

2009

CLASSIFIED AUCTION & OTHER RATES

EFFECTIVE: JANUARY 1, 2009



THE STAR.
KansasCity.com

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

AUCTION BLOCK/ESTATE RATES

CLASSIFICATIONS 811, 814, 815, 1181.

Auction Pickup Rate

Run the same ad on the day of the auction (pickup only).

\$1.00 per line when picked up from Daily or Saturday.

\$2.00 per line when picked up from Sunday.

OPEN RATE: CONSECUTIVE DAYS

DAYS	1	2	3	4-6	7-29	30
Lines 1-10	7.36	6.59	4.97	4.51	3.18	3.09
11-42	7.17	6.45	4.84	4.44	3.11	3.01
43 or more	7.05	6.30	4.74	4.33	3.04	2.92

DAILY RATE: CONSECUTIVE DAYS

DAYS	1	2	3	4-6	7-29	30
Lines 1-10	6.17	5.61	4.70	4.05	2.79	2.53
11-42	6.01	5.46	4.59	3.93	2.73	2.47
43 or more	5.88	5.33	4.50	3.86	2.66	2.43

LOCAL CLASSIFIED DISPLAY

CLASSES 100, 200, 300, 600, 700, 800, 900, 1200.

Local display rates apply to business which sell to the public through one or more locations which they own or control within Kansas or Missouri.

Size (lines)	Open Rates	Contract Rate
42-303	\$15.33	\$11.36
304-1260	\$13.31	\$9.83
1261 & Up	\$11.99	\$10.25

COMBO RATE - Any day within a 7-day window - \$2.00 per line per day.

LOCAL NON-DISPLAY RATES

CLASSES 100, 200, 300, 600, 700, 800, 900, 1200.

OPEN RATE: CONSECUTIVE DAYS

	1	2	3	4-6	7-29	30
Lines 1-10	16.00	15.05	10.95	8.87	6.31	6.24
11-42	15.28	14.39	10.48	8.46	6.29	5.85
43 or more	14.87	14.05	10.27	8.28	6.07	5.83

WEEKLY CONTRACTS: CONSECUTIVE DAYS

	1	2	3	4-6	7-29	30
Lines 1-10	9.27	8.36	6.30	5.36	3.85	3.54
11-42	9.06	7.91	5.95	5.13	3.66	3.37
43 or more	8.84	7.73	5.82	4.95	3.56	3.29

DAILY CONTRACTS: CONSECUTIVE DAYS

	1	2	3	4-6	7-29	30
Lines 1-10	8.03	7.30	6.13	4.90	3.48	2.99
11-42	7.82	7.12	5.97	4.77	3.41	2.90
43 or more	7.65	6.96	5.50	4.66	3.33	2.85

NATIONAL CLASSIFIED RATES

National display rates apply to all advertisers outside Kansas and Missouri. Rates apply to both display and non-display advertising. Rates are based on insertion within 7 days.

Sunday, per line	20.08
1 day, per line	20.08
2 or 3 days, per line per day	14.53
4-6 days, per line per day	10.83
7 consecutive days, per line per day	8.08

BUSINESS/FINANCIAL & EDUCATIONAL/EMPLOYMENT RELATED (NOT RECRUITMENT)

OPEN RATE: CONSECUTIVE DAYS

	1	2	3	4-6	7-13	14-29	30
Lines 1-10	24.72	13.10	9.28	7.20	5.03	3.53	3.53
11-42	23.64	12.54	8.80	6.87	4.85	3.42	3.36
43 or more	23.00	12.21	8.55	6.69	4.72	3.32	3.30

WEEKLY CONTRACTS: CONSECUTIVE DAYS

	1	2	3	4-6	7-13	14-29	30
Lines 1-10	9.90	6.90	5.76	4.15	3.61	3.35	3.21
11-42	9.67	6.70	5.64	4.04	3.51	3.25	3.08
43 or more	9.43	6.55	5.51	3.96	3.46	3.20	3.02

DAILY CONTRACTS: CONSECUTIVE DAYS

	1	2	3	4-6	7-13	14-29	30
Lines 1-10	9.90	6.90	5.76	4.15	3.61	3.35	3.21
11-42	9.67	6.70	5.64	4.04	3.51	3.25	3.08
43 or more	9.43	6.55	5.51	3.96	3.46	3.20	3.02

SPECIAL CLASSIFICATIONS/RATES

Funeral Notices / In Memoriams

Per Day _____ \$1.50 per line
 Phone (816) 234-4470 Fax (816) 234-4467

Public (Legal) Notices

Daily _____ \$5.85 per line
 Sunday _____ \$6.15 per line
 10 or more days, consecutive _____ \$1.75 per line
 per day

BLIND BOX NUMBER

A service charge will be added when a blind box number is included in an advertisement. If Box replies are picked up the charge is \$30. If Box replies are mailed the charge is \$70. Electronic-mail blind box: \$100 reply charge.

Replies may be picked up at 1729 Grand Blvd (southwest corner of 17th & McGee Streets) between 8:30 and 4:30 p.m. Monday through Friday.

FOR DEADLINE INFORMATION, PLEASE CALL: 816-234-4000

CLASSIFIED PHONE: (816) 234-4000 FAX: (816) 234-4948

LOCAL PHONE SERVICE: Monday – Friday: 8 a.m. to 5:30 p.m., FAX attended Monday – Friday, 8 a.m. to 5 p.m.

THE KANSAS CITY STAR CLASSIFIED ADVERTISING DEPARTMENT:

DOWNTOWN: 1729 Grand Boulevard, Kansas City, MO, 64108
 (southwest corner of 17th & McGee Streets)

BUSINESS COUNTER HOURS: Mon. – Fri., 8:30 a.m. to 4:30 p.m.

PLACE YOUR AD 24/7: Call 816-234-4000 or go to KansasCity.com/classifieds

2009



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