

2009

COMMISSIONABLE

CO-OP MARKETING RATES

EFFECTIVE: JANUARY 1, 2009



THE STAR.
KansasCity.com

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

CO-OP RATES

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All issues must run within seven days to qualify for multiple insertion rate. Ads must be a minimum of one inch. On products with frequency discounts in effect (TV, Star Magazine, Comics), multiple insertion rates apply to subsequent ROP placements.

Co-op rates apply to multiple-signature or local dealer-listed advertising within the Kansas City trade zone. Co-op rates do not apply to any advertising for which the company has established other rates, such as general or classified.

Co-op lineage on contracts is not eligible for a rebate.

ROP CONTRACT LEVELS

	1 ISSUE			2 ISSUES			3 OR MORE ISSUES		
	Mon-Thurs	Fri/Sat	Sun	Mon-Thurs	Fri/Sat	Sun	Mon-Thurs	Fri/Sat	Sun
Open Rate	\$300.96	\$309.79	\$395.09	\$227.34	\$237.86	\$308.56	\$212.58	\$223.11	\$304.60

VOLUME CONTRACT LEVELS

120 Inches	\$241.72	\$250.38	\$318.85	\$186.12	\$194.78	\$251.88	\$174.08	\$182.74	\$249.51
240 inches	\$188.75	\$197.41	\$250.57	\$145.32	\$153.98	\$205.81	\$135.90	\$144.55	\$201.51
360 Inches	\$185.83	\$194.49	\$235.64	\$143.11	\$151.77	\$201.24	\$133.78	\$142.44	\$198.84
500 Inches	\$182.92	\$191.58	\$229.67	\$140.83	\$149.49	\$197.52	\$131.68	\$140.34	\$195.24
750 Inches	\$181.41	\$190.06	\$228.18	\$139.71	\$148.37	\$196.22	\$130.60	\$139.26	\$193.94
1,000 Inches	\$179.98	\$188.64	\$226.69	\$138.55	\$147.21	\$194.97	\$129.57	\$138.23	\$192.74
1,750 Inches	\$178.47	\$187.12	\$225.21	\$137.44	\$146.10	\$193.64	\$128.54	\$137.20	\$191.43
2,500 Inches	\$178.12	\$186.78	\$223.23	\$137.12	\$145.78	\$191.98	\$128.20	\$136.86	\$189.74
4,000 Inches	\$177.81	\$186.47	\$221.42	\$136.86	\$145.52	\$190.41	\$128.03	\$136.68	\$188.24
7,000 Inches	\$177.07	\$185.73	\$220.68	\$136.14	\$144.79	\$189.66	\$127.29	\$135.95	\$187.49
10,000 Inches	\$176.71	\$185.37	\$220.32	\$135.77	\$144.43	\$189.31	\$126.93	\$135.59	\$187.13
15,000 Inches	\$176.27	\$184.93	\$219.89	\$135.34	\$144.00	\$188.86	\$126.48	\$135.14	\$186.71

PRODUCT FREQUENCY CONTRACTS

6 weeks	\$189.99	\$198.65	\$239.92	\$146.32	\$154.97	\$206.32	\$136.84	\$145.50	\$203.93
13 weeks	\$180.69	\$189.35	\$224.29	\$139.12	\$147.78	\$192.84	\$130.07	\$138.73	\$190.61
26 weeks	\$176.16	\$185.03	\$219.09	\$135.85	\$144.51	\$188.43	\$126.98	\$135.63	\$186.23
52 weeks	\$174.58	\$183.24	\$215.67	\$134.50	\$143.15	\$185.46	\$125.71	\$134.37	\$183.31

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ROP COLOR RATES:

Available any day of the week. Use b/w rate plus the following applicable cost:

SINGLE INSERTION	2 COLOR	3 COLOR/4 COLOR
Monday-Thursday	\$1,681	\$2,838
Friday or Saturday	\$1,697	\$2,865
Sunday	\$1,967	\$3,272
TWO OR MORE INSERTION	2 COLOR	3 COLOR/4 COLOR
Monday-Thursday	\$1,296	\$2,115
Friday or Saturday	\$1,308	\$2,135
Sunday	\$1,517	\$2,417

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CO-OP MARKETING PREPRINT RATES

SUNDAY PREPRINTS

Full metro and zoned circulation available by advance reservation.

TAB PAGES	OVER 300,000	200,000-399,999	100,000-199,999	UNDER 100,000
2	\$90.00	\$91.40	\$92.50	\$93.70
2 w/FLAP	\$91.40	\$93.70	\$94.90	\$94.90
4	\$102.20	\$104.60	\$106.00	\$107.00
6	\$112.00	\$115.70	\$116.80	\$118.00
8	\$126.50	\$129.00	\$131.30	\$131.30
12	\$159.40	\$163.00	\$165.40	\$166.80
16	\$176.40	\$181.40	\$183.80	\$184.90
20	\$195.90	\$200.70	\$203.20	\$204.40
24	\$199.60	\$204.40	\$206.70	\$208.20
28	\$202.00	\$206.70	\$210.60	\$211.70
32	\$210.60	\$215.30	\$217.70	\$219.10
36	\$215.30	\$220.20	\$222.70	\$223.80
40	\$217.70	\$222.70	\$226.20	\$227.60
44	\$220.20	\$225.20	\$228.70	\$230.00
48	\$223.80	\$228.70	\$232.40	\$233.60

WEEKDAY PREPRINTS

Full metro and zoned circulation available Tuesday through Saturday by advance reservation.

