

2009

RETAIL RATES

EFFECTIVE: JANUARY 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 either the 6 p.m. or 10 p.m. broadcasts of all four area news programs combined; the *Sunday Star* reaches more than both combined.
- More than 50 percent of Kansas Citians consider *The Star* their most valuable source in planning their shopping.
- Half a million adults in Kansas City read *The Star* each day and even more on 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 either the 6 p.m. or 10 p.m. broadcasts of all four area news programs combined.

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Source: MORI Research 2007, Scarborough Research 2008 release 2

RETAIL ROP RATES

Use the enclosed rates for full run ROP (Run of Press) products of *The Kansas City Star*, if you have a local storefront presence and have not been established as a national or classified rate category.

Investment levels indicate an annual investment in *Kansas City Star* products and services. An advertiser has 12 months to fulfill the Investment Agreement. Advertisers on ROP Investment Level contracts

may run in other part run or zoned editions of *The Star* without signing a separate agreement. The following products and services count toward Investment level fulfillment:

INVESTMENT LEVELS

E	\$1,500
	\$3,000
	\$6,000
	\$9,000
	\$12,000

D	\$16,000
	\$21,000
	\$28,000
	\$37,000

C	\$47,000
	\$59,000
	\$74,000
	\$90,000

B	\$120,000
	\$160,000
	\$200,000
	\$250,000

A	\$320,000
	\$400,000
	\$500,000
	\$650,000+

- ROP
- Star magazine
- Inserts (pre-print and P&D & overruns)
- Neighborhood News
- Star Savings
- Star Notes
- Poly-bags
- Grand Communications
- KansasCity.com
- Special Sections
- Star Direct (except postage)
- Research
- Ad Services and photography charges
- Sponsored Copies and related printing (Kraft Wrap)

The following products do NOT count toward revenue contract fulfillment:

- Promotional space
- On-line Auction
- Postage (Star Direct)
- Commercial Print
- Suburban Property Revenue

color

Color rates are available 7 days per week. Color advertisement deadlines are advanced 24 hours. Color rates are charged as a percentage of space. Spot color to full color carry the same rate.

BROADSHEET PAGES COLOR CHARGES (as percent of space)

Under Qtr Page (29.75" or fewer)	40%
Qtr Page plus (30 - 59.75")	34%
Half Page plus (60-108")	27%
Full page (108-120")	21%
Minimum color charge	\$599
Maximum color charge	\$2,599

TABLOID PAGES COLOR CHARGES (as percent of space)

Under Qtr Page (Under 14")	40%
Qtr Page plus (14" - 27.25")	34%
Half Page plus (27.5-45")	27%
Full page (45.25" plus)	21%
Minimum color charge	\$599
Maximum color charge	\$2,599

paid position

Advertisers who request and receive preferred position in Section A will be charged the following additional per-inch premium.

PAGE OR SECTION PER COL INCH

Page 3 Monday-Saturday	\$19.25
Page 4 or 5 Monday-Saturday	\$17.50
Page 6 or 7 Monday-Saturday	\$17.25
Page 8 or 9 Monday-Saturday	\$16.00

A preferred-position of \$17.50 per column inch will be charged for page 3 of any full-run section other than "A".

guarantee that competitive advertisers or merchandise will not appear on the same page or facing page.

the right to change previously agreed-upon positions. Should this happen, the premium charge will be for the page placement received.

All positions are subject to availability and are sold only for a specific page. No guarantees are made for position on a certain page. Also, there is no

No positions are sold or assigned on a permanent basis, and all positions assignments are reviewed quarterly. In an emergency, *The Star* reserves

The Star attempts to maintain fairness to all advertisers within the constraints of space and deadline limitations.

Advertisers' volume and consistency are considered, though not exclusively, when assigning positions. Preferred-position requests should be directed to the Page and Section Layout Department and followed up with written confirmation to avoid any miscommunication.

REPEAT AD PROGRAM

Our **Repeat Ad Program** allows Contract Advertisers to stretch their advertising investment to get the most frequency possible. All ads must be run in a 7-day period, ordered

at one time, no size changes. Minimal copy changes relating to dates only. **Six inch minimum ad size.** Any Repeat Ad schedule with A Section as a component will have the entire schedule billed at A Section rate.

	Investment Level	A Section	All other sections	Color Charge (% space)
Action Ads (4x-7x in 7 days including Sunday)	E	\$83	\$61	30%
	D	\$80	\$59	
	C	\$77	\$56	
	B	\$74	\$55	
	A	\$72	\$54	
Sunday Triple Play Sunday + 2 Daily Ads (3x in 7 days)	E	\$101	\$79	35%
	D	\$97	\$76	
	C	\$94	\$72	
	B	\$90	\$69	
	A	\$87	\$67	
Daily Triple Play Plus (3x-6x in 7 days No Sundays)	E	\$71	\$53	35%
	D	\$70	\$51	
	C	\$68	\$49	
	B	\$65	\$46	
	A	\$62	\$43	
Sunday Pickup (2x in 7 days) Sunday & Daily	E	\$116	\$94	45%
	D	\$111	\$90	
	C	\$108	\$87	
	B	\$103	\$83	
	A	\$100	\$79	
Daily Pickup (2x in 7 days) No Sundays	E	\$92	\$73	45%
	D	\$89	\$71	
	C	\$87	\$67	
	B	\$83	\$64	
	A	\$81	\$62	

Color must be purchased for all ads in the schedule. Color minimums not applicable.

INTERACTIVE REPEAT AD PROGRAM

Powerful Repeat Ad Programs can now include the **1-2 interactive punch** of both *The Star* and **KansasCity.com!** Order Action Ads, Sunday Triple, Daily Triple, Sunday Pickup or Daily Pickups and now include a KansasCity.com run-of-site Leaderboard ad to your mix! Our interactive design team can even assist in re-creating your print ad to maximize its effectiveness for the KansasCity.com audience!

How it works:

- For total program investment multiply total program frequency x inches per print ad x applicable rate. Any interactive repeat ad schedule with A-section as a component will have entire schedule billed at A-section rates. Color percentage calculated on print ads only. Minimum 6 inch print ad.
- Total run-of-site Leaderboard impressions based on print ad size. See grid below.

- All ads, print & leaderboard impressions, must run within a 7-day window. Leaderboard impressions subject to available inventory.
- Our optional "Ink Dip" rate allows you to add more frequency to your interactive repeat ad program schedule by including a weekly insertion into *Ink*, *The Star's* weekly young reader magazine, at a reduced rate.

7 Day Rainmaker

(8x frequency = 7 days in *The Star*, 1 impression buy on KansasCity.com — including Sunday)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$62	\$45	100,000	125,000	150,000	175,000	200,000	\$23	30%
D	\$59	\$43	105,000	130,000	155,000	180,000	205,000	\$22	
C	\$57	\$42	110,000	135,000	160,000	185,000	210,000	\$21	
B	\$55	\$41	115,000	140,000	165,000	190,000	215,000	\$20	
A	\$53	\$40	120,000	145,000	170,000	195,000	220,000	\$20	

6 Day Power Play

(7x frequency = 6 days in *The Star*, 1 impression buy on KansasCity.com — including Sunday)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$68	\$50	100,000	125,000	150,000	175,000	200,000	\$25	30%
D	\$65	\$48	105,000	130,000	155,000	180,000	205,000	\$24	
C	\$62	\$46	110,000	135,000	160,000	185,000	210,000	\$23	
B	\$60	\$45	115,000	140,000	165,000	190,000	215,000	\$22	
A	\$59	\$44	120,000	145,000	170,000	195,000	220,000	\$22	

5 Day Super Action Ad

(6x frequency = 5 days in *The Star*, 1 impression buy on KansasCity.com — including Sunday)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$71	\$52	100,000	125,000	150,000	175,000	200,000	\$26	30%
D	\$68	\$50	105,000	130,000	155,000	180,000	205,000	\$25	
C	\$66	\$48	110,000	135,000	160,000	185,000	210,000	\$24	
B	\$64	\$48	115,000	140,000	165,000	190,000	215,000	\$24	
A	\$62	\$47	120,000	145,000	170,000	195,000	220,000	\$23	

Action Ads

(5x frequency = 4 days in *The Star*, 1 impression buy on KansasCity.com — including Sunday)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$75	\$55	100,000	125,000	150,000	175,000	200,000	\$27	30%
D	\$72	\$53	105,000	130,000	155,000	180,000	205,000	\$26	
C	\$69	\$50	110,000	135,000	160,000	185,000	210,000	\$25	
B	\$67	\$50	115,000	140,000	165,000	190,000	215,000	\$25	
A	\$65	\$49	120,000	145,000	170,000	195,000	220,000	\$24	

INTERACTIVE REPEAT AD PROGRAM

Sunday Triple

(4x frequency = 3 days in The Star, 1 impression buy on KansasCity.com — including Sunday)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$91	\$71	75,000	85,000	95,000	105,000	115,000	\$35	35%
D	\$87	\$68	80,000	90,000	100,000	110,000	120,000	\$34	
C	\$85	\$65	85,000	95,000	105,000	115,000	125,000	\$33	
B	\$81	\$62	90,000	100,000	110,000	120,000	130,000	\$31	
A	\$78	\$60	95,000	105,000	115,000	125,000	135,000	\$30	

Daily Triple

(4x frequency = 3 days in The Star, 1 impression buy on KansasCity.com)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$64	\$48	50,000	60,000	70,000	80,000	90,000	\$32	35%
D	\$63	\$46	55,000	65,000	75,000	85,000	95,000	\$30	
C	\$61	\$44	60,000	70,000	80,000	90,000	100,000	\$29	
B	\$59	\$41	65,000	75,000	85,000	95,000	105,000	\$27	
A	\$56	\$39	70,000	80,000	90,000	100,000	110,000	\$25	

