

2009

COMMISSIONABLE
NATIONAL RATES

EFFECTIVE: JANUARY 1, 2009



THE STAR.
KansasCity.com

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

NATIONAL RATES

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All repeat advertising must run within seven days. Ads must be a minimum of one inch. On products with frequency discounts in effect (TV, Star Magazine, Comics), repeat rates apply to following ROP placements within seven days.

MONDAY — THURSDAY				FRIDAY — SATURDAY			SUNDAY		
	First Insertion	First Repeat	Second Repeat	First Insertion	First Repeat	Second Repeat	First Insertion	First Repeat	Second Repeat
Open	\$530	\$424	\$371	\$538	\$431	\$379	\$583	\$466	\$409
120	\$436	\$349	\$306	\$445	\$358	\$314	\$481	\$383	\$336
240	\$432	\$345	\$302	\$439	\$354	\$310	\$476	\$381	\$334
500	\$426	\$340	\$297	\$434	\$348	\$306	\$469	\$375	\$327
750	\$420	\$336	\$294	\$429	\$344	\$302	\$463	\$371	\$325
1,200	\$412	\$330	\$290	\$421	\$338	\$297	\$456	\$365	\$320
1,600	\$392	\$312	\$272	\$399	\$321	\$282	\$438	\$350	\$307
3,200	\$378	\$302	\$265	\$385	\$310	\$272	\$416	\$333	\$292
5,000	\$372	\$297	\$261	\$379	\$306	\$268	\$411	\$328	\$288
6,500	\$370	\$296	\$260	\$378	\$305	\$267	\$409	\$327	\$287
9,000	\$363	\$290	\$254	\$370	\$297	\$262	\$402	\$322	\$283
15,000	\$322	\$257	\$225	\$330	\$265	\$233	\$351	\$283	\$246

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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ADVERTISING PREPRINT RATES

SUNDAY PREPRINTS:

Full metro and zoned circulation available by advance reservation.

TAB PAGES	FULL RUN	OVER 150,010	UNDER 150,010
2	\$91	\$92	\$93
2 w/FLAP	\$94	\$95	\$95
4	\$104	\$105	\$106
6	\$114	\$115	\$116
8	\$130	\$131	\$131
12	\$163	\$164	\$166
16	\$180	\$181	\$183
20	\$201	\$202	\$203
24	\$204	\$205	\$206
28	\$208	\$209	\$210
32	\$214	\$215	\$216
36	\$219	\$220	\$221
40	\$223	\$224	\$225
44	\$226	\$227	\$228
48	\$230	\$231	\$232

PREPRINTS:

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

TAB Pages	FULL RUN	ZONED CPM
2	\$90	\$92
2w/FLAP	\$91	\$93
4	\$102	\$104
6	\$103	\$105
8	\$108	\$110
12	\$113	\$115
16	\$122	\$124
20	\$135	\$137
24	\$142	\$144
28	\$144	\$146
32	\$147	\$149
36	\$150	\$152
40	\$151	\$153
44	\$153	\$155
48	\$160	\$162

STAR SAVINGS TMC/ MAIL PREPRINTS RATES:

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

Oz.	*Under 101M	*101M	*201M	*301M	*401M
.5	\$69	\$65	\$60	\$59	\$57
.6	\$80	\$74	\$69	\$66	\$70
.7	\$91	\$84	\$77	\$75	\$72
.8	\$99	\$93	\$88	\$84	\$78
.9	\$106	\$99	\$94	\$91	\$84
1.0	\$112	\$106	\$99	\$95	\$91
1.1	\$122	\$115	\$106	\$103	\$98
1.2	\$129	\$123	\$115	\$111	\$107
1.3	\$137	\$131	\$123	\$118	\$115
1.4	\$146	\$137	\$131	\$128	\$123
1.5	\$154	\$146	\$140	\$135	\$131
1.6	\$162	\$154	\$148	\$145	\$140
1.7	\$169	\$163	\$154	\$151	\$147
1.8	\$178	\$171	\$164	\$160	\$155
1.9	\$187	\$180	\$171	\$168	\$164
2.0	\$195	\$187	\$181	\$177	\$172

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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STAR MAGAZINE RATES

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STAR MAGAZINE:

STAR MAGAZINE is sold only in the specified sizes listed. Pullout sections in four-page increments are available by advance reservation.

