	★	★	★	★	★	★
Sports Daily	★	★	★	★	★	★	★
Business			★	★	★	★	
Star Business Weekly		★					
MoneyWise							★
FYI	★	★	★	★	★	★	
Faith						★	
FOOD			★				
Preview				★			
Olathe Neighborhood News			★			★	
BlueValley/Leawood NN			★			★	
Shawnee Mission NN			★			★	
Shawnee/Lenexa NN			★			★	
Wyandotte/Leavenworth NN			★				
Liberty NN			★			★	
Platte Co. NN			★			★	
Northland NN			★			★	
City NN			★				
Independence/Raytown NN			★				

NEWSPAPER SECTION	MON	TUES	WED	THURS	FRI	SAT	SUN
Blue Springs NN			★				
Lee's Summit/Southland NN						★	
A+E (Arts & Entertainment)							★
GO (Smart Travel)							★
H+H (House and Home)							★
Comics							★
Star Magazine							★
Star TV							★
Star Savings - TMC			★				★
Inserts		★	★	★	★	★	★
Classified	★	★	★	★	★	★	★
Automotive					★	★	★
CareerBuilder Sunday							★
CareerBuilder Weekly		★					
Neighborhood Homes					★		
Saturday Homes						★	
Sunday Homes							★
Apartments.com (In Preview)				★			
Urban Living (monthly)				★			
Commercial Spaces (monthly)		★					

GRAND COM PUBLICATIONS	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Indulge	★	★	★	★	★	★	★	★	★	★	★	★
Kansas City Spaces		★	★	★		★		★	★	★	★	★
Kansas City Spaces Resource Guide					★							
KC Weddings						★						★
KC Weddings Bridal Spectacular	★						★					
Bridal Kit	★	★	★	★	★	★	★	★	★	★	★	★
Goin' to Kansas City			★				★				★	
Moving to KC											★	

KANSASCITY.COM PUBLICATIONS	PUBLISHES
KansasCity.com, Cars.com, CareerBuilder.com, Apartments.com, StarClicks	Daily ★
Targeted E-mail Marketing	Twice a month ★
Weekly Blink	Weekly ★
The Link	Monthly ★
Auto Deals	Twice a year ★
Shopping Deals	Intermittent ★
Travel Deals	Intermittent ★
Midday Business Report	Monday – Friday ★
Start Smart	Daily ★
Preview Extra	Thursday ★
Chiefs Extra	Monday (During football season) ★
Goin' to Kansas City newsletter	March, June, November, December ★
Travel Time newsletter	January, April ★
Event-themed e-mail blasts	Seasonal ★

RETAIL *Opportunities*

- Main news
- Local
- Sports Daily
- Business
- Star Business Weekly
- MoneyWise
- FYI
- Faith
- Food
- Preview

NEIGHBORHOOD

NEWS:

- Kansas
- Missouri North
- Missouri South

SUNDAY PRODUCTS:

- A+E (Arts & Entertainment)
- Go (Smart Travel)
- H+H (House and Home)
- Comics
- Star Magazine
- Star TV
- Star Savings
- Inserts

CLASSIFIED *Opportunities*

- Classified ads
- Automotive

RECRUITMENT:

- CareerBuilder
- CareerBuilder Weekly
- Top Jobs
- Star Career Video Ads

REAL ESTATE:

- Neighborhood Homes
- Saturday Homes
- Sunday Homes
- Apartments.com
- Urban Living

ONLINE *Opportunities*

- Kansascity.com ROS (run-of-site)
- Cars.com
- Careerbuilder.com
- Apartments.com
- Star Clicks Guaranteed
- Targeted e-mail marketing
- Advertising e-mail newsletters
 - Weekly Blink
 - The Link
 - Auto Deals
 - Shopping Deals
 - Travel Deals
 - Travel Time
 - Women's Wellness
 - Men's Health & Fitness
- Themed e-mail newsletters
 - Midday Business Report
 - Start Smart
 - Preview Extra
 - Chief's Extra
- Goin' To Kansas City e-mail

GRAND COM *Opportunities*

- Indulge
- Ink and inkkc.com
- Kansas City Spaces magazine
- Kansas City Spaces Annual Resource Guide
- KC Weddings
- KC Weddings Bridal Spectacular show
- Bridal Kit
- Goin' to Kansas City
- Moving to KC
- Custom publishing
 - Crossroads Arts District map
 - Kansas City, Kansas/Wyondotte County Convention and Visitors Bureau — Visitors Guide
 - Savor magazine
 - Kappa Kappa Gamma Holiday Homes Tour program

SPECIALTY *Opportunities*

PRODUCTS:

- Star Direct
- Living Well
 - List creation/acquisition
 - Turnkey list
 - Printing and distribution
- Co-op
- Targeted sections
- Vendor sections
- Unique products
 - Polybags
 - Star Notes
 - Front Runners
 - Adscapes

SERVICES:

- Target Finder
- Market research
- Integrated media
- Photography services

RETAIL *Opportunities*

With ROP, or “run of press,” advertising in *The Star*, you can take full advantage of the area’s single largest audience available each day and all week long in topical sections that stay current with a changing marketplace.

According to our research, we deliver audiences of every demographic in the metropolitan area:

- Young adults, 18 to 34 years old.
- Women, 25 to 54 years old.
- Households with \$100,000-plus annual incomes.
- Households with children under 18.

THE★STAR.
KansasCity★.com

More than
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a week.

Sources: MORI 2007, Scarborough 2007 R1, Claritas Dec. 2006



BUSINESS

The Star delivers ...

the bottom line.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Kansas City's business scene comes alive in our daily business pages.

Business professionals rely on our local business coverage. Every day as business news happens, we're there. Unique advertising positions are available to help you add to your bottom line.

- Two-thirds are employed with over half of business readers currently in white-collar jobs.
- 25% have household income of \$100,000 or more.
 - 42% are business professionals.
- Reaches 276,000 business decision makers.

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WWW.KANSASCITY.COM
THE KANSAS CITY STAR
WEDNESDAY, MAY 2, 2007 C

Reel money
Home video sales of 'Over the Hedge' exceed launch. The movie's success is a testament to the company's strategy to get a head start on the company's launch.

Sizzle pitching
Carl Fisher published a letter to investors. The letter outlines the company's strategy to get a head start on the company's launch.

Hold the phone
CEO Jeff Ellison of the incubator. The letter outlines the company's strategy to get a head start on the company's launch.

Business

11:58.14	2033.23	1486.59	816.25	4.84	6.42	676.40	1.8220	16.23
DOW	NASDAQ	SP 500	RUSSELL 2000	10-YEAR T-BOND	Oil	Gold	S&P 500 VIX	TECH PER E
+71.23	+6.44	+1.05	+1.68	+0.10	-1.30	+30	+0.01	+0.28

TOP HEADLINES

Spiced pork found ingredients entered human food chain via hogs and poultry. **A-8**

Media mogul Rupert Murdoch bids for owner of The Wall Street Journal. **C-1**

Virgin Mobile has plans for initial public offering. **C-2**

Loans continue to mount at Douglas National Bank. **E-1**

The Dow Jones Industrial average posts a record close. **C-2**

HEADS UP

City business
SPFCU CEO...
Brewery...
Taking over...
No, thanks...
ON THE WEB...
Douglas National Bank...
Douglas National Bank...
Douglas National Bank...
Douglas National Bank...

News Corp. wants Dow Jones

But majority owners say they will reject unsolicited \$3 billion offer from Murdoch.

Media mogul Rupert Murdoch's bid to buy News Corp. offers \$3 billion to buy News Corp. The bid is a surprise, as Murdoch has not been in contact with News Corp. since he was ousted from the company in 2004.

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VIRGIN IPO ALSO BIG FOR SPRINT

Taking the wireless service public would help the partners recoup investments.

Sprint Nextel Corp. has announced plans to go public.

The IPO, which has been rumored for years, will allow the company to raise up to \$1 billion.

Exec optimistic about Aquila deal

CEO of Great Plains Energy thinks its proposed purchase will get the necessary OK.

The deal is scheduled to close in January.

More red ink for Douglas bank

Loans jump 60 percent to \$4.2 million for 2006, in addition, bank will lose \$10 million in deposits.

The bank's losses are a result of a sharp decline in deposits.

RETAIL | BUSINESS

STAR BUSINESS WEEKLY

The Star delivers ...

emerging opportunities.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Star Business Weekly is the place to reach business professionals in Kansas City. It is our in-depth look at and analysis of what makes Kansas City businesses tick. We've added two new features that can help target your marketing message. Emerging Business focuses on entrepreneurs and growing local companies, and KC Stars highlights major players in various industries. Among business professionals, 15,000 read *Ingram's*, 35,000 read the *Kansas City Business Journal* and 173,000 read Star Business Weekly.

- 54% are currently in white-collar jobs.
- 25% have household income of \$100,000 or more.
 - 84% are homeowners.
- 695,000 adults invest in stocks and bonds.

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Workplace
D18 TUESDAY, MAY 1, 2007 STAR BUSINESS WEEKLY WWW.KANSASCITY.COM

Ring, buzz, squawk
In a guild of 470 workers, Ferguson IT Professionals found that three out of four bear co-workers' cell phones ringing and singing.

Careful with that resume
Hiring managers listed these resume mistakes in a CareerBuilder.com survey: spelling errors (15%), not customized to the job opening (30%), too long (27%) and longer than two pages (27%).

Emerging Business
WWW.KANSASCITY.COM STAR BUSINESS WEEKLY TUESDAY, MAY 1, 2007 D23

KC Stars: Landscaping services
L. Thomas Landscaping & Nursery | Rankings | D28

The anxiety isn't small
The National Small Business Association's 2007 State of Small Business Survey, available at www.nsbta.biz, finds small businesses uneasy about the economy.

Cityscape
Kansas City's Cityscape reform does not appear today, but should return next week.

NOTEWORTHY
Growth talk
More than a dozen entrepreneurs and business growth experts will lead a full day of education and...

PROFILE | Selective Site Consultants
LIGHT POST AND

Business
THE KANSAS CITY STAR, TUESDAY, MAY 15, 2007 D

EMERGING BUSINESS
Furlan Cross broadens the menu at his latest restaurant. CITYSCAPE | D23

Federal government is top area employer. KC STARS | D28-D27

Taking the first step — in business and in life. NEWBORNS | D27

MAKING IT RIGHT
Overall gaps in quality between automakers' products are narrowing.

By RANDOLPH HEASTER
The Kansas City Star
Despite the proper maintenance it received, Jeff Mecklenhoff's Lexus broke down two years after he bought it. The stockbroker told his dealer he was willing to pay half the \$10,000 cost to replace the engine in his luxury SUV built by Toyota. No, his dealer replied.
That seemingly isolated dispute eventually led to a class-action lawsuit filed in 2005 that Toyota Motor Corp. recently settled. It covers 1.5 million vehicles that potentially have engine problems associated with the buildup of oil sludge.
Toyota, which settled the suit but continues to maintain its engines are not defective, lost at least one customer in Mecklenhoff, a New Orleans resident.
"He bought a Mercedes," he said.
Toyota became the world's biggest automaker in the first quarter, passing General Motors Corp. in...

SEE QUALITY | D20

Animal instincts: Cats, bulls and bears CHRIS LESTER | D6

THE MARKETS | AFTER JUMPING TO EARLY GAINS, STOCKS CLOSE MIXED IN A BOUND OF PROFIT-TAKING | D29

12346.78	3546.44	1565.15	822.33	4.88	62.46	668.55	1.3541	125.29
DOW	NASDAQ	S&P 500	RUSSELL 2000	10-YEAR T-NOTE	OIL	GOLD	\$ PER EURO	YEN PER \$
+85.94	-51.76	-2.70	-7.21	+0.01	+0.09	-2.30	+0.012	+16

RETAIL | STAR BUSINESS WEEKLY

MONEYWISE

The Star delivers ...

up close and personal information.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

MoneyWise is *The Star's* consumer business product. It guides consumers on the best way to manage and invest their money. It includes features about, family finances of area residents, money makeovers and children and investing. As an advertiser, you can talk specifically to those people who are conscientious about their investments.

- 52% are men.

- 58% are currently in white-collar jobs.

- 26% have household income of \$100,000 or more.

- 86% are homeowners.

- One-third have education beyond a college degree.

- 477,000 have 401-k investments.

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THE KANSAS CITY STAR
SUNDAY, MAY 6, 2007



Appliance push
Need Bay with microwave, a full line of playing equipment, toys, more.

Sent packing
Homes, the highway and weather doesn't make for a great time to travel. Here's how to pack for the road.

The pits
A look at the latest news, whether it's the latest in the world of sports, the latest in the world of technology or the latest in the world of entertainment.

