

2013

R E T A I L

R A T E S

THE  STAR.
KansasCity  .com

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**

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.

CONTENTS

Investment Levels	2
Color	2
Paid Position	2
Repeat Ad Program	3
Full Run Advertising	4-6
House & Home	7
Food & Beverage	8
Neighborhood News & Zone	9-10
913	11-12
Star Magazine	13
Star Magazine HealthCheck	14
Sunday Products	15
Specialty Products	16-17
Inserts.....	18-20
Advertising Production.....	21-22
Advertising Photography	22
Policy & Contracts.....	23-24
Who to Contact.....	25
Deadlines.....	26

Source: Scarborough Research 2012, Release 2

* Source: Omniture 2012

** ComScore October 2012

Retail ROP Rates

Use the enclosed rates for full run ROP (Run of Press) products of *The Kansas City Star*, if you have a local storefront presence and have not been established as a national or classified rate category.

Investment levels indicate an annual investment in *Kansas City Star* products and services. An advertiser has 12 months to fulfill the Investment Agreement. Advertisers on ROP Investment Level contracts

may run in other part run or zoned editions of *The Star* without signing a separate agreement. The following products and services count toward Investment Level fulfillment:

INVESTMENT LEVELS

E	\$1,500
	\$3,000
	\$6,000
	\$9,000
	\$12,000

D	\$16,000
	\$21,000
	\$28,000
	\$37,000

C	\$47,000
	\$59,000
	\$74,000
	\$90,000

B	\$120,000
	\$160,000
	\$200,000
	\$250,000

A	\$320,000
	\$400,000
	\$500,000
	\$650,000+

- ROP
- Star magazine
- Inserts (pre-print and P&D & overruns)
- Neighborhood News
- 913
- Star Savings
- Star Notes
- KC Homes
- Poly-bags
- Grand Communications
- KansasCity.com
- Special Sections
- Star Direct (except postage)
- Research
- Ad Services and photography charges

The following products do NOT count toward revenue contract fulfillment:

- Promotional space
- Postage (Star Direct)
- Commercial Print
- Suburban Property Revenue

color

Color rates are available 7 days per week. Color advertisement deadlines are advanced 24 hours. Color rates are charged as a percentage of space. Spot color to full color carry the same rate.

BROADSHEET PAGES	COLOR CHARGES (as percent of space)
Under Qtr Page (29.75" or fewer)	40%
Qtr Page plus (30 - 59.75")	34%
Half Page plus (60-108")	27%
Full page (108-120")	21%
Minimum color charge	\$599
Maximum color charge	\$2,599

TABLOID PAGES	COLOR CHARGES (as percent of space)
Under Qtr Page (Under 14")	40%
Qtr Page plus (14" - 27.25")	34%
Half Page plus (27.5-45")	27%
Full page (45.25" plus)	21%
Minimum color charge	\$599
Maximum color charge	\$2,599

paid position

Advertisers who request and receive preferred position in Main News will be charged the following additional per-inch premium.

A preferred-position of \$17.50 per column inch will be charged for page 3 of any full-run section other than Main News.

All positions are subject to availability and are sold only for a specific page. No guarantees are made for position on a certain page. Also, there is no

PAGE OR SECTION	PER COL INCH
Page 3 Monday-Saturday	\$19.25
Page 4 or 5 Monday-Saturday	\$17.50
Page 6 or 7 Monday-Saturday	\$17.25
Page 8 or 9 Monday-Saturday	\$16.00

guarantee that competitive advertisers or merchandise will not appear on the same page or facing page.

No positions are sold or assigned on a permanent basis, and all positions assignments are reviewed quarterly. In an emergency, *The Star* reserves

the right to change previously agreed-upon positions. Should this happen, the premium charge will be for the page placement received.

The Star attempts to maintain fairness to all advertisers within the constraints of space and deadline limitations.

Advertisers' volume and consistency are considered, though not exclusively, when assigning positions. Preferred-position requests should be directed to the Page and Section Layout Department and followed up with written confirmation to avoid any miscommunication.

Repeat Ad Program

Our **Repeat Ad Program** allows Contract Advertisers to stretch their advertising investment to get the most frequency possible. All ads must be run in a 7-day period, ordered

at one time, no size changes. Minimal copy changes relating to dates only. **Six inch minimum ad size.** Any Repeat Ad schedule with Main News as a component will have the entire schedule billed at Main News rate.

	Investment Level	Main News	All other sections	Color Charge (% space)
Action Ads (4x-7x in 7 days including Sunday)	E	\$83	\$61	30%
	D	\$80	\$59	
	C	\$77	\$56	
	B	\$74	\$55	
	A	\$72	\$54	
Sunday Triple Play Sunday + 2 Daily Ads (3x in 7 days)	E	\$101	\$79	35%
	D	\$97	\$76	
	C	\$94	\$72	
	B	\$90	\$69	
	A	\$87	\$67	
Daily Triple Play Plus (3x-6x in 7 days) No Sundays	E	\$71	\$53	35%
	D	\$70	\$51	
	C	\$68	\$49	
	B	\$65	\$46	
	A	\$62	\$43	
Sunday Pickup (2x in 7 days) Sunday & Daily	E	\$116	\$94	45%
	D	\$111	\$90	
	C	\$108	\$87	
	B	\$103	\$83	
	A	\$100	\$79	
Daily Pickup (2x in 7 days) No Sundays	E	\$92	\$73	45%
	D	\$89	\$71	
	C	\$87	\$67	
	B	\$83	\$64	
	A	\$81	\$62	

Color must be purchased for all ads in the schedule. Color minimums not applicable.

Full Run Advertising

Flex Programs

The Flex Program allows you maximum flexibility to choose the best weeks to run your ads this year. Graduating weeks require different annual investment levels. To qualify, advertisers must run at least one insertion per week for the contracted number of weeks. Weeks can be non-consecutive. Advertiser must choose to enroll in this program.

			full run flex plan							
			Main News				Sports			
Number of Weeks	Minimum Ad Size	Minimum Investment	Mon Tues	Wed Thurs	Fri Sat	Sun day	Mon Tues	Wed Thurs	Fri Sat	Sun day
4	4in	\$1,500	\$107	\$117	\$122	\$165	\$79	\$85	\$94	\$119
6	6in	\$6,000	\$105	\$114	\$120	\$162	\$76	\$83	\$93	\$116
13	8in	\$12,000	\$104	\$112	\$118	\$159	\$74	\$82	\$91	\$114
18	9in	\$21,000	\$102	\$111	\$116	\$155	\$72	\$79	\$89	\$111
26	10in	\$37,000	\$99	\$108	\$114	\$151	\$70	\$77	\$87	\$109
52	12in	\$59,000	\$98	\$106	\$112	\$148	\$68	\$76	\$84	\$106

		single insertion rates							
investment level		Main News				Sports			
		Mon Tues	Wed Thurs	Fri Sat	Sun day	Mon Tues	Wed Thurs	Fri Sat	Sun day
	Open	\$149	\$163	\$163	\$250	\$111	\$119	\$126	\$180
E	\$1,500	\$119	\$130	\$135	\$190	\$88	\$94	\$105	\$136
	\$3,000	\$117	\$127	\$132	\$185	\$86	\$92	\$104	\$132
	\$6,000	\$115	\$124	\$130	\$180	\$84	\$91	\$102	\$129
	\$9,000	\$114	\$123	\$128	\$177	\$83	\$90	\$101	\$127
	\$12,000	\$113	\$121	\$127	\$175	\$82	\$89	\$100	\$125
D	\$16,000	\$113	\$120	\$126	\$173	\$81	\$88	\$99	\$124
	\$21,000	\$112	\$119	\$125	\$171	\$80	\$87	\$98	\$122
	\$28,000	\$111	\$119	\$124	\$169	\$79	\$86	\$97	\$121
	\$37,000	\$110	\$118	\$123	\$167	\$78	\$85	\$96	\$119
C	\$47,000	\$108	\$117	\$122	\$164	\$77	\$84	\$95	\$118
	\$59,000	\$107	\$115	\$121	\$163	\$76	\$83	\$94	\$117
	\$74,000	\$106	\$114	\$120	\$161	\$75	\$82	\$93	\$115
	\$90,000	\$106	\$114	\$120	\$160	\$74	\$81	\$92	\$114
B	\$120,000	\$105	\$112	\$118	\$158	\$73	\$80	\$91	\$113
	\$160,000	\$104	\$111	\$117	\$155	\$72	\$79	\$90	\$111
	\$200,000	\$103	\$111	\$116	\$154	\$71	\$78	\$89	\$110
	\$250,000	\$102	\$109	\$115	\$152	\$70	\$77	\$88	\$109
A	\$320,000	\$99	\$108	\$114	\$150	\$69	\$76	\$87	\$108
	\$400,000	\$98	\$107	\$113	\$149	\$68	\$75	\$86	\$106
	\$500,000	\$98	\$106	\$112	\$147	\$67	\$74	\$85	\$105
	+\$650,000	call	call	call	call	call	call	call	call

