

2009

CLASSIFIED AUTOMOTIVE RATES

EFFECTIVE: MAY 1, 2009



THE STAR.
KansasCity.com

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

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.

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.



Source: MORI Research 2007, Scarborough Research 2007 release 2



AUTOMOTIVE

Local classified automotive rates are available to licensed automotive dealerships offering new and used vehicles to consumers via an outlet within the Greater Kansas City designated market area. These rates do not apply to National or Dealer Association (LDA) advertisements.

NOTE: Agreement rates are non-commissionable. Advertisers must meet or exceed annual dollar volume requirements through out agreement year. Advertisers are eligible for a rebate up to three levels of Annual Contract Investment. If the Annual Contract Investment is not fulfilled, a short rate will occur. Automotive liners count towards contract fulfillment but are not eligible for rebates.

INVESTMENT LEVEL	Daily			Saturday			Sunday		
	Full Pg	1/2 Pg	1/4 Pg	Full Pg	1/2 Pg	1/4 Pg	Full Pg	1/2 Pg	1/4 Pg
E \$3,000 \$6,000 \$12,000 \$20,000 \$30,000 \$50,000	\$5,899	\$3,099	\$1,777	\$6,694	\$3,398	\$2,015	\$6,499	\$3,299	\$1,956
	\$5,299	\$3,049	\$1,750	\$6,079	\$3,244	\$1,941	\$5,899	\$3,149	\$1,884
	\$5,199	\$2,999	\$1,725	\$5,974	\$3,189	\$1,910	\$5,799	\$3,099	\$1,853
	\$5,099	\$2,949	\$1,698	\$5,869	\$3,144	\$1,889	\$5,699	\$3,049	\$1,832
	\$4,999	\$2,899	\$1,673	\$5,769	\$3,089	\$1,853	\$5,599	\$2,999	\$1,801
C \$200,000 \$250,000 \$300,000 \$350,000 \$400,000	\$4,899	\$2,849	\$1,647	\$5,664	\$2,989	\$1,801	\$5,499	\$2,899	\$1,750
	\$4,699	\$2,799	\$1,622	\$5,459	\$2,884	\$1,750	\$5,299	\$2,799	\$1,698
	\$4,409	\$2,749	\$1,595	\$5,046	\$2,779	\$1,698	\$4,899	\$2,699	\$1,647
	\$4,311	\$2,728	\$1,544	\$4,948	\$2,759	\$1,642	\$4,801	\$2,677	\$1,595
	\$4,213	\$2,625	\$1,492	\$4,845	\$2,651	\$1,590	\$4,703	\$2,574	\$1,544
B \$450,000 \$550,000 \$650,000 \$750,000	\$4,115	\$2,522	\$1,441	\$4,742	\$2,600	\$1,570	\$4,605	\$2,522	\$1,523
	\$4,017	\$2,419	\$1,389	\$4,644	\$2,543	\$1,534	\$4,507	\$2,471	\$1,492
	\$3,919	\$2,368	\$1,364	\$4,541	\$2,492	\$1,513	\$4,409	\$2,419	\$1,472
	\$3,821	\$2,316	\$1,338	\$4,443	\$2,440	\$1,482	\$4,311	\$2,368	\$1,441

NOTE: Combination ads must begin and end within seven consecutive days and must maintain same ad size.