MoneyWise

WEEKLY CLOSE AND CHANGE	1004.82 -10.15	9078.12 -114.94	1004.82 -111.25	632.00 -13.00	4.84 -0.02	61.82 -4.13	947.20 -13.00	1.8880 -0.0050	100.12 -1.48
	SPY	DAX	NASDAQ	RUSSELL 2000	10-YEAR T-BOND	CR.	SOLO	S&P 500	YTD PER %

MORE NEWS INSIDE

- Divorced from money** Money Maker participant Janet Walker wants to build financial security now that her marriage is over, which presents a considerable challenge. **12**
- Kids & Money: Check your auto smart.** The rating system for Pick Streets stocks gets an update. **14**
- The new buzz about** Coca-Cola's stock. **18**
- Insider trading: Premium Standard Farms.** **21**
- Clare Stafford is** "Carnegie" that "wallflower" attitude. **25**

IN BRIEF

- Suits sales in China** **17**
- Home on the range** **22**
- Skill winning** **23**
- 401(k) fee disclosure** **24**

THE TREND TOWARD TEARDOWNS | An increasingly popular option

FIRST RAZE, THEN RAISE A HOUSE



When a former house on the site stood, the home under construction at 2328 S. 74th St. finally shows the typical ranch house that fits its block in Prairie Village.

PHOTO BY GUY LAWRENCE FOR THE STAR

in some places, builders, buyers and homeowners are choosing to start from scratch rather than remodel.

When does a teardown make sense?

As real estate markets rise, the number of people who are choosing to start from scratch rather than remodel is increasing. In some areas, the number of people who are choosing to start from scratch rather than remodel is increasing. In some areas, the number of people who are choosing to start from scratch rather than remodel is increasing.

WITH SUBPRIME LOANS, BUYER SHOULDN'T HAVE TO BEWARE

PAUL WENSKO

IN YOUR CORNER

Because financing through the subprime market is more complex than it was in the days of prime loans, buyers, modern lenders and the general public need to have a good understanding of the market.

RETAIL | MONEYWISE

FYI

The Star delivers ...

topical fun.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

FYI is our lifestyle section, and one of the most-read sections in the paper. In fact, 90 percent of *Star* readers read FYI. The section focuses on fashion, advice, comics, games, entertainment and faith. Everything that's fun gets packaged in FYI, including coverage of special events, concerts, movies and theater events. For advertisers, this section is associated with positive news relating to daily life.

- Two-thirds are employed.
- Half are under 50 years old.
- One-third have kids at home.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



RETAIL | FYI

PREVIEW

The Star delivers ...

those with disposable incomes.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Preview helps readers plan their weekend. It contains information about area entertainment, arts, night life and restaurants. For advertisers, this means a great place to target a message to those with money to spend.

Kansas City is a top market for attending movies.

- No. 5 for two weeks after opening.
- No. 15 for the past 90 days.

In Kansas City...

- Movies are the No. 1 entertainment choice.
- 97% have gone to a restaurant (in the past 30 days).

Kansas Citians spend...

- \$1.8 billion at full-service restaurants.
- \$1.4 billion at fast-food restaurants.
- \$65 million at the movies.

THE STAR.
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More than **1 MILLION READERS** a week.



The Star delivers ... Neighborhood News.

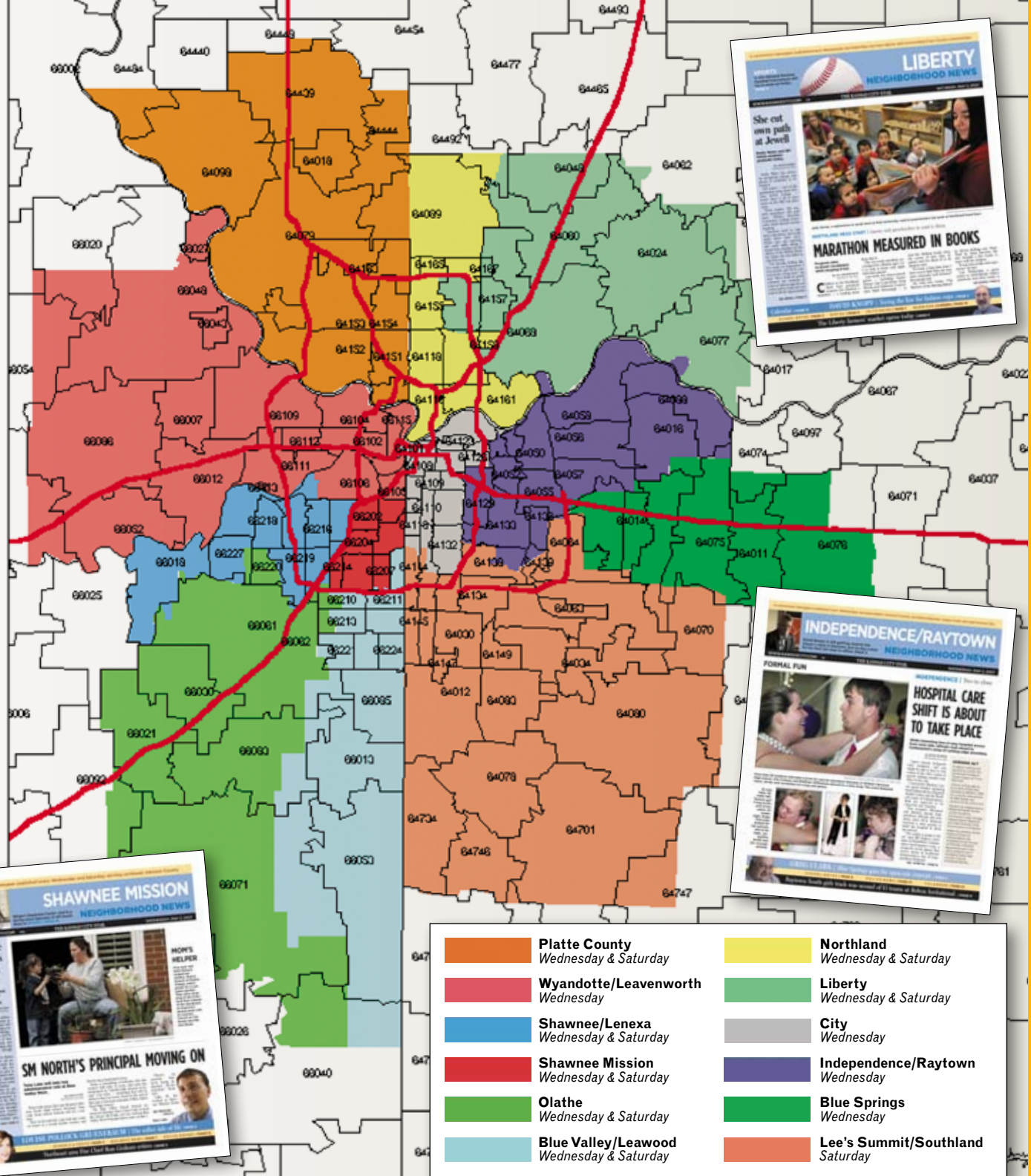
Neighborhood News is a tabloid-size section targeted to 12 zones. The zoned sections contain information specific to a local community and a calendar of events specific to a geographical area. Each section features news on schools, government and local newsmakers. This is the place where your kid's soccer team or your neighbor's interesting hobby may be featured.

Neighborhood News helps you stay informed about what's happening in your own back yard so that you can make critical decisions about your life. Advertisers can affordably deliver their message to a targeted audience.

- Two-thirds are employed.
- 58% are 35-64 years old.
- Two-thirds are married.
- Two-thirds have kids at home.

THE STAR.
KansasCity.com

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a week.



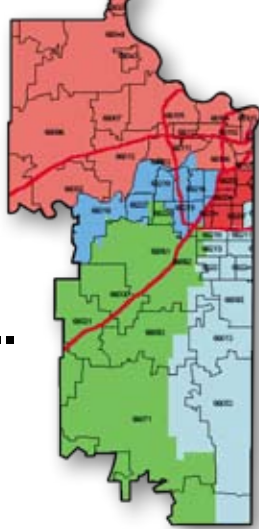
Platte County Wednesday & Saturday	Northland Wednesday & Saturday
Wyandotte/Leavenworth Wednesday	Liberty Wednesday & Saturday
Shawnee/Lenexa Wednesday & Saturday	City Wednesday
Shawnee Mission Wednesday & Saturday	Independence/Raytown Wednesday
Olathe Wednesday & Saturday	Blue Springs Wednesday
Blue Valley/Leawood Wednesday & Saturday	Lee's Summit/Southland Saturday

RETAIL | NEIGHBORHOOD NEWS

KANSAS

The Star delivers ...

oohs and Oz.



- Olathe • Blue Valley/Leawood • Shawnee Mission • Shawnee/Lenexa

Sections publish:

- Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

These four Neighborhood News sections are published twice weekly — on Wednesday and Saturday. They cover the affluent, fast-growing areas of Johnson County, which statistics tell us is in the top 2 percent of all counties in the nation based on average household incomes.

- Wyandotte/Leavenworth

Section publishes:

- Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

The Star has always been there in Wyandotte County, chronicling the news of this fast-growing county. And as the growth continues, we're going to be right there covering the emerging retail scene. Kansas Speedway, The Legends, the T-Bones, Cabela's, Nebraska Furniture Mart and the ongoing development in the Schlitterbahn Waterpark create opportunities ripe with marketing potential.

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RETAIL | NEIGHBORHOOD NEWS | KANSAS

MISSOURI NORTH

The Star delivers ...

Northland numbers.



• Liberty • Platte County • Northland

Sections publish:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

These sections include local coverage and are called Liberty, Platte County and Northland. To keep up with the explosive growth occurring in the Northland, these Neighborhood News editions have expanded coverage to include Saturdays.



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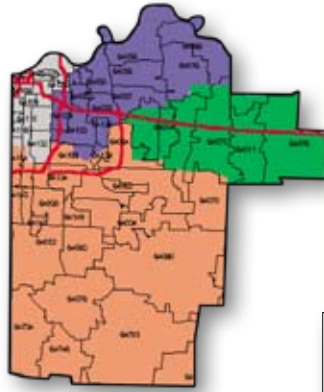
More than **1 MILLION READERS** a week.

RETAIL | NEIGHBORHOOD NEWS | MISSOURI NORTH

MISSOURI SOUTH

The Star delivers ...

distinct possibilities.



- City • Independence/Raytown • Blue Springs

Sections publish:

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

City Neighborhood News focuses on distinctive, original Kansas City neighborhoods, such as Waldo, Brookside, Hyde Park and Quality Hill.

Independence/Raytown and Blue Springs focus on these first-tier Kansas City suburbs with distinct histories. Eighty percent of Star readers in eastern Jackson County depend on Neighborhood News to inform, enlighten and entertain.

- Lee's Summit/Southland

Section publishes:

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Lee's Summit/Southland chronicles the dynamic growth of Lee's Summit and Cass County.

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More than **1 MILLION READERS** a week.



RETAIL | NEIGHBORHOOD NEWS | MISSOURI SOUTH

The Star delivers ... Sunday products.

Reading the Sunday edition of *The Kansas City Star* is an important part of Sunday for readers and shoppers, who carve out time to delve into the paper looking for shopping opportunities.

Read on for more information about specific Sunday *Star* products.



THE STAR.
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A+E (ARTS & ENTERTAINMENT)

The Star delivers ...

finer things.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Kansas City's cultural scene is captured on the pages of our arts and entertainment section. Book reviews, live theater news and reviews, and the arts scene come alive in this highly read section. In fact, A+E is among the Top 5 sections in the Sunday paper that women readers turn to. Savvy marketers turn to A+E to reach audiences with disposable incomes who value the finer things in life.

- 56% are women.
- 37% do not have kids at home.
- 202,000 attend classical concerts, dance, opera and theater; 54% of attendees read A+E.

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KansasCity.com

More than 1 MILLION READERS a week.

www.kansascity.com THE KANSAS CITY STAR SUNDAY, MAY 8, 2007

a+e entertainment

SOLD
MONTALONGO MORTGAGES

Armando and Veronica Montalongo of San Antonio represent a new arrival in popular culture: Real estate developers on TV stars. The Montalongs appear on ABC's "Flip This House."

TELEVISION | The chemistry of TV cameras and "For Sale" signs

REALTY TV

House-selling shows are hot properties in the reality genre.

It's hard to tell if the Montalongs are a TV star. I don't, but at least in art's best-selling issue, a girl of girl and the camera lens. But Montalongo is not an actor. He's not a singer. He's not a radio announcer. He does have a name. — Tracy Cheng

Real estate developers on TV stars like it what it's come to in American culture. The real estate market may be down, but you'd never know it by watching the cable channels.