Full Run Advertising

full run flex plan

Number of Weeks	Minimum Ad Size	Minimum Investment	Local	Business	fyi		
			Sunday*	Tuesday	Monday Tuesday	Wednesday	Friday Saturday
4	4in	\$1,500	\$111	\$100	\$67	\$74	\$80
6	6in	\$6,000	\$106	\$98	\$65	\$71	\$76
13	8in	\$12,000	\$100	\$96	\$61	\$68	\$73
18	9in	\$21,000	\$97	\$94	\$60	\$66	\$71
26	10in	\$37,000	\$89	\$92	\$56	\$61	\$66
52	12in	\$59,000	\$86	\$90	\$54	\$59	\$64

single insertion rates

investment level	Local	Business	fyi					
	Sunday*	Tuesday	Monday Tuesday	Wednesday	Friday Saturday			
Open	\$164	\$134	\$91	\$101	\$106			
E \$1,500 \$3,000 \$6,000 \$9,000 \$12,000	\$117	\$110	\$69	\$79	\$83			
		\$108						
		\$106						
		\$105						
		\$104						
D \$16,000 \$21,000 \$28,000 \$37,000	\$111	\$103	\$67	\$74	\$80			
		\$102						
		\$101						
		\$100						
C \$47,000 \$59,000 \$74,000 \$90,000	\$106	\$99	\$66	\$71	\$76			
		\$98						
		\$97						
		\$96						
		\$95						
B \$120,000 \$160,000 \$200,000 \$250,000	\$100	\$94	\$61	\$68	\$73			
		\$93						
		\$92						
		\$91						
A \$320,000 \$400,000 \$500,000 +\$650,000	\$97	\$90	\$60	\$66	\$71			
		\$89						
		call				call	call	call
		call				call	call	call

*Sunday Local based on availability

Full Run Sections

full run flex program

Food	Preview	A&E
Wednesday	Thursday	Sunday
\$49	\$88	\$158
\$47	\$82	\$155
\$45	\$80	\$152
\$43	\$78	\$147
\$42	\$72	\$145
\$42	\$70	\$142

Number of Weeks	Minimum Ad Size	Minimum Investment
4	4in	\$1,500
6	6in	\$6,000
13	8in	\$12,000
18	9in	\$21,000
26	10in	\$37,000
52	12in	\$59,000

weekly sections single insertion

Food	Preview	A&E	Targeted Sections*	
Wednesday	Thursday	Sunday	Daily	Sunday
\$64	\$113	\$239	\$124	\$180
\$48	\$91	\$182	\$51	\$78
		\$177		
		\$172		
		\$170		
\$46	\$88	\$166	\$49	\$75
		\$164		
		\$162		
		\$160		
\$44	\$82	\$158	\$47	\$71
		\$155		
		\$155		
		\$154		
\$42	\$80	\$152	\$45	\$68
		\$150		
		\$147		
		\$145		
\$41	\$78	\$145	\$43	\$66
		\$142		
		\$142		
		\$142		
call	call	call	call	call

investment level

Open

\$1,500
\$3,000
\$6,000
\$9,000
\$12,000

E

\$16,000
\$21,000
\$28,000
\$37,000

D

\$47,000
\$59,000
\$74,000
\$90,000

C

\$120,000
\$160,000
\$200,000
\$250,000

B

\$320,000
\$400,000
\$500,000
+\$650,000

A

*See your Account Executive for a complete list of Targeted Sections eligible for these rates.

House & Home

Useful, creative solutions can be found in this full-color, locally written section. House & Home features local Kansas Citians and Kansas City professionals.

flex plan

Minimum Investment	Number of weeks	1/12 pg	1/8 pg	1/6 pg	1/4 pg	1/3 pg	1/2 pg	3/4 pg	full pg
\$12,000	12	\$762	\$1,140	\$1,519	\$2,276	\$3,033	\$4,547	\$6,818	\$9,089
\$21,000	24	\$741	\$1,109	\$1,477	\$2,214	\$2,950	\$4,422	\$6,631	\$8,840
\$37,000	48	\$720	\$1,078	\$1,436	\$2,151	\$2,867	\$4,298	\$6,444	\$8,591
color charge		included	included	included	included	included	included	included	included

single insertions

investment level	1/12 pg	1/8 pg	1/6 pg	1/4 pg	1/3 pg	1/2 pg	3/4 pg	full pg
Open	\$876	\$1,313	\$1,750	\$2,626	\$3,503	\$5,253	\$7,879	\$10,506
E \$1,500 \$3,000 \$6,000 \$9,000 \$12,000	\$833	\$1,249	\$1,666	\$2,498	\$3,331	\$4,997	\$7,495	\$9,994
	\$800	\$1,201	\$1,602	\$2,402	\$3,204	\$4,804	\$7,208	\$9,610
	\$779	\$1,170	\$1,559	\$2,338	\$3,118	\$4,677	\$7,015	\$9,352
	\$759	\$1,137	\$1,516	\$2,275	\$3,032	\$4,548	\$6,824	\$9,097
	\$738	\$1,105	\$1,473	\$2,211	\$2,946	\$4,420	\$6,630	\$8,841
A \$320,000 \$400,000 \$500,000 +\$650,000	call	call	call	call	call	call	call	call
color charge	included	included	included	included	included	included	included	included

Food & Beverage rates

Food & Beverage advertisers may qualify for these rates for the following sections: Wednesday FOOD, Thursday Preview Dine-out section, Tuesday Business Dine-out and Sunday Arts & Entertainment Dine-out. Only restaurants and establishments

whose primary business is food and beverages may use the Food & Beverage rate: restaurants, bars, liquor stores and specialty grocery stores. Food & Beverage rates are NOT applicable for art galleries, festivals, and other "events."

color		CHARGED (as percent of space)
1 Daily Ad		45%
1 Sunday Ad		45%
Daily/Sunday combo		35%
Any 3 Days		30%
Minimum color charge		\$.99
Per day single insertion or combo		

flex plan

Daily	Sunday	Daily Sunday Combo	Any 3 Days	Number of Weeks	Minimum Ad Size	Minimum Investment
\$49	\$70	\$48	\$38	6	4in	\$1,500
\$47	\$67	\$46	\$37	13	6in	\$3,000
\$45	\$65	\$44	\$36	18	8in	\$6,000
\$43	\$62	\$43	\$34	26	9in	\$9,000
\$42	\$60	\$42	\$33	52	10in	\$12,000

single insertion

Daily	Sunday	Daily Sunday Combo	Any 3 Days	investment level	
\$64	\$93	\$63	\$51	Open \$1,500 \$3,000 \$6,000 \$9,000 \$12,000 E	
\$48	\$69	\$47	\$37		
\$46	\$66	\$45	\$36		\$16,000 \$21,000 \$28,000 \$37,000 D
\$44	\$64	\$43	\$35		\$47,000 \$59,000 \$74,000 \$90,000 C
\$42	\$61	\$42	\$32		\$120,000 \$160,000 \$200,000 \$250,000 B
\$41	\$59	\$41	\$31	\$320,000 \$400,000 \$500,000 A	
call	call	call	call	+\$650,000	

Neighborhood News

Target your advertising message in these tabloid sized products to readers in specific geographic areas. Neighborhood News editions focus on local government, schools, neighbors and communities.

• Advertisers wanting to pick up an ROP ad in Neighborhood News and zoned editions within a seven-day period will pay the

first insertion rate for the full-run ad and pay the second issue pick-up rate for any Neighborhood News or zoned ad.

