



Classified

RATES

RECRUITMENT

THE STAR.
KansasCity.com

More than
1 MILLION READERS
a week.

EFFECTIVE: JANUARY 1, 2008

DISPLAY ADVERTISING

Investment Level	1/32 Page plus	1/8 Page plus	1/4 Page	1/2 Page	Full Page	per Additional Day
Open	\$24.83	\$22.76	\$14,435	\$22,684	\$38,279	\$4.26
D \$3,000 \$7,500 \$25,000	\$18.46	\$15.38	\$9,795	\$15,724	\$30,159	\$3.16
C \$50,000 \$100,000	\$17.43	\$14.35	\$8,635	\$14,564	\$26,679	\$3.07
B \$250,000 \$350,000	\$16.41	\$13.33	\$7,475	\$13,404	\$22,039	\$2.97
A Over \$450,000	\$15.38	\$12.30	\$6,315	\$12,244	\$18,559	\$2.86

Special Two Consecutive Sunday Display Rates (per ad)

Investment Level	1/32 Page plus*	1/4 Page	1/2 Page	Full Page
Open	\$36.66/per line	\$11,535	\$18,508	\$30,159
D \$3,000 \$7,500 \$25,000	\$25.84	\$6,895	\$10,852	\$20,878
C \$50,000 \$100,000	\$23.66	\$5,735	\$10,156	\$18,559
B \$250,000 \$350,000	\$22.72	\$5,503	\$9,924	\$16,239
A Over \$450,000	\$21.79	\$4,575	\$9,228	\$13,919

* 2 Sundays included in 1/32 Page plus pricing

Color (as a percent of space)

Investment Level	1/32 Page plus	1/8 Page plus	1/4 Page	1/2 Page	Full Page
Open	35%	30%	25%	20%	15%
D \$3,000 \$7,500 \$25,000	27%	22%	17%	12%	7%
C \$50,000 \$100,000	24%	19%	14%	9%	6%
B \$250,000 \$350,000	22%	17%	12%	7%	5%
A Over \$450,000	20%	15%	10%	5%	FREE

Minimum size requirement: 84 lines (6")

IN-COLUMN

5-line minimum			
OPEN	Base (5 lines)	Add'l line for 1st day	Add'l days* (per line per day)
1st day @ 5 lines	\$205	\$36	\$4.00
INVESTMENT LEVELS			
D	3,000	\$112.50	\$17.50
	7,500	\$107.50	\$16.50
	25,000	\$107.50	\$16.50
C	50,000	\$105.00	\$16.00
	100,000	\$102.50	\$15.50
B	250,000	\$101.25	\$15.25
	350,000	\$100.00	\$15.00
A	Over 450,000	\$ 97.50	\$14.50

* Additional days — run consecutively
 Ask your account executive about **Star Business Weekly Careers**, **Careerbuilder Weekly Employment** publications and our other expanded products and services to fulfill your recruitment needs.

ONLINE

Careerbuilder.com		Print with Online
Single Job	\$419	\$350
3 Jobs	\$390	\$330
5 Jobs	\$350	\$310
10 Jobs	\$340	\$290
25 Jobs	\$240	\$210

Online Prices with Contracts		
Investment Level		
D	\$3,000	\$300
	\$7,500	\$300
	\$25,000	\$200
C	\$50,000	\$175
	\$100,000	\$175
B	\$250,000	\$150
	\$350,000	\$150
A	Over \$450,000	\$125

Resume Database		
	Small Business 50 Resume Views Per Day	Enterprise 300 Resume Views Per Day
2 Week	499	N/A
1 Month	810	1,995
3 Month	2,250	3,850
6 Month	3,450	6,400
12 Month	5,025	8,300
Top Jobs (online only)		\$100

THE KANSAS CITY STAR & KANSASCITY.COM

CAREERBUILDER

Find Kansas City's top talent by advertising in **The Kansas City Star** and **KansasCity.com**, where you'll be able to find the right people quickly. We deliver the audience that fulfills your recruitment needs. Our recruitment solutions team is ready to take your business to the next level with our expanded products and services, which are much more than help-wanted ads, ranging from print, **Careerbuilder.com**, to web video.



HEALTHCARE CAREERS

Healthcare is expanded on Sundays to include features and news about the regional Healthcare industry. Fulfill your healthcare staffing needs by advertising in this broadsheet section.

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.



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. KansasCity.com



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