

# 2013



**THE STAR.**  
KansasCity.com

## CLASSIFIED REAL ESTATE & RENTAL RATES

EFFECTIVE: JANUARY 1, 2013



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 PrimeTime on all 4 network affiliates at the same time.



# REAL ESTATE

## REAL ESTATE & RENTAL LINER PHOTO PACKAGES

(print & online)

Size	# of Days	Pkg Rate
21 lines add'l line	1 days 1 days	\$59.00 \$3.68
21 lines add'l line	2 days 2 days	\$79.00 \$4.87
21 lines add'l line	3 days 3 days	\$99.00 \$6.06
21 lines add'l line	4 days 4 days	\$109.00 \$7.25
21 lines add'l line	5 days 5 days	\$119.00 \$8.44
21 lines add'l line	6 days 6 days	\$129.00 \$9.63
21 lines add'l line	7 days 7 days	\$139.00 \$10.82

## LINER PACKAGES

(print & online)

Real Estate	# of Days	Pkg Rate
3 lines add'l line	4 days 4 days	\$62.51 \$11.96
3 lines add'l line	7 days 7 days	\$75.46 \$16.08
Rental	# of Days	Pkg Rate
3 lines add'l line	7 days 7 days	\$97.80 \$26.60

## IN-COLUMN OPEN RATE

(print only)

### LINERS

1 day	\$11.99
2 days	\$10.99
3 days	\$9.99
4-6 days	\$8.99
7 days	\$7.99
30+ days	\$6.99

## DISPLAY OPEN RATES

(No Signed Contract Level)

Daily, Saturday.....	\$5.93
Sunday Homes.....	\$6.54
Neighborhood News	
KS.....	\$3.52
MO South.....	\$2.69
MO North.....	\$1.27

## REAL ESTATE AUCTION & WEEKEND OPEN HOUSE ADS

### Saturday Real Estate Auctions

**Deadlines:**  
Tuesday 12 noon

### Sat & Sun Open & Featured Listings

**\$149 each**

**Deadlines:**  
Tuesday 12 noon

### Tuesday Business Commercial Property

**Deadlines:**  
Thursday 3 p.m.



## COLOR

### investment level

	All Other	1/2 pg	Full pg	
<b>E</b>	28%	20%	15%	
				\$3,000
				\$6,000
				\$10,000
<b>D</b>	26%	18%	15%	
				\$16,000
				\$25,000
				\$36,000
<b>C</b>	24%	17%	14%	
				\$49,000
				\$63,000
				\$78,000
<b>B</b>	22%	16%	13%	
				\$99,000
				\$125,000
				\$156,000
<b>A</b>	20%	15%	12%	
				\$185,000
				\$226,000
				\$276,000
<b>B</b>	22%	16%	13%	
				\$336,000
				\$410,000
<b>A</b>	20%	15%	12%	
				\$500,000
				\$600,000
<b>A</b>	20%	15%	12%	
				\$750,000
<b>A</b>				
			\$915,000	

For more information, contact **Kate Mariani-Vacek**, Real Estate Manager, at **816-234-4097** or **kmariani@kcstar.com**.

# SUNDAY HOMES

This broadsheet section publishes every Sunday and features new home communities, builders and floor plans. You can showcase your new development with a feature story written by our Special Sections Department. Contact your Account Executive for more information

investment level		Line Rate	1/4 page	1/2 page	Full Page	Story Price	In-Column Liners
<b>E</b>	\$3,000	\$5.63					\$8.93
	\$6,000	\$5.61	\$2,975.00	Call	Call	Call	\$8.93
	\$10,000	\$5.59	\$4.16				\$8.91
	\$16,000	\$5.55					\$8.90
<b>D</b>	\$25,000	\$5.49	\$2,958	\$5,738			\$8.88
	\$36,000	\$5.43	\$2,907	\$5,636			\$8.86
	\$49,000	\$5.35	\$2,882	\$5,534	Call	Call	\$8.83
	\$63,000	\$5.29	\$2,856	\$5,432			\$8.80
	\$78,000	\$5.20	\$2,831	\$5,330			\$8.77
<b>C</b>	\$99,000	\$5.07	\$2,729	\$5,197	\$9,281		\$8.73
	\$125,000	\$4.91	\$2,627	\$4,993	\$8,975		\$8.68
	\$156,000	\$4.72	\$2,525	\$4,789	\$8,669	Call	\$8.61
	\$185,000	\$4.54	\$2,423	\$4,585	\$8,363		\$8.55
	\$226,000	\$4.29	\$2,321	\$4,381	\$8,057		\$8.47
<b>B</b>	\$276,000	\$3.99	\$2,244	\$4,279	\$7,751		\$8.36
	\$336,000	\$3.67	\$2,168	\$4,177	\$7,445	Call	\$8.24
	\$410,000	\$3.22	\$2,117	\$4,075	\$7,241		\$8.09
	\$500,000	\$2.86	\$2,015	\$3,973	\$7,037		\$7.87
<b>A</b>	\$600,000	\$2.76	\$1,933	\$3,769	\$6,833		\$7.56
	\$750,000	\$2.57	\$1,831	\$3,667	\$6,629	Call	\$6.90
	\$915,000	\$2.47	\$1,770	\$3,494	\$6,527		\$6.11