There is a sampling of "reality" shows about buying and selling real estate: "Thought It Was" about real estate agents in South Carolina, NBC signed last week on HGTV, "The Real Deal," following the adventures of South Carolina real estate developer Richard Lewis, premiered April 23 on TLC. "Flip This House," now in its third season on ABC, documents the efforts of real estate developers (including Montalongo) in three cities. And "Property Land" in which some house flippers try to get rich quick, will begin a third season in June or July on TLC.

On these are others: "Flip That House," "The Sale," "Trance: True House," "House Hunters," "House Hunters International," "The Flip House," "My House is Worth What?" and, perhaps the most interesting of all real estate shows, "William Lutz for Living," which followed agents

SEE MORE | 148

books

Season of the witch

Music Hall's new presenting organization looks "Wicked" for 2007-2008.

Brooklyn, Arson, has been a touring club singer. He's a subscriber here from the ground up. But it began that today.

Victoria Malack is the Wicked Witch of the West in the national tour of "Wicked."

way major hit or show in New York or Chicago and want to see it again. (The producer is dangling an additional performance in

SEE MORE | 148

INSIDE: Hearn Christopher, horoscopes, weddings and engagements

GO (SMART TRAVEL)

The Star delivers ...

a ticket to success.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Our award-winning Sunday travel section allows readers to leave town without ever leaving their couch. It provides local as well as worldwide getaway features, a yearly Travel Photo Contest and special sections. Go provides a one-way ticket to successful marketing campaigns.

- 79% have taken a vacation in the past year.
- 64% have household income of \$50,000 or more.
- 1,009,000 have gone on vacation in the past year and 43% of them read GO.

THE STAR
KansasCity.com

More than **1 MILLION READERS** a week.

WWW.KANSASCITY.COM/TRAVEL
THE KANSAS CITY STAR
SUNDAY, MAY 8, 2007

go
smart travel



Your images can have a common thread if you give yourself an assignment, such as shooting curves. This photo of a roofline in Berlin was taken through the window of a tour bus.

PHOTOGRAPHY | Expert advice

IT'S A SNAP

Get to know your camera and get the most out of your vacation pictures.

By Jane Leslie
Senior Staff Writer

Do you ever wonder why you don't have more vacation photos? It's not that you're not taking enough. It's that you're not taking the right ones. If you know how to use your camera, you'll be able to take the photos you want to see in your album. Here are some tips to help you get the most out of your vacation photos.

Learn how to organize, edit and share your vacation photos.

By Jane Leslie
Senior Staff Writer

Digital photography requires new skills. Knowing your camera's strengths and weaknesses, planning your shots in advance and using digital tools to edit and share your photos are all part of the process. Here are some tips to help you get the most out of your vacation photos.

Make peace with your equipment.

By Jane Leslie
Senior Staff Writer

Don't be afraid to use your camera. It's a tool, not a toy. Use it to capture the moments you want to remember. Here are some tips to help you get the most out of your vacation photos.



TRAVEL PHOTO CONTEST

Your shot at winning

We're looking for pictures of people, animals and gorgeous scenes.

By Jane Leslie
Senior Staff Writer

It's time to get out there and take some photos. We're looking for pictures of people, animals and gorgeous scenes. Here are some tips to help you get the most out of your vacation photos.

where I've been

An Overland Park couple's early morning look through the Coates Bluff woods yields a rare sighting: the *Redstart*. Share your adventures, too. (1-3)

taking the kids

It's your vacation, too. Here, six ahead-of-the-curve parents share their best tips for making sure the kids have a great time. (1-3)

LAKE OF THE OZARKS

FESTIVALS

Over 261 golf holes, the state's largest top brand outlet mall, great fishing!

JUNE EVENTS: Battle of the Bands • CROSSOVER • Free Fishing Days • *Rock, Worm* MISSOURI
Free Vacation Guide: 800-FUN LAKE • Full Calendar of events: www.funlake.com/kc

RETAIL | SUNDAY PRODUCTS | GO

H+H (HOUSE AND HOME)

The Star delivers ...

an able audience.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

House and Home is all about your house and home. It's a localized Kansas City version of every home-decorating and home-improvement television show out there. Your marketing dollars speak directly to those ready, willing and able to buy for their homes.

In the past year:

349,000 Kansas Citians spent more than \$3,000 on home improvements.

Among readers of H+H:

- 70% made home improvements.
- 81% are homeowners.

Kansas Citians spend:

- \$197 million on home centers.
- \$91 million in hardware retail stores.

THE STAR
KansasCity.com

More than **1 MILLION READERS** a week.

WWW.KANSASCITY.COM
THE KANSAS CITY STAR
SUNDAY, MAY 6, 2007

For the love of paisley

This popular design has a long and colorful history. And now it gets an update. | P2



24-inch pillow, \$68 at Anthropologie



house and home

EXPERT ADVICE | NEW PRODUCTS | SECRET SOURCES | EVERY WEEK



HOW TO BUY FURNITURE | Part 3 of 3

THE WELL-MADE BED

Choose a high-quality frame that will last the rest of your life.

You've spent a third of your life in bed, so it's important to find the most comfortable one you can. You don't want a wobbly bed that wakes you up when one leg goes out.

Beds made up a big part of bedroom redesigns, espe-

cially and locally. A designer estimated it about two years ago that some frames, a bed that looks like a great design alternative can be downright unworkable in your mid-century bedroom.

Consumers also mistakenly thought that frames are one-and-done. They need to be checked for wear and tear. The make-up often involves reworking the bed. Bedding frames are made. And the difference is made in the U.S. can cause

split in the wood.

There it is while the disassembling is something else. The more a library moves through time, the more they "distill" and the more functional.

"The spots formed are to be avoided," says Chris Roman, vice president of the Home Business Bureau of Greater Kansas City. She advises buyers to get in writing who is responsible if new furniture is delivered directly after it's delivered.

800.800.1749

ABOUT THE SERIES

With furniture components at an all-time high, House + Home report teams investigating how to evaluate quality and durability.

TODAY: THE BEDROOM — The underpinnings are the key to a sturdy bed.

NOTE:

- A variety of wisdom from a panel of experts
- A closer look at bed construction
- What to look for in mattresses and headboards

FILE IT

KansasCity.com

About Part 1: THE LIVING ROOM and Part 2: THE DINING ROOM, and soon what to look for in a couch and a dining table. Click on P12, using your House + Home.

cindy's house
When furniture is built to last, it becomes part of the family. | P2

impact paint

A change of color can bring your home into the 21st century in a hurry. | P12



local color

3 Say hello to Susan Simko, design consultant, Curious reader and cat lover.

1 The handyman explains the reason for annoying rattling pipes.

1 A postmodern update! What a great idea! | P2

avast! it's party time

With a head and a valve in the "bliss" of the Caribbean, gather the crew and clear the decks for a good time. | P4



THE HOME OFFICE: 1729 GRAND BLVD.
HOME@KCSSTAR.COM

RETAIL | SUNDAY PRODUCTS | H+H

COMICS

The Star delivers ...

four-color fun.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Advertisers get tremendous response from readers who love to laugh. Our Comics section is a perennial favorite of all ages and generates high readership. As an advertiser, you can purchase unusual ad placements on the Sunday comics, such as gatefolds and spadea positions to make your message come alive.

- 54 percent are women.
- 65 percent are married.
- 69 percent are employed.
- 81 percent are homeowners.
- Nearly two-thirds have kids at home.



Gatefold



Spadea

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



STAR MAGAZINE

The Star delivers ...

a reader favorite.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Star Magazine is one of the few local Sunday magazines published in the country by a daily newspaper. It's a Sunday staple that focuses on Kansas Citians, and it continues to be one of the Top 5 most-read Sunday sections in *The Star*. Advertising opportunities include regular advertising special sections on health care, home décor and Kansas City trends.

- Most of *Star Mag* readers are women, who make the majority of health-care spending decisions for their families.
- Half of the 1,278,000 who visit a medical specialist or program in the past year read *Star Mag*.
- \$1.7 billion is spent in health and personal care stores.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



STAR TV

The Star delivers ...

a rapt audience.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

There remains an engaged audience that values a weekly television Sunday guide, a targeted product with a specific audience. The majority of readers of Star TV keep it and refer to it all week long, which means your advertising message is there with them.

- 81% are homeowners.
- 295,000 keep Star TV all week and 144,000 reference it daily.

Star TV Advertising Special Section
The Kansas City Star
www.kansascity.com
YOUR TOTAL TV ENTERTAINMENT MAGAZINE June 10 - June 16, 2007

Charlotte's Web

Rates Are Low! Refinance Today!

Receive Free Appraisal!
* \$250 value with any closed loan. Only at our 250+ branch locations.

- FAST APPROVAL!
- GET MORE HOME BUYER SPECIALS
- CONSOLIDATE DEBT!
- HOME LOAN IMPROVEMENTS
- FHA AND VA
- BLOW CREDIT ACCEPTED

Look How Much You Will Save!

	Balance	Payment
Mortgage	125,000	950.00
Credit Card	2,000.00	90.00
Auto Loan	10,000.00	175.00
Student Loan	5,000.00	140.00
Auto	8,000.00	215.00

Current payment: 2,570.00
Proposed payment: 823.58
Your monthly savings: 823.42

Call Today!
913-897-2000

Peoples
Banking Solutions
2575 W. 25th Street
Overland Park, KS 66223
bankingsolutions.com

See it in HIGH DEFINITION on Channel 1550!
or Standard Definition on Channel 101 see page 6 for details

TIME WARNER CABLE
Kansas City

THE STAR.
KansasCity.com

More than 1 MILLION READERS a week.

STAR SAVINGS

The Star delivers ...

twice the impact.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Published twice weekly, *Star Savings* runs as an insert on Sunday and houses our nonsubscriber inserts midweek. As an advertiser, you saturate the entire metropolitan area with one great product.

- 1,241,000 Kansas Citians use coupons and 1,018,000 use coupons from *The Star*.
- \$4.2 billion is spent at general merchandise stores.
- \$3.2 billion is spent at eating places.



For more information call
Delivery 816.234.4157

EXPERT CLEANING \$125
per hour

TO AIR DUCTS
CLEANED PLUS
COILS AIR RETURN
\$4500

STEAM CLEAN
\$799

2 ROOMS &
HALLS DR BATH
\$3995

CORNER DRAPES
\$7500

1 FREE
Carpet or
Blind Cleaning
with this cleaning

(816) 886-6726

"Put us to the test... we're better than the rest!"

THE KANSAS CITY STAR WWW.KANSASCITY.COM SUNDAY, JANUARY 6, 2008 66N 2

CUSTOMER APPRECIATION DAY!
TODAY ONLY!
 Sunday, December 18th, 2005

**PICK UP A LARGE CHEESE,
 SAUSAGE OR PEPPERONI PIZZA**

for only **\$5.99** Carryout Only
 *Original Crust Only
 No Limit, Until 8 pm



PAPA JOHN'S
 Better Ingredients.
 Better Pizza.

Don't Forget About...
Our Chiefs TD Monday!

Large only **\$7.99*** *Then add a
 FREE
 topping
 for every
 touchdown
 the Chiefs
 score!

No Limit, Carryout Only, Valid Mondays Only

Olathe 15505 Mar-Lan 813-383-2277	119th & Metcalf 11821 Metcalf Ave. 813-327-5252	Lenexa 15617 W. 87th St. 813-864-1300	Stanley 7321 W. 151st 813-614-0101	Liberty 605 South Hwy. 291 816-415-2777	Kansas City 7903 Wornall 816-822-1212	Independence 12501 E. 40 Hwy. 816-358-7272 (PAPA)
Olathe 121 S. Parker 813-758-7772	95th & Nail 5685 W. 95th St. 813-341-5000	Gladstone 7601 N. Oak Trlwy. 816-468-9000	Platte Woods 1100 NW Prairie View Pl. 816-925-9000	12315 State Line Rd. 123rd & State Line 816-941-2112	Belton 8320 E. 171st St. 816-331-6200	Raytown 9396 E. 300 Hwy. 816-358-5252
Merriam 8915 Johnson Ct. 813-788-7778	Kansas City, KS 7361 State Ave. 813-289-1060	Lee's Summit 422 SE. M291 Hwy. (Summit Square) 816-584-2777	Westport 1314 Westport Rd. 816-631-0777	Vivian 2835 NE Vivian Rd. 816-454-3333	Blue Springs 1404 W. 40 Hwy. 816-229-7272 (PAPA)	Independence 1819 24 Hwy. (24 Hwy & Forest) 816-833-7272 (PAPA)

ORDER PIZZA ONLINE! kcpapajohns.com

For Delivery Information Call 816-234-4157 ■ For Advertising Information Call 816-234-4176

INSERTS

The Star delivers ...

destination stops.

