

Star Notes

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

An excellent feature of Star Notes is its high visibility and positioning. This benefits advertisers as readers can reposition the note for immediate or later use, both of which increase potential sales.

- Ten geographic zoning options are available any day of the week for front page.
- A regular Note is 3"x3" and includes from one spot color to full color on front and up to three spot colors on the back.
 - 6 and 8 Panel Notes are full color on front and back.
- 25,000 minimum print order. (Standard, Coupon style, Scratch off, Loyalty or Scented Note.)
- 50,000 minimum print order. (6 or 8-Panel, or Magna Notes.)
- All Star Notes distribution is paid. This includes home delivered copies as well as single copy sales at convenient stores and grocers.
- Deadline is 16 days prior to onsert date.
 - *Regular Note 3x3, coupon-style, loyalty, die cuts or Star Scented Notes.
- Deadline is 21 days prior for 6- or 8-Panel, Scratch Off, or Magna Note.



Sample front



Sample back

	(Cost Per Thousand) CPM
Neighborhood News 3x3 (12 Zones)	\$55
INK, Star Magazine, A&E, FYI (Ltd. Zones)	\$55
Front Page 3x3 Note (10 Zones)	\$73
Scratch Off	\$80
Loyalty/Utility Card	\$85
4 Panel Note	\$85
Star Scents (Micro Fragrance)	\$89
8 Panel Note	\$109
Magna Note (Magnet)	\$125

THE STAR.
KansasCity.com

For additional pricing information or to reserve a date, contact Co-op & Targeted Projects Sales Manager Ted Massing at 816-234-4193. Or email tmassing@kcstar.com or contact your Kansas City Star account executive.

Star Note average application rate is 97%.