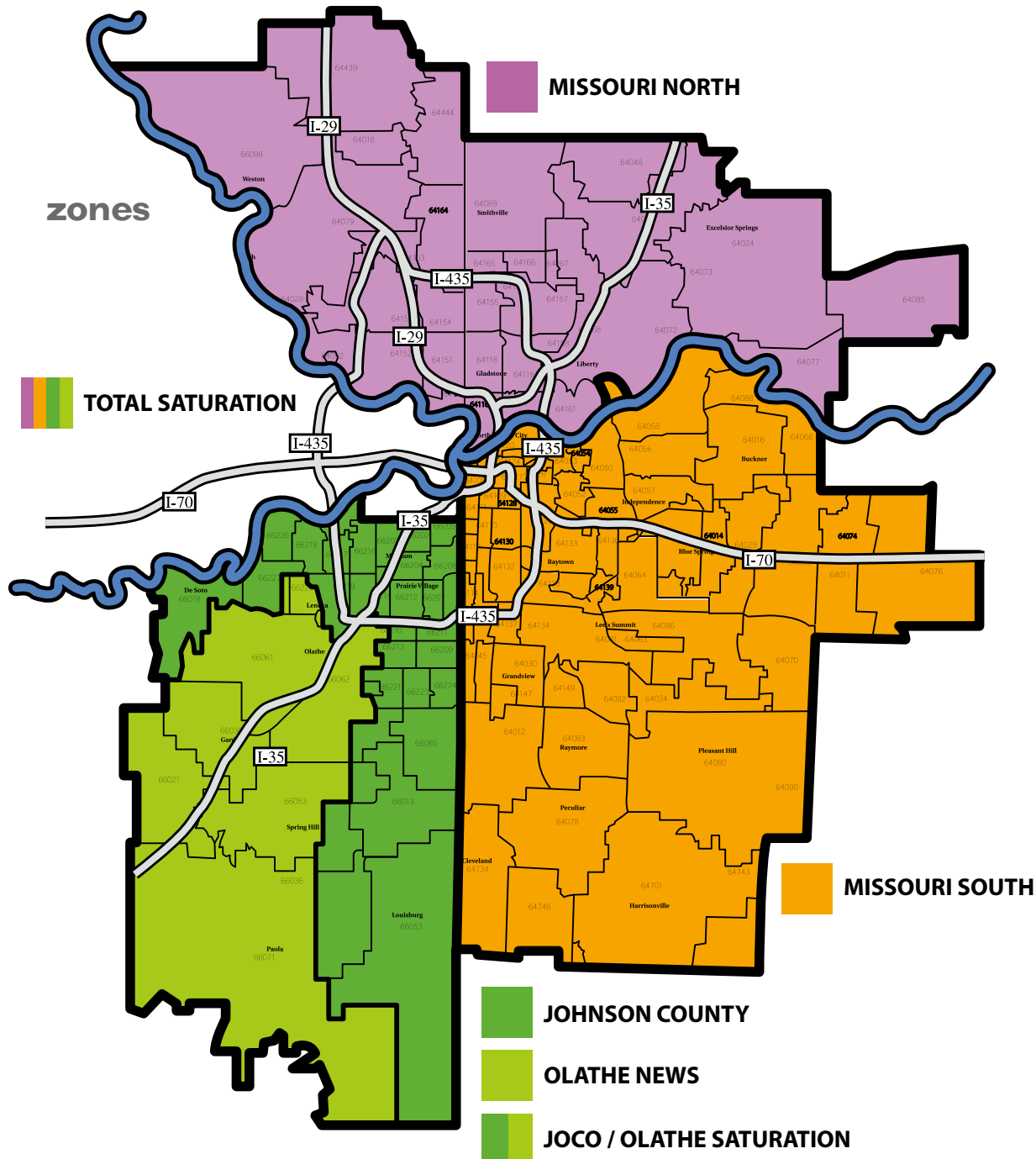
- Full-run ROP contract advertisers will be able to run in any Neighborhood News or zoned product at their earned investment level without signing a separate contract.
- All Neighborhood News or zone contract advertisers who would like to run full run will pay the appropriate investment level rate.

• All Neighborhood News editions are tabloid in size.

• Pick-up rates are good within a seven-day period in products appearing twice weekly.

• Color charges are per zone.

• A&B level contract advertisers pay the C level rate in Neighborhood News and Zone editions.



Impact Ads – Neighborhood News

Impact Ads are modular units purchased at a discounted rate. Regular color rates apply. No multi-zone or repeat ad discounts available.

impact ads

Impact ads are modular units. Multi-zone and pick-up rates do not apply. Impact ads only available in Neighborhood News tab products.

	Quarter Page 3col.x4.75"			Half Page 6col.x4.75"			2/3 Page 4col.x9.75"			Full Page 6col.x9.75"		
	E	D	C	E	D	C	E	D	C	E	D	C
Johnson County Neighborhood News	399	365	338	703	662	634	806	764	734	1292	1252	1264
The Olathe News	176	167	155	348	329	301	415	395	355	600	550	450
Kansas Saturation	575	532	493	1051	991	935	1221	1159	1089	1892	1802	1714
Missouri North	274	254	235	496	468	441	573	546	520	819	780	743
Missouri South	575	532	493	1051	991	835	1324	1261	1200	1892	1802	1714
Missouri Saturation	849	786	728	1547	1459	1276	1897	1807	1720	2711	2582	2457

Single Insertion

		E					D					C					ROP/ 2nd issue pick-up
Multi-zone flex TX13 TX26		\$1,500	\$3,000	\$6,000	\$9,000	\$12,000	\$16,000	\$21,000	\$28,000	\$37,000	\$47,000	\$59,000	\$74,000	\$90,000			
Section	Open	E Level					D Level					C Level					Pick-Up
Saturday Only																	
Johnson County Neighborhood News	46				33				29					25	25		
The Olathe News	22				17				13					11	11		
Kansas Saturation	68				50				42					36	36		
Wednesday Only																	
Missouri North	30				23				20					17	17		
Missouri South	50				46				41					36	36		
Missouri Saturation	80				69				61					53	53		

color	CHARGED (as percent of space)
under 14"	25%
14"-27.25"	22%
27.5"-45"	20%
45.25"-58.5"	17%
Minimum color charge per zone	\$100
Saturation rate color maximum	\$400

Paid Positions

Positions are on a first come, first served basis. No positioning guarantees will be made.

- Back Page - 10%
- Page 2,3,5,7 or 9 - 8%

To calculate: establish inch rate & any discounts, add color charge then add Paid Position

913

Be a part of 913, Johnson County's news magazine that provides a weekly, in-depth look at the people and issues driving one of Kansas City's most dynamic areas.

Each Wednesday readers will find expanded and improved local coverage of Johnson County, including:

- Local news and features, focusing on key newsmakers;
- Cities and county governments;
- Crime and safety;
- Dining out, shopping and entertainment;
- Johnson County business news, including comings and goings;
- Johnson County sports;
- Columnist Steve Rose, plus other opinions, cartoons and letters.

Target your advertising message in 913 and we'll deliver it to the county that has the highest median household income and highest per-capita income in Kansas and ranks among the most affluent in the United States.

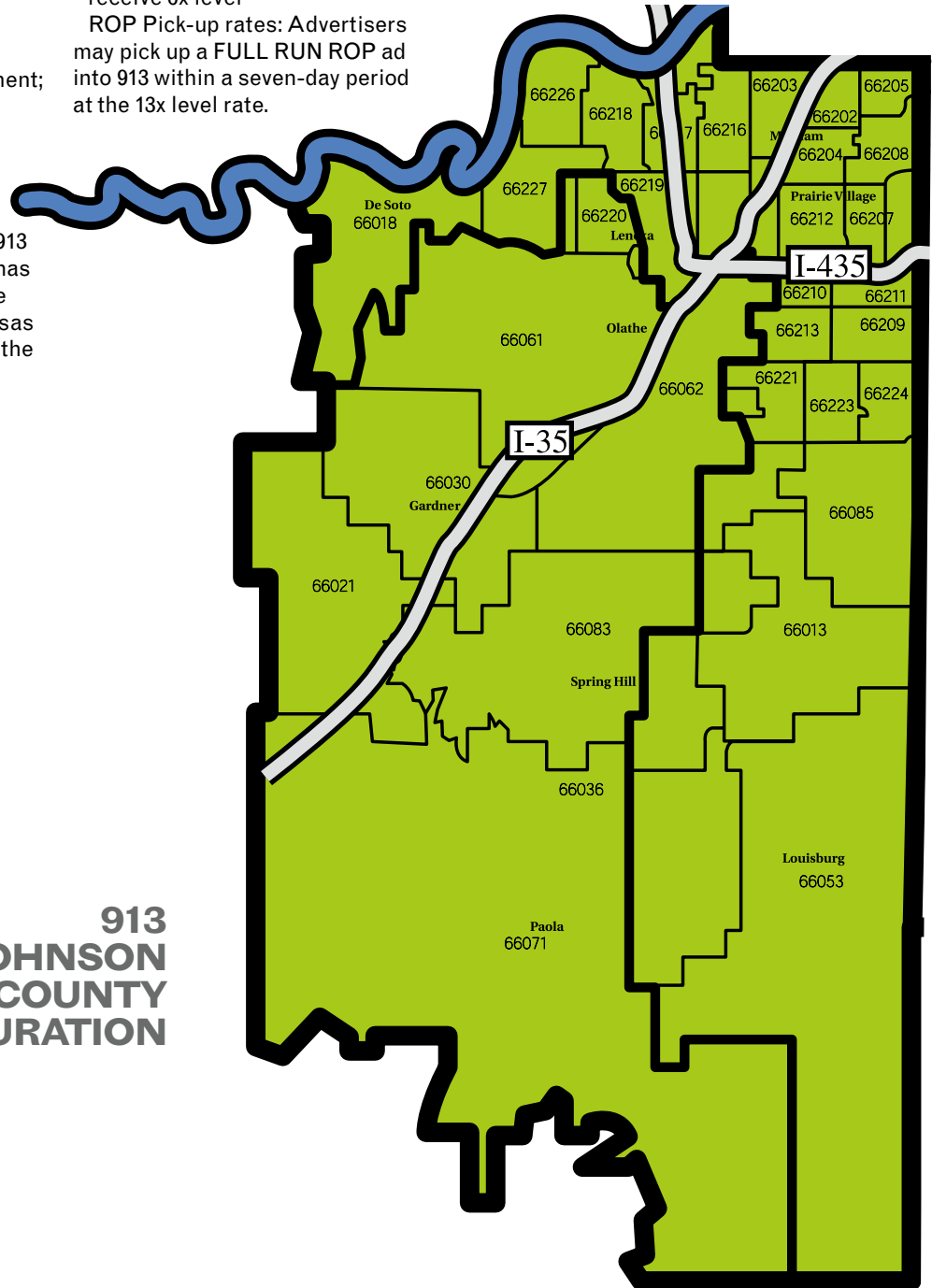
Advertisers on Star Annual Investment Contracts automatically earn the following frequency rate levels in 913 without signing a separate contract:

- A and B Investment Contracts receive 26x level;
- C Investment Contracts receive 13x level;
- D and E Investment Contracts receive 6x level

ROP Pick-up rates: Advertisers may pick up a FULL RUN ROP ad into 913 within a seven-day period at the 13x level rate.