Sunday Pickup

(3x frequency = 2 days in The Star, 1 impression buy on KansasCity.com)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$104	\$85	40,000	50,000	60,000	70,000	80,000	\$41	45%
D	\$100	\$81	45,000	55,000	65,000	75,000	85,000	\$40	
C	\$97	\$78	50,000	60,000	70,000	80,000	90,000	\$38	
B	\$93	\$75	55,000	65,000	75,000	85,000	95,000	\$32	
A	\$90	\$71	60,000	70,000	80,000	90,000	100,000	\$30	

Daily Pickup

(3x frequency = 2 days in The Star, 1 impression buy on KansasCity.com)

Level	A Section	All Other	6 - 15 in.	16 - 30 in.	31 - 60 in.	61 - 119 in.	Full Page	Ink-Dip	Color
E	\$83	\$66	30,000	40,000	50,000	60,000	70,000	\$43	45%
D	\$80	\$64	35,000	45,000	55,000	65,000	75,000	\$41	
C	\$78	\$60	40,000	50,000	60,000	70,000	80,000	\$39	
B	\$75	\$58	45,000	55,000	65,000	75,000	85,000	\$35	
A	\$73	\$56	50,000	60,000	70,000	80,000	90,000	\$37	

FULL RUN ADVERTISING

Flex Programs

The Flex Program allows you maximum flexibility to choose the best weeks to run your ads this year. Graduating weeks require different annual investment levels. To qualify, advertisers must run at least one insertion per week for the contracted number of weeks. Weeks can be non-consecutive. Advertiser must choose to enroll in this program.

			full run flex plan							
			A Section				Sports			
Number of Weeks	Minimum Ad Size	Minimum Investment	Mon Tues	Wed Thurs	Fri Sat	Sun day	Mon Tues	Wed Thurs	Fri Sat	Sun day
4	4in	\$1,500	\$107	\$117	\$122	\$165	\$79	\$85	\$94	\$119
6	6in	\$6,000	\$105	\$114	\$120	\$162	\$76	\$83	\$93	\$116
13	8in	\$12,000	\$104	\$112	\$118	\$159	\$74	\$82	\$91	\$114
18	9in	\$21,000	\$102	\$111	\$116	\$155	\$72	\$79	\$89	\$111
26	10in	\$37,000	\$99	\$108	\$114	\$151	\$70	\$77	\$87	\$109
52	12in	\$59,000	\$98	\$106	\$112	\$148	\$68	\$76	\$84	\$106

		single insertion rates							
investment level		A Section				Sports			
		Mon Tues	Wed Thurs	Fri Sat	Sun day	Mon Tues	Wed Thurs	Fri Sat	Sun day
	Open	\$149	\$163	\$163	\$250	\$111	\$119	\$126	\$180
E	\$1,500	\$119	\$130	\$135	\$190	\$88	\$94	\$105	\$136
	\$3,000	\$117	\$127	\$132	\$185	\$86	\$92	\$104	\$132
	\$6,000	\$115	\$124	\$130	\$180	\$84	\$91	\$102	\$129
	\$9,000	\$114	\$123	\$128	\$177	\$83	\$90	\$101	\$127
	\$12,000	\$113	\$121	\$127	\$175	\$82	\$89	\$100	\$125
D	\$16,000	\$113	\$120	\$126	\$173	\$81	\$88	\$99	\$124
	\$21,000	\$112	\$119	\$125	\$171	\$80	\$87	\$98	\$122
	\$28,000	\$111	\$119	\$124	\$169	\$79	\$86	\$97	\$121
	\$37,000	\$110	\$118	\$123	\$167	\$78	\$85	\$96	\$119
C	\$47,000	\$108	\$117	\$122	\$164	\$77	\$84	\$95	\$118
	\$59,000	\$107	\$115	\$121	\$163	\$76	\$83	\$94	\$117
	\$74,000	\$106	\$114	\$120	\$161	\$75	\$82	\$93	\$115
	\$90,000	\$106	\$114	\$120	\$160	\$74	\$81	\$92	\$114
B	\$120,000	\$105	\$112	\$118	\$158	\$73	\$80	\$91	\$113
	\$160,000	\$104	\$111	\$117	\$155	\$72	\$79	\$90	\$111
	\$200,000	\$103	\$111	\$116	\$154	\$71	\$78	\$89	\$110
	\$250,000	\$102	\$109	\$115	\$152	\$70	\$77	\$88	\$109
A	\$320,000	\$99	\$108	\$114	\$150	\$69	\$76	\$87	\$108
	\$400,000	\$98	\$107	\$113	\$149	\$68	\$75	\$86	\$106
	\$500,000	\$98	\$106	\$112	\$147	\$67	\$74	\$85	\$105
	+\$650,000	call	call	call	call	call	call	call	call

FULL RUN ADVERTISING

full run flex plan

Number of Weeks	Minimum Ad Size	Minimum Investment	Local				Business			fyi		
			Mon Tues	Wed Thurs	Fri Sat	Sun day	Tues	Wed Thurs	Fri Sat	Mon Tues	Wed	Fri Sat
4	4in	\$1,500	\$76	\$83	\$90	\$111	\$100	\$92	\$97	\$67	\$74	\$80
6	6in	\$6,000	\$71	\$77	\$88	\$106	\$98	\$90	\$95	\$65	\$71	\$76
13	8in	\$12,000	\$66	\$73	\$83	\$100	\$96	\$88	\$93	\$61	\$68	\$73
18	9in	\$21,000	\$63	\$70	\$79	\$97	\$94	\$86	\$91	\$60	\$66	\$71
26	10in	\$37,000	\$62	\$68	\$77	\$89	\$92	\$84	\$89	\$56	\$61	\$66
52	12in	\$59,000	\$60	\$66	\$74	\$86	\$90	\$82	\$87	\$54	\$59	\$64

single insertion rates

investment level	Open	Local				Business			fyi		
		Mon Tues	Wed Thurs	Fri Sat	Sun day	Tues	Wed Thurs	Fri Sat	Mon Tues	Wed	Fri Sat
E	\$1,500	\$103	\$111	\$113	\$164	\$134	\$128	\$129	\$91	\$101	\$106
	\$3,000	\$78	\$85	\$95	\$117	\$110	\$101	\$107	\$69	\$79	\$83
	\$6,000					\$108	\$99	\$105			
	\$9,000					\$106	\$98	\$103			
	\$12,000					\$105	\$97	\$102			
D	\$16,000					\$103	\$95	\$100			
	\$21,000	\$76	\$83	\$90	\$111	\$102	\$94	\$99	\$67	\$74	\$80
	\$28,000					\$101	\$93	\$98			
	\$37,000					\$100	\$92	\$97			
C	\$47,000					\$99	\$91	\$96			
	\$59,000	\$71	\$77	\$88	\$106	\$98	\$90	\$95	\$66	\$71	\$76
	\$74,000					\$97	\$89	\$94			
	\$90,000					\$96	\$88	\$93			
B	\$120,000					\$95	\$87	\$92			
	\$160,000	\$66	\$73	\$83	\$100	\$94	\$86	\$91	\$61	\$68	\$73
	\$200,000					\$93	\$85	\$90			
	\$250,000					\$92	\$84	\$89			
A	\$320,000					\$91	\$83	\$88			
	\$400,000	\$62	\$70	\$79	\$97	\$90	\$82	\$87	\$60	\$66	\$71
	\$500,000					\$89	\$81	\$86			
	+\$650,000	call	call	call	call	call	call	call	call	call	call

Full Run Sections

full run flex program

Food	Preview	Faith	Dollars & Sense	Travel	A&E	Number of Weeks	Minimum Ad Size	Minimum Investment
Wednesday	Thursday	Saturday	Saturday	Sunday	Sunday			
\$49	\$88	\$39	\$97	\$91	\$158	4	4in	\$1,500
\$47	\$82	\$37	\$95	\$89	\$155	6	6in	\$6,000
\$45	\$80	\$36	\$93	\$87	\$152	13	8in	\$12,000
\$43	\$78	\$34	\$91	\$85	\$147	18	9in	\$21,000
\$42	\$72	\$33	\$89	\$83	\$145	26	10in	\$37,000
\$42	\$70	\$31	\$87	\$81	\$142	52	12in	\$59,000

weekly sections single insertion

Food	Preview	Faith	Dollars & Sense	Travel	A&E	Targeted Sections*		investment level				
Wednesday	Thursday	Saturday	Saturday	Sunday	Sunday	Daily	Sunday					
\$64	\$113	\$48	\$129	\$140	\$239	\$124	\$180	Open				
\$48	\$91	\$39	\$107	\$105	\$182	\$51	\$78	\$1,500				
			\$105	\$102	\$177			\$3,000				
			\$103	\$99	\$172			\$6,000				
			\$102	\$97	\$170			\$9,000				
			\$101	\$96	\$168			\$12,000				
\$46	\$88	\$37	\$100	\$95	\$166	\$49	\$75	\$16,000				
			\$99	\$94	\$164			\$21,000				
			\$98	\$93	\$162			\$28,000				
			\$97	\$92	\$160			\$37,000				
			\$47,000									
\$44	\$82	\$36	\$96	\$91	\$158	\$47	\$71	\$59,000				
			\$95	\$90	\$155			\$74,000				
			\$94	\$89	\$155			\$90,000				
			\$93	\$88	\$154							
			\$120,000									
\$42	\$80	\$34	\$92	\$87	\$152	\$45	\$68	\$160,000				
			\$91	\$86	\$150			\$200,000				
			\$90	\$85	\$147			\$250,000				
			\$89	\$84	\$145							
			\$320,000									
\$41	\$78	\$33	\$88	\$83	\$145	\$43	\$66	\$400,000				
			\$87	\$82	\$142			\$500,000				
			\$86	\$81	\$142							
			call	call	call			call	call	call	call	\$650,000
			call	call	call			call	call	call	call	

*See your Account Executive for a complete list of Targeted Sections eligible for these rates.