INVESTMENT LEVEL	Daily + Daily Combo (per ad)			Daily/Sun. Combo (per ad)			Sun + 2 Daily Combos (per ad)		
	Full Pg	1/2 Pg	1/4 Pg	Full Pg	1/2 Pg	1/4 Pg	Full Pg	1/2 Pg	1/4 Pg
E \$3,000 \$6,000 \$12,000 \$20,000 \$30,000 \$50,000	\$4,298	\$2,248	\$1,253	\$4,877	\$2,777	\$1,568	\$4,043	\$2,063	\$1,166
	\$4,098	\$2,178	\$1,222	\$4,677	\$2,557	\$1,456	\$3,843	\$2,003	\$1,145
	\$4,048	\$2,148	\$1,202	\$4,627	\$2,527	\$1,445	\$3,793	\$1,983	\$1,125
	\$3,998	\$2,128	\$1,191	\$4,577	\$2,507	\$1,435	\$3,743	\$1,963	\$1,105
	\$3,948	\$2,098	\$1,171	\$4,477	\$2,477	\$1,415	\$3,743	\$1,943	\$1,084
C \$200,000 \$250,000 \$300,000 \$350,000 \$400,000	\$3,898	\$2,078	\$1,161	\$4,377	\$2,427	\$1,394	\$3,543	\$1,893	\$1,054
	\$3,848	\$2,048	\$1,151	\$4,277	\$2,377	\$1,364	\$3,443	\$1,843	\$1,023
	\$3,760	\$2,045	\$1,124	\$4,135	\$2,327	\$1,315	\$3,310	\$1,793	\$992
	\$3,711	\$2,038	\$1,120	\$4,036	\$2,322	\$1,313	\$3,230	\$1,778	\$962
	\$3,661	\$2,018	\$1,110	\$3,957	\$2,271	\$1,292	\$3,151	\$1,737	\$941
B \$450,000 \$550,000 \$650,000 \$750,000	\$3,493	\$1,987	\$1,100	\$3,818	\$2,230	\$1,272	\$3,072	\$1,696	\$921
	\$3,414	\$1,905	\$1,059	\$3,779	\$2,159	\$1,231	\$2,993	\$1,655	\$901
	\$3,344	\$1,865	\$1,038	\$3,739	\$2,138	\$1,221	\$2,914	\$1,615	\$880
	\$3,265	\$1,824	\$1,018	\$3,700	\$2,118	\$1,211	\$2,874	\$1,574	\$860

Additional days receive a 35% discount off the applicable "per ad" combo charge.

SMALL SPACE ADS

INVESTMENT LEVEL		Under Qtr Page		
		Daily	Sat	Sun
E	\$3,000	\$5.14	\$5.34	\$5.45
	\$6,000	\$4.79	\$4.98	\$5.09
	\$12,000	\$4.43	\$4.62	\$4.72
	\$20,000	\$4.17	\$4.35	\$4.45
	\$30,000	\$3.97	\$4.14	\$4.23
	\$50,000	\$3.70	\$3.87	\$3.96
D	\$75,000	\$3.50	\$3.66	\$3.74
	\$100,000	\$3.35	\$3.51	\$3.59
	\$125,000	\$3.24	\$3.39	\$3.47
	\$150,000	\$3.14	\$3.29	\$3.37
C	\$200,000	\$3.00	\$3.14	\$3.22
	\$250,000	\$2.88	\$3.02	\$3.10
	\$300,000	\$2.79	\$2.93	\$3.01
	\$350,000	\$2.71	\$2.85	\$2.92
	\$400,000	\$2.64	\$2.78	\$2.85
B	\$450,000	\$2.58	\$2.72	\$2.79
	\$550,000	\$2.48	\$2.61	\$2.68
	\$650,000	\$2.39	\$2.52	\$2.59
	\$750,000	\$2.32	\$2.45	\$2.52

COLOR

Type of Color	Color (as % of space)	
	Small Display	Qtr up to Half
4 color	37%	32%
Spot color	31%	27%
	Half up to Full	Full Pg
4 color	28%	24%
Spot color	24%	20%

AUTOMOTIVE OPEN RATE

	1 day	2 days	3 days	4-6 days	7 days	30+ days
LINERS	\$14.99	\$12.99	\$10.99	\$8.99	\$7.99	\$5.99