Inserts publish:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Inserts are one of the top sections for *Star* readership. They're a destination — not a distraction — for readers, who actively seek these marketing messages. Whatever you sell, from tools to toothpaste, there's an insert reader who will be interested in your message. Whether it comes as a preprint or a *Star* print-and-deliver insert, you can target your insert message to the right audience — to subscribers or nonsubscribers in the entire metropolitan area or down to the ZIP code.

The Kansas City *Star* inserts provide:

- Targeting opportunities.
- ZIP code/ZIP code clusters for distribution.
- More than 250 zoning options.



CLASSIFIED *Opportunities*

Classified advertisements are available in *The Star* in print and online anytime. Whether you need to fill a job, sell a vehicle or sell your house, *The Star's* Classified sections provide maximum impact as Kansas City's reigning marketplace.

THE★STAR.
KansasCity★.com

More than
1 MILLION READERS
a week.

Sources: MORI 2007, Scarborough 2007 R1, Claritas Dec. 2006



CLASSIFIED ADS

The Star delivers ...

ready, willing and able buyers
and qualified employees.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Two-thirds of our readers consider Classified a regular part of their daily reading. Our daily Classifieds allows one-stop shopping for everything from automobiles to zoom lenses.

Read on to learn more about how
The Star's Classified sections can target your
messages to an eager audience.

THE STAR.
KansasCity.com

More than 1 MILLION READERS a week.



CLASSIFIED | CLASSIFIED ADS

CAREERBUILDER WEEKLY

The Star delivers ...

more than 31,000 copies every week.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Each Monday, CareerBuilder Weekly arrives at more than 1,200 locations reaching your prospective employees throughout the metropolitan area.

As a free supplement, CareerBuilder Weekly reaches nonsubscribers, making your recruitment dollar reach even further.

FREE • FREE • FREE • FREE
WEEK OF APRIL 23 - 29, 2007
THE KANSAS CITY STAR.
careerbuilder
Weekly
Find your dream career at www.kansascity.com/careerbuilder or for more jobs see the Sunday Kansas City Star. Phone 816-234-4000 to advertise.

Are You Ready to Get A BUSINESS Career?
Wright Business School
9951 Metcalf
Overland Park, KS 66212
Accounting
Administrative Assistant
Industrial Management
Job Interviewing

Employment Calendar

- 05-02-07 Quilts Career Fair 2:30pm to 7:00pm, 6700 W. 110th Street, Overland Park, KS
- 04-25-07 Hematology/Oncology Nursing Job Fair 7pm to 8:30, The University of Kansas Hospital
- 05-03-07 Hematology/Oncology Nursing Job Fair 7:30am to 9:30am, The University of Kansas Hospital
- 05-16-07 Hooper Homes Job Fair, May 16 & 17, 7:00am to 7:00pm, Holiday Inn, I-435 & Noll
- 05-29-07 Kansas City Star Job Fair 10am to 4pm, Qualtrics Hotel 10100 College Blvd, Overland Park, KS

IT Training Works!
81% of 2007 graduates have ALREADY been offered IT jobs
• Train in less than 6 months
• A great career that doesn't require 4+ years of school
• High Paying Industry
• Average K.C. employee earns \$67,670**
• \$4000 Living Expenses Available**
• No Experience Necessary
81% of last year's graduates had no IT experience AT ALL!
Next classes start April 30th!
Call now for your FREE Aptitude Test!
1700 State Line Road, Leawood, KS 866-890-3146

TOP JOBS

The Star delivers ...

premier print and online recruitment opportunities.

Target job seekers through *The Star's* Top Jobs Print and Top Jobs Online. Through Top Jobs Print, you can be the first to attract job seekers with our premium front-page referral in the CareerBuilder section of Sunday's *Kansas City Star*. Through Top Jobs Online, you can take advantage of premier online positions to target passive job seekers throughout KansasCity.com channels, including home, business, news, sports, entertainment and FYI/living.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



CLASSIFIED | TOP JOBS

STAR CAREER VIDEO ADS

The Star delivers ...

the newest way to reach
top employees.

Send a personalized message about your employment needs through *The Star's* Career Video ads available through kansascity.com. You can feature your company, drive job seekers to your Web site and detail employment opportunities.



The Star delivers ... real estate buyers.

Whether it's a loft condo or a sprawling mansion that you want to market, *The Star* has products to get it sold.

Read on to learn more about how *The Star* can be your real estate marketing partner

SPECIAL ADVERTISING SECTION MARCH 11, 2005 THE KANSAS CITY STAR

WEEKEND OPEN HOUSES INSIDE Homes • Apartments • Commercial Leases

Saturday Homes

A NEW HOME REAL ESTATE AND RENTAL SOURCE.
www.kansascity.com/realestate

Bridgework Lofts

Information provided by Village Gardens Development

Beacon Hill

Neighborhood is 'premier location'

Information provided by 12 Properties

CLASSIFIED ADVERTISING SECTION SUNDAY, DECEMBER 2, 2007 THE KANSAS CITY STAR

A comprehensive resource for new and existing homes, rentals and consumer information.

Sunday Homes

Take a look at our Web site at www.kansascity.com/realestate

Urbanites to preview River Market area lofts

Information provided by Village Gardens Development

After Hill

Information provided by Superior Builders

THURSDAY, MAY 24, 2007 THE KANSAS CITY STAR

KansasCity.com

apartments.com

Search millions of apartments, condos and houses for rent. Corporate, senior and student housing online at Apartments.com.

Coach Land Centers

Large apartments near highway access

Temple Heights Manor 1 and 2

Convenience and caring are key

Locations at Union Hill

Diverse options near landmark destinations

SUNDAY, DECEMBER 2, 2007 THE KANSAS CITY STAR

Superior location, award-winning builders, affordable living

Developer's design

National Golf Club of Kansas City

Community combines top-rated education, location, lifestyle

Builder saves best deal' for last

THE STAR
KansasCity.com

More than **1 MILLION READERS** a week.

CLASSIFIED | REAL ESTATE

NEIGHBORHOOD HOMES

The Star delivers ...

a targeted audience.

Section publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Neighborhood Homes features new and resale real estate in specific geographic areas. It's *The Star's* guide to weekend open houses, and it's zoned three ways:

- **Kansas.**
- **Northland.**
- **Missouri South.**

Neighborhood Homes allows you to help house hunters start their weekend home search.

THE STAR.
KansasCity.com

More than 1 MILLION READERS a week.



CLASSIFIED | NEIGHBORHOOD HOMES

SATURDAY HOMES

The Star delivers ...

motivated buyers looking for available homes.

Saturday Homes publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Saturday Homes allows you to target your message to people looking for new homes in new communities, resales and rentals. As an advertiser, you'll get your message to people specifically interested in what you have to say.

- Among Saturday Star readers looking for a home, half read Saturday Homes.
- The Star is the primary source when looking to buy or rent a new home or apartment.
- 355,000 Kansas Citians moved in the past three years.

THE STAR
KansasCity.com

More than 1 MILLION READERS a week.

CLASSIFIED ADVERTISING SECTION
SATURDAY, NOVEMBER 3, 2007
THE KANSAS CITY STAR **F**

New Homes - Lofts - Condos - Rentals - Retirement Living - Commercial Property

Saturday Homes

A NEW HOME REAL ESTATE AND RENTAL SOURCE.
www.kansascity.com/real_estate

Winston Churchill Condominiums



Plaza lifestyle with affordably custom homes

Winston Churchill is a new residential development located in the heart of downtown Kansas City. The project features a mix of one, two, and three-bedroom units, each with high-end finishes and custom finishes. The location is ideal for those who want to live in the heart of the city, with easy access to shopping, dining, and entertainment. The project is set to be completed in late 2008.

FAST FACTS

- Winston Churchill Condominiums
- Price: \$150,000 to \$300,000
- Location: 1000 N. 10th St., Kansas City, MO 64108
- Website: www.winstonchurchill.com

One Park Place



Panoramic views, lavish interiors greet homeowners

One Park Place is a new residential development located in the heart of downtown Kansas City. The project features a mix of one, two, and three-bedroom units, each with high-end finishes and custom finishes. The location is ideal for those who want to live in the heart of the city, with easy access to shopping, dining, and entertainment. The project is set to be completed in late 2008.

Delata



Life on Delaware Street

Delata is a new residential development located in the heart of downtown Kansas City. The project features a mix of one, two, and three-bedroom units, each with high-end finishes and custom finishes. The location is ideal for those who want to live in the heart of the city, with easy access to shopping, dining, and entertainment. The project is set to be completed in late 2008.

The View



Condos offer tax abatement with luxury living

The View is a new residential development located in the heart of downtown Kansas City. The project features a mix of one, two, and three-bedroom units, each with high-end finishes and custom finishes. The location is ideal for those who want to live in the heart of the city, with easy access to shopping, dining, and entertainment. The project is set to be completed in late 2008.

Master Realty Properties

Final closeout on condos in 'highly coveted, historic downtown locations'

Master Realty Properties is currently offering a final closeout on a number of condos in highly coveted, historic downtown locations. The properties are located in the heart of the city, with easy access to shopping, dining, and entertainment. The project is set to be completed in late 2008.

CLASSIFIED | SATURDAY HOMES

SUNDAY HOMES

The Star delivers ...

resale and new home shoppers.

Sunday Homes publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Sunday Homes is a broadsheet section that features neighborhood profiles and information about financing options. It is your one-stop resource for those looking to buy either existing or newly built homes. As an advertiser, you'll get your message to people specifically interested in what you have to say.

- 50% of readers are business professionals.
- Among Sunday Star readers looking for a home, half read Sunday Homes.*
- The Star is the primary source when looking to buy or rent a new home or apartment.
- 355,000 Kansas Citians moved in the past three years.

* Formerly Home Guide

THE STAR
KansasCity.com

More than 1 MILLION READERS a week.

CLASSIFIED ADVERTISING SECTION
SUNDAY, DECEMBER 2, 2007
THE KANSAS CITY STAR 1

A comprehensive resource for new and existing homes, rentals and consumer information.

Sunday Homes

Take a look at our Web site at
www.kansascity.com/realestate

INSIDE

Open House Listings

• Edith Lank Column

• Seminars

Afton Hill



Superior location, award-winning builders, affordable living

Information provided by **Northridge Development**
The elegant appearance of homes in Afton Hill, built by the region's finest builders and now the market, are so appealing to their buyers, according to Premier Construction, marketing agent for Premier Real Estate of Kansas City Realty, the section that Afton Hill offers a superior world of available living, selection and convenience that has earned the title of sales.
The Afton Hill offer has been designed to offer the best of both worlds: an open-plan living area with a large open-plan kitchen, granite countertops and stainless steel appliances, and a large master bedroom with a walk-in closet. The homes are built by Northridge Development, a leading name in the area. For more information, call 816-432-1234 or visit www.aftonhill.com.

Harbor Lake



Homeowners appreciate developer's design

Information provided by **King Home Development**
When you think you've found the perfect home, you may not realize that the developer's design is what makes it so special. Harbor Lake homeowners appreciate the design of their homes, which is a result of the developer's attention to detail. The homes are built by King Home Development, a leading name in the area. For more information, call 816-432-1234 or visit www.harborlake.com.

National Golf Club of Kansas City



Community combines top-rated education, location, lifestyle

Information provided by **Providence Homes**
The National Golf Club of Kansas City offers living in one of the most desirable neighborhoods in the area. The homes are built by Providence Homes, a leading name in the area. For more information, call 816-432-1234 or visit www.nationalgolfclub.com.

Commerce Bank



Consider more than the rate when choosing a loan

Information provided by **Commerce Bank**
When you're looking for a loan, it's not just the rate that matters. It's also the service you receive. Commerce Bank offers a variety of loan products and services to meet your needs. For more information, call 816-432-1234 or visit www.commercebank.com.

McBride & Son Homes



Builder saves 'best deal' for last

Information provided by **McBride & Son Homes**
During the home building process, there are many decisions to be made. McBride & Son Homes offers a variety of home designs to meet your needs. For more information, call 816-432-1234 or visit www.mcbride.com.

Highlands of Weatherly



New models added in tucked-away neighborhood

Information provided by **Reece & Nichols Builders**
Highlands of Weatherly, the newest addition to the area, offers a variety of home designs to meet your needs. For more information, call 816-432-1234 or visit www.reeceandnichols.com.



your Sunday Home is updated
we wear ours every day

ReeceAndNichols.com
want to make your home
mine again?

Thinking of changing your address?
Visit ours: PruKC.com



Prudential Kansas City Realty

CLASSIFIED | SUNDAY HOMES

APARTMENTS.COM

The Star delivers ..

renters.

Section publishes in Preview:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Apartment dwellers will find all they need in the pages of Apartments.com. The section features profiles of apartment communities throughout the metropolitan area. Apartments.com is printed within the pages of Preview and also appears online to assure maximum exposure.

- Two-thirds are employed.
- Includes all ages starting at 18.
- 26% have a household income between \$35,000 and \$50,000.
- Three-fourths do not have kids at home.