Premium Positioning: An additional 10 percent premium applies for guaranteed page 3, 5 and 7 placement (based on availability). An additional 15 percent premium applies for guaranteed back page placement; requires minimum 26x commitment (based on availability).

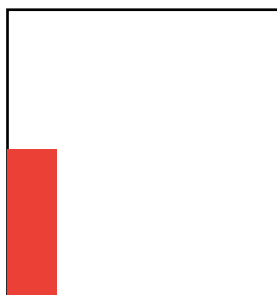
**913
JOHNSON
COUNTY
SATURATION**





913 Retail Advertising Sizes & Rates

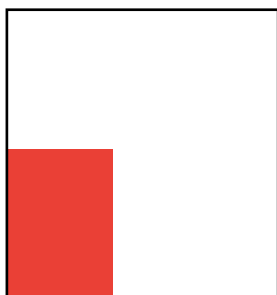
913 Recommended Ad Sizes:



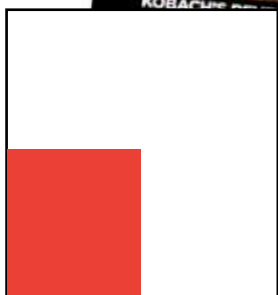
1/12 Page V
1 col x 4.75"



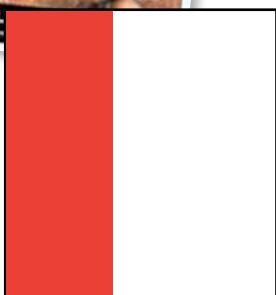
1/6 Page V
1 col x 9.75"



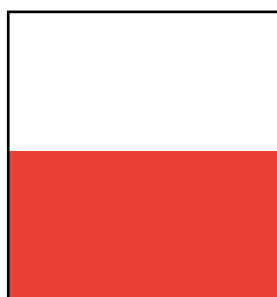
1/6 Page
2 col x 4.75"



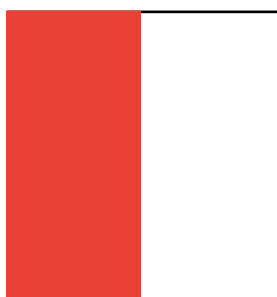
1/4 Page
3 col x 4.75"



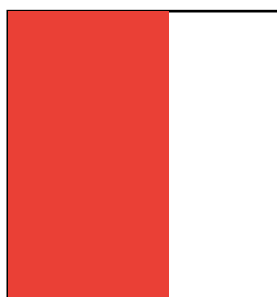
1/3 Page V
2 col x 9.75"



1/2 Page H
6 col x 4.75"



1/2 Page V
3 col x 9.75"



2/3 Page
4 col x 9.75"



Full Page
6 col x 9.75"



913 Recommended Ad Sizes

	Open	6x	13x	26x	52x
1/12 Pg Vertical: 1.58" x 4.75"	\$209.00	\$156.75	\$140.13	\$128.25	\$111.63
1/6 Pg Vertical: 1.58" x 9.75"	\$429.00	\$321.75	\$287.63	\$263.25	\$229.13
1/6 Pg: 3.26" x 4.75"	\$418.00	\$313.50	\$280.25	\$256.50	\$223.25
1/4 Pg: 4.94" x 4.75"	\$627.00	\$470.25	\$420.38	\$384.75	\$334.88
1/3 Pg Vertical: 3.26" x 9.75"	\$858.00	\$643.50	\$575.25	\$526.50	\$458.25
1/2 Pg Horiz: 10" x 4.75"	\$1,254.00	\$940.50	\$840.75	\$769.50	\$669.75
1/2 Pg Vert: 4.94" x 9.75"	\$1,287.00	\$965.25	\$862.88	\$789.75	\$687.38
2/3 Pg: 6.62" x 9.75"	\$1,452.00	\$1,089.00	\$973.50	\$891.00	\$775.50
Full Page: 10" x 9.75"	\$2,574.00	\$1,930.50	\$1,725.75	\$1,579.50	\$1,374.75
Open Ad Sizes: Rate Per Inch	\$44.00	\$33.00	\$29.50	\$27.00	\$23.50

The Kansas City Star Magazine

Star Magazine, consistently one of the best read Sunday sections, celebrates the things that make us uniquely Kansas City: our people, food, music, art, geography, humor and history. Every Sunday our writers and photographers give readers a taste of Kansas City culture in a four-color magazine. Plus, readers enjoy special sections every month including important health related information.

star magazine rates

Flex Plan		1/8 pg	1/6 pg	1/4 pg	3/8 pg	1/2 pg	2/3 pg	full pg
# of weeks	minimum investment							
8	\$6,000	\$882	\$1,155	\$1,733	\$2,599	\$3,465	\$4,620	\$6,930
13	\$12,000	\$700	\$917	\$1,375	\$2,063	\$2,750	\$3,667	\$5,500
18	\$16,000	\$665	\$871	\$1,306	\$1,960	\$2,613	\$3,483	\$5,225
26	\$21,000	\$574	\$752	\$1,128	\$1,692	\$2,255	\$3,007	\$4,510
48	\$37,000	\$534	\$713	\$1,069	\$1,602	\$2,137	\$2,849	\$4,274
single insertion		1/8 pg	1/6 pg	1/4 pg	3/8 pg	1/2 pg	2/3 pg	full pg
Open		\$1,281	\$1,678	\$2,516	\$3,775	\$5,005	\$6,710	\$10,065
E		\$990	\$1,320	\$1,980	\$2,970	\$3,960	\$5,280	\$7,920
D		\$882	\$1,155	\$1,733	\$2,599	\$3,465	\$4,620	\$6,930
C		\$700	\$917	\$1,375	\$2,063	\$2,750	\$3,667	\$5,500
B		\$665	\$871	\$1,306	\$1,960	\$2,613	\$3,483	\$5,225
A		\$574	\$752	\$1,128	\$1,692	\$2,255	\$3,007	\$4,510
Buy-an-Ad, Get-a-Story Available only in our HealthCheck sections.		N/A	N/A	\$2,334 Matched with equal story space, TOTAL HALF PAGE PRESENCE.	NA	\$4,664 Matched with equal story space, TOTAL FULL PAGE PRESENCE.	NA	\$9,334 Matched with equal story space, TOTAL TWO PAGE PRESENCE.

Star Magazine Ad Sizes

Modular	Measurements
Full Page	10" x 9.75"
2/3 Page	6.62" x 9.75"
1/2 Page H	10" x 4.75"
1/2 Page V	4.94" x 9.75"
3/8 Page	4.94" x 7.25"
1/4 Page	4.94" x 4.75"
1/4 Page H	10" x 2.25"
1/6 Page	3.26" x 4.75"
1/8 Page	4.94" x 2.25"

Mechanical Requirements

- 120 line screen
- 240 pixels per inch
- Maximum highlight 6-8 percent
- Maximum shadow 78 percent
- Total ink limit is 220%
- Dot gain 20%



Star Magazine HealthCheck

Throughout the year, The Kansas City Star Magazine publishes many special sections dedicated to health care and wellness. These sections feature editorial and advertorial content. Your practice has the opportunity to “buy an ad, get a story” throughout the year, helping you position your practice as the expert in your field and providing more than 636,600* Sunday Star Magazine readers a chance to learn about you in depth.

Kansas City Star Magazine's 2013 Health Check Sections



All 2013 Kansas City Star Magazine Health Check sections have a “buy-an-ad, get-a-a story” component available.

