

MARKET (indicate one): KANSAS CITY			
Basic Demography			
Total Adult Population	1,747,465	Median Age	36.1
Number of Households	913,927	Median Household Income	\$50,796
Data Used (pick one): DMA <input checked="" type="checkbox"/> MSA <input type="checkbox"/> NDM <input type="checkbox"/>			
Source Information			
Source(s) with Date(s)		Claritas 2006	

COVERAGE		
ABC Audit Info ¹	Sunday	Daily
Total Average Paid Circulation	364,739	260,209
Core Newspaper (Total)	364603	260064
Home Delivery and Mail (Total)	249048	212886
Single Copy Sales (Total)	96,674	28048
Affiliated Publications (Total)		
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	http://www.kansascity.com/mld/kansascity/contact_us/advertise/	
Audit Date (Month & Year)	March 2006	

Audience Demographics

Source: ABC Reader Profile
If Other, state source:

Source Date: 2007

AUDIENCE COMPOSITION						
<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Total Adult Readers	874,100	100.00%		631,100	100.00%	
Men	399,500	46.00%		326,700	52.00%	
Women	474,600	54.00%		304,400	48.00%	
Age						
18 to 34	218,300	25.00%		127,500	20.00%	
35 to 54	370,600	43.00%		258,900	41.00%	
55+	285,200	32.00%		244,700	39.00%	
Median	48			50		

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Education						
Any College+	669,900	77.00%		478,100	76.00%	
College Graduate+	370,300	42.00%		287,400	46.00%	
Post-graduate Degree	114,800	13.00%		99,100	16.00%	
Occupation/Job Title						
Employed Full-Time	485,400	56.00%		342,300	54.00%	
P/M Top Management/ C-Suite	76,700	9.00%		53,800	9.00%	
Professional/Managerial	279,200	32.00%		186,900	30.00%	
Business Decision Maker	92,000	11.00%		73,100	12.00%	
Household Income						
< \$35k	210,900	24.00%		153,800	24.00%	
\$35k – \$75k	329,300	38.00%		231,800	37.00%	
> \$75k	333,900	38.00%		245,500	39.00%	
Median	\$61,700			\$62,800		
Home Ownership and Principal Home Values						
Home Owners	711,600	81.00%		523,400	83.00%	
Value: \$100k – \$249k	461,000	53.00%		318,400	50.00%	
Value: \$250k – \$499k	119,300	14.00%		97,800	16.00%	
Value: > \$500k	27,400	3.00%		23,500	4.00%	
Median Home Value	\$171,000			\$176,900		
Own 2+ Properties		%			%	
Marital Status						
Married	543,800	62.00%		409,800	65.00%	
Not Married	330,300	38.00%		221,300	35.00%	

Additional Readership Information (insert URLs):

Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	20 Inches

RETAIL						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page ²	6	20.00	\$245	\$158	\$2,599	\$2,599
Half Page Horizontal	6	10.00	\$245	\$158	\$2,599	\$2,560
Half Page Vertical	3	20.00	\$245	\$158	\$2,599	\$2,560
Quarter Page	3	10.00	\$245	\$158	\$2,499	\$1,612
Full-Page Double Truck	13	20.00	\$245	\$158	\$2,599	\$2,599
Horizontal Strip Ad			\$	\$	\$	\$
Premium Position One			\$	\$	\$	\$
Describe Position: Mon-Sat. Page 3 Add \$19.25 per column inch						
Premium Position Two			\$	\$	\$	\$
Describe Position: Mon.- Sat. Page 4 or 5 add \$17.50 per column inch						

SECTION (indicate one): LOCAL						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
Full Page	6	20.00	\$162	\$110	\$2,599	\$2,599
Half Page Horizontal	6	10.00	\$162	\$110	\$2,599	\$1,782
Half Page Vertical	3	20.00	\$162	\$110	\$2,599	\$1,782
Quarter Page	3	10.00	\$162	\$110	\$1,652	\$1,122
Full-Page Double Truck	13	20	\$162	\$110	\$2,599	\$2,599
Horizontal Strip Ad			\$	\$	\$	\$
Premium Position One			\$	\$	\$	\$
Describe Position:						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

Additional Rate Information (insert URLs): http://www.kansascity.com/mld/kansascity/contact_us/advertise/

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
Sunday	
Full-run Sections	Main - Local - Sports - Moneywise - A&E - Go - Star Magazine - House & Home - Star TV Additional Weekly Sections: Star Savings, Careerbuilder, Automotive, New Homes & Plans, Home Guide, Comics
Part-run Sections	- - - - - Additional Weekly Sections:
Monday	
Full-run Sections	Main - Local - FYI - Sports - Classified Additional Weekly Sections:
Part-run Sections	- - - - - Additional Weekly Sections:
Tuesday	
Full-run Sections	Main - Local - FYI - Sports - Business Additional Weekly Sections: Classified
Part-run Sections	- - - - - Additional Weekly Sections:
Wednesday	
Full-run Sections	Main - Local - FYI - Sports - Business Additional Weekly Sections: FOOD, Classified, TMC Jacket
Part-run Sections	11 Neighborhood News Sections - Johnson County Local - - - Additional Weekly Sections:
Thursday	
Full-run Sections	Main - Local - FYI - Sports - Business Additional Weekly Sections: Preview, Apartments.com, Classified
Part-run Sections	Johnson County Local - - - Additional Weekly Sections:
Friday	
Full-run Sections	Main - Local - FYI - Sports - Business Additional Weekly Sections: Classified, Automotive
Part-run Sections	- - - - - Additional Weekly Sections:
Saturday	
Full-run Sections	Main - Local - FYI - Sports - Business Additional Weekly Sections: Classified, Automotive, Homes
Part-run Sections	8 Neighborhood News Sections - - - - Additional Weekly Sections:

Additional Properties with Integrated Sales:

PREPRINTS AND RELATED PRODUCTS**General**

TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If so, Day(s) of Week: Wednesday	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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Freestanding Inserts

Days of Week Available: Tues-Sun	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	http://www.kansascity.com/mld/kansascity/contact_us/advertise/	

Catalog and Product Sample Distribution

Days of Week Available: Tues- Sun	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)		

Printed Home Delivery Bags

Days of Week Available: M-Su	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)		

DIGITAL PRODUCTS

Online Products (insert URLs)	www.kansascity.com
Unique Visitors per Month	1,425,312 Source: WebSideStory HBX Analytics AMS
Page Views per Month	16,099,252 Source: WebSideStory HBX Analytics AMS
Digital Rate Card (insert URL)	https://krabc.realcities.com/KRD_2005_Sept_%20addendum_Rate_Card.xls
Net Reach (print & online)	1,187,400 Source: 2007 MORI Market Study (Past 30 days)
Print-online Duplication	21%
Online Targeting Capabilities	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please describe:

Production**PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	http://www.kansascity.com/mld/kansascity/contact_us/advertise/ OR http://prodservices.kcstar.com
Additional Info	
Reserving an Ad (insert URL)	http://prodservices.kcstar.com
Closing Times (insert URL)	http://www.kansascity.com/mld/kansascity/contact_us/advertise/

Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):
http://www.kansascity.com/mld/kansascity/contact_us/advertise/

Credit Application – Guidelines and application (insert URLs):
 See your Account Executive

Advertising Contacts – List of locations, contacts and contact information (insert URL):
http://www.kansascity.com/mld/kansascity/contact_us/advertise/