THURSDAY, MAY 24, 2007 CLASSIFIED ADVERTISING SECTION THE KANSAS CITY STAR WWW.KANSASCITY.COM

KansasCity.com
apartments.comTM

Search millions of apartments, condos and houses for rent. Corporate, senior and student housing online at Apartments.com.

Temple Heights Manor 1 and 2
Main office: 5420 Blue Ridge Court
Phone: (816) 264-9612
Web: www.apartments.com/templeheights
Hours: 9 a.m. to 5 p.m. Monday through Friday

Search Local Centers
2280 Southwest Road, Overland
Phone: (816) 294-4444
Hours: 9 a.m. to 5 p.m.
Monday through Friday
9 a.m. to 5 p.m. Saturday
Hours at Local Centers

Large apartments near highway access
Residents of Cook's Lane Centers have the advantage of living in what the management company, Overland Real Estate, describes as large apartments with a Barbara location that is near South Interstate 435 and Missouri 150. So, whether they are commuting to jobs downtown, to Independence, Leavenworth or in Adair County, they are minutes away from major highways to get them there in minutes. When winter temperatures are below freezing, residents cozy up to the wood-burning fireplaces inside their apartments. During the warm months, they enjoy the outdoors on the deck.
SEE BRANCH LISTING PAGE 408

Convenience and caring are key
Temple Heights Manor 1 and 2, retirement communities, offer a caring atmosphere with a number of amenities that provide convenience for the residents. "Temple Heights, all of our utilities paid to accommodate for age 55 and older," said Jane Welch, property supervisor for the Kansas City-based Temple Properties. "These are great properties for those who value the convenience of apartment living." No last call, "We offer stability plus a caring staff." The communities are located on the top between Kansas City and Overland, just two miles south of Interstate 35 and the Truman Sports Complex. Temple Heights consists of two buildings - Manor 1 for individuals 55 and older and Manor 2 for those 62 and older. The Manor 1 is located in front of the buildings of
SEE TEMPLE HEIGHTS PAGE 408

Founders at Union Hill
2701 Hickory St., Suite 400
One block west of 29th and Gillham
Phone: (816) 777-0900
Hours: 10 a.m. to 6 p.m.
Monday through Friday
9 a.m. to 5 p.m. Saturday
1 to 3 p.m. Sunday

Diverse options near landmark destinations
"Finally, life is easier. Finally, there is a choice. A new neighborhood with diverse options that is minutes, if not steps, from Kansas City's shopping, entertainment, culture and landmark destinations, it's called Union Hill." This is how the staff at the Founders at Union Hill described the new housing area. The Founders at Union Hill are having new doors for those that offer an affordable community with unparalleled attention to detail and an actual urban living experience that is convenient, caring and inclusive, the staff said.
Sweet Tavern, a new cafe has recently opened its doors to its neighbors and all of Kansas City. Additional retail, including a bank, bakery, health club and dry cleaners, are under construction. Market Corner's hot Corndogs, The Blueberry Bag and Express Wash are just steps away. Sun Agave's Salads, Filling Station Coffee and Condos are also right in the neighborhood. Upcoming events include the Union Community 50th Anniversary Event on 5 and 6 p.m. Residents also enjoy the conveniences of the Kansas Contemporary Art Museum, Crown Center, Contemporary Art Museum, Crown Center

SEE FOUNDERS PAGE 408

URBAN LIVING

The Star delivers ...

downtown chic.

Section publishes once a month in Preview:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Urban Living is published the Thursday before the first Friday of the month. It coincides with the Crossroads Arts District's First Fridays art gallery tour.

Advertisers who want to reach those who love and enjoy downtown Kansas City have found a marketing partner within the pages of Urban Living.

CLASSIFIED ADVERTISING SECTION THURSDAY, MARCH 1, 2007 THE KANSAS CITY STAR

START HERE.
Urban Living Center
Real Estate Solutions for Condos, Lofts & Homes
816.268.4555
www.UrbanLivingCenter.com

Urban Living

www.kansascity.com/realty/urbanliving



Condos blend historic roots with modern lifestyle
Information provided by Embassy Properties Inc.
"There are two famous sayings in real estate: 'Timing is everything' and 'Location, location and location,'" said Brian Kelly of Embassy Properties Inc. "And it truly 'timing' and 'location' that distinguish the Riverside Lofts as one of the most exciting new downtown developments where location, luxury and lifestyle speak volumes," he added.
Viewed at night and breezy streets in the heart of
SEE THE FOUNTAIN LOFTS/ PAGE 14

'Cool space, no plan'
Information provided by Hens & Hens Builders
Built as a former warehouse that predates Union Station, the building at 360 W. Pershing Road is now The Liberty, one of downtown's most authentic and sophisticated loft residences, said developer Benjamin Hayes.
"Sophistication is a quality one knows when one sees it," he said. "I think it's apparent in so many aspects of The Liberty, from the arched eaves of the building while leaving intact some of its historic features."
Several open floor plans are available from which to choose, yet one of the more distinct open layouts:
SEE THE LIBERTY/ PAGE 10

Few opportunities remain for 'authentic urban living'
Information provided by Professional Kansas City Realty
"The River Market District in Kansas City has long been renowned for its rich culture and heritage. In the 1930s, the Kansas City style of dress was born and blossomed in the River Market, and these rich traditions and refined sensibilities have been a trademark of the district ever since. Additionally, the River Market has often been rightly regarded as a historic centerplace of tradition and class in Kansas City, located in the heart of the River Market has Riverfront:
SEE RIVERFRONT LOFTS/ PAGE 10

ONLINE *Opportunities*

KansasCity.com is *The Star's* Web site, and the No. 1 media Web site in the metropolitan area. It has 2.9 million unique visitors who visited more than once a month with 5.5 million visits. When they came to visit, they stayed awhile, with 29 million page views.

- One-third of our registered users are young adults, ages 18 to 34, who have a proven online lifestyle.
- KansasCity.com users also shop online more than the community in general. Our statistics show that nearly nine out of 10 users of KansasCity.com also shop online.
- You'll be able to extend your message to 293,000 area non-subscribers.
- A presence on KansasCity.com means when you advertise in print and on our Web site, you'll reach 75 percent of the metropolitan area's adult population in a week and nearly nine out of 10 in a month.

THE★STAR.
KansasCity★.com

More than
1 MILLION READERS
a week.



KANSASCITY.COM (RUN-OF-SITE)

The Star delivers ...

comprehensive exposure.

Accessible online 24 hours a day, seven days a week:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

When you run your message throughout our Web site, you can hit the online market across the board. You'll have the flexibility to reach a wide market or target a segmented market that wants your message.

We offer multiple ad units on KansasCity.com featuring:

- Buttons.
- Cubes.
- Rollovers.
- Leaderboard.
- Video.
- Rectangle.
- Skyscraper.
- Ruler.
- Skybox.

#1

THE STAR.
KansasCity.com

More than 1 MILLION READERS a week.



ONLINE | KANSASCITY.COM (RUN-OF-SITE)

CARS.COM

The Star delivers ...

more mileage.

Accessible online 24 hours a day, seven days a week:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

The Star has a partnership with Cars.com to bring the most comprehensive 24-hour access to car information for those looking to buy or sell a new or used car. Cars.com is visited by more than 8 million car shoppers each month. In fact, one-third of KansasCityCars.com visitors go through KansasCity.com.

Sixty-five percent of online used-car shoppers shop Cars.com. That makes it an invaluable marketing tool for you.



THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.

Source: Cars.com

ONLINE | CARS.COM

CAREERBUILDER.COM

The Star delivers ...

more mileage.

Accessible online 24 hours a day, seven days a week:

☒ Sunday | ☒ Monday | ☒ Tuesday | ☒ Wednesday | ☒ Thursday | ☒ Friday | ☒ Saturday

Careerbuilder.com is the No. 1 online resource for job seekers. The Star has a partnership with Careerbuilder.com to provide links to job openings and ad placement opportunities. With one package price, you can place your recruitment ad online at Careerbuilder.com and in *The Star* for even more reach.

- Top Jobs
- Star Career Video ads

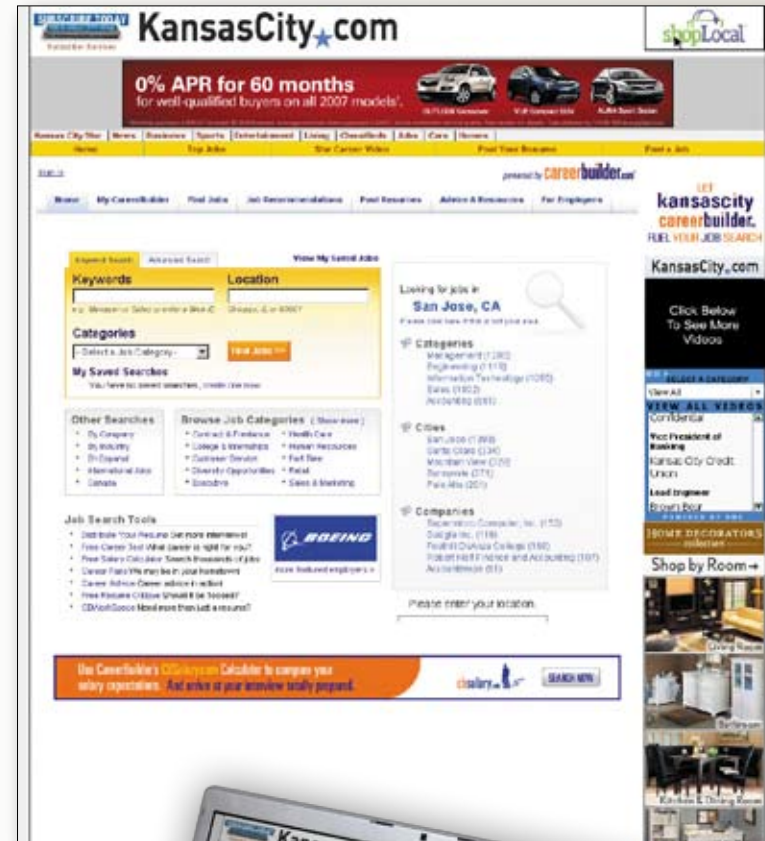


NO. 1 ONLINE RESOURCE FOR JOB SEEKERS

THE STAR.
KansasCity.com

More than 1 MILLION READERS a week.

Source: CareerBuilder.com



ONLINE | CAREERBUILDER.COM

APARTMENTS.COM

The Star delivers ...

consumers actively seeking apartments.

Accessible online 24 hours a day, seven days a week:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

The Star is affiliated with Apartments.com, the exclusive provider of apartment information for the Web sites of more than 180 newspapers and strategic partners across the country. Apartments.com, as featured on KansasCity.com, acts as a powerful lead resource for people looking to rent your properties.

- Virtual tours
- Banners
- Matching to 28 amenities
- Listing packages



NO. 1 INTERNET LISTING SERVICE FOR RENTALS

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.

Source: Apartments.com



ONLINE | APARTMENTS.COM

STAR CLICKS GUARANTEED

The Star delivers ...

search marketing at its easiest.

Accessible online 24 hours a day, seven days a week:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Star Clicks Guaranteed is search marketing in one turnkey operation. You'll pay only for a guaranteed number of clicks. You save hours by outsourcing to *The Star*. Here's why:

**Star Clicks bids on the key words,
manages the search engines, tracks and consolidates
the results, and offers guaranteed clicks on more than
80 search engines.**

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



The image illustrates the StarClicks service flow. At the top is the StarClicks logo, featuring a mouse cursor icon pointing to the word 'GUARANTEED'. Below the logo are two screenshots of search engine results for the query 'Hometown plumber'. The first screenshot shows a Google search results page with several organic search results. The second screenshot shows a Local.com search results page with a list of local business listings. Blue curved arrows point from the search engines to the results, indicating the flow of information and clicks.

ONLINE | STAR CLICKS GUARANTEED



TARGETED E-MAIL MARKETING

The Star delivers ...

two e-mail blasts each month.

You can target KansasCity.com users with your message by:

- Geography (ZIP code, county or state).
- Gender.
- Age.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



ONLINE | TARGETED E-MAIL MARKETING

TARGETED ADVERTISING E-MAIL NEWSLETTERS

The Star delivers ...

an audience that wants to see your message.

You can target KansasCity.com users with:

- Weekly Blink.**
 A weekly e-mail that targets women who are registered users of kansascity.com.
- Travel Deals.**
 Targets those interested in a getaway to a specific destination.
- The Link.**
 A monthly e-mail that targets men who are registered users of kansascity.com.
- Travel Time.**
 Reaches Kansas Citians interested and motivated by travel opportunities.
- Auto Deals.**
 A twice-yearly e-mail targeted to auto consumers.
- Women's Wellness.**
 An annual e-mail that targets area women.
- Shopping Deals.**
 Targets those looking for special offers and discounts.
- Men's Health & Fitness.**
 An annual e-mail that targets men.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



ONLINE | TARGETED E-MAIL NEWSLETTERS

THEMED E-MAIL NEWSLETTERS

The Star delivers ...

computer-savvy consumers.