Section	Publication Date	Deadline	Advertorial Deadline
A Better You Diet, fitness and related aesthetic procedures	Sun., Jan. 6, 2013	Tue., Dec. 11, 2012	Wed., Nov. 21, 2012
Heart and Stroke Cutting edge heart procedures, stroke prevention	Sun., Feb. 3, 2013	Tue., Jan. 15, 2013	Wed., Dec. 26, 2012
Savvy Seniors 1 Active senior living opportunities	Sun., Feb. 17, 2013	Tue., Jan. 29, 2013	Wed., Jan. 9, 2013
KC Doctors Honoring local doctors	Sun., Feb. 24, 2013	Tue., Feb. 05, 2013	Wed., Jan. 16, 2013
KC Orthopedics Advancements in orthopedics and podiatry	Sun., Mar. 10, 2013	Tue., Feb. 19, 2013	Wed., Jan. 30, 2013
Cancer April is National Cancer Control Month	Sun., Apr. 7, 2013	Tue., Mar. 19, 2013	Wed., Feb. 27, 2013
KC Woman Women's health and cosmetic enhancements	Sun., Apr. 28, 2013	Tue., Apr. 09, 2013	Wed., Mar. 20, 2013
KC Nurses Honoring local nurses	Sun., May 5, 2013	Tue., Apr. 16, 2013	Wed., Mar. 27, 2013
Savvy Seniors 2 Wellness and longevity, home health options	Sun., May 12, 2013	Tue., Apr. 23, 2013	Wed., Apr. 3, 2013
KC Men's Health Low Testosterone and Snoring	Sun., Jun. 9, 2013	Tue., May 21, 2013	Wed., May 1, 2013
Prevention and Wellness Heart disease, breast and cervical exams and osteoporosis	Sun., Jun. 16, 2013	Tue., May 28, 2013	Wed., May 8, 2013
Family Physicians Family health, urgent care, sunscreen and allergies	Sun., July 14, 2013	Tue., Jun. 25, 2013	Wed., Jun. 5, 2013
KC Hospitals Latest news of local hospital technology and facilities	Sun., Jul. 28, 2013	Tue., Jul. 9, 2013	Wed., Jun. 19, 2013
Baby and Child Pediatrics, childhood obesity, obstetrics and infertility	Sun., Aug. 25, 2013	Tue., Aug. 6, 2013	Wed., Jul. 17, 2013
Savvy Seniors 3 Increased mobility with new advancements in orthopedics	Sun., Sept. 8, 2013	Tue., Aug. 20, 2013	Wed., Jul. 31, 2013
Cutting Edge Latest in medical advancements, minimally invasive surgery	Sun., Sept. 15, 2013	Tue., Aug. 27, 2013	Wed., Aug. 7, 2013
Breast Cancer October is Breast Cancer Awareness Month	Sun., Sept. 29, 2013	Tue., Sept. 10, 2013	Wed., Aug. 21, 2013
Women's Heart and Health Heart disease and anxiety	Sun., Oct. 13, 2013	Tue., Sept. 24, 2013	Wed., Sept. 4, 2013
The Diabetic Epidemic Causes, effects and wellness tips	Sun., Oct. 27, 2013	Tue., Oct. 8, 2013	Wed., Sept. 18, 2013
Savvy Seniors 4 Hearing aid options and in-home care	Sun., Nov. 17, 2013	Tue., Oct. 29, 2013	Wed., Oct. 9, 2013
KC Hospital Prognosis Innovations in 2013 and looking forward to 2014	Sun., Dec. 22, 2013	Tue., Dec. 3, 2013	Wed., Nov. 13, 2013

* Source: Scarborough 2012 Release 2 and Survey with The Star's Readers Panel.

Star Specialty Products

zoned polybags

Advertising Polybags are available daily in quantities as low as 30,000 daily and 50,000 Sunday. These eye-catching polybags provide "front-page visibility" for your advertising message to reach

potential customers. Polybags are available seven days a week to home-delivered subscribers of The Kansas City Star. Pricing is based on quantity and colors selected. Polybags can be purchased by

selecting advertising zones. Reserve your polybag date now. Copy is due eight weeks in advance of publication date. For more information, contact Randy Lane at 816-234-4157 or rlane@kcstar.com.

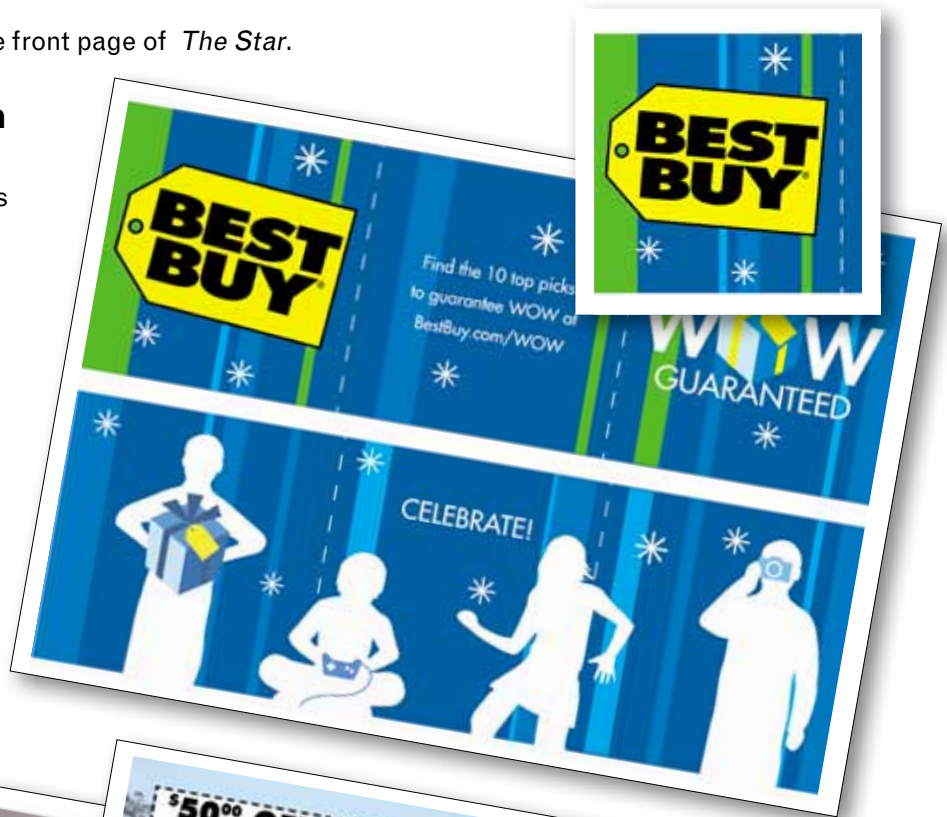
star notes

Place your advertising message on the front page of *The Star*.

Star Notes Information

- Standard note size 3" x 3."
- Four, Six and Eight panel note options available as well as Magnet notes.
- Scented notes are now available.
- Eight geographic zones to target your message are available seven days of the week.
- Notes can include from 1 spot color to 4 process colors on the front and up to 4 colors on the back.
- A 25,000 minimum order is required to on-sert most notes.
- 50,000 required for paneled notes, magnets and scented options.
- Star Note average application rate is 97%
- Deadline is 12 days prior to on-sert day.

For pricing information or to reserve a date, contact Ted Massing, Special Products Manager at 816-234-4193 or tmassing@kcstar.com.



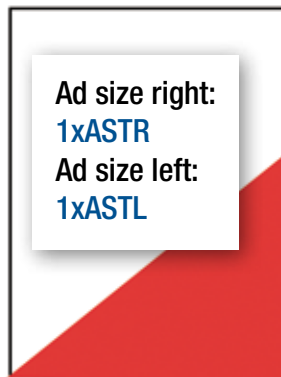
Star Specialty Products

adscapes

The Kansas City Star's AdScapes program allows advertisers to use unique, non-traditional ad shapes to present their advertising message.

Guidelines for the AdScapes program are:

- Ads may be purchased from a set menu of sizes called "Pre-sets" (see diagrams to the right) OR advertisers can build custom sized units.
- Rates for AdScapes are billed as total billable inches, at single insertion or repeat ad program rates at the earned contract level. Add rate card color charges plus a 25% premium.
- AdScapes revenue count toward investment level contracts.
- Color is charged at regular rate card rates.
- Deadline for AdScapes is three business days before the regular published deadlines.
- Although many shapes lend themselves to page exclusivity, no guarantee of page exclusivity are implied by the purchase of an AdScapes program unit.
- AdScapes are not available in Star Magazine.
- Custom AdScape sizes must be pre-approved by The Star's editorial staff.



Triangle



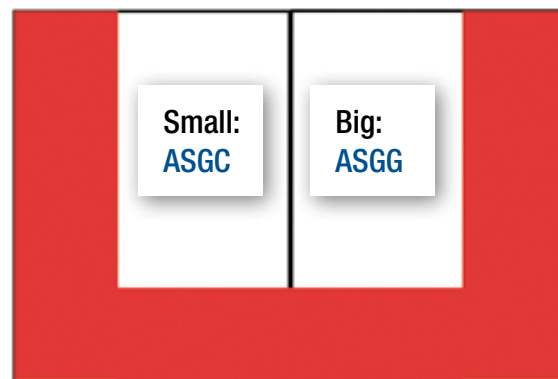
L-shape



T-bar



Bottom Hugger



Goalpost Grande



Fireplace

Other ad configurations are available. Ask your account executive for details.

Star Savings

Wednesday:

Star Savings is inserted in the newspaper and delivered to subscribers. They are the most valuable audience because they invite and pay to have the newspaper in their homes. Our readers have indicated that advertising inserts are one of the top sections read in the Wednesday newspaper!