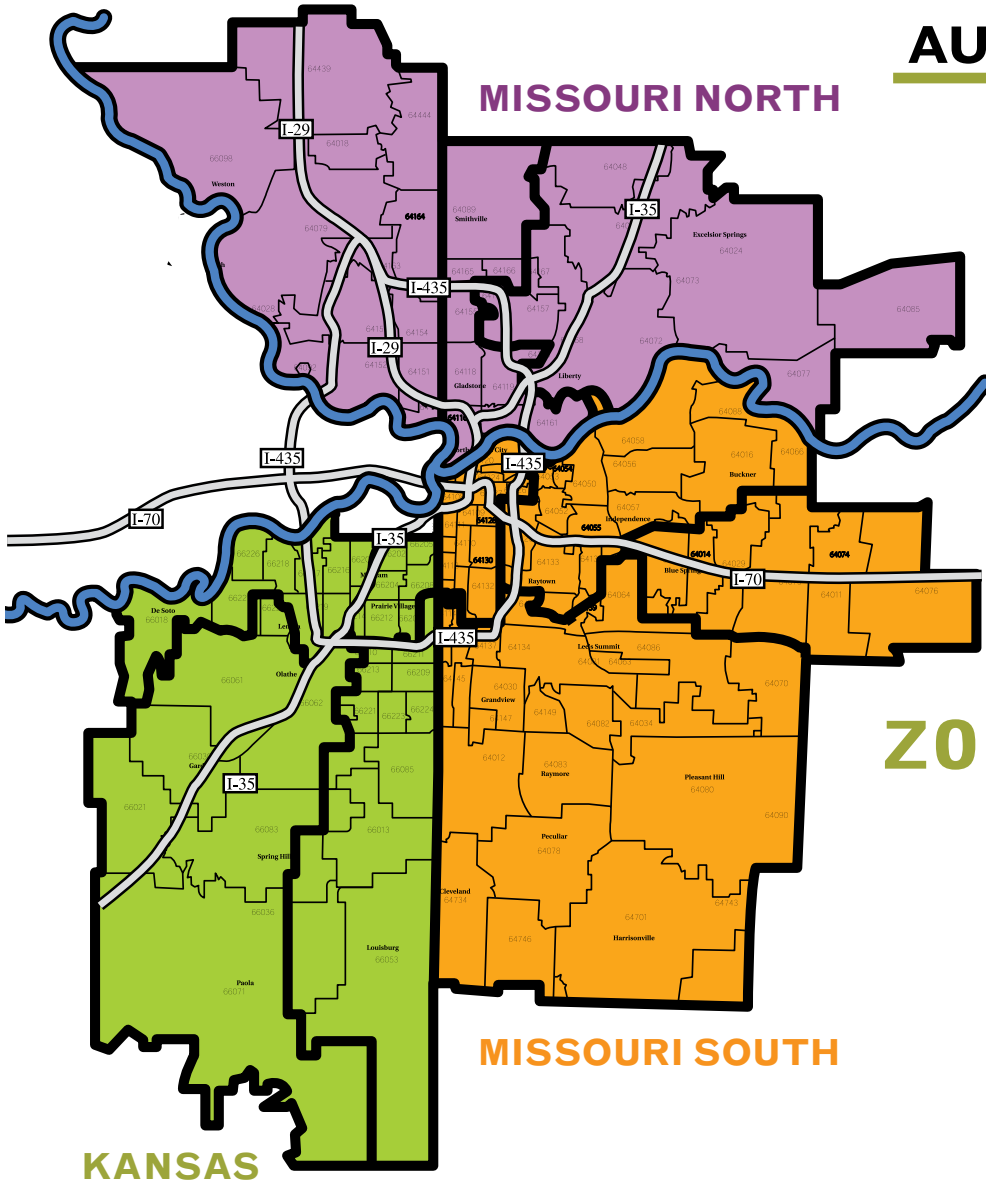
	Mon-Fri	Sat.	Sun.
DISPLAY	\$8.99	\$9.29	\$9.29

AUTOMOTIVE LINERS

INVESTMENT LEVEL	Linners		4x Packages		7x Packages		
	1-2 days	3 days	8 line	16 line	8 line	16 line (w/logo)	
E	\$3,000	\$6.88	\$4.59	\$123.15	\$226.06	\$144.66	\$265.71
	\$6,000	\$6.55					
	\$12,000	\$6.15					
	\$20,000	\$5.85					
	\$30,000	\$5.60					
	\$50,000	\$5.27					
D	\$75,000	\$5.01	\$3.89	\$117.07	\$213.65	\$140.85	\$250.97
	\$100,000	\$4.83					
	\$125,000	\$4.69					
	\$150,000	\$4.57					
C	\$200,000	\$4.39	\$3.73	\$104.88	\$184.49	\$139.32	\$243.25
	\$250,000	\$4.25	\$3.65				
	\$300,000	\$4.13	\$3.59				
	\$350,000	\$4.03	\$3.55				
	\$400,000	\$3.95	\$3.48				
B	\$450,000	\$3.87	\$3.41	\$97.93	\$180.99	\$138.84	\$242.97
	\$550,000	\$3.75	\$3.37	\$94.71	\$175.03	\$136.36	\$239.16
	\$650,000	\$3.64	\$3.31	\$92.02	\$170.06	\$134.53	\$236.45
	\$750,000	\$3.55	\$3.26	\$90.85	\$168.08	\$133.16	\$234.51

AUTOMOTIVE ZONES

Our Wednesday and Saturday Neighborhood News sections give you the flexibility of targeted advertisements