You can target **KansasCity.com** users through:

- **Midday Business Report.**
Local business news e-mailed halfway through each work day.
- **Start Smart.**
A quick summary each morning of Kansas City's top 10 news topics.
- **Preview Extra.**
A Thursday look at entertainment news for the coming weekend.
- **Chiefs Extra.**
A recap and a look ahead on the morning following Chiefs football games.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



ONLINE | THEMED E-MAIL NEWSLETTERS

GOIN' TO KANSAS CITY E-MAIL

The Star delivers ...

an e-mail newsletter.

E-mail newsletter sent:

March | June | September | November

This opt-in subscriber newsletter through KansasCity.com allows advertisers to target travel and entertainment destinations in the metropolitan Kansas City area to users in neighboring states, including:

- Kansas.
- Iowa.
- Nebraska.

THE STAR.
KansasCity.com

More than 1 MILLION READERS a week.

KansasCity.com
News | Business | Sports | Entertainment | Living/FYI | Classifieds | Jobs | Cars | Homes

Kansas City *goin' to*
Summer Edition

Click here to view the spring issue of the Goin' to Kansas City Visitors Guide

ACCOMMODATIONS
Chateau Avalon
The Raphael Hotel
Seville Plaza Hotel

ATTRACTIONS
WWI Museum
The Kansas City Zoo
Truman Library
Crown Center
Powell Gardens

DESTINATIONS
Independence, MO
Lawrence, KS
Country Club Plaza
Kansas City, KS

SHOPPING
Crown Center
Country Club Plaza

NATIONAL WORLD WAR I MUSEUM AT LIBERTY MEMORIAL NOW OPEN
NEW MUSEUM OPENS TO RAVE REVIEWS FROM ACROSS THE COUNTRY

Experience. Learn. Honor. The new National World War I Museum at Liberty Memorial is an extraordinary emotional and educational experience. With one of the greatest collections of World War I artifacts anywhere in the world, the new state of the art complex uses highly interactive technology to bring history to life. Great for the whole family. Open Tuesday through Sunday from 10 a.m. to 5 p.m. Located at the corner of Main and Pershing, across from Union Station. Call 816-784-1919 for more information. www.nwwi.org

VISIT INDEPENDENCE
DECLARE YOUR INTENTIONS THIS SUMMER!

Enjoy history in Independence, Kansas City, offers 16 art Presidential mansions, sites, and historic walking the historic new family choices. For a 604-3100, or www.visitindependence.com

SUMMER SIZZLES IN LAWRENCE, KANSAS!
BOOK YOUR GETAWAY TODAY

Stroll through historic Downtown Lawrence and shop in one-of-a-kind, locally-owned boutiques and galleries or dine in outdoor cafes and let your senses soak in Lawrence's small-town charm and big-city sophistication. Enjoy outdoor recreation at Clinton Lake or at one of Lawrence's 50 parks. If it's arts and culture you're longing for, visit one of Lawrence's many performing arts venues. For a complete calendar of upcoming events or to book hotel accommodations online, logon to www.visitlawrence.com.

STAY A SECOND NIGHT AND TAKE 50% OFF!
CHATEAU AVALON AT VILLAGE WEST

Make an escape this summer, to Kansas City's unique boutique hotel. Only here can you choose from 23 different theme accommodations. And enjoy special touches including an in-room whirlpool spa, custom bedding, and flat-screen TV with 5-channel surround sound. Plus complimentary breakfast in bed! At Village West. Minutes from Country Club Plaza. Summer rates start at just \$109. Stay a second night and take 50% off the best available rate through August 31, 2007; Friday arrivals excluded. Use Promotion Code GON2KC. 866.235.4516 ChateauAvalonHotel.com

CUTE WILL NEVER BE THE SAME!
KOALAS AT THE KANSAS CITY ZOO THROUGHOUT

GETTING A NEW LOOK AND FEEL FOR 2008!

ONLINE | GOIN' TO KANSAS CITY E-MAIL

GRAND COM *Opportunities*

Grand Communications is the targeted-publication and events division of *The Kansas City Star*.

This division speaks to a specific audience that best uses your products and services. You can market to brides-to-be, visitors to Kansas City, new residents and discriminating shoppers who rely on quality lifestyle publications.

THE★STAR.
KansasCity★.com

More than
1 MILLION READERS
a week.

Sources: MORI 2007, Scarborough 2007 R1,
Claritas Dec. 2006



INDULGE

Grand Communications delivers ...
sophisticated shoppers.

Magazine publishes:

Monthly

Indulge is a monthly glossy broadsheet magazine that reaches Kansas City's most affluent households. It showcases the latest trends in fashion, luxury, beauty and stylish entertaining.

30,000 copies are distributed to affluent Kansas Citians via:

- Direct-delivery inside *The Star* to our most affluent subscribers.
- Direct-mail to homeowners with the area's highest home values.
- Upscale retailers, high-end salons and spas, and high-profile events.

THE★STAR.
KansasCity.com

More than 1 MILLION READERS a week.



GRAND COM | INDULGE

INK AND INKCC.COM

Grand Communications delivers ...

young, hip readers with money to spend.

Magazine publishes:

Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday

Ink and *inkcc.com* are *The Star's* new products designed to inform, entertain and link more than 400,000 21- to 34-year-olds who work and play in the Kansas City area. They are produced by smart, sophisticated and connected 20- and 30-somethings who are part of the coveted demographic advertisers want to reach.

- 50,000 complimentary copies of *Ink* are distributed to 1,300 locations.
- *Ink* is distributed in racks at restaurants, grocery stores, bars, gyms, coffee shops, entertainment venues, convenience stores and retail stores.
- *Ink's* Web site, *inkcc.com*, provides advertisers a daily opportunity to hook up with young professionals.

THE STAR
KansasCity.com

More than 1 MILLION READERS a week.



KANSAS CITY SPACES

Grand Communications delivers ...

affluent readers.

Magazine publishes nine times a year:

February | March | April/May | June/July | August | September
 October | November | December/January

Kansas City's fine home design and lifestyle magazine captures the best of fine living with exceptional photography of stylish homes, beautiful gardens, the latest fashions and creative entertaining. It's distributed by subscription, targeted mailings and on newsstands.

- **Published 10 times a year with nine lifestyle issues and one annual resource guide.**
- **Highest circulation of any local publication of its type in Kansas City with 40,000 copies.**
- **Highly targeted, multi-faceted approach to distribution that carries your message to Kansas City's most affluent homeowners.**



KANSAS CITY SPACES ANNUAL RESOURCE GUIDE

Grand Communications delivers ...
ideas.

Guide publishes:

May

A guide to help affluent Kansas Citians — whether building, remodeling or decorating — inside or out. Also used by many industry professionals as a reference for networking and learning about the latest trends used by competitors and others in the industry. *The Resource Guide* is distributed in exactly the same way as *Kansas City Spaces*, but has a bonus circulation of 5,000 copies for a total circulation of 45,000 per issue.

**Readers keep the guide all year, and that means
maximum marketing exposure for you.**



THE★STAR.
KansasCity★.com

More than **1 MILLION READERS** a week.

KC WEDDINGS

Grand Communications delivers ...
comprehensive exposure to
brides and grooms.

KC Weddings publishes:

☒ June | ☒ December

KC Weddings magazine is the most comprehensive local information source for planning a wedding in and around the Kansas City area. It features fresh editorial content, the most complete reception site guide and many pages of current bridal fashion and accessories.

36,000 copies are distributed annually via:

- 200-plus newsstands and bookstores.
- Bridal Spectacular and other area bridal shows.
- Direct mail to brides through the Bridal Kit program.
- Complimentary distribution at advertiser locations.

Advertisers have online presence on KCWeddings.com and access to our bridal database.



THE★STAR.
KansasCity★.com

More than 1 MILLION READERS a week.

KC WEDDINGS BRIDAL SPECTACULAR

Grand Communications delivers ...
unbridled enthusiasm.

Event held:

☒ January | ☒ July

KC Weddings Bridal Spectacular is one of the largest and most attended bridal events in the Midwest.

- Creates an opportunity for vendors to meet face to face with thousands of brides and grooms in a single day.
 - Vendors receive a database of the names and addresses of soon-to-be brides and grooms who attend the show.
-

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



GRAND COM | KC WEDDINGS BRIDAL SPECTACULAR

BRIDAL KIT

Grand Communications delivers ...
direct mail to brides.

Kit mailed:

Monthly

KC Weddings Bridal Kit is a monthly direct-mail program for brides. It's an information-filled packet with fliers and brochures from participating businesses and a copy of *KC Weddings* magazine.

Participating advertisers have online access to a database of the names and address of brides who register on KCWeddings.com each month.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.

THE BRIDAL KIT

In-depth information essential to planning your dream wedding is ready and waiting at kcweddings.com.

Log on today and register to receive your free **BRIDAL KIT** packed with great offers and information from area bridal merchants and service providers, along with a copy of *KC Weddings* magazine.

KC Weddings has been helping couples plan the wedding of their dreams for over 10 years.

Register Online at kcweddings.com



GOIN' TO KANSAS CITY

Grand Communications delivers ...

300,000 visitors.

Magazine publishes:

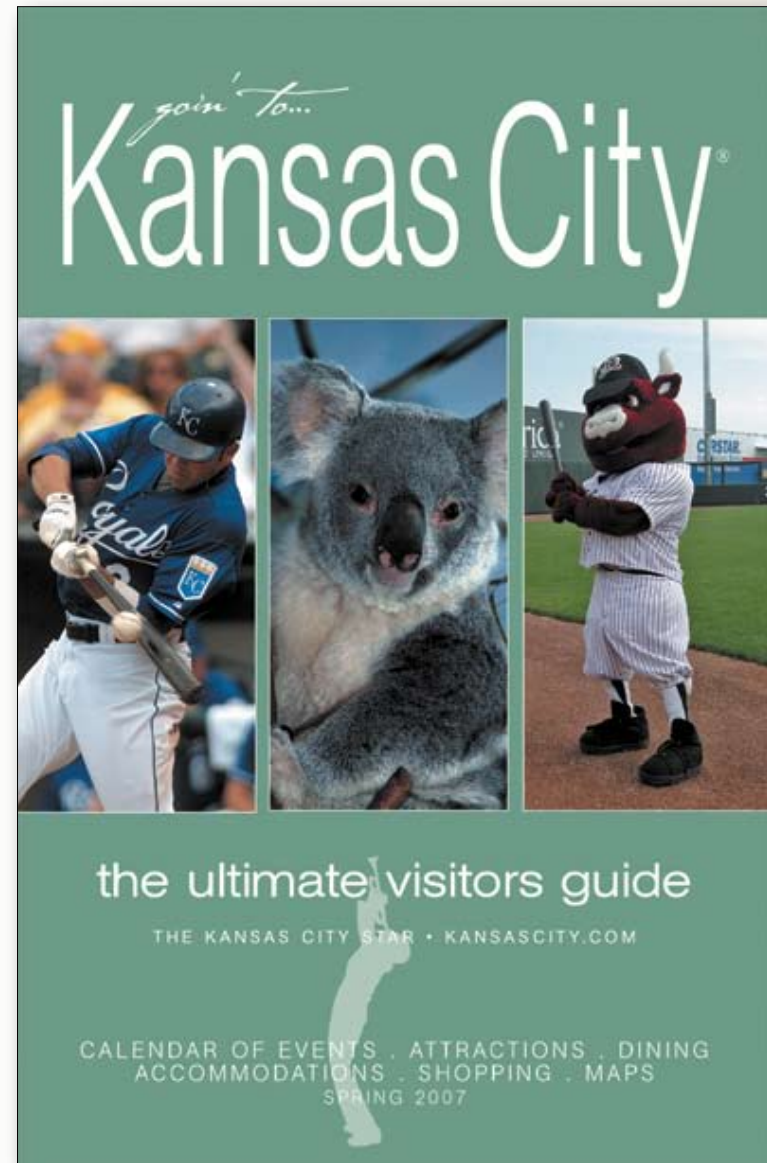
March | July | November

Goin' to Kansas City is the ultimate visitors guide for the metropolitan area. It offers information on local events, attractions, shopping, dining and accommodations. The travel-friendly, digest-size magazine has a convenient pull-out map.

The magazine has a distribution list of 300,000. It is available at more than 145 hotels, area attractions, visitor centers and racks throughout the city. It is also published online at gointokansascity.com and is linked to KansasCity.com.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



GRAND COM | GOIN' TO KANSAS CITY

MOVING TO KC

Grand Communications delivers ...