Mid-week:

Every Tuesday/Wednesday non-subscribers receive Star Savings with grocery and retail advertising inserts. The Star Savings packages are mailed directly to homes each week.

Cancellation penalty may apply.

TOTAL MARKET WEDNESDAY COVERAGE

Full Run Rates

Frequency	Full Page Combo		Small Ad Unit		Medium Ad Unit		Large Ad Unit	
	Full Page	FP CPM	Small Ad	SA CPM	Medium Ad	MA CPM	Large Ad	LA CPM
1x	\$10,868	\$12.97 cpm	\$1,980	\$2.36 cpm	\$3,443	\$4.11 cpm	\$7,018	\$8.37 cpm
12x	\$9,999	\$11.93 cpm	\$1,899	\$2.27 cpm	\$3,168	\$3.78 cpm	\$6,457	\$7.70 cpm
24x	\$9,559	\$11.41 cpm	\$1,799	\$2.15 cpm	\$3,025	\$3.61 cpm	\$6,171	\$7.36 cpm
48x	\$8,690	\$10.37 cpm	\$1,650	\$1.97 cpm	\$2,750	\$3.28 cpm	\$5,610	\$6.69 cpm

Ad Sizes

Full Page.....	6.63" x 20"
Small Unit.....	3.26" x 4.88"
Medium Unit Vertical	3.26" x 9.88"
Medium Unit Horizontal	6.63" x 4.88"
Large Unit.....	6.63" x 9.88"

Vertical Strip Combo Wed Star & TMC

1/4 Strip - 2.42" x 4.88"	\$375
1/2 Strip - 2.42" x 9.88"	\$750
Full Strip - 2.42" x 20"	\$1500

Distribution

Full Run	838,121
Wednesday Star	233,822
Wednesday TMC	604,299

Deadline:

Wednesday 3-weeks prior to publication

Revenue Level Crossover Rates

E Level	12x Rate
D Level.....	12x Rate
C Level	12x Rate
B Level	24x Rate
A Level.....	48x Rate
Food Rate 48x	
(Fast Food/Restaurants)	

KC Star Preprint Rates (Rates are per 1,000 inserts)

Tab Pages	Wednesday 5000 Min	Thursday 5000 Min	Friday 5000 Min	Sunday 25000 Min
2	\$40	\$40	\$40	\$82
4	\$60	\$60	\$60	\$85
6	\$62	\$62	\$62	\$87
8	\$65	\$65	\$65	\$93
12	\$68	\$68	\$68	\$94
16	\$71	\$71	\$71	\$95
20	\$73	\$73	\$73	\$98
24	\$76	\$76	\$76	\$100
28	\$78	\$78	\$78	\$104
32	\$82	\$82	\$82	\$106
36	\$84	\$84	\$84	\$111
40	\$87	\$87	\$87	\$117
44	\$89	\$89	\$89	\$122
48	\$93	\$93	\$93	\$128

Preprint Discounts		Preprint Discounts for	
Yearly Frequency	Discount M	Utilizing TMC Coverage	Discount M
3x	\$1.00	10% - 19%	\$0.50
5x	\$2.00	20% - 39%	\$0.75
10x	\$3.00	40% - 74%	\$1.00
25x	\$4.00	75% Plus	\$2.00
50x	\$5.00	(% of TMC to Paid Coverage)	

Preprint Surcharges	
(Added to above Grid)	
Wed-Friday	Add per M
24M or Less	\$6.00
25M to 49M	\$5.00
50M to 99M	\$4.00
100M +	\$3.00
Sunday	Add per M
25M to 49M	\$8.00
50M to 99M	\$5.00
100M to 329M	\$4.00

(Inserts are not accepted on Mondays, Tuesdays or Saturdays)

Print & Deliver Program

The Star offers a wide array of print and deliver, turnkey insert options featuring both coated and uncoated stock avails. Contact your Account Executive or Randy Lane at 816-234-4157 (rlane@kcstar.com) for our latest stock and pricing options.

Star Inserts

The Kansas City Star's insert program gives your business targeted ZIP code delivery for your preprinted insert or we'll print it for you at a low per-piece cost.

Full and zoned circulation delivery is available Wednesday – Sunday with advance reservations. Minimum Sunday distribution is 25,000 pieces. Minimum daily distribution is 5,000. Call your account

executive for current quantities. Circulation figures DO NOT include spoilage. Normal spoilage is 3 percent. When TMC is combined with weekday or Sunday insertions within a seven-day period, additional discounts may be applicable.

Yearly frequency contracts are available for full, metro and zoned delivery. To qualify for preprint frequency contracts,

preprint advertisers must distribute no less than 10% of their average weekly year-to-date circulation volume per insertion. Smaller quantities will not be counted toward frequency contract fulfillment.

Thanksgiving Day will be charged Sunday insert rate on all preprints due to heavy demand. We strongly recommend an early reservation

be made to ensure space for your order. Cancellations of preprints scheduled for either Thanksgiving day or the following Sunday made less than 30 days prior to deadline will be subject to a \$1,000 fee. Minimum distribution on Thanksgiving day is 80,000. Preprints received at our dock after deadline could be subject to late fees or missed distribution date.

TMC preprints

Saturate the Kansas City marketplace when you include your preprinted insert to non-subscribers of *The Star*. To achieve total market coverage inserts are distributed by

3rd Class Mail
Preprints are priced by the weight of the piece and how many thousand are distributed.

preprints rates

For complete paid and TMC rate schedules as well as current ZIP code quantities, please consult your Star account executive or call Randy Lane at 816-234-4157.

preprint deadlines

Reservation Deadlines:

- Sunday** Previous Monday
13 days in advance
- Wednesday** . . Previous Thursday noon
- Food/Mail** Previous Tuesday
8 days in advance
- Thursday** . . . Previous Monday 10 a.m.
- Friday** Previous Tuesday 10 a.m.

Delivery Deadline:

- Sunday** Previous Friday,
9 days in advance by 5 p.m.
- Wednesday** . . . Previous Friday, 5 p.m.
- Food/Mail** Previous Friday, 5 p.m.
- Thursday** Previous Monday, 5 p.m.
- Friday** Previous Tuesday, 5 p.m.

Warehouse:

Inserts should be delivered to The Kansas City Star Warehouse, 1601 McGee, Kansas City, MO 64108.
Hours: Mon.-Fri. 7 a.m. to 7 p.m.,
Closed Saturday & Sunday

Minimum size:

5"x7", Maximum size: 11" x 12"

Minimum quantity:

5,000 or full amount of a zone or ZIP code.
(25,000 Sunday.)

Inserts over 11"X12" should be considered for quarterfolding. The Star will not be held responsible for quality of delivered inserts that extend beyond the host jacket size.

mechanical requirements

All single sheet preprints should be printed on a minimum 70-lb. stock to allow for proper insertion. Four-page tabloids on less than 70-lb. stock must be quarterfolded.

Preprints must carry, readily visible at the top of the cover page, "Advertising Supplement to The Kansas City Star" (10-point

type or larger). Also on the cover: the day of the week, month, date and year, i.e., Sunday, September 15, 2013.

The date of issue, number of copies on the skid and the total number of skids must be clearly visible on skid tag in 72-point type or larger. For more information, ask for a copy of The Kansas City Star Pre-print-

ed Specifications Supplement and instructions.

Advertisers should provide a minimum of 3 percent spoilage for insert orders. Quantities will vary depending on type and quality of preprints. Consult your account executive for specific recommendations.

If the total square inches of any flap or partial page

is equal to or greater than 50 percent of the tab page size, two additional tab pages will be charged. If the total square inches of any flap is less than 50 percent of the tab page size, one additional tab page will be charged. Flexi-tabloid inserts are charged as full tabloid pages. Tab pages are not factored.

Advertising Production

standard broadsheet page

retail and national

Measurement before processing: six columns wide by 20 inches deep. A full-column ad will be charged for ads over 18" in height. A full page measures 120 column inches. Double-truck: 21 inches wide, charged as 13 columns.

Columns	Inch Decimal	Picas/Points	Points
1 col =	1.58"	9p5	113.8
2 col =	3.26"	19p6	234.7
3 col =	4.94"	29p7	355.7
4 col =	6.62"	39p8	476.6
5 col =	8.3"	49p9	597.6
6 col =	10.0"	60p0	720

Double Truck width: 21.0"

Minimum ad depth is 1 inch.

standard tabloid page

Retail and National

Measurement before processing: six columns wide by 9.75 inches deep, 58.5 inches to the page. Tabloid column widths are the same as standard broadsheet pages. Double-truck: 20 inches wide, charged as 13 columns. Advertisements more than 7.75 inches deep will be charged as a full column (9.75 inches).

online advertiser services

To review our mechanical specifications go to <http://so8.expresskcs.com/advtportal-us03/mainpage/kcstarlive/> and click on the ad sizes and technical specs link.

