

2013



THE STAR.
KansasCity.com

CLASSIFIED RECRUITMENT RATES

EFFECTIVE: JANUARY 1, 2013



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
\$3,000 \$7,500 \$25,000	\$18.46	\$15.38	\$9,795	\$15,724	\$30,159	\$3.16
\$50,000+	\$17.43	\$14.35	\$8,635	\$14,564	\$26,679	\$3.07

Minimum size requirement: 84 lines (6")

Larger investment levels available, ask representative for details.

Display Print and Online Package Buys

Package 1: Starting at \$1,649
Minimum Ad Size: 1/32 Page

Package 2: Starting at \$2,390
Minimum Ad Size: 1/8 Page

Package 3: Starting at \$3,485
Minimum Ad Size: 1/4 Page

Half and Full Page buys available, ask representative for details.

Packages include: Print Ad in Kansas City Star and Ink Magazine, Interactive ad on KansasCity.com Interactive Network, and a 30-day job post on Careerbuilder.com

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%
\$3,000 \$7,500 \$25,000	27%	22%	17%	12%	7%
\$50,000+	24%	19%	14%	9%	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			
3,000	\$112.50	\$17.50	\$3.25
7,500	\$107.50	\$16.50	\$3.10
25,000	\$107.50	\$16.50	\$3.00
50,000+	\$105.00	\$16.00	\$2.85

* Additional days — run consecutively

- Ask your Account Representative about:
- Star Business Weekly
 - Ink Jobs
 - Jobstart
 - Behavioral Targeted Advertising

ONLINE

Careerbuilder.com	Print with Online	
Single Job	\$419	\$350
3 Jobs	\$390	\$330
5 Jobs	\$350	\$310
10 Jobs	\$340	\$290
25 Jobs	\$240	\$210

Online Prices with Contracts	
Investment Level	
\$3,000	\$300
\$7,500	\$300
\$25,000	\$200
\$50,000	\$175

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.



2013



THE STAR.
KansasCity.com

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