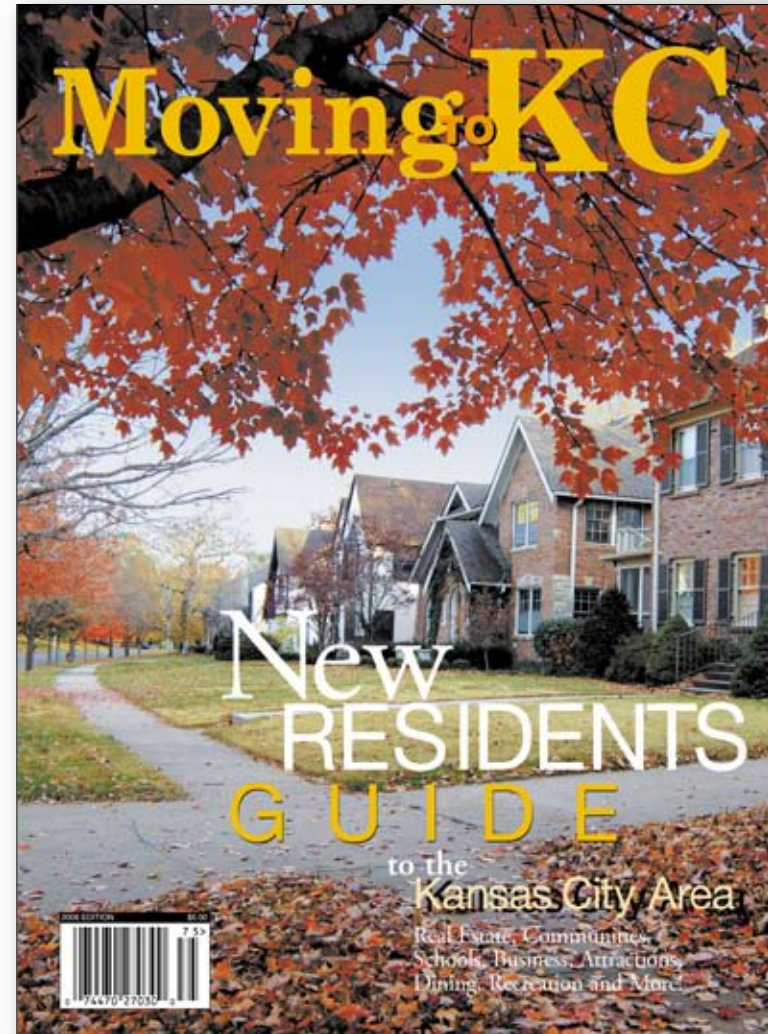
newcomers with
money to spend.

Magazine publishes:

November

Moving to KC is the ultimate user's guide for people new to the area. It's distributed through real estate agents, local chambers of commerce, utility companies, school districts and major employers.

With a distribution of 20,000 and online access through KansasCity.com, *Moving to KC* is your opportunity to be the first to introduce your products and services to newcomers in the area.



THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.

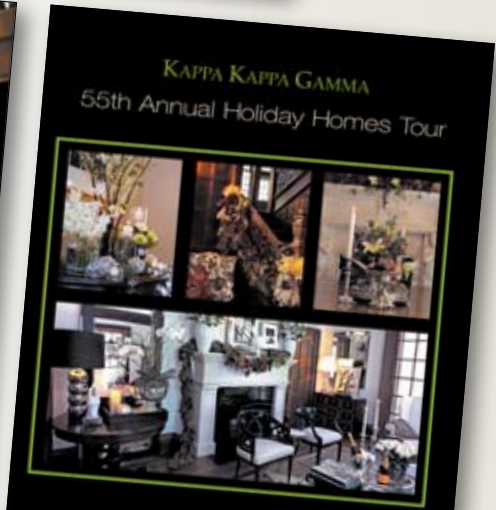
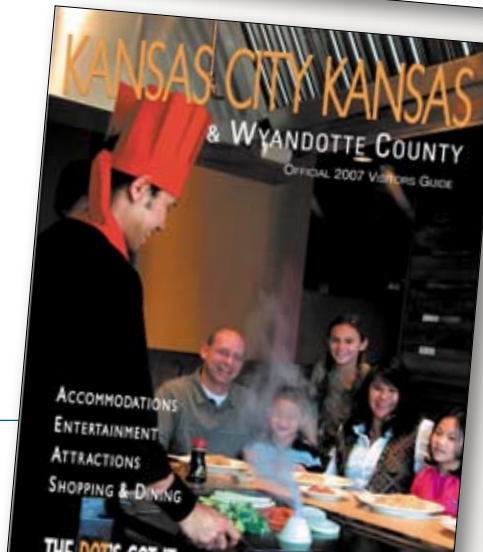
CUSTOM PUBLISHING

Grand Communications delivers ...

custom publishing projects.

Our sales staff is your sales staff. That means we can complete custom publishing projects for your business or for designated shopping districts. Examples of these custom projects include the Crossroads Arts District map and the Kansas City, Kansas/Wyandotte County Convention and Visitors Bureau Visitors Guide on this page.

- Crossroads Arts District map
- Kansas City, Kansas/Wyandotte County Convention and Visitors Bureau — Visitors Guide
- Savor magazine
- Kappa Kappa Gamma Holiday Homes Tour program



SPECIALTY *Opportunities*

When your marketing efforts need to expand, our specialty products and marketing opportunities showcase your message in a new way.

The Star makes sure that your message is delivered with impact, which results in increased sales and visibility. Read on to learn more.

THE★STAR.
KansasCity★.com

More than
1 MILLION READERS
a week.

Sources: MORI 2007, Scarborough 2007 R1,
Claritas Dec. 2006



STAR DIRECT

The Star delivers ...

smart, creative direct-mail pieces from concept to mailbox.

Star Direct is the direct-mail arm of *The Kansas City Star* and can be your partner for all your direct marketing needs.

Star Direct provides prospect lists, target analysis, in-house creative talent, design development, printing and postal optimization, response tracking and program management — all in one stop.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



SPECIALTY PRODUCTS | STAR DIRECT

LIVING WELL

The Star delivers ...

10 advertisers in one

Card package mailed:

January | March | May | July | September | November

Living Well is a shared-mail packet produced and mailed six times a year to households with targeted income and home values. It's your opportunity to share the cost of a direct-mail program with nine other advertisers who want to reach affluent households.

The card package is targeted to three zones — Johnson County, the Country Club Plaza and Lee's Summit — and reaches at least 28,000 households in each zone. You can choose to participate in one, two or all three zones.

- **List creation/acquisition**

We'll help you define and refine your prospect list.

- **Turnkey pricing**

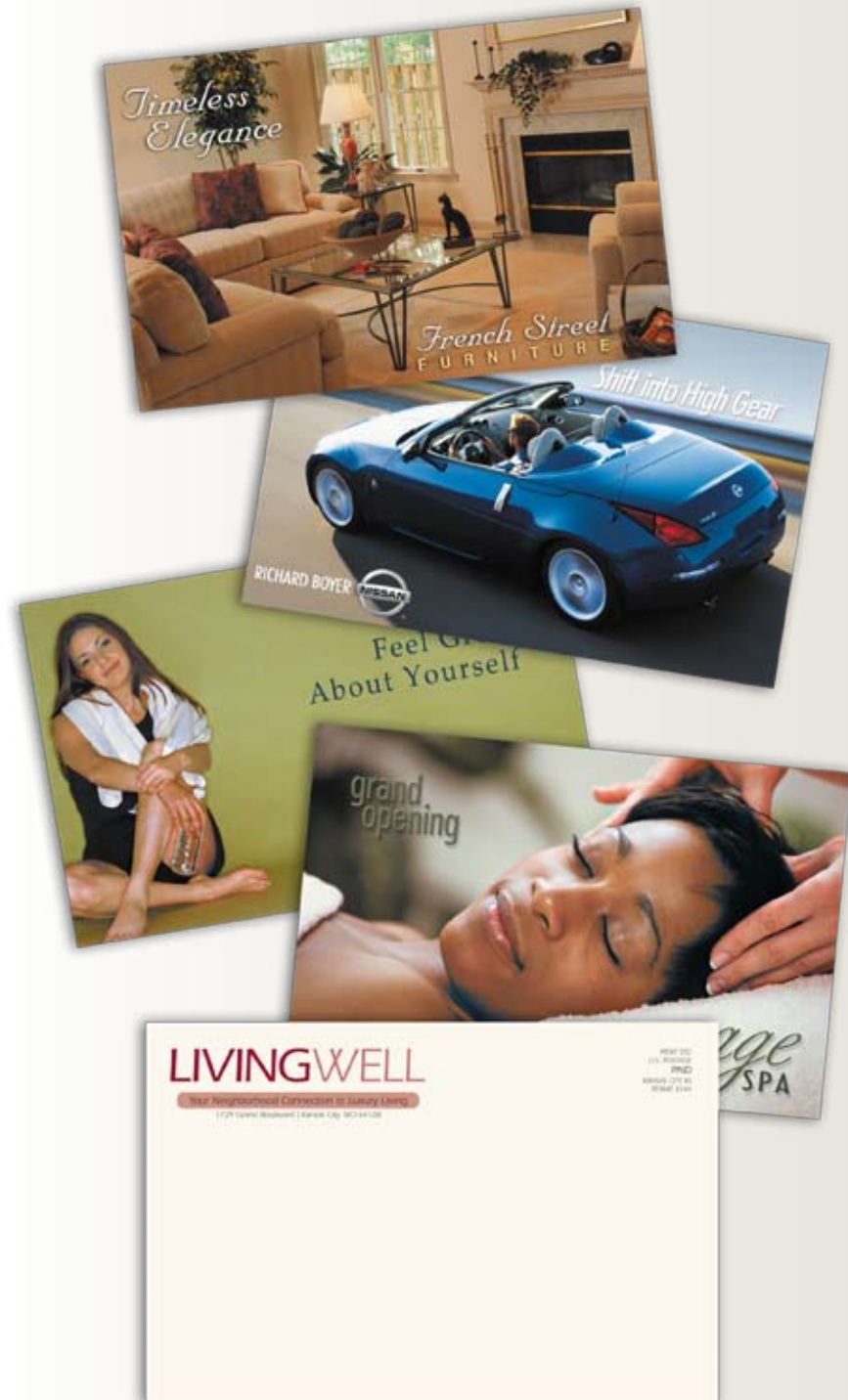
Pricing includes design consultation and creation, printing of the card and outer envelope, insertion and a share of the postage.

- **Printing and distribution**

Cards can be redesigned for each mailing to incorporate new and seasonal offers. They're mailed to 28,000 to 30,000 targeted homeowners.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



CO-OP

The Star delivers ...

a hassle-free way to stretch your advertising dollars.

The Star has a co-op department that will investigate potential co-op funds, develop co-op-approved ads and process claim and billing forms to provide a seamless cooperative advertising fund. Discover manufacturer funds that can help you extend your marketing frequency through shared costs.

- *The Kansas City Star's* co-op department found \$2.8 million for our advertisers.
- Nationwide, billions of dollars go unclaimed that could offset your advertising costs.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



KARASTAN CARPET SALE

BERBER \$2.42sq.ft.

FRIEZE \$2.57sq.ft.

SAXONY \$1.96sq.ft.

WEAR-DATED

... OF DREAMING.
... MONTH TO MAKE IT REALITY.
... month and we're offering up to **30% off** on every
... stock. Every pattern. Every color. Every sink-your-
... get caught napping. Come in today and save.

weber carpet

Karastan

Johnson County • 11400 Rogers Road • 913.469.5430
Lawrence • 2851 Iowa Street • 785.843.9090
Lee's Summit • 453 SE Oldham Parkway • 816.524.5200
K.C. North • 8620 N. Green Hills Rd. • 816.452.8109

No Payments No Interest for 12-Months
(wac)

TARGETED SECTIONS

The Star delivers ...

special emphasis sections.

Each year *The Star* publishes a variety of special-interest sections produced by the newsroom and by our Targeted Sections Department.

You can reach a selected audience through our menu of targeted sections, whether the topic is sports, lifestyles, education, business, health, geographic area or travel.



THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.