House & Home

Useful, creative solutions can be found in this full-color, locally written section. House & Home features local Kansas Citians and Kansas City professionals.

		flex plan							
Minimum Investment	Number of weeks	1/12 pg	1/8 pg	1/6 pg	1/4 pg	1/3 pg	1/2 pg	3/4 pg	full pg
\$12,000	12	\$762	\$1,140	\$1,519	\$2,276	\$3,033	\$4,547	\$6,818	\$9,089
\$21,000	24	\$741	\$1,109	\$1,477	\$2,214	\$2,950	\$4,422	\$6,631	\$8,840
\$37,000	48	\$720	\$1,078	\$1,436	\$2,151	\$2,867	\$4,298	\$6,444	\$8,591
color charge		included	included	included	included	included	included	included	included

		single insertions							
investment level		1/12 pg	1/8 pg	1/6 pg	1/4 pg	1/3 pg	1/2 pg	3/4 pg	full pg
Open		\$876	\$1,313	\$1,750	\$2,626	\$3,503	\$5,253	\$7,879	\$10,506
E	\$1,500	\$833	\$1,249	\$1,666	\$2,498	\$3,331	\$4,997	\$7,495	\$9,994
	\$3,000								
	\$6,000								
	\$9,000								
	\$12,000								
D	\$16,000	\$800	\$1,201	\$1,602	\$2,402	\$3,204	\$4,804	\$7,208	\$9,610
	\$21,000								
	\$28,000								
	\$37,000								
C	\$47,000	\$779	\$1,170	\$1,559	\$2,338	\$3,118	\$4,677	\$7,015	\$9,352
	\$59,000								
	\$74,000								
	\$90,000								
B	\$120,000	\$759	\$1,137	\$1,516	\$2,275	\$3,032	\$4,548	\$6,824	\$9,097
	\$160,000								
	\$200,000								
	\$250,000								
A	\$320,000	\$738	\$1,105	\$1,473	\$2,211	\$2,946	\$4,420	\$6,630	\$8,841
	\$400,000								
	\$500,000								
	+\$650,000								
color charge		included	included	included	included	included	included	included	included

Food & Beverage rates

Food & Beverage advertisers may qualify for these rates for the following sections: Wednesday FOOD, Thursday Preview Dine-out section, Tuesday Business Dine-out and Sunday Arts & Entertainment Dine-out. Only restaurants and establishments

whose primary business is food and beverages may use the Food & Beverage rate: restaurants, bars, liquor stores and specialty grocery stores. Food & Beverage rates are NOT applicable for art galleries, festivals, and other "events."

color

CHARGED
(as percent of space)

1 Daily Ad	45%
1 Sunday Ad	45%
Daily/Sunday combo	35%
Any 3 Days	30%
Minimum color charge	\$.99
Per day single insertion or combo	

flex plan

Daily	Sunday	Daily Sunday Combo	Any 3 Days
\$49	\$70	\$48	\$38
\$47	\$67	\$46	\$37
\$45	\$65	\$44	\$36
\$43	\$62	\$43	\$34
\$42	\$60	\$42	\$33

Number of Weeks	Minimum Ad Size	Minimum Investment
6	4in	\$1,500
13	6in	\$3,000
18	8in	\$6,000
26	9in	\$9,000
52	10in	\$12,000

single insertion

Daily	Sunday	Daily Sunday Combo	Any 3 Days
\$64	\$93	\$63	\$51
\$48	\$69	\$47	\$37
\$46	\$66	\$45	\$36
\$44	\$64	\$43	\$35
\$42	\$61	\$42	\$32
\$41	\$59	\$41	\$31
call	call	call	call

investment level

Open

\$1,500
\$3,000
\$6,000
\$9,000
\$12,000

E

\$16,000
\$21,000
\$28,000
\$37,000

D

\$47,000
\$59,000
\$74,000
\$90,000

C

\$120,000
\$160,000
\$200,000
\$250,000

B

\$320,000
\$400,000
\$500,000
+\$650,000

A

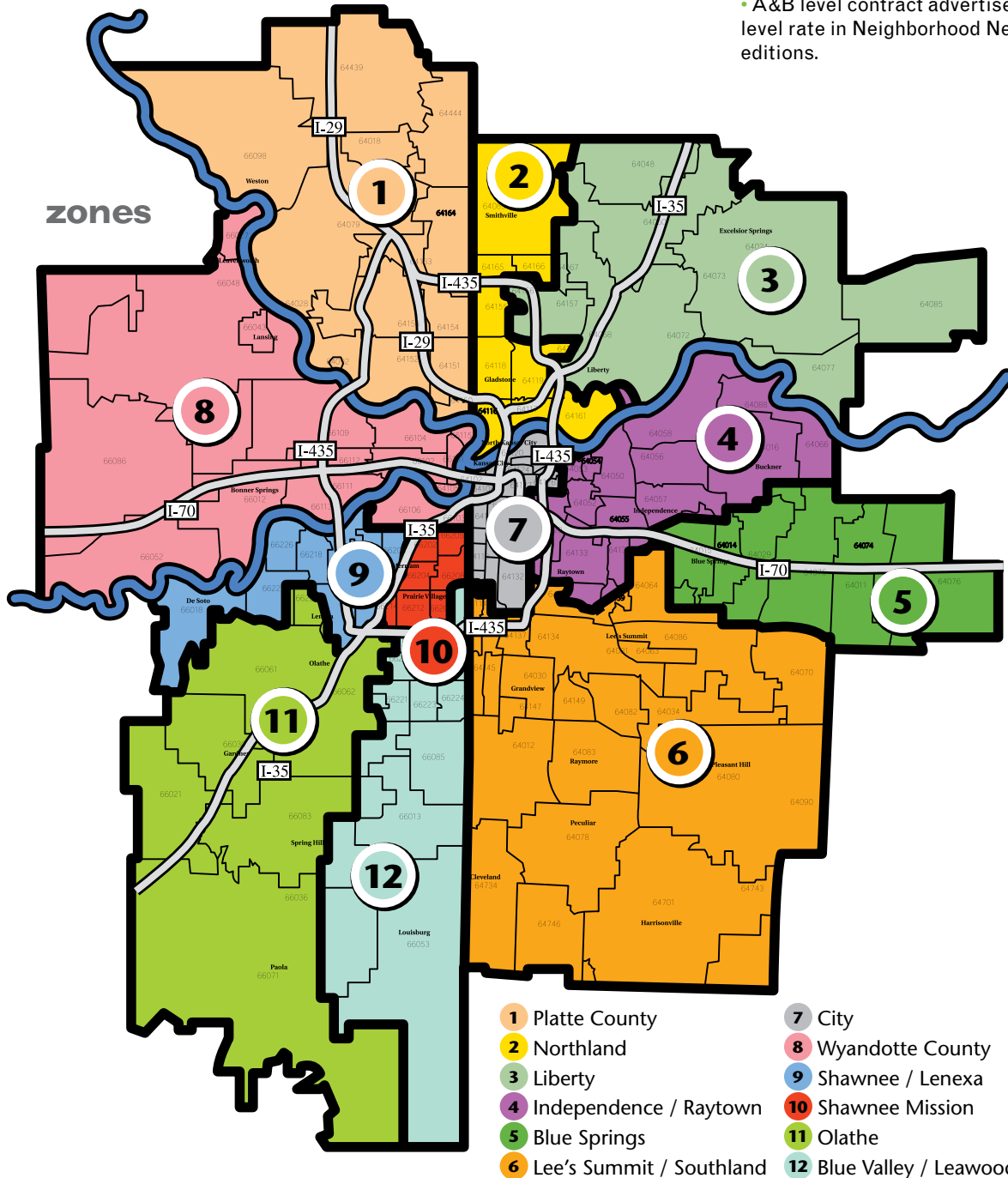
Neighborhood News

Target your advertising message in these tabloid sized products to readers in specific geographic areas. Neighborhood News editions focus on local government, schools, neighbors and communities.

Advertisers wanting to pick up an ROP ad in Neighborhood News and zoned editions within a seven-day period will pay the first insertion rate for the full-run ad and pay the second issue pick-up rate for any Neighborhood News or zoned ad.

- Full-run ROP contract advertisers will be able to run in any Neighborhood News or zoned product at their earned investment level without signing a separate contract.
- All Neighborhood News or zone contract advertisers who would like to run full run will pay the appropriate investment level rate.
- All Neighborhood News editions are tabloid in size.
- Pick-up rates are good within a seven-day period. In products appearing twice weekly.

- To qualify for the multi-zone discount ads in two or more Neighborhood News or zoned products must appear within a seven-day window.
- Flex plans contracted for Neighborhood News must be fulfilled in Neighborhood News products and requires minimum size and investment levels.
- Saturation Rates are not eligible for the additional Multiple Zone Discount.
- Impact Ads are not eligible for the Multiple Zone Discount.
- Color charges are per zone.
- A&B level contract advertisers pay the C level rate in Neighborhood News and Zone editions.



Impact Ads – Neighborhood News

Impact Ads are modular units purchased at a discounted rate. Regular color rates apply.
No multi-zone or repeat ad discounts available.

impact ads

Impact ads are modular units. Multi-zone and pick-up rates do not apply.
Impact ads only available in Neighborhood News tab products.