Ad Delivery: Free ad delivery is available through our Studio Online Customer Portal. Go to <http://so8.expresskcs.com/advtportal-us03/mainpage/kcstarlive/>. Select the "Job Materials" option to upload multiple components or the "Camera Ready" option to upload a single pdf. The camera ready upload has a file size limit of 127 MB. The job materials option has a file size limit of 250 MB.

Proof Delivery: Electronic proofs are delivered through our Studio Online system. Notification of new ad proofs is sent directly to you via email. Please contact your account executive to sign up for this service.

E-sheet: An electronic method of proof of publication created from *The Kansas City Star's* final edition. E-Sheet files are generated for display ads appearing in the ROP or Classified sections of *The Kansas City Star*, *Star Magazine*, *House & Home*, and *The Kansas City Star* generated advertising supplements. Each E-Sheet shows your ad in the context of the entire page on which it appears. It also includes placement and tracking information. Log onto Olive tearsheets at: <http://digital.olivesoftware.com/Projects/ETS/KansasCity/login.asp?AppName=ETS&ProjID=KansasCity>

mechanical requirements

The Kansas City Star accepts ads created on Macintosh-compatible systems for direct transfer into the newspaper's computerized pagination system. Electronic transfers bypass the need for scanning a velox image, ensuring that the final printed version is of "original" quality. Ads suffer no second- or third-generation reproduction loss in the electronic transfer. Before submitting electronic material, please use the information in this publication to be sure your design applications are compatible with those in use at *The Star*. Each system and each ad is different. *The Star* currently accepts documents prepared in the following or previous versions of these supported applications.

supported software

Applications with full support:

- Adobe InDesign CS 5
- Adobe Illustrator CS 5 (EPS)
- Adobe Photoshop CS 5 (EPS or TIFF)
- Adobe Acrobat 9 (PDF or EPS)

Applications with limited support:

The Star currently accepts EPS file formats from the following limited-support applications. These EPS files cannot be edited. Therefore, your file is final and cannot be changed without submitting a new EPS file. Fonts must be included with an EPS. PDF is preferred using High Quality Acrobat Distiller job options.

- QuarkXPress EPS
- Macromedia Freehand EPS
- CorelDRAW EPS
- Adobe Pagemaker EPS

The Star currently DOES NOT support or accept ads created with Microsoft Publisher or any application that cannot create a Postscript, EPS or PDF file.

All electronic files should be submitted via Studio Online: <http://so8.expresskcs.com/advtportal-us03/mainpage/kcstarlive/>

ad reproduction services

Advertisers wishing to obtain reproductions of their ads will be subject to the following charges:

PDF of ad file on CD\$40

Additional services (changes to original ad, etc.) \$50/hour, 1 hour minimum

Advertising Photography

graphics

- B/W — 120 line screen (Allow for 15-18 percent press gain)
- 4/C — 120 line screen (Allow for 18-20 percent press gain)
- Star Magazine — 120 line screen (Allow for 18-20 percent press gain)

The Star no longer accepts film or velox. Ads must be submitted in the specified applications and delivery methods.

Artwork: Advertisers must furnish transparencies or glossy photos all of continuous tone. Pre-screened material is not advisable.

For more detailed information about specifications, contact Ad Services, at 816-234-4192 or Jane Howard, Ad Services Mgr., at 816-234-4896.

typography

- We recommend using type sizes of 6 points and larger in display ads. Use real point size rather than scaling text vertically. Please do not use type smaller than 9 pt. on a reverse background.
- Type, especially serif and non-bold fonts smaller than 10 points, may disappear into reverse areas.
- Multicolor type or text reversed out of a four-color image area should be 12 points or greater in size.
- For optimum results, it is suggested that type not overprint a background screen greater than 25 percent. This allows for dot gain and provides the necessary contrast. Black type should always be in overprint mode in regard to trapping.

color

- The Kansas City Star has dot gain below the industry standard. We recommend using The Star's color profile. It can be accessed at <http://prodservices.kcstar.com> or by contacting a member of ad services.
- To achieve lighter colors, screen back process color as opposed to creating a new process color.
- Total ink coverage should not exceed 220 percent.
- When faced with a quality decision, background color will be sacrificed to save featured item.
- All types of art should be scanned at or close to reproduction size to avoid scaling problems that compromise quality. Enlarging a halftone image may result in loss of sharpness or clarity. (We do not scale larger than 110 percent.)
- We do not recommend using duotones or PhotoShop spot colors as they will not separate out correctly in our system. If you choose to use duotone or PhotoShop spot color art, contact a member of the Advertising Services staff before submitting the ad.

Photography Services

The advertising division offers advertisers a complete range of photographic services, including location and in-studio shots. If you require any photography services, please contact your Account Executive. He or she will make the necessary arrangements.

NOTE: These services are available to advertisers only.

Photography Rate	High Res. Digital Images	Additional Shots: Same Time/Same Location
LOCATION	\$70.00	\$30.00
STUDIO	\$40.00	\$25.00

All photos taken by our staff are considered **Copyright** of **The Kansas City Star**. If you desire use of these photos either for personal use or commercial use in other publications, the following policies and rates apply.

PURCHASING IMAGES PRODUCED BY THE ADVERTISING PHOTO DEPT.

COMMERCIAL DIGITAL IMAGES*:

- High res. image on CD with unlimited usage rights.....\$175.00
(Images will be mailed to client on CD.)
- Commercial images for Web use, 4x6 @ 72 dpi\$50.00
(Images will be e-mailed to client.)

REAL ESTATE/VENDOR/SPECIAL SECTION IMAGES*:

- 6x9 @ 300 dpi, high res.\$100.00
(Images will be mailed to client on CD.)
- 4x6 @ 72 dpi, low res.\$25.00
(Images will be e-mailed to client.)

PERSONAL USE IMAGES*:

- 8x10 print for non-reproduction\$30.00
(Images will be mailed to client.) *Delivery time approximately one week.

To obtain an image taken by the Advertising Photography Dept. of The Kansas City Star, please provide the following information; date of publication, product name, page number and description of image.

Only images publishing in a Kansas City Star product maybe purchased.

FOR MORE INFORMATION:

Contact your Account Executive or the Advertising Photography Dept. at adphoto@kcstar.com or 816-234-4079.

Advertising Policy

- A. The company reserves the right to revise advertising rates upon 30 days' notice, and all contracts are accepted subject to that reservation. All mail-related products are subject to postal rate adjustments. Postal adjustments will be reflected in advertising rates immediately upon notification by the postal commission. Adjusted rates will be distributed as soon as possible.
- B. All advertising is cash with order except where credit has been approved by the company. Where credit has been extended, bills are payable upon terms stipulated. We can accept late payments or partial payments marked "Paid in Full" without losing any of our rights or agreements.
- C. All positions are at the company's option. No adjustments, reinsertions or refunds are made because of position. No adjustment will be made to a classified ad because of position when an ad is properly classified.
- D. Should any governmental body levy a tax on any advertising covered by these rates, such tax will become an additional charge to the advertiser, over and beyond the rates mentioned herein.
- E. The company is not responsible for errors of any kind in advertisements or inserts accepted after normal deadlines. No reinsertions, adjustments or refunds will be made on late ads or proofs received. Deadlines are subject to revisions to meet special holiday needs.
- F. The following holidays are subject to premium rates: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, the Friday after Thanksgiving and Christmas.
- G. Cancellations and changes in insertion orders will not be accepted by the company after the closing date.
- H. Advertising copy must be submitted to *The Kansas City Star* prior to our published deadlines. We retain the right to omit all late copy when not received in time to conform with our schedules.
- I. At certain times of the year, the company may reach its capacity to handle color advertising and preprinted inserts. The earlier reservations are submitted for these two areas, the less likely it is that problems will occur. In the event that capacity is reached, advertiser requests will be filled on a "first-come" basis.
- J. The company is not responsible for billing errors after 120 days.
- K. Retail advertising rates apply to advertising done by local businesses that advertisers own or control within the Kansas City trade zone. Retail rates apply to recognized local retailers in unrelated businesses involved in a co-promotion. Retail rates do not apply to any advertising for which the company has established other rates such as national or classified.
- L. National advertising rates apply to all nonretail advertisers such as manufacturers, distributors, brokers, etc.; companies outside of the Kansas City retail trade zone (as shown on the ABC Audit report); commissionable advertising agencies; advertising that includes more than one company name or logo; and state or national political advertising. The classification of all advertising will be determined by the company.

