



Classified

RATES

REAL ESTATE

THE STAR
KansasCity.com

More than
1 MILLION READERS
a week.

EFFECTIVE: JANUARY 1, 2008

Why *The Star*?

- Fifty-seven percent of Kansas Citians rate *The Star* as their No. 1 source for receiving advertising information.
- Nearly half consider *The Star* as their most convenient source of advertising to use.
- Advertisers can reach more people by advertising one day in *The Star* than on both the 6 p.m. and 10 p.m. broadcasts of all four area news programs combined.
- More than 50 percent Kansas Citians consider *The Star* their most valuable source in planning their shopping.
- Nearly half of adults in Kansas City read *The Star* every Sunday.
- If a TV show could reach as many area homes as *The Star* does every Sunday, it would beat Kansas City's top three Sunday shows combined.
- One ad in *The Star* reaches twice as many people as a morning drive radio spot on every station in Kansas City.
- More than 10 times as many people read a Sunday *Star* than attend a Kansas City Chiefs home game.
- Visitors to KansasCity.Com could fill Arrowhead Stadium every day.
- One ad in *The Star* reaches more Kansas Citians than more than 30 area newspapers combined.
- Two out of three Kansas City area adults know to check out the ads in *The Star* and on KansasCity.Com before they shop.

Source: MORI Research 2007, Scarborough Research 2007 release 2

Advertisers can reach more people by advertising one day in *The Star* than on both the 6 p.m. and 10 p.m. broadcasts of all four area news programs combined.



SUNDAY HOMES

This broadsheet section publishes every Sunday and features new home communities, builders and floor plans. You can showcase your new development with a feature story written by our Special Sections Department. Contact your Account Executive for more information

investment level		Line Rate	1/4 page	1/2 page	Full Page	Story Price	In-Column Liners
E	\$3,000	\$5.63					\$8.93
	\$6,000	\$5.61	\$2,975.00	N/A	N/A	Call	\$8.93
	\$10,000	\$5.59	\$4.16				\$8.91
	\$16,000	\$5.55					\$8.90
D	\$25,000	\$5.49	\$2,958	\$5,738			\$8.88
	\$36,000	\$5.43	\$2,907	\$5,636			\$8.86
	\$49,000	\$5.35	\$2,882	\$5,534	N/A	Call	\$8.83
	\$63,000	\$5.29	\$2,856	\$5,432			\$8.80
	\$78,000	\$5.20	\$2,831	\$5,330			\$8.77
C	\$99,000	\$5.07	\$2,729	\$5,197	\$9,281		\$8.73
	\$125,000	\$4.91	\$2,627	\$4,993	\$8,975		\$8.68
	\$156,000	\$4.72	\$2,525	\$4,789	\$8,669	Call	\$8.61
	\$185,000	\$4.54	\$2,423	\$4,585	\$8,363		\$8.55
	\$226,000	\$4.29	\$2,321	\$4,381	\$8,057		\$8.47
B	\$276,000	\$3.99	\$2,244	\$4,279	\$7,751		\$8.36
	\$336,000	\$3.67	\$2,168	\$4,177	\$7,445	Call	\$8.24
	\$410,000	\$3.22	\$2,117	\$4,075	\$7,241		\$8.09
	\$500,000	\$2.86	\$2,015	\$3,973	\$7,037		\$7.87
A	\$600,000	\$2.76	\$1,933	\$3,769	\$6,833		\$7.56
	\$750,000	\$2.57	\$1,831	\$3,667	\$6,629	Call	\$6.90
	\$915,000	\$2.47	\$1,770	\$3,494	\$6,527		\$6.11

SATURDAY HOMES

investment level		Line Rate	1/4 Page	1/2 Page	Full Page
E	\$3,000	\$4.78	\$2,366	\$4,055	\$6,759
	\$6,000	\$4.49	\$2,222	\$3,809	\$6,349
	\$10,000	\$4.27	\$2,113	\$3,623	\$6,038
	\$16,000	\$4.07	\$2,014	\$3,453	\$5,755
D	\$25,000	\$3.88	\$1,920	\$3,292	\$5,486
	\$36,000	\$3.73	\$1,846	\$3,165	\$5,274
	\$49,000	\$3.60	\$1,782	\$3,054	\$5,090
	\$63,000	\$3.49	\$1,727	\$2,961	\$4,935
	\$78,000	\$3.40	\$1,683	\$2,885	\$4,808
C	\$99,000	\$3.11	\$1,539	\$2,639	\$4,398
	\$125,000				
	\$156,000				
	\$185,000				
	\$226,000				
B	\$276,000	\$2.81	\$1,391	\$2,384	\$3,973
	\$336,000				
	\$410,000				
	\$500,000				
A	\$600,000	\$2.70	\$1,336	\$2,291	\$3,818
	\$750,000				
	\$915,000				

NEIGHBORHOOD HOMES

This tabloid-zoned product, which publishes on Friday, allows you to target specific metropolitan communities. Neighborhood Homes offers Featured and Showcase listings allowing you to display your properties more prominently.

