

2013



THE STAR.
KansasCity.com

CLASSIFIED AUTOMOTIVE RATES

EFFECTIVE: JULY 1, 2013

CLASSIFIED ADVERTISING SECTION SATURDAY, DECEMBER 22, 2007 THE KANSAS CITY STAR G

Automotive

MARKETPLACE

cars.com

SELL: Reach more than 239,600 new-vehicle buyers and 159,400 used-vehicle buyers
RESEARCH: Prices, photos, specs and reviews

Car Talk

Volvo's hatchback has youthful vigor

Volvo's new C30 hatchback is a lot like a contemporary version of the classic Mini: it's fun to drive, it's fun to look at, and it's fun to drive. The C30 is a compact car with a lot of personality, and it's a lot of fun to drive. The C30 is a compact car with a lot of personality, and it's a lot of fun to drive. The C30 is a compact car with a lot of personality, and it's a lot of fun to drive.

FEW CHOICES WHEN PARTS DISCONTINUED

Dear Tom and Ray: I'm looking for a used car. I've been driving a 2001 Volvo S40 for several years, and it's starting to show its age. I'm looking for a used car that's reliable, has good gas mileage, and is easy to maintain. I'm looking for a used car that's reliable, has good gas mileage, and is easy to maintain. I'm looking for a used car that's reliable, has good gas mileage, and is easy to maintain.

RECREATIONAL VEHICLES

www.kansascity.com/classified

More than 1 MILLION READERS a week.

Why *The Star*?

- Readership jumps from 1 in 4 for the Daily Star (24%) to 40% readership for the Sunday Star.
- The Sunday edition of The Kansas City Star reaches more than 730 thousand adults.
- Reach half of the Kansas City market on a weekly basis with The Star.
- You will reach more people with the daily edition of The Kansas City Star than with the Late Local News on all 4 network affiliates.
- You will reach more people with the daily edition of The Kansas City Star than running during PrimeTime on all 4 network affiliates at the same time.
- You will reach more people with a week in The Star than running during PrimeTime on all 4 network affiliates at the same time for 7 days in a row.
- The Star reaches more Business Professionals in a single issue than the Business Journal does in 6 months.
- Listen up! The Daily Star reaches more area adults than running a spot during morning drive on every radio station in town.
- The Star reaches more Kansas Citians during one week than attend professional sports events in a year.
- Reach more Kansas Citians in the Sunday edition of The Star than attend Power & Light District in a year.
- Reach more Kansas Citians in the daily edition of The Star than attend Sprint Center in a year.
- Reach more Kansas Citians in the Sunday edition of The Kansas City Star than attend Kansas City Zoo in a year.
- Reach more adults @ KansasCity.com in a week than attend Sporting Kansas City games in a year.
- Kansascity.com has approximately 4 million unique visitors per month.*
- KansasCity.com is #1 local media website**

Source: Scarborough Research 2012, Release 2

* Source: Omniture 2012

** ComScore October 2012

You will reach more people with the daily edition of *The Kansas City Star* than running during Prime Time on all 4 network affiliates at the same time.





AUTOMOTIVE

Local classified automotive rates are available to licensed automotive dealerships offering new and used vehicles to consumers via an outlet within the Greater Kansas City designated market area. These rates do not apply to National or Dealer Association (LDA) advertisements.

NOTE: Agreement rates are non-commissionable. Advertisers must meet or exceed annual frequency requirements through out agreement year. If the Annual Contract Frequency is not fulfilled, a short rate will occur.

	Full Pg. 4C	Half Pg. 4C	Qtr. Pg. 4C	Under Qtr. Pg. BW	Recruitment BW
1x	\$4,225.00	\$2,323.75	\$1,267.50	\$5.14/line	\$6.88/line
6x	\$3,900.00	\$2,145.00	\$1,170.00	\$4.17/line	\$5.85/line
13x	\$3,737.00	\$2,055.35	\$1,121.10	\$3.70/line	\$5.60/line
26x	\$3,575.00	\$1,966.25	\$1,072.50	\$3.50/line	\$5.01/line
39x	\$3,412.00	\$1,876.60	\$1,023.60	\$3.24/line	\$4.69/line
52x	\$3,250.00	\$1,787.50	\$975.00	\$3.00/line	\$4.57/line
65x	\$3,087.00	\$1,697.85	\$926.10	\$2.88/line	\$4.39/line
78x	\$2,925.00	\$1,608.75	\$877.50	\$2.79/line	\$4.25/line
91x	\$2,762.00	\$1,519.10	\$828.60	\$2.71/line	\$4.13/line
104x	\$2,600.00	\$1,430.00	\$780.00	\$2.64/line	\$3.95/line

rebate up one level - equivalent given in ad space only
 short-rate to earned level applies if frequency agreement is not met.

Sizes Available:

Full-Pg: 10x280

Half Pg V or Half: 10x140 / 5x280

Standard Qtr: 5x140

COLOR

Type of Color	Color (as % of space)	
	Small Display	Qtr up to Half
4 color	37%	32%
Spot color	31%	27%
	Half up to Full	Full Pg
	4 color	28%
Spot color	24%	20%

AUTOMOTIVE OPEN RATE

LINERS	1 day	2 days	3 days	4-6 days	7 days	30+ days	DISPLAY	Mon-Fri	Sat.	Sun.
		\$14.99	\$12.99	\$10.99	\$8.99	\$7.99		\$5.99		\$8.99

CLASSIFIED DISPLAY SIZES

Full page 2800 lines			
columns	lines		
10	280		
Half page 1400 lines			
columns	lines	ROP equivalent	
10	140	1/2 horizontal	equals 6 col
5	280	1/2 vertical	equals 3 col
Quarter page 700 lines			
columns	lines	ROP equivalent	
5	140	equals 3 col	

These are the only sizes that will be available with the new rate structure in classified display.

CLASSIFIED BROADSHEET & TAB

COLUMNS	INCHES	POINTS	PICAS
1 Column	0.96	69.12	5p9
2 Column	1.96	141.12	11p9
3 Column	2.96	213.12	17p9
4 Column	3.96	285.12	23p9
5 Column	4.96	357.12	29p9
6 Column	5.96	429.12	35p9
7 Column	6.96	501.12	41p9
8 Column	7.96	573.12	47p9
9 Column	8.96	645.12	53p9
10 Column	10	720	60p0

BROADSHEET is 10 columns wide.
TAB is 10 columns wide.

Total Image Area ROP & Classified
 Broadsheet: 10" x 20" Tab: 10" x 9.75"

Doubletruck
 Broadsheet: 21" x 20" Tab: 20" x 9.75"

COLOR ADS

The Kansas City Star prints most custom or spot colors using the four process colors. Color in electronic ads must be created in CMYK. The Kansas City Star recommends that separations are printed prior to submitting the file. This will help to ensure that the ad separates correctly. PLEASE AVOID CREATING DUOTONE GRAPHICS.

MECHANICAL REQUIREMENTS

- 120 line screen
- 240 pixels per inch
- Maximum highlight 6-8 percent
- Maximum shadow 78 percent
- Total Ink Limit is 240%
- Dot Gain 20%

CONTACTS:

Sharon Horgan, Automotive/Real Estate Manager, (816) 234-4739, shorgan@kcstar.com

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
Fax: 816-234-4029

**Retail Ad
Rates/Info**
816-234-4144

**Letters to
the Editor**

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
816-234-4907

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