

2009

CLASSIFIED REAL ESTATE 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.

Source: MORI Research 2007, Scarborough Research 2007 release 2

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.



REAL ESTATE

LINER PHOTO PACKAGES

(print & online)

Size	# of Days	Pkg Rate
15 lines	1 days	\$59.00
add'l line	1 days	\$3.68
15 lines	2 days	\$79.00
add'l line	2 days	\$4.87
15 lines	3 days	\$99.00
add'l line	3 days	\$6.06
15 lines	4 days	\$109.00
add'l line	4 days	\$7.25
15 lines	5 days	\$119.00
add'l line	5 days	\$8.44
15 lines	6 days	\$129.00
add'l line	6 days	\$9.63
15 lines	7 days	\$139.00
add'l line	7 days	\$10.82

LINER REAL ESTATE PACKAGES

(print & online)

Size	# of Days	Pkg Rate
3 lines	4 days	\$62.51
add'l line	4 days	\$11.96
3 lines	7 days	\$75.46
add'l line	7 days	\$16.08
3 lines(No Sun.)	3 days	\$47.52
add'l line	3 days	\$5.62

REAL ESTATE OPEN RATE

(print only)

LINERS

1 day	\$11.99
2 days	\$10.99
3 days	\$9.99
4-6 days	\$8.99
7 days	\$7.99
30+ days	\$6.99

DISPLAY OPEN RATES

(No Signed Contract Level)

Daily, Saturday.....	\$5.93
Sunday Homes.....	\$6.54
Neighborhood Homes	
KS	\$3.52
MO South	\$2.69
MO North	\$1.27

REAL ESTATE WEEKEND OPEN HOUSE ADS

Saturday & Sunday Real Estate Open Houses

1 day — \$75
2 days — \$125

Deadlines:
Tuesday 3 p.m.

Saturday Real Estate Auctions

1 day pick up rate — \$75

Deadlines:
Tuesday 12 noon



COLOR

investment level

		All Other	1/2 pg	Full pg
E	\$3,000	28%	20%	n/a
	\$6,000			
	\$10,000			
	\$16,000			
D	\$25,000	26%	18%	15%
	\$36,000			
	\$49,000			
	\$63,000			
C	\$78,000	24%	17%	14%
	\$99,000			
	\$125,000			
	\$156,000			
B	\$185,000	22%	16%	13%
	\$226,000			
	\$276,000			
	\$336,000			
A	\$410,000	20%	15%	12%
	\$500,000			
	\$600,000			
	\$750,000			
	\$915,000			

For more information, contact **Jeff Collins**, Real Estate Manager, at **816-234-4098** or **jcollins@kcstar.com**.

SUNDAY HOMES

This broadsheet section publishes every Sunday and features new home communities, builders and floor plans. You can showcase your new development with a feature story written by our Special Sections Department. Contact your Account Executive for more information

investment level		Line Rate	1/4 page	1/2 page	Full Page	Story Price	In-Column Liners
E	\$3,000	\$5.63					\$8.93
	\$6,000	\$5.61	\$2,975.00	N/A	N/A	Call	\$8.93
	\$10,000	\$5.59	\$4.16				\$8.91
	\$16,000	\$5.55					\$8.90
D	\$25,000	\$5.49	\$2,958	\$5,738			\$8.88
	\$36,000	\$5.43	\$2,907	\$5,636			\$8.86
	\$49,000	\$5.35	\$2,882	\$5,534	N/A	Call	\$8.83
	\$63,000	\$5.29	\$2,856	\$5,432			\$8.80
	\$78,000	\$5.20	\$2,831	\$5,330			\$8.77
C	\$99,000	\$5.07	\$2,729	\$5,197	\$9,281		\$8.73
	\$125,000	\$4.91	\$2,627	\$4,993	\$8,975		\$8.68
	\$156,000	\$4.72	\$2,525	\$4,789	\$8,669	Call	\$8.61
	\$185,000	\$4.54	\$2,423	\$4,585	\$8,363		\$8.55
	\$226,000	\$4.29	\$2,321	\$4,381	\$8,057		\$8.47
B	\$276,000	\$3.99	\$2,244	\$4,279	\$7,751		\$8.36
	\$336,000	\$3.67	\$2,168	\$4,177	\$7,445	Call	\$8.24
	\$410,000	\$3.22	\$2,117	\$4,075	\$7,241		\$8.09
	\$500,000	\$2.86	\$2,015	\$3,973	\$7,037		\$7.87
A	\$600,000	\$2.76	\$1,933	\$3,769	\$6,833		\$7.56
	\$750,000	\$2.57	\$1,831	\$3,667	\$6,629	Call	\$6.90
	\$915,000	\$2.47	\$1,770	\$3,494	\$6,527		\$6.11

SATURDAY HOMES

investment level		Line Rate	1/4 Page	1/2 Page	Full Page
E	\$3,000	\$4.78	\$2,366	\$4,055	\$6,759
	\$6,000	\$4.49	\$2,222	\$3,809	\$6,349
	\$10,000	\$4.27	\$2,113	\$3,623	\$6,038
	\$16,000	\$4.07	\$2,014	\$3,453	\$5,755
D	\$25,000	\$3.88	\$1,920	\$3,292	\$5,486
	\$36,000	\$3.73	\$1,846	\$3,165	\$5,274
	\$49,000	\$3.60	\$1,782	\$3,054	\$5,090
	\$63,000	\$3.49	\$1,727	\$2,961	\$4,935
	\$78,000	\$3.40	\$1,683	\$2,885	\$4,808
C	\$99,000	\$3.11	\$1,539	\$2,639	\$4,398
	\$125,000				
	\$156,000				
	\$185,000				
	\$226,000				
B	\$276,000	\$2.81	\$1,391	\$2,384	\$3,973
	\$336,000				
	\$410,000				
	\$500,000				
A	\$600,000	\$2.70	\$1,336	\$2,291	\$3,818
	\$750,000				
	\$915,000				

NEIGHBORHOOD NEWS

This tabloid-zoned product allows you to target specific metropolitan communities. Neighborhood News offers Featured and Showcase listings allowing you to display your properties more prominently.