SPECIALTY PRODUCTS | TARGETED SECTIONS

VENDOR SECTIONS

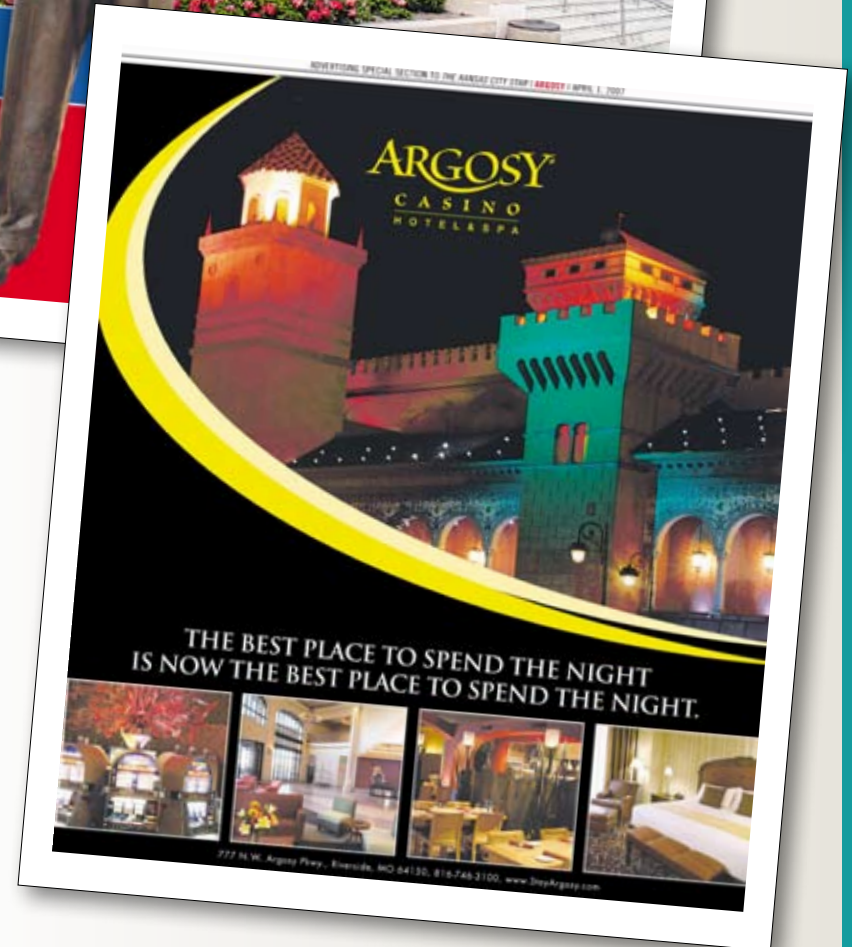
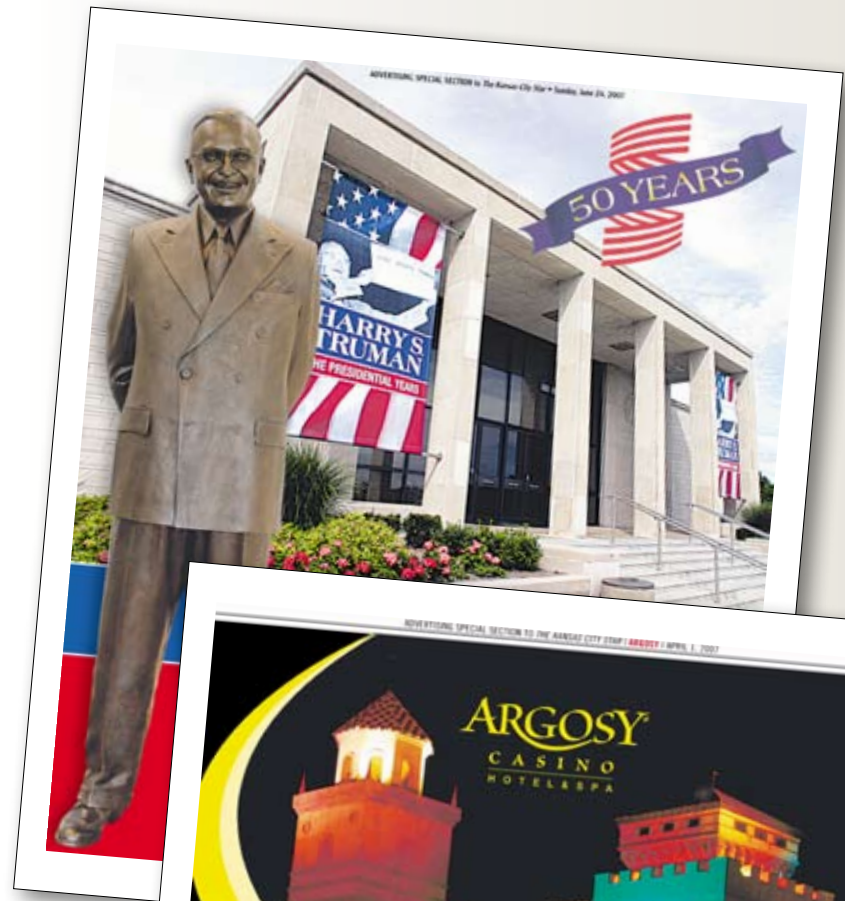
The Star delivers ...

special advertising sections.

When your business or group has an expanded story to tell, our Vendor Department can assist by tapping into the advertising dollars of product and service providers you work with.

A vendor special section is perfect for:

- A new construction project.
- An expansion project.
- A major anniversary.
- Any time you want to tell your story in an exclusive feature format.



UNIQUE PRODUCTS

The Star delivers ...

attention getters.

Make a distinctive first impression with these ways to make your marketing message pop:

- **POLYBAGS** wrap your message around the newspaper. They're the first ad a subscriber sees.
- **STAR NOTES** are front-page, removable, reusable notes that make your message stand out. They allow readers to take your message with them.
- **FRONT RUNNERS** are placed in the upper right-hand corner of the front page of the Neighborhood News or special section. They are, in effect, billboard ads that garner marquis attention.
- **ADSCAPES** are uniquely shaped ads that make your message stand out in a whole new way.

THE STAR.
KansasCity.com

More than **1 MILLION READERS** a week.



SPECIALTY PRODUCTS | UNIQUE PRODUCTS

TARGET FINDER

The Star delivers ...

tailor-made messages.

We use Claritas PRIZM NE, a segmentation system that provides a simple way to identify, understand and target consumers. Once you have this information, then you can easily reach your most profitable segments and tailor your message and products specifically to them.

**Zero in on the customers you have or
a customer base you would like to acquire
through our Target Finder program.**



MARKET RESEARCH

The Star delivers ...

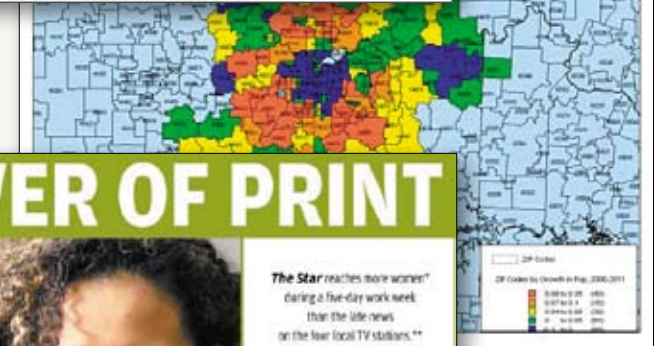
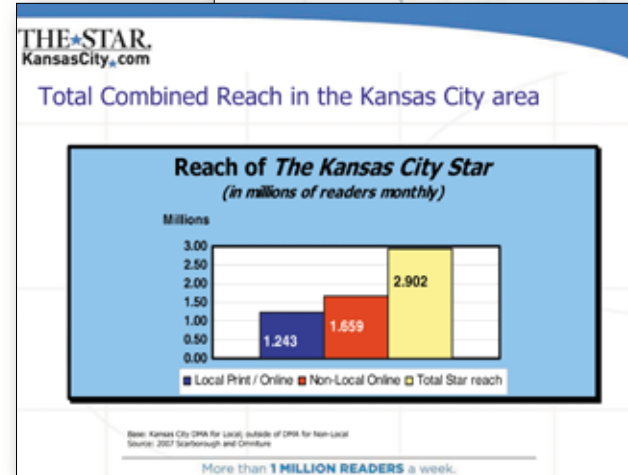
sound marketing decisions through research.

The Marketing Research Department of *The Kansas City Star* provides our advertisers with extensive and innovative research services as an added value. These services include research and analysis of media, demographics and consumer expenditures, and retail potential by store or product category.

With the wealth of data available, we are able to provide information on the market environment, competitive forces, your business' existing and potential customers, and advertising media in the metropolitan area.

THE STAR
KansasCity.com

More than **1 MILLION READERS** a week.



POWER OF PRINT

The Star reaches more women* during a five-day work week than the late news on the four local TV stations.**

The Star 41.7% Late News 15.8%

MORE FREQUENCY. MORE REACH. MORE RESULTS.

THE STAR, KansasCity.com

Call your Star Advertising Account Executive or (816) 234-8217 for more information.

More than **1 MILLION READERS** a week.

Section	Count	% Total	Gender	Count	% Total
1773 Head Feature Section (A)	2,100	13.2%	M	934	6.3%
1774 Head Photo/Feature Section (A)	4,276	27.2%	M	1,847	12.7%
1775 Head Photo/Photo Section (A)	12,249	79.4%	M	5,120	34.2%
1776 Head General News Section (A)	10,717	68.1%	M	4,538	30.2%
1777 Head Home Section (A)	3,380	21.6%	M	1,494	10.0%
1778 Head News Listings & Notices Section (A)	4,219	28.1%	M	1,822	12.2%
1779 Head Sports Section (A)	1,032	6.6%	M	442	3.0%
1780 Head Prayer Section (A)	2,762	17.7%	M	1,169	7.8%
1781 Head Photo/Photo Section (A)	3,468	22.6%	M	1,482	10.0%
1782 Head Newspaper Quizzes 1 (A)	7,321	47.3%	M	3,127	20.7%
1783 Head Newspaper Quizzes 2 (A)	6,898	44.9%	M	2,913	19.6%
1784 Head Newspaper Quizzes 3 (A)	6,263	40.7%	M	2,676	18.0%
1785 Head Newspaper Quizzes 4 (A)	6,217	40.4%	M	2,620	17.6%
1786 Head Newspaper Quizzes 5 (A)	5,129	33.3%	M	2,134	14.3%

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- Print advertising.
- Internet advertising.
- Radio advertising.
- TV advertising.
- Direct mail.
- Outdoor advertising.

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There's a reason The Kansas Department on Aging at Village Shalom in Johnson County's only PEAK (Peak Excellence Alternatives in Kansas) nursing home is awarding community this year. Let us show you why. Come see what sets us apart.

VILLAGE SHALOM
CAMPUS OPEN HOUSE
THURSDAY, AUGUST 30, 2007 - 4:00PM -
5500 WEST 123RD STREET, OVERLAND PARK
(123RD & NALL)
PLEASE RSVP TO 913-266-8407.

Tours will be given on our main campus including Shalom At The Winberg Health Center, Shalom Suites for Alzheimer's Care, Rehabilitation Center and The Spa and Wellness Center.

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MEDIA PARTNER:
KCFX RADIO

Here locally...
...Gone To Maui!

Enter to win a trip for 2 to Maui from KFC! Weekly family fun packs for 4 to Starlight Theater, Verizon Wireless Amphitheater and Theater League!

2 Piece Square Deal \$1.99 * 2 Pieces of Chicken (includes a leg) * Individual Market Portions with Gravy + 1 Baked Biscuit	Breast Deal \$2.99 * 1 Chicken Breast * Individual Market Portions with Gravy + 1 Baked Biscuit	Snacker™ Combo \$3.49 * 2PC Snacker™ Combos (includes 2 pieces of chicken, 2 pieces of biscuit, 2 pieces of biscuit) * Individual Market Portions with Gravy + 1 Baked Biscuit	Colonel's Crispy Strips™ Meal \$3.99 * 1 Colonel's Crispy Strips™ Meal * Individual Market Portions with Gravy + 1 Baked Biscuit
8 Piece Value Meal \$9.99 * 8 Pieces of Chicken (includes 2 legs) * 2 Large Market Portions with Gravy + 4 Baked Biscuits	12 Pieces of Chicken (Mixed) \$9.99 * 12 Pieces of Chicken (includes 2 legs) * 2 Large Market Portions with Gravy + 4 Baked Biscuits	12 Pieces	

Grand Prize Maui Trip Includes:

- Roundtrip air transportation for 2 from Kansas City to Maui on American Airlines including air taxes, fuel and security surcharges.
- Hotel accommodations for 2 nights.

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MEDIA PARTNER:
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Register to win at any participating business and your homeowner's dream could come true. But, you'd better hurry. All sweepstakes entries must be received by May 4, 2007.

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE (HOME) _____ (WORK) _____
DATE OF BIRTH _____

HOMEOWNERS DREAM SWEEPSTAKES

Enter at any participating business location or mail to: Homeowner's Dream Sweepstakes, c/o The Kansas City Star, 1729 Grand Blvd., Kansas City, MO 64108. Must be 21 years of age to enter. Entry form must be received no later than May 4, 2007. Grand prize and registration available at participating sponsor location.

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