TAB PAGES	OVER 200,000	100,000-200,000	UNDER 100,000
2	\$80.50	\$85.20	\$92.50
2 w/ FLAP	\$82.30	\$87.60	\$93.70
4	\$92.70	\$96.20	\$104.60
6	\$94.50	\$97.30	\$106.00
8	\$99.70	\$104.60	\$110.70
12	\$103.30	\$109.50	\$115.70
16	\$112.00	\$116.80	\$125.40
20	\$124.20	\$131.30	\$138.70
24	\$125.90	\$133.80	\$144.80
28	\$131.10	\$136.30	\$147.30
32	\$133.00	\$141.20	\$150.80
36	\$136.50	\$142.30	\$153.30
40	\$139.90	\$145.80	\$154.50
44	\$141.70	\$148.30	\$157.00
48	\$145.10	\$150.80	\$163.00

STAR SAVINGS TMC/ MAIL PREPRINTS CPM RATES

Non-subscriber ZIP code distribution by third-class mail and alternate delivery.

Oz.	*Under 101M	*101M	*201M	*301M	*401M
.5	\$69.40	\$65.80	\$60.90	\$59.60	\$57.30
.6	\$80.30	\$74.40	\$69.40	\$67.00	\$70.50
.7	\$91.40	\$85.20	\$77.90	\$75.40	\$72.90
.8	\$99.70	\$93.70	\$88.90	\$85.20	\$79.10
.9	\$107.00	\$99.70	\$94.90	\$91.40	\$85.20
1.0	\$113.20	\$107.00	\$99.70	\$96.20	\$91.40
1.1	\$122.90	\$115.70	\$107.00	\$103.50	\$98.60
1.2	\$130.30	\$124.10	\$115.70	\$112.00	\$108.30
1.3	\$138.70	\$132.80	\$124.10	\$119.30	\$115.70
1.4	\$147.30	\$138.70	\$132.80	\$129.00	\$124.10
1.5	\$155.70	\$147.30	\$141.20	\$136.30	\$132.80
1.6	\$163.00	\$155.70	\$149.80	\$145.80	\$141.20
1.7	\$170.40	\$164.30	\$155.70	\$152.20	\$148.30
1.8	\$180.00	\$172.80	\$165.40	\$161.80	\$157.00
1.9	\$188.60	\$181.40	\$172.80	\$169.10	\$165.40
2.0	\$197.10	\$188.60	\$182.50	\$178.90	\$174.00

PREPRINT FREQUENCY CONTRACTS

The following yearly frequency discounts are available for full or zoned delivery in daily or Sunday papers of 200,000-and-over circulation.

6 times	10%
13 times	15%
15 times	18%
18 times	20%
22 times	22%
26 times	24%
30 times	27%
35 times	28%
40 times	30%

FOOD/MAIL PREPRINT CONTRACTS

The following yearly frequency discounts are available on quantities of 3,500 or more.

12 times	5%
24 times	8%
39 times	10%
50 times	15%

PREPRINTS

Minimum size: 5" x 7", maximum size: 11" x 12". Two-page and four-page preprints should be printed on a minimum 70-lb. stock. Four-page tabloids on less than 70-lb. stock must be quarter-folded.

Preprints must carry, readily visible at the top of the cover page, "Advertising Supplement to The Kansas City Star" (10-point or larger). Also on the cover: the day of the week, month, date and year; i.e., Sunday, September 3, 2009. Ask your account executive for a copy of *The Kansas City Star* Preprint specification supplement for delivery instructions.

SHIP TO:

Superintendent of Mail Room, The Kansas City Star, 1601 McGee, Kansas City, MO 64108. Deliver 10 days prior to Sunday insertion, seven days on weekday preprints.

WAREHOUSE HOURS:

Monday - Friday 7 a.m. - 7 p.m.
Saturday 7 a.m. - Noon
Closed Sunday

At certain times of the year, the company may reach its capacity to handle color advertising and preprinted inserts. The earlier reservations are submitted for these two types, the less likely it is that problems will occur. In the event that capacity is reached, advertiser requests for color and preprinted inserts will be filled on a "first-come" basis.

PREPRINT RESERVATION DEADLINES:

Weekday (M-F) 7 days prior
Sunday 14 days prior
TMC 9 days prior
Advance deadline 24 hours for holidays.

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CONTACT INFORMATION

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FOR MORE INFORMATION, PLEASE CONTACT:

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ADSEND CODE:

(digital creative submission)
MOKAS

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THE LEADER IN MAJOR MARKETS

THE★STAR.
KansasCity★.com

1729 Grand Boulevard
Kansas City, Missouri 64108



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