KANSAS

investment level	1/4 pg	1/2 pg	Full pg
E \$3,000 \$6,000 \$10,000 \$16,000	\$302	\$544	\$979
D \$25,000 \$36,000 \$49,000 \$63,000 \$78,000	\$275	\$494	\$891
C \$99,000 \$125,000 \$156,000 \$185,000 \$226,000	\$250	\$450	\$810

PUBLISHES: Wednesday & Saturday.
Limited color available. Wyandotte no longer available.

MO SOUTH

investment level	1/4 pg	1/2 pg	Full pg
E \$3,000 \$6,000 \$10,000 \$16,000	\$275	\$450	\$825
D \$25,000 \$36,000 \$49,000 \$63,000 \$78,000	\$260	\$430	\$800
C \$99,000 \$125,000 \$156,000 \$185,000 \$226,000	\$245	\$410	\$775

PUBLISHES: Wednesday only.

MO NORTH

investment level	1/4 pg	1/2 pg	Full pg
E \$3,000 \$6,000 \$10,000 \$16,000	\$250	\$425	\$800
D \$25,000 \$36,000 \$49,000 \$63,000 \$78,000	\$245	\$415	\$775
C \$99,000 \$125,000 \$156,000 \$185,000 \$226,000	\$240	\$395	\$740

PUBLISHES: Wednesday only.

COLOR

E	\$3,000 \$6,000 \$10,000 \$16,000
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36%

D	\$25,000 \$36,000 \$49,000 \$63,000 \$78,000
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33%

C	\$99,000 \$125,000 \$156,000 \$185,000 \$226,000
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30%



Apartments.com is **committed to being the best** advertising partner for communities in Kansas City, providing qualified leads at one of the industry's lowest cost per-lease. Properties currently advertising on Apartments.com has a highly intuitive search name, a large marketing budget to brand its name, as well as strong partnerships with newspapers and their Web sites.

Average Leads Per Property YTD In The Kansas City DMA = 38/month

Apartments.com Platinum Package Rate = \$420 | Cost Per Lead = \$11.05 | Cost Per Lease = \$110.52*

*Based on 10% conversion of 38 leads to 3.8 leases at the rate of \$420

APARTMENTS.COM print section

Capture the audience you want with our vibrant weekly rental section. Located within the pages of Thursday Preview, this tabloid section talks to the active, mobile reader. Maximize your color opportunities to showcase your properties.

investment level		LINERS					Classified Ads		DISPLAY	
OPEN RATE		1 day	2 day	3 day	4 +days	7 +days	30+days	Daily	Sun. Homes	
D	\$3,000	\$6.49	\$5.77	\$5.04	\$4.64	\$3.50	\$2.93	\$5.39	\$6.11	
	\$6,000							\$5.09	\$5.98	
	\$9,000							\$4.89	\$5.84	
C	\$15,000	\$6.28	\$5.59	\$4.88	\$4.49	\$3.39	\$2.84	\$4.69	\$5.71	
	\$21,000							\$4.59	\$5.60	
	\$27,000							\$4.49	\$5.46	
	\$33,000							\$4.39	\$5.30	
B	\$42,000	\$6.08	\$5.40	\$4.72	\$4.34	\$3.28	\$2.75	\$4.29	\$5.18	
	\$51,000							\$4.19	\$5.06	
	\$60,000							\$3.99	\$4.97	
	\$69,000							\$3.79	\$4.89	
A	\$84,000	\$5.45	\$4.92	\$4.56	\$4.20	\$3.17	\$2.65	\$3.59	\$4.56	
	\$154,000							\$3.49	\$4.51	
	\$244,000							\$3.39	\$4.45	
	\$299,000							\$3.19	\$4.40	

investment level		Preview Section Color Impact Ads w/Bonus Story*						OPEN LEVEL			
OPEN RATE		1x50	2x50	3x50	4x50	5x50	6x50				
D	\$3,000	\$190	\$380	\$570	\$760	\$950	\$1,140	D	\$3.80		
	\$6,000	\$175	\$350	\$525	\$700	\$875	\$1,050		C	\$3.50/line	
	\$9,000									B	\$3.40/line
C	\$15,000	\$170	\$340	\$510	\$680	\$850	\$1,020	A			\$3.30/line
	\$21,000								A		\$3.20/line
	\$27,000									A	\$3.20/line
	\$33,000										A
B	\$42,000	\$165	\$330	\$495	\$660	\$825	\$990	A	\$3.20/line		
	\$51,000								A	\$3.20/line	
	\$60,000									A	\$3.20/line
	\$69,000										A
A	\$84,000	\$160	\$320	\$480	\$640	\$800	\$960	A	\$3.20/line		
	\$154,000								A	\$3.20/line	
	\$244,000									A	\$3.20/line
	\$299,000										A

* Ask your Account Executive for more information.

More Readership than any other Source!



Information Sources Used in Home Search

- Real estate agent - 85%
- Yard sign - 63%
- **Internet - 80%**
- **Newspaper - 55%**
- Home book/magazine - 34%
- Open house - 47%
- Builders - 26%
- Television - 11%
- Relocation company - 5%

With *The Kansas City Star* and www.kansascity.com you will reach more than 1 million readers a week.

Source: 2006 National Association of REALTORS® Profile of Home Buyers and Sellers

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