ZONE MAP

AUTOMOTIVE		Publishes:				Color	Circulation	
KS	Kansas* - Investment Level		Wed & Sat	¼ Page	½ Page	Full Page	75,240 Wed. 81,971 Sat.	
	E	\$3,000 - \$50,000		\$302.00	\$665.00	\$1,464.00		46%
	D	\$75,000 - \$150,000		\$275.00	\$605.00	\$1,330.00		45%
	C,B	\$200,000 - \$750,000		\$250.00	\$550.00	\$1,210.00		44%
MO SOUTH	MO South - Investment Level		Wed Only	¼ Page	½ Page	Full Page	77,168	
	E	\$3,000 - \$50,000		\$275.00	\$450.00	\$825.00		46%
	D	\$75,000 - \$150,000		\$260.00	\$430.00	\$800.00		45%
	C,B	\$200,000 - \$750,000		\$245.00	\$410.00	\$775.00		44%
MO NORTH	MO North - Investment Level		Wed Only	¼ Page	½ Page	Full Page	36,069	
	E	\$3,000 - \$50,000		\$250.00	\$425.00	\$800.00		46%
	D	\$75,000 - \$150,000		\$245.00	\$415.00	\$775.00		45%
	C,B	\$200,000 - \$750,000		\$240.00	\$395.00	\$740.00		44%

* Limited color available in Kansas. Kansas excludes Wyandotte.

CLASSIFIED DISPLAY SIZES

Full page 2800 lines			
columns	lines		
10	280		
Half page 1400 lines			
columns	lines		ROP equivalent
10	140	1/2 horizontal	equals 6 col
9	not available		
8	175		floats 5 col
7	200		floats 5 col
6	233		floats 4 col
5	280	1/2 vertical	equals 3 col
Quarter page 700 lines			
columns	lines		ROP equivalent
10	70		equals 6 col
7	100		floats 5 col
6	117		floats 4 col
5	140		equals 3 col
4	175		floats 3 col
3	233		floats 2 col

These are the only sizes that will be available with the new rate structure in classified display.

CLASSIFIED BROADSHEET & TAB

COLUMNS	INCHES	POINTS	PICAS
1 Column	1.06	76.32	6p4.32
2 Column	2.16	155.52	12p11.52
3 Column	3.27	235.44	19p7.44
4 Column	4.37	314.64	26p2.64
5 Column	5.45	392.4	32p8.4
6 Column	6.58	473.76	39p5.76
7 Column	7.68	552.96	46p0.96
8 Column	8.79	632.88	52p8.88
9 Column	9.89	712.08	59p4.08
10 Column	11	792	66

BROADSHEET is 10 columns wide.

TAB is 9 columns wide.

Total Image Area ROP & Classified
 Broadsheet: 11" x 20" Tab: 9.15" x 11"

Doubletruck

Broadsheet: 23" x 20" Tab: 20" x 11"

COLOR ADS

The Kansas City Star prints most custom or spot colors using the four process colors. Color in electronic ads must be created in CMYK. The Kansas City Star recommends that separations are printed prior to submitting the file. This will help to ensure that the ad separates correctly. PLEASE AVOID CREATING DUOTONE GRAPHICS.

MECHANICAL REQUIREMENTS

- 120 line screen
- 240 pixels per inch
- Maximum highlight 6-8 percent
- Maximum shadow 78 percent
- Total Ink Limit is 240%
- Dot Gain 20%

CONTACTS:

Kate Mariani-Vacek, Automotive Manager, (816) 234-4097, kmariani@kcstar.com
 Sharon Horgan, Cars.com Manager, (816) 234-4739, shorgan@kcstar.com

General Contact Information

**The Kansas City Star
& KansasCity.Com**

(816) 234-4636
1729 Grand Blvd.,
Kansas City, MO 64108

**Newspaper Delivery,
Subscriptions,
Missing or Wet Papers**

1-(877) 962-7827

**Broken or Malfunc-
tioning Paper Box**

(816) 234-4617

Readers Representative

(816) 234-4487
*For questions or
concerns regarding the
fairness or accuracy of
news coverage.*

Obituaries

(816) 234-4470

Obituary Fax

(816) 234-4467

Obituary E-Mail:

obits@kcstar.com

**Classified
Advertising**

(816) 234-4000

Outside Metro Area

1-(800) 366-9688

**Engagement, Wedding
and Anniversary
Announcements**

(816) 234-4390

Retail Ad Rates/Info

(816) 234-4017

At Your Service

(816) 234-4447
*Items must be submitted
in writing.*

Letters to the Editor

(816) 234-4474

Mail to:

Letters to the Editor
The Kansas City Star
1729 Grand Blvd., Kan-
sas City, MO 64108

E-mail:

letters@kcstar.com

Sports

(816) 234-4355

Calendar of Events

(816) 234-4788

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