	Quarter Page 2col.x7"			Half Page 5col.x5.5"			2/3 Page 3col.x11"			Full Page 5col.x11"		
	E	D	C	E	D	C	E	D	C	E	D	C
Blue Valley/Leawood	\$218	\$202	\$187	\$398	\$375	\$354	\$509	\$485	\$454	\$728	\$693	\$658
Shawnee Mission	\$218	\$202	\$187	\$398	\$375	\$354	\$509	\$485	\$454	\$728	\$693	\$658
Olathe	\$140	\$130	\$120	\$256	\$241	\$228	\$297	\$283	\$269	\$424	\$404	\$384
Shawnee/Lenexa	\$171	\$158	\$147	\$313	\$295	\$278	\$382	\$364	\$346	\$546	\$520	\$494
JoCo Saturation	\$575	\$532	\$493	\$1,051	\$991	\$935	\$1,324	\$1,261	\$1,200	\$1,892	\$1,802	\$1,714
Platte County	\$96	\$89	\$83	\$174	\$164	\$155	\$210	\$200	\$191	\$300	\$286	\$272
Clay County	\$173	\$160	\$148	\$313	\$295	\$278	\$382	\$364	\$347	\$546	\$520	\$495
Liberty	\$96	\$89	\$83	\$174	\$164	\$155	\$210	\$200	\$191	\$300	\$286	\$272
Northland Saturation	\$274	\$254	\$235	\$496	\$468	\$441	\$573	\$546	\$520	\$819	\$780	\$743
Independence/Raytown	\$140	\$130	\$120	\$256	\$241	\$228	\$297	\$283	\$269	\$424	\$404	\$384
Blue Springs	\$64	\$59	\$54	\$120	\$113	\$107	\$127	\$121	\$116	\$182	\$173	\$165
Lee's Summit	\$176	\$163	\$151	\$330	\$311	\$293	\$382	\$364	\$347	\$546	\$520	\$495
Wyandotte	\$140	\$130	\$120	\$256	\$241	\$228	\$297	\$283	\$269	\$424	\$404	\$384
City	\$192	\$178	\$165	\$363	\$342	\$323	\$424	\$404	\$385	\$606	\$578	\$550

Single Insertion & Flex Program

Flex Programs

The Flex Program allows you maximum flexibility to choose the best weeks to run your ads this year. Graduating weeks require different annual investment levels. To qualify, advertisers must run at least one insertion per week for the contracted number of weeks. Weeks can be non-consecutive. Advertiser must choose to enroll in this program.

Advertisers buying more than one single zone may use a 10% multi-zone discount. Not applicable for Saturation rates.

Section	Open	flex plans		single insertion											ROP/ 2nd issue pick-up		
		26 Week 4" Min. \$1,500 min.	52 Week 4" Min. \$3,000 min.	E					D				C				
		\$1,500	\$3,000	\$6,000	\$9,000	\$12,000	\$16,000	\$21,000	\$28,000	\$37,000	\$47,000	\$59,000	\$74,000	\$90,000			
Wed & Sat																	
Blue Valley/Leawood	\$30	\$16	\$14	\$19	\$19	\$18	\$18	\$17		\$16				\$14			\$14
Shawnee Mission	\$33	\$16	\$14	\$19	\$19	\$18	\$18	\$17		\$16				\$14			\$14
Olathe	\$20	\$11	\$9	\$15	\$15	\$14	\$14	\$13		\$11				\$9			\$9
Shawnee/Lenexa	\$24	\$13	\$11	\$16	\$16	\$15	\$15	\$14		\$13				\$11			\$11
JoCo Saturation	\$80	\$42	\$36	\$51	\$50	\$48	\$47	\$46		\$42				\$36			\$36
Wed & Sat																	
Platte County	\$10	\$7	\$6	\$9	\$9	\$8	\$8	\$7		\$7				\$6			\$6
Clay County	\$19	\$12	\$11	\$15	\$15	\$14	\$14	\$13		\$12				\$11			\$11
Liberty	\$10	\$7	\$6	\$9	\$9	\$8	\$8	\$7		\$7				\$6			\$6
Northland Saturation	\$30	\$20	\$17	\$23	\$23	\$22	\$22	\$21		\$20				\$17			\$17
Wed only																	
Wyandotte	\$19	\$11	\$9	\$15	\$15	\$14	\$14	\$13		\$11				\$9			\$9
City	\$21	\$14	\$12	\$17	\$17	\$16	\$16	\$15		\$14				\$12			\$12
Independence/Raytown	\$19	\$11	\$9	\$15	\$15	\$14	\$14	\$13		\$11				\$9			\$9
Blue Springs	\$8	\$5	\$4	\$7	\$7	\$6	\$6	\$5		\$5				\$4			\$4
Sat only																	
Lee's Summit/Southland	\$22	\$13	\$11	\$17	\$16	\$15	\$14	\$14		\$13				\$11			\$11

color	CHARGED (as percent of space)
under 14"	44%
14"-27.25"	39%
27.5"-45"	34%
45.25"-55"	26%
Minimum color charge per zone	\$100
Maximum color charge per zone	\$400
Saturation rate color minimum	\$200

Paid Positions

Positions are on a first come, first served basis. No positioning guarantees will be made.

- Back Page - 10%
- Page 2,3,5,7 or 9 - 8%

To calculate: establish inch rate & any discounts, add color charge then add Paid Position

Star Magazine

Read by 635,000* adults, Star Magazine celebrates the things that make us uniquely Kansas City: our people, food, music, art, geography, humor and history. Every Sunday our writers and photographers give readers a taste of Kansas City culture in a four-color magazine. Plus, readers enjoy special sections every month including important health related information. *MORI 2008

star magazine rates

Flex Plan		1/8 pg	1/4 pg	3/8 pg	1/2 pg	3/5 pg	full pg
# of weeks	minimum investment						
8	\$6,000	\$882	\$1,733	\$2,599	\$3,465	\$4,185	\$6,930
13	\$12,000	\$700	\$1,375	\$2,063	\$2,750	\$3,300	\$5,500
18	\$16,000	\$665	\$1,306	\$1,960	\$2,613	\$3,135	\$5,225
26	\$21,000	\$574	\$1,128	\$1,692	\$2,255	\$2,706	\$4,510
48	\$37,000	\$534	\$1,069	\$1,602	\$2,137	\$2,564	\$4,274
single insertion		1/8 pg	1/4 pg	3/8 pg	1/2 pg	3/5 pg	full pg
Open		\$1,281	\$2,516	\$3,775	\$5,005	\$6,039	\$10,065
E		\$990	\$1,980	\$2,970	\$3,960	\$4,752	\$7,920
D		\$882	\$1,733	\$2,599	\$3,465	\$4,158	\$6,930
C		\$700	\$1,375	\$2,063	\$2,750	\$3,300	\$5,500
B		\$665	\$1,306	\$1,960	\$2,613	\$3,135	\$5,225
A		\$574	\$1,128	\$1,692	\$2,255	\$2,706	\$4,510

Star Magazine Ad Sizes

Modular	Measurements
Full Page	10" x 11"
3/5 Horizontal	10" x 6.3125"
3/5 Vertical	6.1875" x 10.6875"
1/2 Horizontal	10" x 5.25"
1/2 Vertical	4.9375" x 10.6875"
3/8 Horizontal	7.4375 x 5.25"
3/8 Vertical	4.9375" x 8"
1/4 Page Square	4.9375" x 5.25"
1/4 Page Strip Ad	10" x 3"
1/8 Horizontal	4.9375" x 2.5"
1/8 Vertical	2.375" x 5.25"

Mechanical Requirements

- 120 line screen
- 240 pixels per inch
- Maximum highlight 6-8 percent
- Maximum shadow 78 percent
- Total ink limit is 220%
- Dot gain 20%



Star Magazine HealthCheck

In 2009, Star Magazine will publish a total of 22 special sections dedicated to healthcare and wellness content. These "HealthCheck" sections will feature editorial and advertorial content with each section. Your business or practice has the opportunity to "Buy-an-Ad, Get-a-Story" helping to position you as the expert in the field.



healthcheck sections

Shape Up Jan. 4	KC Woman 1 May 3	Cosmetic Enhancements Aug. 23	Diabetes Nov. 1
Heart and Stroke Feb. 8	KC Nurses May 10	Cutting Edge Sept. 6	Stress & Health Nov. 8
KC Doctors 1 March 1	KC Derma Docs May 24	KC Doctors 2 Sept. 27	Savvy Senior 2 Nov. 22
Neurosurgery March 15	Disease & Prevention June 21	Breast Cancer Oct. 4	KC Healthcare Dec. 27
Cancer & Prevention Apr. 5	Family Physicians July 19	KC Woman 2 Oct. 18	
Savvy Senior 1 Apr. 19	KC Hospitals Aug. 2	Women & Heart Disease Oct. 25	

healthcheck rates

Flex Plan # of weeks minimum investment	1/8 pg	1/4 pg	3/8 pg	1/2 pg	3/5 pg	full pg
8 \$6,000	\$882	\$1,733	\$2,599	\$3,465	\$4,185	\$6,930
13 \$12,000	\$700	\$1,375	\$2,063	\$2,750	\$3,300	\$5,500
18 \$16,000	\$665	\$1,306	\$1,960	\$2,613	\$3,135	\$5,225
26 \$21,000	\$574	\$1,128	\$1,692	\$2,255	\$2,706	\$4,510
48 \$37,000	\$534	\$1,069	\$1,602	\$2,137	\$2,564	\$4,274
single insertion	1/8 pg	1/4 pg	3/8 pg	1/2 pg	3/5 pg	full pg
Open	\$1,281	\$2,516	\$3,775	\$5,005	\$6,039	\$10,065
E	\$990	\$1,980	\$2,970	\$3,960	\$4,752	\$7,920
D	\$882	\$1,733	\$2,599	\$3,465	\$4,158	\$6,930
C	\$700	\$1,375	\$2,063	\$2,750	\$3,300	\$5,500
B	\$665	\$1,306	\$1,960	\$2,613	\$3,135	\$5,225
A	\$574	\$1,128	\$1,692	\$2,255	\$2,706	\$4,510
Buy-an-Ad, Get-a-Story Available only in our HealthCheck sections.	N/A	\$2,334 Matched with equal story space, TOTAL HALF PAGE PRESENCE.	NA	\$4,664 Matched with equal story space, TOTAL FULL PAGE PRESENCE.	NA	\$9,334 Matched with equal story space, TOTAL TWO PAGE PRESENCE.