STAR MAGAZINE PRINTING PROCESS:

120-line screen, 55 inches to a page. Double-truck, 20" wide, no charge for gutter. Color transparencies or glossy photographs to be furnished by the advertiser. Screened materials are not acceptable. Modular sizes appear below.

FILM:

Not accepted due to digital processing.

STAR MAGAZINE AD SIZES:

Full Page 10" x 10.6875"	3/8 Page Horiz. 7.4375" x 5.25"	1/8 Page Horiz. 4.9375" x 2.5"
1/2 Page Horiz. 10" x 5.25"	3/8 Page Vert. 4.9375" x 8"	1/8 Page Vert. 2.375" x 5.25"
1/2 Page Vert. 4.9375" x 10.6875"	1/4 Page 4.9375" x 5.25"	

STAR MAGAZINE RATES:

(includes color)

	1/8 page	1/4 page	3/8 page	1/2 page	3/5 pg	Full Page
Open	\$1,528	\$3,058	\$4,586	\$6,115	\$7,338	\$12,230
6x	\$1,068	\$2,135	\$3,204	\$4,271	\$5,125	\$8,541
13x	\$1,006	\$2,013	\$3,019	\$4,025	\$4,830	\$8,050
26x	\$914	\$1,828	\$2,742	\$3,657	\$4,387	\$7,312

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STAR TV RATES

FOOD AND PACKAGE GOODS ROP RATES

SCHOOL AND COLLEGE INCH RATES

TRAVEL SECTION RATES

SPLIT RUNS

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STAR TV RATES:

A comprehensive guide to local network and cable TV programming, published every Sunday. All Rates include color.

Open.....	\$309	MEASUREMENTS:	
6 x.....	\$163	Page Size: 5 col. x 11" deep = 55"	
13 x.....	\$144	1 column: 1.75"	
26 x.....	\$110	2 columns: 3.6"	
52 x.....	\$90	3 columns: 5.45"	
		4 columns: 7.3"	
		5 columns: 11"	

DEADLINE:

5 p.m. Monday, 13 days prior to publication.

FOOD AND PACKAGE GOODS ROP RATES:

	DAILY	SUNDAY
Food inch rates:	\$335	\$345

SCHOOL AND COLLEGE INCH RATES:

	FIRST INSERTION	SECOND REPEAT	THIRD REPEAT
Daily Star	\$281	\$220	\$185
Sunday Star	\$291	\$236	\$195

TRAVEL SECTION RATES:

Rate applies only to advertising run in Sunday Travel. Travel rate also applies to ads repeated in the daily paper, seven days before or seven days following Sunday Travel ad. Contract is required upon first insertion.

TRAVEL SECTION RATES: SUNDAY

Open.....	\$410
4 x.....	\$349
8 x.....	\$303
12 x.....	\$279
16 x.....	\$211
26 x.....	\$158
48 x.....	\$133

TRAVEL SPECIAL SECTIONS:

Call The Star Travel department for rates and information, (816) 234-4167.

SPLIT RUNS:

ROP black-and-white rate (60-inch minimum) plus \$300 each issue for composition and plate change. Perfect A-B Split run gives the advertiser different ad copy in every other printed paper. In a random run or 50/50 split, every other press carries a different ad. Available by reservation.

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CONTACT INFORMATION

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FOR MORE INFORMATION, PLEASE CONTACT:

JULIE TERRY:

Director of Display Sales
Major Accounts - National
816-234-4144
jterry@kcstar.com

LARRY BERNHARDT:

816-234-4131
lbernhardt@kcstar.com

KENNE KUTTLE:

816-234-4121
kkuttler@kcstar.com

FAX:

816-234-4102

ADSEND CODE:

(digital creative submission)
MOKAS

Represented Nationally by

Newspapers First
THE LEADER IN MAJOR MARKETS

THE★STAR.
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1729 Grand Boulevard
Kansas City, Missouri 64108

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