Copy and Contract Regulations

- A. Revenue contracts are available to advertisers with established and approved credit.
- B. Contracts must be fulfilled within dates of contract, not from first insertion.
- C. If sufficient revenue is used during the life of the contract to earn a lower rate as shown on the contract schedules, the company agrees to give a rebate covering one investment level up. All rebates are in the form of space credit. No rebate is given on real estate or recruitment contracts.
- D. An advertiser who does not meet the revenue specified on the contract will be short-rated the difference between the rate charged and the rate actually earned, based on the schedules shown.
- E. "News style" advertisements (set solid or reading-matter style) must carry the word "advertisement" at the top of the advertisement at an interval of one indication per two columns. All "news style" advertisements produced by *The Kansas City Star* will be set in sans serif typeface.
- F. The advertiser agrees to indemnify the company against any and all liabilities and expenses, including payment of judgments, attorney's fees and costs, arising from any and all claims involving the contents of advertisements published.
- G. The company assumes no responsibility for the omission of any advertisement or for any error above the value of the actual space occupied by such error. Any claim for allowance must be made within five days after the publication of any error. Credit allowable on first insertion only.
- H. The company may, at its sole discretion, edit, classify, reject or cancel any advertising at any time.
- I. Every effort will be made to return artwork and layout furnished by advertisers, on their request; the company cannot be held responsible in case of loss or damage.
- J. All political advertising must be prepaid. Furthermore, political advertising must carry the words "Paid Political Advertisement" (10 pt. minimum) at the top of the advertisement. Each political advertisement relating to the candidacy of any person seeking nomination or election to any public office must carry the words "Paid for by" and the name, title and address of the political officers and the secretary of the firm, organization, association, league or other body placing the ad. If the ad is being sponsored by an individual and not a group, association, etc., then the individual's name and address should be listed in the ad. If there are more than five persons involved, use all the names and addresses or list five with the words "For a list of other sponsors contact" followed by the name and address of one of the paying individuals who will maintain a record of the other individuals.
- K. Contracts will be accepted from an individual advertiser or may be drawn to include subsidiaries but not two or more different companies.
- L. All contracts conditional on strikes, fires, acts of God or any cause not subject to the control of publisher.
- M. Open rate contracts are not accepted.
- N. Blanket contracts for an agency's list of clients are not accepted.
- O. Any contract which deviates from the structure published in this rate card must have publishers approval.

Commissions and Cash Discounts

- National rates include 15 percent commission to agencies.
- Retail rates are noncommissionable.
- Classified local rates are not commissionable with the exception of open-rate, camera-ready, recruitment advertising. 15 percent discount on gross is allowed to recognized advertising agencies or automobile dealer associations on national and dealer association rates.
- No cash discount for prepayment or net 10 days. Ad production is included in the cost of all retail ads — no discounts apply.

newspaper terminology

Broadsheet

Size of a standard newspaper page. Image area measures 10" wide and 20" deep

Circulation The number of newspapers sold. Audited for accuracy. See "Readership."

Column Measurement used to determine width of an ad.

Column Inch

Area that is one column wide by one inch deep.

Co-Op Advertising

Funds made available by manufacturer or distributor to supplement the advertising budget of retailer.

Cost Per Thousand

(CPM) The advertising cost to reach 1,000 readers or 1,000 homes; used in comparing the cost efficiency of media schedules.

Four-color Also called full color; full range of colors obtained by printing cyan, magenta, yellow and black.

Proof First reproduction of the ad as it will appear in the newspaper. Used to check for accuracy.

Readership The number of people reading the newspaper. Comparable to "viewership" or "listenership" as there are multiple readers per copy.

ROP Run of Press. Full-run advertising throughout the newspaper. Does not include inserts or classifieds. Measured as column inches.

Tabloid A standard newspaper page (broadsheet) folded in half and turned sideways. Image area measures 10" wide by 9.75" deep.

TMC Total Market

Coverage-combination of subscriber and non-subscriber products to attain coverage of the entire area.

Who to Contact

Mi-Ai Parrish

President and Publisher

816-234-4878

Tim Doty

Vice-President of Advertising

tdoty@kcstar.com

816-234-4085

Julie Terry

Director of Retail & National Advertising

jterry@kcstar.com

816-234-4144

Nick Hadley

Director of Classified Advertising

nhadley@kcstar.com

816-234-4078

Ted Massing

Special Products Manager

tmassing@kcstar.com

816-234-4193

Mark Maassen

Manager of Major & National Accounts

mmaassen@kcstar.com

816-234-4465

Michelle Jolles

Director of Targeted Products and Publications

mjolles@kcstar.com

816-234-4194

Randy Lane

Insert Advertising Manager

rlane@kcstar.com

816-234-4157

Jane Howard

Director of Advertising Operations

jhoward@kcstar.com

816-234-4896

Where to Find Us

**The Kansas City Star Co.
Retail and National Advertising**

1729 Grand Blvd.,
Kansas City, MO 64108
816-234-4144 Retail
816-234-4131 National
816-234-4101 Fax

Classified Advertising

1729 Grand Blvd.,
Kansas City, MO 64108
816-234-4000 Local Non-Display
816-234-4006 Fax

Business Counter hours:

Mon. – Fri., 8:30 a.m. – 5 p.m.

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 Malfunctioning 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., Kansas City, MO 64108

E-mail:

letters@kcstar.com

Sports

816-234-4355

Calendar of Events

816-234-4907

Reprint and Copyright Permissions

816-234-4636

Say "Operator."

Visit us online

KansasCity.com

Starinfo

Don't know who to contact?
816-234-4636
Say "Operator."

Deadlines

ADVERTISING DEADLINES	SPACE RESERVATION	PROOF COPY DUE	CORRECTIONS DUE BACK	NO PROOF COPY DUE
SECTION				
MONDAY				
FYI	Fri Noon	Wed 5pm	Fri 5pm	Fri 3pm
MAIN/SPORTS	Fri 3pm	Wed 5pm	Fri 5pm	Fri 3pm
CLASSIFIED	Fri 5pm	Wed 5pm	Fri 5pm	Fri 3pm
TUESDAY				
FYI	Fri Noon	Wed 5pm	Mon Noon	Fri 3pm
MAIN/SPORTS	Fri 5pm	Thur 5pm	Mon Noon	Mon Noon
STAR BUSINESS WEEKLY	Fri 5pm	Thur 5pm	Mon Noon	Mon Noon
CLASSIFIED	Fri 5pm	Thur 5pm	Fri 5pm	Fri 5pm
WEDNESDAY				
FYI/FOOD	Thur 5pm	Thur 5pm	Mon Noon	Mon Noon
NEIGHBORHOOD NEWS	Fri 5pm	Thur 5pm	Mon 5pm	Mon Noon
Missouri & Kansas Editions				
913	Fri 5pm	Thur 5pm	Mon 5pm	Mon Noon
MAIN/SPORTS	Mon 5pm	Fri 5pm	Tues Noon	Tues Noon
CLASSIFIED	Mon 5pm	Fri 5pm	Mon 5pm	Mon Noon
CAREER BUILDER INK	Fri 5pm	Wed 5pm	Fri Noon	Fri 5pm
INK	Wed 5pm	Wed 5pm	Mon Noon	Fri 5pm
THURSDAY				
PREVIEW/APARTMENTS.COM	Mon 10am	Fri 5pm	Tues Noon	Mon 5pm
MAIN/SPORTS	Tues 5pm	Mon 5pm	Wed Noon	Wed Noon
CLASSIFIED	Tues 5pm	Mon 5pm	Tues 5pm	Tues 5pm
FRIDAY				
FYI	Tues 5pm	Mon 5pm	Wed 5pm	Wed 5pm
MAIN/SPORTS	Wed 5pm	Tues 5pm	Thur Noon	Thur Noon
CLASSIFIED/AUTO	Tues 5pm	Tues 5pm	Thur Noon	Wed 5pm
SATURDAY				
FYI	Wed 5pm	Tues 5pm	Thur 5pm	Thur 5pm
NEIGHBORHOOD NEWS	Wed 5pm	Tues 5pm	Thur Noon	Thur Noon
Kansas Editions				
MAIN/SPORTS	Thur 5pm	Wed 5pm	Fri Noon	Fri Noon
SATURDAY HOMES	Tues 5pm	Tues 5pm	Thur 5pm	Thur 5pm
CLASSIFIED/AUTO	Wed 5pm	Wed 5pm	Fri Noon	Thur 5pm
4C Auto & Compliance Ads	Wed 5pm	Tues 5pm	Wed 5pm	Wed 5pm
SUNDAY				
STARTV (2Weeks Out)	Mon 5pm	Wed 5pm	Fri 5pm	Fri 5pm
STAR MAGAZINE (2Weeks Out)	Tues 5pm	Tues 5pm	Mon 5pm	Thur Noon
HOUSE & HOME (2Weeks Out)	Wed 5pm	Fri 5pm	Tues Noon	Tues Noon
SUNDAY HOMES	Tues 5pm	Tues 5pm	Thur 5pm	Thur 5pm
MAIN/LOCAL/SPORTS	Fri Noon	Wed 5pm	Fri 5pm	Fri Noon
CLASSIFIED	Fri Noon	Wed 5pm	Fri 5pm	Fri Noon
AUTO, CAREERBUILDER	Fri Noon	Wed 5pm	Fri 5pm	Fri Noon
A&E (ARTS & GO)	Tues 5pm	Tues 5pm	Thur 5pm	Thur Noon
STAR SAVINGS (18 days prior)	Wed 5pm	Thur 5pm	Tues Noon	Tues Noon
Sunday Select (2 weeks out)	Wed 5pm	Fri 5pm	Tues Noon	Tues Noon

2013



THE STAR.
KansasCity.com

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