Sunday Comics

4 color comics are published weekly with advertising opportunities including gatefold and spadea options. Please contact your account executive for details or Co-op and Targeted Projects Sales Manager, Ted Massing at 816-234-4193.

Comics Spadea & 4 Tab Pricing		
Frequency Level	CPM	Investment
1+ or open	36.00	\$13,248
3+	29.00	\$10,672
6+	26.00	\$9,568
12+	23.50	\$8,648
26+	22.40	\$8,243
52+	20.75	\$7,636

Comics Gatefolds		
Frequency Level	NewRate/CPM	Investment
1+ or open	34.01	\$12,516
3+	30.75	\$11,316
6+	27.05	\$9,954
12+	22.95	\$8,446
26+	21.50	\$7,912
52+	19.90	\$7,323



Gatefold



Spadea

Star Specialty Products

zoned polybags

Advertising Polybags are available daily in quantities as low as 30,000 daily and 50,000 Sunday. These eye-catching polybags provide "front-page visibility" for your advertising message to reach

potential customers. Polybags are available seven days a week to home-delivered subscribers of The Kansas City Star. Pricing is based on quantity and colors selected. Polybags can be purchased by

selecting advertising zones. Reserve your polybag date now. Copy is due eight weeks in advance of publication date. For more information, contact Randy Lane at 816-234-4157 or rlane@kcstar.com.

star notes

Place your advertising message on the front page of *The Star*.

Star Notes Information

- Standard note size 3" x 3."
- Four, Six and Eight panel note options available as well as Magnet notes.
- Scented notes are now available.
- Nine geographic zones to target your message are available seven days of the week.
- Notes can include from 1 spot color to 4 process colors on the front and up to 3 colors on the back.
- A 25,000 minimum order is required to on-sert most notes.
- 50,000 required for paneled notes, magnets and scented options.
- Star Note average application rate is 97%
- Deadline is 12 days prior to on-sert day.

For pricing information or to reserve a date, contact Co-op, Vendor & Targeted Projects Sales Manager Ted Massing at 816-234-4193 or tmassing@kcstar.com.



Star Specialty Products

adscapes

The Kansas City Star's AdScapes program allows advertisers to use unique, non-traditional ad shapes to present their advertising message.

Guidelines for the AdScapes program are:

- Ads may be purchased from a set menu of sizes called "Pre-sets" (see diagrams to the right) OR advertisers can build custom sized units.
- Rates for AdScapes are billed as total billable inches, at single insertion or repeat ad program rates at the earned contract level. Add rate card color charges plus a 25% premium.
- AdScapes revenue count toward investment level contracts.
- Color is charged at regular rate card rates.
- Deadline for AdScapes is three business days before the regular published deadlines.
- Although many shapes lend themselves to page exclusivity, no guarantee of page exclusivity are implied by the purchase of an AdScapes program unit.
- AdScapes are not available in Star Magazine.
- Custom AdScape sizes must be pre-approved by The Star's editorial staff.



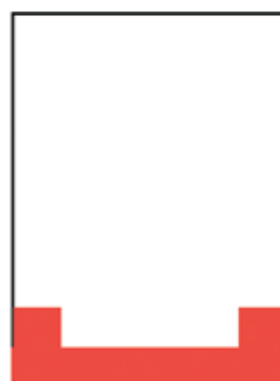
Triangle



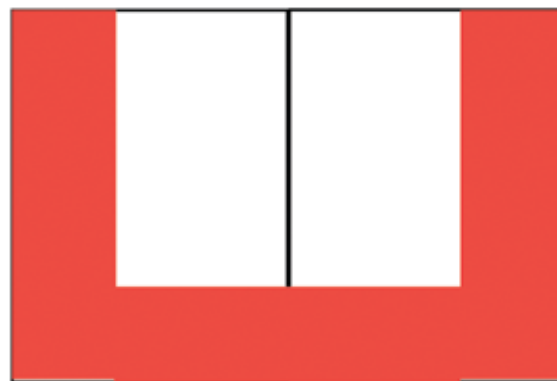
L-shape



T-bar



Bottom Hugger



Goalpost Grande



Fireplace

Other ad configurations are available. Ask your account executive for details.

Star Savings

Star Savings is delivered to Kansas City Star paid subscribers every Sunday and to non-subscriber households midweek. Star Savings is a cost-effective way to obtain total market penetration.

total market coverage

- Reach 752,223 households each week
- Sunday Home Delivery to 233,673 Subscribers
- Tues/Wednesday Delivery to 518,550 Non-Subscribers

Sunday: Star Savings is inserted in the newspaper and delivered to subscribers. They are the most valuable audience because they invite and pay to have the newspaper in their homes. Our readers have indicated that advertising inserts are one of the top sections read in the Sunday newspaper!

Mid-week: Every Tuesday/Wednesday non-subscribers receive Star Savings with grocery and retail advertising inserts. The Star Savings packages are mailed or door hung by our alternate delivery carrier force.

Zoned Editions: Every week you can publish your advertisement in selected zones insided the Star Savings wrap.

Revenue Level Crossover Rates:

E Level - 12x Rate, D Level - 12x Rate, C Level - 12x Rate
B Level - 24x Rate, A Level - 52x Rate
Food/Restaurant Rate - 52x Rate

Cancellation penalty may apply.

inside full run

Frequency	Full Page	1/2 Page	1/4 Page
12x	\$7,900	\$3,600	\$2,400
24x	\$6,100	\$2,800	\$1,900
52x	\$5,100	\$2,500	\$1,500

distribution

Full Run	754,212	Southland	99,857
Sunday Only	218,727	Midtown	93,475
TMC Only	535,485	East Jackson	130,908
North JoCo.....	104,940	Northland.....	128,994
South JoCo	115,163	Wyan/LV	80,875

outside full run

Frequency	Front Sun /Wed	Front Sun Only	Front Wed TMC	Back Full	1/2 Back Pg Sun/ Wed	1/4 Back Pg Sun/Wed
12x	\$11,000	\$5,400	\$6,600	\$9,600	\$4,600	\$3,800
24x	\$9,300	\$4,600	\$5,200	\$8,300	\$3,800	\$2,500
52x	\$7,900	\$3,900	\$4,400	\$7,500	\$3,500	\$2,300

zones full page

Frequency	North Joco	South Joco	South Jackson	Midtown	East Jackson	Northland	Wyco/LV
12x	\$1,030	\$1,110	\$1,030	\$1,000	\$1,250	\$1,300	\$880
24x	\$940	\$1,040	\$940	\$910	\$1,130	\$1,190	\$800
52x	\$860	\$950	\$860	\$830	\$1,030	\$1,080	\$730

zones half page

Frequency	North Joco	South Joco	South Jackson	Midtown	East Jackson	Northland	Wyco/LV
12x	\$650	\$720	\$650	\$630	\$780	\$820	\$550
24x	\$590	\$650	\$590	\$570	\$710	\$740	\$500
52x	\$540	\$590	\$540	\$520	\$650	\$680	\$460

zones quarter page

Frequency	North Joco	South Joco	South Jackson	Midtown	East Jackson	Northland	Wyco/LV
12x	\$410	\$450	\$410	\$390	\$490	\$510	\$350
24x	\$370	\$410	\$370	\$360	\$450	\$460	\$320
52x	\$340	\$370	\$340	\$330	\$410	\$420	\$290

dog ear

Sunday.....	\$500
Wednesday	\$500
Sun/Wed Combo.....	\$750

Star Savings Ad Sizes

Modular	Measurements	Modular	Measurements
Sunday Front	9.42" x 8.875"	Half Page Vertical	4.66" x 10.625"
Wednesday Front	9.4375" x 7.4375"	Half Page Horizontal	9.42" x 5.25"
Dog Ear	4.66" x 1.6875"	Quarter Page	4.66" x 5.25"
Full/Back Page	9.42" x 10.625"		

Star Inserts

The Kansas City Star's insert program gives your business targeted ZIP code delivery for your preprinted insert or we'll print it for you at a low per-piece cost.

Full and zoned circulation delivery is available Tuesday – Sunday with advance reservations. Minimum Sunday distribution is 25,000 pieces. Minimum daily distribution is 5,000. Call your account

executive for current quantities. Circulation figures DO NOT include spoilage. Normal spoilage is 3 percent. When TMC is combined with weekday or Sunday insertions within a seven-day period, additional discounts may be applicable.

Yearly frequency contracts are available for full, metro and zoned delivery. To qualify for preprint frequency contracts,

preprint advertisers must distribute no less than 10% of their average weekly year-to-date circulation volume per insertion. Smaller quantities will not be counted toward frequency contract fulfillment.