# SATURDAY HOMES

investment level		Line Rate	1/4 Page	1/2 Page	Full Page	Story Price
<b>E</b>	\$3,000	\$4.78	\$2,366	\$4,055	\$6,759	
	\$6,000	\$4.49	\$2,222	\$3,809	\$6,349	
	\$10,000	\$4.27	\$2,113	\$3,623	\$6,038	Call
	\$16,000	\$4.07	\$2,014	\$3,453	\$5,755	
<b>D</b>	\$25,000	\$3.88	\$1,920	\$3,292	\$5,486	
	\$36,000	\$3.73	\$1,846	\$3,165	\$5,274	
	\$49,000	\$3.60	\$1,782	\$3,054	\$5,090	Call
	\$63,000	\$3.49	\$1,727	\$2,961	\$4,935	
	\$78,000	\$3.40	\$1,683	\$2,885	\$4,808	
<b>C</b>	\$99,000	\$3.11	\$1,539	\$2,639	\$4,398	Call
	\$125,000					
	\$156,000					
	\$226,000					
<b>B</b>	\$276,000	\$2.81	\$1,391	\$2,384	\$3,973	Call
	\$336,000					
	\$410,000					
	\$500,000					
<b>A</b>	\$600,000	\$2.70	\$1,336	\$2,291	\$3,818	Call
	\$750,000					
	\$915,000					



Apartments.com is **committed to being the best** advertising partner for communities in Kansas City, providing qualified leads at one of the industry's lowest cost per-lease. Properties currently advertising on Apartments.com benefit from a highly intuitive search name, a large marketing budget to brand their name, as well as an online partner network reaching millions on more than 1,000 Web sites.

## Rentals

Capture the audience you want with our daily Classified sections. Show our readers why your rental home is a great place to live. Take advantage of the frequency offered through our daily line ads, the visibility offered through color display ads and the customized content offered with a community profile feature story.

investment level		LINERS					Classified Ads		DISPLAY	
OPEN RATE		1 day	2 day	3 day	4 +days	7 +days	30+days	Daily	Sun. Homes	
<b>D</b>	\$3,000	\$6.49	\$5.77	\$5.04	\$4.64	\$3.50	\$2.93	\$5.39	\$6.11	
	\$6,000							\$5.09	\$5.98	
	\$9,000							\$4.89	\$5.84	
	\$15,000	\$6.28	\$5.59	\$4.88	\$4.49	\$3.39	\$2.84	\$4.69	\$5.71	
<b>C</b>	\$21,000							\$4.59	\$5.60	
	\$27,000							\$4.49	\$5.46	
	\$33,000							\$4.39	\$5.30	
	\$42,000	\$6.08	\$5.40	\$4.72	\$4.34	\$3.28	\$2.75	\$4.29	\$5.18	
<b>B</b>	\$51,000							\$4.19	\$5.06	
	\$60,000							\$3.99	\$4.97	
	\$69,000							\$3.79	\$4.89	
	\$84,000	\$5.45	\$4.92	\$4.56	\$4.20	\$3.17	\$2.65	\$3.59	\$4.56	
<b>A</b>	\$154,000							\$3.49	\$4.51	
	\$244,000							\$3.39	\$4.45	
	\$299,000							\$3.19	\$4.40	

investment level		Color Impact Ads*						OPEN LEVEL	
OPEN RATE		1x50	2x50	3x50	4x50	5x50	6x50		
<b>D</b>	\$3,000	\$190	\$380	\$570	\$760	\$950	\$1,140	<b>D</b>	\$3.80
	\$6,000	\$175	\$350	\$525	\$700	\$875	\$1,050		\$3.50/line
	\$9,000								
	\$15,000	\$170	\$340	\$510	\$680	\$850	\$1,020		<b>C</b>
\$21,000									
\$27,000									
\$33,000									
<b>B</b>	\$42,000	\$165	\$330	\$495	\$660	\$825	\$990	<b>B</b>	\$3.30/line
	\$51,000								
	\$60,000								
	\$69,000								
<b>A</b>	\$84,000	\$160	\$320	\$480	\$640	\$800	\$960	<b>A</b>	\$3.20/line
	\$154,000								
	\$244,000								
	\$299,000								



# More Readership than any other Source!



## Information Sources Used in Home Search

- Real estate agent - 87%
- Yard sign - 55%
- **Internet - 88%**
- **Newspaper - 30%**
- Home book/magazine - 19%
- Open house - 45%

With *The Kansas City Star* and [www.kansascity.com](http://www.kansascity.com) you will reach more than 1 million readers a week.

Source: 2011 National Association of REALTORS® Profile of Home Buyers and Sellers

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