

2012

CLASSIFIED RECRUITMENT RATES

EFFECTIVE: JANUARY 1, 2012



THE STAR.
KansasCity.com

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

DISPLAY ADVERTISING

Investment Level	1/32 Page plus	1/8 Page plus	1/4 Page	1/2 Page	Full Page	per Additional Day
Open	\$24.83	\$22.76	\$14,435	\$22,684	\$38,279	\$4.26
D \$3,000 \$7,500 \$25,000	\$18.46	\$15.38	\$9,795	\$15,724	\$30,159	\$3.16
C \$50,000 \$100,000	\$17.43	\$14.35	\$8,635	\$14,564	\$26,679	\$3.07
B \$250,000 \$350,000	\$16.41	\$13.33	\$7,475	\$13,404	\$22,039	\$2.97
A Over \$450,000	\$15.38	\$12.30	\$6,315	\$12,244	\$18,559	\$2.86

Special Two Consecutive Sunday Display Rates (per ad)

Investment Level	1/32 Page plus*	1/4 Page	1/2 Page	Full Page
Open	\$36.66/per line	\$11,535	\$18,508	\$30,159
D \$3,000 \$7,500 \$25,000	\$25.84	\$6,895	\$10,852	\$20,878
C \$50,000 \$100,000	\$23.66	\$5,735	\$10,156	\$18,559
B \$250,000 \$350,000	\$22.72	\$5,503	\$9,924	\$16,239
A Over \$450,000	\$21.79	\$4,575	\$9,228	\$13,919

* 2 Sundays included in 1/32 Page plus pricing

Color (as a percent of space)

Investment Level	1/32 Page plus	1/8 Page plus	1/4 Page	1/2 Page	Full Page
Open	35%	30%	25%	20%	15%
D \$3,000 \$7,500 \$25,000	27%	22%	17%	12%	7%
C \$50,000 \$100,000	24%	19%	14%	9%	6%
B \$250,000 \$350,000	22%	17%	12%	7%	5%
A Over \$450,000	20%	15%	10%	5%	FREE

Minimum size requirement: 84 lines (6")

Call **816-234-4000**

for more information on Recruitment Solutions
or contact your Account Representative.

IN-COLUMN

5-line minimum			
OPEN	Base (5 lines)	Add'l line for 1st day	Add'l days* (per line per day)
1st day @ 5 lines	\$205	\$36	\$4.00
INVESTMENT LEVELS			
D	3,000	\$112.50	\$17.50
	7,500	\$107.50	\$16.50
	25,000	\$107.50	\$16.50
C	50,000	\$105.00	\$16.00
	100,000	\$102.50	\$15.50
B	250,000	\$101.25	\$15.25
	350,000	\$100.00	\$15.00
A	Over 450,000	\$ 97.50	\$14.50

* Additional days — run consecutively

Ask your Account Representative about:

- Star Business Weekly
- Ink Drops
- Jobstart
- Behavioral Targeted Advertising
- Other products and services that will help you fulfill your recruitment needs.

ONLINE

Careerbuilder.com	Print with Online
Single Job	\$419
3 Jobs	\$390
5 Jobs	\$350
10 Jobs	\$340
25 Jobs	\$240

Online Prices with Contracts

Investment Level	Price
D \$3,000	\$300
\$7,500	\$300
\$25,000	\$200
C \$50,000	\$175
\$100,000	\$175
B \$250,000	\$150
\$350,000	\$150
A Over \$450,000	\$125

Resume Database

	Small Business 50 Resume Views Per Day	Enterprise 300 Resume Views Per Day
2 Week	499	N/A
1 Month	810	1,995
3 Month	2,250	3,850
6 Month	3,450	6,400
12 Month	5,025	8,300

Top Jobs (online only) \$100

THE KANSAS CITY STAR & KANSASCITY.COM

CAREERBUILDER

CONNECTING PEOPLE WITH JOBS

Kansas City area job seekers turn to **The Kansas City Star** and **KansasCity.com** for the most comprehensive roundup of local job opportunities. Find fresh, local candidates that match your hiring needs.

Explore your options and discover our full line of recruiting solutions with Print, Online powered by **CareerBuilder.com** and Behavioral Targeting on our Kansas City Interactive Network. Get your hiring message to the right person at the right time! Advertising a job opening with us is fast, easy and affordable.



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