Thanksgiving Day will be charged Sunday insert rate on all preprints due to heavy demand. We strongly recommend an early reservation

be made to ensure space for your order. Cancellations of preprints scheduled for either Thanksgiving day or the following Sunday made less than 30 days prior to deadline will be subject to a \$1,000 fee. Minimum distribution on Thanksgiving day is 80,000. Preprints received at our dock after deadline could be subject to late fees or missed distribution date.

TMC preprints

Saturate the Kansas City marketplace when you include your preprinted insert to non-subscribers of *The Star*. To achieve total market coverage inserts are distributed by

Alternate Delivery when an adult carrier force hangs your insert door-to-door and by 3rd Class Mail. Preprints are priced by the weight of the piece and how many thousand are distributed.

preprints rates

For complete paid and TMC rate schedules as well as current ZIP code quantities, please consult your Star account executive or call Randy Lane at 816-234-4157.

preprint deadlines

Reservation Deadlines:

Sunday Previous Monday
13 days in advance
Tuesday Previous Thursday
Wednesday Previous Thursday noon
Food/Mail Previous Tuesday
8 days in advance
Thursday Previous Monday 10 a.m.
Friday Previous Tuesday 10 a.m.

Delivery Deadline:

Sunday Previous Friday
9 days in advance by 5 p.m.
Tuesday Previous Friday 10 a.m.
Wednesday Previous Friday 5 p.m.
Food/Mail Previous Friday 5 p.m.
Thursday Previous Tuesday 10 a.m.
Friday Previous Wednesday 10 a.m.

Warehouse:

Inserts should be delivered to The Kansas City Star Warehouse, 1601 McGee, Kansas City, MO 64108.
Hours: Mon.-Fri. 7 a.m. to 7 p.m., Sat. 7:00 a.m. to 2 p.m., Closed Sun.

Minimum size:

5"x7", Maximum size: 11" x 12"

Minimum quantity:

5,000 or full amount of a zone or ZIP code. (25,000 Sunday.)

Inserts over 11"X12" should be considered for quarterfolding. The Star will not be held responsible for quality of delivered inserts that extend beyond the host jacket size.

mechanical requirements

Two-page and four-page preprints should be printed on a minimum 70-lb. stock to allow for proper insertion. Four-page tabloids on less than 70-lb. stock must be quarterfolded.

Preprints must carry, readily visible at the top of the cover page, "Advertising Supplement to The Kansas City Star" (10-point

type or larger). Also on the cover: the day of the week, month, date and year, i.e., Sunday, September 6, 2009.

The date of issue, number of copies on the skid and the total number of skids must be clearly visible on skid tag in 72-point type or larger. For more information, ask for a copy of The Kansas City Star Pre-print-

ed Specifications Supplement and instructions.

Advertisers should provide a minimum of 3 percent spoilage for insert orders. Quantities will vary depending on type and quality of preprints. Consult your account executive for specific recommendations.

If the total square inches of any flap or partial page

is equal to or greater than 50 percent of the tab page size, two additional tab pages will be charged. If the total square inches of any flap is less than 50 percent of the tab page size, one additional tab page will be charged. Flexi-tabloid inserts are charged as full tabloid pages. Tab pages are not factored.

Uncoated Print & Deliver Rates Effective January 1, 2009

2009 KC Star Print & Deliver Rates (Prices are per 1,000 pieces) For distribution options see flex sheet.

2009 KC STAR PRINT & DELIVER RATES (Prices are per 1,000 pieces)

Star Print & Deliver 5 1/2" x 8 1/2" Half Card	
Print	8 Color
10,000	\$62.00
20,000	\$49.00
30,000	\$44.00
40,000	\$40.00
50,000	\$37.00
100,000	\$32.00
200,000	\$30.00
300,000	\$28.50
<i>Tuesday - Saturday Pricing</i>	

Star Print & Deliver 8 1/2" x 11" Full Card 70lb	
Print	8 Color
10,000	\$85.00
20,000	\$64.00
30,000	\$54.00
40,000	\$49.50
50,000	\$46.50
100,000	\$41.50
200,000	\$39.50
300,000	\$38.50
<i>Tuesday - Saturday Pricing</i>	

Star Print & Deliver 8 1/2" x 13" Long Card 7pt.		
Print	4 Color	8 Color
10,000	\$85.00	\$130.00
20,000	\$66.00	\$94.00
30,000	\$60.00	\$83.00
40,000	\$57.00	\$81.00
50,000	\$55.00	\$72.00
100,000	\$48.00	\$61.00
200,000	\$47.00	\$56.00
300,000	\$46.00	\$53.00
<i>Tuesday - Saturday Pricing</i>		

Star Print & Deliver 11" x 17" 4pg Card 60#	
Print	8 Color
10,000	\$122.00
20,000	\$97.00
30,000	\$85.00
40,000	\$79.00
50,000	\$75.00
100,000	\$68.00
200,000	\$65.00
300,000	\$64.00
<i>Tuesday - Saturday Pricing</i>	

Star Print & Deliver 8 1/2" x 11" 7pt Mailable	
Print	8 Color
10,000	\$92.00
20,000	\$70.00
30,000	\$59.00
40,000	\$55.00
50,000	\$52.00
100,000	\$46.00
200,000	\$44.00
300,000	\$43.50
<i>Tuesday - Saturday Pricing</i>	

Add 7.725% state sales tax for all non subscriber or overrun inserts.

ADD \$20 PER M FOR SAT OR SUN	
<small>*Must be 2 color over 2 color (Same on both sides)</small>	
Additional Cost Options	
Folding = \$8.50 per M	Black Plate Change: \$50
Sunday Distribution= Add \$20 M	
Bulk Storage = 90 Days	Add'l Shipping = Bid Per Job
<i>Inserts left over 90 days are subject to storage charges.</i>	

Coated Print & Deliver Rates Effective January 1, 2009

2009 KC Star Print & Deliver Rates (Prices are per 1,000 pieces) For distribution options see flex sheet.

Star Print & Deliver 5 1/4" x 10 7/8" or 5 1/2" x 8 1/2" Horizontal or Long Half Card 70#		Star Print & Deliver 8 3/8" x 10 7/8" Full Card 70#		Star Print & Deliver 11" x 17" 4 page Card 60#		Star Print & Deliver 10" x 11 1/2" Big Size Sheet 70#	
10M	\$76.00	10M	\$96.00	10M	\$132.00	10M	\$116.00
20M	\$65.00	20M	\$85.00	20M	\$115.00	20M	\$90.00
30M	\$54.00	30M	\$61.00	30M	\$92.00	30M	\$75.00
50M	\$46.00	50M	\$53.00	50M	\$84.00	50M	\$64.00
100M	\$41.00	100M	\$49.00	100M	\$79.00	100M	\$58.00
500M	\$36.00	500M	\$46.00	500M	\$74.00	500M	\$53.00
<i>Tuesday-Saturday Pricing</i>		<i>Tuesday-Saturday Pricing</i>		<i>Tuesday-Saturday Pricing</i>		<i>Tuesday-Saturday Pricing</i>	

Star Print & Deliver 8 3/8" x 10 7/8" 8 Page Booklet 60#		Star Print & Deliver 8 3/8" x 10 7/8" 12 Page Booklet 60#		Star Print & Deliver 8 3/8" x 10 7/8" 16 Page Booklet 60#		Other Charges	
10M	\$211.00	10M	\$484.00	10M	\$530.00	Black Plates	\$150.00 each
20M	\$180.00	20M	\$317.00	20M	\$376.00	Folding	\$8.50 per M
30M	\$141.00	30M	\$305.50	30M	\$305.00	80# Paper	Add 10%
50M	\$131.00	50M	\$270.00	50M	\$280.00	Shipping	Bid per job
100M	\$125.00	100M	\$250.00	100M	\$270.00	Sun. Distribution	
500M	\$121.00	500M	\$230.00	500M	\$260.00	per M Add	\$20.00
<i>Tuesday-Saturday Pricing</i>		<i>Tuesday-Saturday Pricing</i>		<i>Tuesday-Saturday Pricing</i>		Bulk Storage	90 Days Max
						<i>Inserts left over 90 days are subject to storage charges.</i>	

Minimum Quantities 5,000 Tuesday-Friday, 25,000 Saturday-Sunday

Star Savings Flysheet Effective January 1, 2009

Star Savings Flysheets are full page 27.6# newsprint full color on both sides printed with Star Savings Kraft Jacket. Actual location would vary depending upon prior commitments. Missouri State Sales Tax will be assessed on the non-subscriber portion of Star Savings distribution. Sunday Star and Wednesday TMC must be purchased together. (Space is limited — will be sold on a first come, first served basis.)

Star Savings Zone	TMC Circulation	Sunday Circulation	Total Circulation	New Rate
Shawnee Mission	33,327	21,080	54,407	\$2,224.00
Shawnee Lenexa	31,952	18,581	50,533	\$2,185.00
Olathe	41,285	19,005	60,290	\$2,574.00
Blue Valley	32,964	21,909	54,883	\$2,207.00
Clay East	24,961	10,601	35,562	\$1,615.00
Platte County	27,952	11,310	39,262	\$1,749.00
Independence/Raytown	66,210	23,072	89,282	\$3,810.00
Blue Springs	31,738	9,888	41,626	\$1,893.00
Clay West	40,116	14,054	54,170	\$2,479.00
Midtown	75,097	18,378	93,475	\$3,809.00
Southland	35,235	15,695	50,930	\$2,534.00
Lee's Summit	30,756	18,171	48,927	\$2,039.00
Wyandotte	63,892	16,983	80,875	\$3,792.00
Total Coverage	535,485	218,727	754,212	\$32,909.00

Advertising Production

standard broadsheet page

retail and national

Measurement before processing: six columns wide by 20 inches deep. A full-column ad will be charged for ads over 18" in height. A full page measures 120 column inches. Double-truck: 23 inches wide, charged as 13 columns.