KANSAS

investment level	1/4 pg	1/2 pg	Full pg	PU
E \$3,000 \$6,000 \$10,000 \$16,000	\$199	\$389	\$749	\$2.19
D \$25,000 \$36,000 \$49,000 \$63,000 \$78,000	\$195	\$379	\$699	\$1.99
C \$99,000 \$125,000 \$156,000 \$185,000 \$226,000	\$189	\$359	\$649	\$1.89

MO SOUTH

investment level	1/4 pg	1/2 pg	Full pg	PU
E \$3,000 \$6,000 \$10,000 \$16,000	\$189	\$369	\$699	\$1.69
D \$25,000 \$36,000 \$49,000 \$63,000 \$78,000	\$185	\$359	\$649	\$1.49
C \$99,000 \$125,000 \$156,000 \$185,000 \$226,000	\$179	\$329	\$599	\$1.39

MO NORTH

investment level	1/4 pg	1/2 pg	Full pg	PU
E \$3,000 \$6,000 \$10,000 \$16,000	\$179	\$349	\$649	\$0.99
D \$25,000 \$36,000 \$49,000 \$63,000 \$78,000	\$175	\$329	\$599	\$0.89
C \$99,000 \$125,000 \$156,000 \$185,000 \$226,000	\$169	\$309	\$559	\$0.79

COLOR

E	\$3,000 \$6,000 \$10,000 \$16,000
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36%

D	\$25,000 \$36,000 \$49,000 \$63,000 \$78,000
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33%

C	\$99,000 \$125,000 \$156,000 \$185,000 \$226,000
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30%



Apartments.com is **committed to being the best** advertising partner for communities in Kansas City to fill vacancies at one of the industry's lowest cost per-lease advertising solutions. Properties currently advertising on Apartments.com benefit from the highly qualified leads Apartments.com brings to your area.

Average Leads Per Property YTD In The Kansas City DMA = 51/month

Apartments.com Platinum Package Rate = \$399 | Cost Per Lead = \$7.82 | **Cost Per Lease = \$78.23***

**Based on 10% conversion of 51 leads to 5.1 leases at the rate of \$399*

APARTMENTS.COM
print section

Capture the audience you want with our vibrant weekly rental section. Located within the pages of Thursday Preview, this tabloid section talks to the active, mobile reader. Maximize your color opportunities to showcase your properties.

investment level		LINERS					Classified Ads		DISPLAY	
OPEN RATE		1 day	2 day	3 day	4 +days	7 +days	30+days	Daily	Sun. Homes	
D	\$3,000	\$6.49	\$5.77	\$5.04	\$4.64	\$3.50	\$2.93	\$5.39	\$6.11	
	\$6,000							\$5.09	\$5.98	
	\$9,000							\$4.89	\$5.84	
C	\$15,000	\$6.28	\$5.59	\$4.88	\$4.49	\$3.39	\$2.84	\$4.69	\$5.71	
	\$21,000							\$4.59	\$5.60	
	\$27,000							\$4.49	\$5.46	
	\$33,000							\$4.39	\$5.30	
B	\$42,000	\$6.08	\$5.40	\$4.72	\$4.34	\$3.28	\$2.75	\$4.29	\$5.18	
	\$51,000							\$4.19	\$5.06	
	\$60,000							\$3.99	\$4.97	
	\$69,000							\$3.79	\$4.89	
A	\$84,000	\$5.45	\$4.92	\$4.56	\$4.20	\$3.17	\$2.65	\$3.59	\$4.56	
	\$154,000							\$3.49	\$4.51	
	\$244,000							\$3.39	\$4.45	
	\$299,000							\$3.19	\$4.40	

investment level		Preview Section Color Impact Ads w/Bonus Story*						OPEN LEVEL	
OPEN RATE		1x50	2x50	3x50	4x50	5x50	6x50		
D	\$3,000	\$190	\$380	\$570	\$760	\$950	\$1,140	D	\$3.80
	\$6,000	\$175	\$350	\$525	\$700	\$875	\$1,050		\$3.50/line
	\$9,000								
C	\$15,000	\$170	\$340	\$510	\$680	\$850	\$1,020	C	\$3.40/line
	\$21,000								
	\$27,000								
	\$33,000								
B	\$42,000	\$165	\$330	\$495	\$660	\$825	\$990	B	\$3.30/line
	\$51,000								
	\$60,000								
	\$69,000								
A	\$84,000	\$160	\$320	\$480	\$640	\$800	\$960	A	\$3.20/line
	\$154,000								
	\$244,000								
	\$299,000								

* Ask your Account Executive for more information.

More Readership than any other Source!



Information Sources Used in Home Search

- Real estate agent - 85%
- Yard sign - 63%
- **Internet - 80%**
- **Newspaper - 55%**
- Home book/magazine - 34%
- Open house - 47%
- Builders - 26%
- Television - 11%
- Relocation company - 5%

With *The Kansas City Star* and www.kansascity.com you will reach more than 1 million readers a week.

Source: 2006 National Association of REALTORS® Profile of Home Buyers and Sellers

THE STAR. KansasCity.com



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