Columns	Inch Decimal	Picas/Points	Points
1 col =	1.75"	10p6	126.0
2 col =	3.60"	21p7.2	259.2
3 col =	5.45"	32p8.4	392.4
4 col =	7.30"	43p9.6	525.6
5 col =	9.15"	54p10.8	658.8
6 col =	11.0"	66p0	792.0

Double Truck width: 23.0"
Minimum ad depth is 1 inch.

standard tabloid page

Retail and National

Measurement before processing: five columns wide by 11 inches deep, 55 inches to the page. Tabloid column widths are the same as standard broadsheet pages. Double-truck: 23 inches wide, charged as 11 columns. Advertisements more than 9 inches deep will be charged as a full column (11 inches).

online advertiser services

Prodservices.kcstar.com is the online destination for all of your ad production needs. Our AdDesk system allows you to submit ad materials and view your proofs online. All of *The Star's* mechanical requirements can be accessed from this site. You can also link onto our E-sheet service from this site.

Ad Delivery By becoming an AdDesk member you can upload your ad materials. This service is free to *Star* advertisers. No special software required. There are no file size limits with AdDesk. You will receive an email confirmation that your ad was successfully submitted.

Proof Delivery Another component of the AdDesk system is ProofDesk. ProofDesk allows you to view your proofs online. It's faster than a courier proof and easier to read than a fax. As soon as your proof is ready, you will receive an email containing a link that will direct you to your ad.

E-sheet An electronic method of proof of publication created from *The Kansas City Star's* final edition. E-Sheet files are generated for display ads appearing in the ROP or Classified sections of *The Kansas City Star*, *Star Magazine*, *House & Home*, and *The Kansas City Star* generated advertising supplements. Each E-Sheet shows your ad in the context of the entire page on which it appears. It also includes placement and tracking information. Log on at www.esheets.merlinone.com or <http://prodservices.kcstar.com> and click on E-Sheets link under customer service.

mechanical requirements

The Kansas City Star accepts ads created on Macintosh-compatible systems for direct transfer into the newspaper's computerized pagination system. Electronic transfers bypass the need for scanning a velox image, ensuring that the final printed version is of "original" quality. Ads suffer no second- or third-generation reproduction loss in the electronic transfer. Before submitting electronic material, please use the information in this publication to be sure your design applications are compatible with those in use at *The Star*. Each system and each ad is different. *The Star* currently accepts documents prepared in the following or previous versions of these supported applications.

supported software

Applications with full support:

- Adobe InDesign CS 3
- Adobe Illustrator CS 3 (EPS)
- Adobe Photoshop CS 3 (EPS or TIFF)
- Adobe Acrobat 8 (PDF or EPS)

Applications with limited support:

The Star currently accepts EPS file formats from the following limited-support applications. These EPS files cannot be edited. Therefore, your file is final and cannot be changed without submitting a new EPS file. Fonts must be included with an EPS. PDF is preferred using KCStar Acrobat Distiller job options which can be found at <http://prodservices.kcstar.com>.

- QuarkXPress 6.5
- Macromedia Freehand EPS
- CorelDRAW EPS
- Adobe Pagemaker EPS

The Star currently DOES NOT support or accept ads created with Microsoft Publisher or any application that cannot create a Postscript, EPS or PDF file.

All electronic files should be submitted via AdDesk. Go to prodservices.kcstar.com for more information.

ad reproduction services

Advertisers wishing to obtain reproductions of their ads will be subject to the following charges:

Electronic ad file on CD.....\$40

Additional services (changes to original ad, etc.) \$50/hour, 1 hour minimum

Advertising Photography

graphics

- B/W — 120 line screen (Allow for 15-18 percent press gain)
- 4/C — 120 line screen (Allow for 18-20 percent press gain)
- Star Magazine — 120 line screen (Allow for 18-20 percent press gain)

The Star no longer accepts film or velox. Ads must be submitted in the specified applications and delivery methods.

Artwork: Advertisers must furnish transparencies or glossy photos all of continuous tone. Pre-screened material is not advisable.

For more detailed information about specifications, contact Ad Services, at 816-234-4192 or Jane Howard, Ad Services Mgr., at 816-234-4896.

typography

- We recommend using type sizes of 6 points and larger in display ads. Use real point size rather than scaling text vertically. Please do not use type smaller than 9 pt. on a reverse background.
- Type, especially serif and non-bold fonts smaller than 10 points, may disappear into reverse areas.
- Multicolor type or text reversed out of a four-color image area should be 12 points or greater in size.
- For optimum results, it is suggested that type not overprint a background screen greater than 25 percent. This allows for dot gain and provides the necessary contrast. Black type should always be in overprint mode in regard to trapping.

color

- The Kansas City Star has dot gain below the industry standard. We recommend using The Star's color profile. It can be accessed at <http://prodservices.kcstar.com> or by contacting a member of ad services.
- To achieve lighter colors, screen back process color as opposed to creating a new process color.
- Total ink coverage should not exceed 220 percent.
- When faced with a quality decision, background color will be sacrificed to save featured item.
- All types of art should be scanned at or close to reproduction size to avoid scaling problems that compromise quality. Enlarging a halftone image may result in loss of sharpness or clarity. (We do not scale larger than 110 percent.)
- We do not recommend using duotones or PhotoShop spot colors as they will not separate out correctly in our system. If you choose to use duotone or PhotoShop spot color art, contact a member of the Advertising Services staff before submitting the ad.

Photography Services

The advertising division offers advertisers a complete range of photographic services, including location and in-studio shots. If you require any photography services, please contact your Account Executive. He or she will make the necessary arrangements.

NOTE: These services are available to advertisers only.

Photography Rate	High Res. Digital Images	Additional Shots: Same Time/Same Location
LOCATION	\$70.00	\$30.00
STUDIO	\$40.00	\$25.00

All photos taken by our staff are considered **Copyright** of **The Kansas City Star**. If you desire use of these photos either for personal use or commercial use in other publications, the following policies and rates apply.

PURCHASING IMAGES PRODUCED BY THE ADVERTISING PHOTO DEPT.

COMMERCIAL DIGITAL IMAGES*:

High res. image on CD with unlimited usage rights.....\$175.00
(Images will be mailed to client on CD.)
 Commercial images for Web use, 4x6 @ 72 dpi\$50.00
(Images will be e-mailed to client.)

REAL ESTATE/VENDOR/SPECIAL SECTION IMAGES*:

6x9 @ 300 dpi, high res.\$100.00
(Images will be mailed to client on CD.)
 4x6 @ 72 dpi, low res.\$25.00
(Images will be e-mailed to client.)

PERSONAL USE IMAGES*:

8x10 print for non-reproduction\$30.00
(Images will be mailed to client.) *Delivery time approximately one week.

To obtain an image taken by the Advertising Photography Dept. of The Kansas City Star, please provide the following information; date of publication, product name, page number and description of image.

Only images publishing in a Kansas City Star product maybe purchased.

FOR MORE INFORMATION:

Contact your Account Executive or the Advertising Photography Dept. at adphoto@kcstar.com or 816-234-4079.

Advertising Policy

- A. The company reserves the right to revise advertising rates upon 30 days' notice, and all contracts are accepted subject to that reservation. All mail-related products are subject to postal rate adjustments. Postal adjustments will be reflected in advertising rates immediately upon notification by the postal commission. Adjusted rates will be distributed as soon as possible.
- B. All advertising is cash with order except where credit has been approved by the company. Where credit has been extended, bills are payable upon terms stipulated. We can accept late payments or partial payments marked "Paid in Full" without losing any of our rights or agreements.
- C. All positions are at the company's option. No adjustments, reinsertions or refunds are made because of position. No adjustment will be made to a classified ad because of position when an ad is properly classified.
- D. Should any governmental body levy a tax on any advertising covered by these rates, such tax will become an additional charge to the advertiser, over and beyond the rates mentioned herein.
- E. The company is not responsible for errors of any kind in advertisements or inserts accepted after normal deadlines. No reinsertions, adjustments or refunds will be made on late ads or proofs received. Deadlines are subject to revisions to meet special holiday needs.
- F. The following holidays are subject to premium rates: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, the Friday after Thanksgiving and Christmas.
- G. Cancellations and changes in insertion orders will not be accepted by the company after the closing date.
- H. Advertising copy must be submitted to *The Kansas City Star* prior to our published deadlines. We retain the right to omit all late copy when not received in time to conform with our schedules.
- I. 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 areas, the less likely it is that problems will occur. In the event that capacity is reached, advertiser requests will be filled on a "first-come" basis.
- J. The company is not responsible for billing errors after 120 days.
- K. Retail advertising rates apply to advertising done by local businesses that advertisers own or control within the Kansas City trade zone. Retail rates apply to recognized local retailers in unrelated businesses involved in a co-promotion. Retail rates do not apply to any advertising for which the company has established other rates such as national or classified.
- L. National advertising rates apply to all nonretail advertisers such as manufacturers, distributors, brokers, etc.; companies outside of the Kansas City retail trade zone (as shown on the ABC Audit report); commissionable advertising agencies; advertising that includes more than one company name or logo; and state or national political advertising. The classification of all advertising will be determined by the company.

Copy and Contract Regulations

- A. Revenue contracts are available to advertisers with established and approved credit.
- B. Contracts must be fulfilled within dates of contract, not from first insertion.
- C. If sufficient revenue is used during the life of the contract to earn a lower rate as shown on the contract schedules, the company agrees to give a rebate covering one investment level up. All rebates are in the form of space credit. No rebate is given on real estate or recruitment contracts.
- D. An advertiser who does not meet the revenue specified on the contract will be short-rated the difference between the rate charged and the rate actually earned, based on the schedules shown.
- E. "News style" advertisements (set solid or reading-matter style) must carry the word "advertisement" at the top of the advertisement, at an interval of one indication per two columns. All "news style" advertisements produced by *The Kansas City Star* will be set in sans serif typeface.
- F. The advertiser agrees to indemnify the company against any and all liabilities and expenses, including payment of judgments, attorney's fees and costs, arising from any and all claims involving the contents of advertisements published.
- G. The company assumes no responsibility for the omission of any advertisement or for any error above the value of the actual space occupied by such error. Any claim for allowance must be made within five days after the publication of any error. Credit allowable on first insertion only.
- H. The company may, at its sole discretion, edit, classify, reject or cancel any advertising at any time.
- I. Every effort will be made to return artwork and layout furnished by advertisers, on their request; the company cannot be held responsible in case of loss or damage.
- J. All political advertising must be prepaid. Furthermore, political advertising must carry the words "Paid Political Advertisement" (10 pt. minimum) at the top of the advertisement. Each political advertisement relating to the candidacy of any person seeking nomination or election to any public office must carry the words "Paid for by" and the name, title and address of the political officers and the secretary of the firm, organization, association, league or other body placing the ad. If the ad is being sponsored by an individual and not a group, association, etc., then the individual's name and address should be listed in the ad. If there are more than five persons involved, use all the names and addresses or list five with the words "For a list of other sponsors contact" followed by the name and address of one of the paying individuals who will maintain a record of the other individuals.
- K. Contracts will be accepted from an individual advertiser or may be drawn to include subsidiaries but not two or more different companies.
- L. All contracts conditional on strikes, fires, acts of God or any cause not subject to the control of publisher.
- M. Open rate contracts are not accepted.
- N. Blanket contracts for an agency's list of clients are not accepted.
- O. Any contract which deviates from the structure published in this rate card must have publishers approval.

Commissions and Cash Discounts

- National rates include 15 percent commission to agencies.
- Retail rates are noncommissionable.
- Classified local rates are not commissionable with the exception of open-rate, camera-ready, recruitment advertising. 15 percent discount on gross is allowed to recognized advertising agencies or automobile dealer associations on national and dealer association rates.
- No cash discount for prepayment or net 10 days. Ad production is included in the cost of all retail ads — no discounts apply.

newspaper terminology

Broadsheet

Size of a standard newspaper page. Image area measures 11" wide and 20" deep

Circulation The number of newspapers sold. Audited for accuracy. See "Readership."

Column Measurement used to determine width of an ad.

Column Inch

Area that is one column wide by one inch deep.

Co-Op Advertising

Funds made available by manufacturer or distributor to supplement the advertising budget of retailer.

Cost Per Thousand

(CPM) The advertising cost to reach 1,000 readers or 1,000 homes; used in comparing the cost efficiency of media schedules.

Four-color Also called full color; full range of colors obtained by printing cyan, magenta, yellow and black.

Proof First reproduction of the ad as it will appear in the newspaper. Used to check for accuracy.

Readership The number of people reading the newspaper. Comparable to "viewership" or "listenership" as there are multiple readers per copy.

ROP Run of Press. Full-run advertising throughout the newspaper. Does not include inserts or classifieds. Measured as column inches.

Tabloid A standard newspaper page (broadsheet) folded in half and turned sideways. Image area measures 9.15" wide by 13" deep.

TMC Total Market

Coverage-combination of subscriber and non-subscriber products to attain coverage of the entire area.

Who to Contact

Mark Ziemann

President and Publisher

816-234-4878

Tim Doty

Vice-President of Advertising

tdoty@kcstar.com

816-234-4085

Mark Maassen

Director of Interactive Sales

mmaassen@kcstar.com

816-234-4065

Julie Terry

**Director of Display Sales
Major Accounts - National**

jterry@kcstar.com

816-234-4144

Michelle Jolles

**Director of Targeted Products
and Publications**

mjolles@kcstar.com

816-234-4194

Nick Hadley

**Director of Classified
Advertising**

nhadley@kcstar.com

816-234-4078

Jennifer Kisser

**Director of Advertising
Operations**

jkisser@kcstar.com

816-234-4293

Bret Miller

**Manager of Advertising
Strategic Development**

bmiller@kcstar.com

816-234-4169

Randy Lane

Insert Advertising Manager

rlane@kcstar.com

816-234-4157

Where to Find Us

**The Kansas City Star Co.
Retail and National
Advertising**

1729 Grand Blvd.,
Kansas City, MO 64108
816-234-4150 Retail
816-234-4131 National
816-234-4101 Fax

Classified Advertising

1729 Grand Blvd.,
Kansas City, MO 64108
816-234-4000 Local Non-Display
816-234-4150 Local Display
816-234-4131 National
816-234-4029 Fax

Business Counter hours:

Mon. – Fri., 7:30 a.m. – 5 p.m.

Additional Sales Offices

**Independence
Office**

14330-A E. 42nd St.
Independence, MO
64055

816-234-7850 Sales

816-234-7849 Fax

Northland Office

7601 N. Roanridge Rd.
(I-29 & Barry Rd.)
Kansas City, MO
64151

816-234-5925 Sales

816-234-4135 Fax

**Johnson County
Office**

514 S. Kansas Ave.
Olathe, KS
66061

816-234-7751 Sales

816-234-7785 Fax

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

816-234-4150

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

**Copies of the Paper/
Back Issues**

816-234-4110

**Reprint and Copyright
Permissions**

816-234-4636

Say "Operator."

Visit us online

KansasCity.com

Starinfo

Don't know
who to contact?
816-234-4636
Say "Operator."

Deadlines

ADVERTISING DEADLINES	SPACE RESERVATION	PROOF COPY DUE	CORRECTIONS DUE BACK	NO PROOF COPY DUE
SECTION				
MONDAY				
FYI MAIN/LOCAL SPORTS/BUSINESS CLASSIFIED	Fri Noon Fri 3pm Fri 5pm	Wed 5pm Wed 5pm Wed 5pm	Fri 5pm Fri 5pm Fri 5pm	Fri 3pm Fri 3pm Fri 3pm
TUESDAY				
FYI MAIN/LOCAL/SPORTS STAR BUSINESS WEEKLY CLASSIFIED	Fri Noon Fri 5pm Fri 5pm Fri 5pm	Wed 5pm Thur 5pm Thur 5pm Thur 5pm	Fri Noon Mon Noon Mon Noon Fri 5pm	Fri 3pm Mon Noon Mon Noon Fri 5pm
WEDNESDAY				
FYI/FOOD NEIGHBORHOOD NEWS Missouri & Kansas Editions MAIN/LOCAL/SPORTS/ BUSINESS CLASSIFIED CAREER BUILDER INK INK	Thur 5pm Fri 5pm Mon 5pm Mon 5pm Fri 5pm Wed 5pm	Thur 5pm Thur 5pm Fri 5pm Fri 5pm Wed 5pm Wed 5pm	Mon Noon Mon 5pm Tues Noon Mon 5pm Fri Noon Mon Noon	Mon Noon Mon Noon Tues Noon Mon Noon Fri 5pm Fri 5pm
THURSDAY				
PREVIEW/APARTMENTS.COM MAIN/LOCAL/SPORTS/BUSINESS CLASSIFIED	Mon 10am Tues 5pm Tues 5pm	Fri 5pm Mon 5pm Mon 5pm	Tues Noon Wed Noon Tues 5pm	Mon 5pm Wed Noon Tues 5pm
FRIDAY				
FYI MAIN/LOCAL/SPORTS/BUSINESS CLASSIFIED/AUTO	Tues 5pm Wed 5pm Wed 5pm	Mon 5pm Tues 5pm Tues 5pm	Wed 5pm Thur Noon Wed 5pm	Wed 5pm Thur Noon Wed 5pm
SATURDAY				
FYI/FAITH NEIGHBORHOOD NEWS Missouri & Kansas Editions MAIN/LOCAL/SPORTS/BUSINESS SATURDAY HOMES CLASSIFIED/AUTO 4C Auto & Compliance Ads	Wed 5pm Wed 5pm Thur 5pm Tues 5pm Thur 5pm Thur 5pm	Tues 5pm Tues 5pm Wed 5pm Tues 5pm Wed 5pm Tues 5pm	Thur 5pm Thur Noon Fri Noon Thur 5pm Thur 5pm Wed 5pm	Thur 5pm Thur Noon Fri Noon Thur 5pm Thur 5pm Wed 5pm
SUNDAY				
STARTV (2Weeks Out) STAR MAGAZINE (2Weeks Out) HOUSE & HOME (2Weeks Out) SUNDAY HOMES MAIN/LOCAL/SPORTS CLASSIFIED AUTO, CAREERBUILDER A&E (ARTS & GO) STAR SAVINGS (18 days prior)	Mon 5pm Tues 5pm Wed 5pm Tues 5pm Fri Noon Fri 5pm Fri 5pm Tues 5pm Wed 5pm	Wed 5pm Tues 5pm Fri 5pm Tues 5pm Wed 5pm Wed 5pm Wed 5pm Tues 5pm Thur 5pm	Fri 5pm Thur Noon Tues Noon Thur 5pm Fri 5pm Fri 5pm Fri 5pm Thur 5pm Tues Noon	Fri 5pm Thur Noon Tues Noon Thur 5pm Fri Noon Fri Noon Fri Noon Thur Noon Tues Noon

2009



THE STAR.
KansasCity.com

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