

What is the #1 advertising source in Kansas City with the ability to reach over 1,000,000 people each and every week?

The powerful partnership of The Kansas City Star and KansasCity.com.

Make sure our audience is reached with the message of why your community is a great place to live!

Here's
how...

Apartments.com

Find qualified renters and fill your vacancies fast with Apartments.com! Reach millions of unique visitors each month! Top ranking on Google and Yahoo for the term "apartments"! Maximize your leads and gain exposure for one low monthly investment. Apartments.com is cited as having one of the lowest cost-per-lead and lease of any purchased advertising resource.

Featured Rentals

Be included in our weekly apartment index guide at a very affordable rate. This quick "at a glance" directory features your community location, phone #, website, and additional feature information. Premium ads include photos. Get noticed without blowing your budget!

KansasCity.com Rental Page

Place your message on the highly targeted rental page of Kansas City's sixth most visited website, KansasCity.com. Secure a premium position for your management company, apartment community, senior living facility or rental home company.

Friday Rental Guide Opportunities

This weekly advertising section gives you the opportunity to target our 500,000 daily readers, many of whom are motivated prospects interested in renting a home. Feature your apartment community with a customized story written by our special sections department. Our premium banners on the front cover of the section provide you another opportunity to stand out from the crowd and get noticed.

Yahoo Targeted Advertising

Take advantage of our new online targeted advertising program. We can identify readers in your specific market who are interested in renting right now! We deliver the right message to the right person at the right time!

INK Rental Guide

Target your message to the 21-35 year old readers of our INK Magazine publication. 50,000 copies are distributed throughout the city in 1650 locations throughout the city.

7 Day Classified Rental Package

Packages are in The Kansas City Star and online on apartments.com. 3 lines, 7 days print & online reaches The Star's 7 day audience of 1,051,900. Free apts.com url in print drives even more traffic to your online listing.

Rental Industry Help Wanted Special

Need to fill a position? Let The Kansas City Star and Careerbuilder.com help you fill your positions fast. Ask about our rental industry package!

Combo Specials

Our monthly spotlight sections highlight a feature of your community that is appealing to future residents. Whether it be your affordable rent rates, your pet friendly policies, your luxurious amenities, or the professionalism of your management company, our \$99 combo specials communicate that message in the Star and our young readers' publication INK Magazine.

REMNANT SPACE ADVERTISING

Brand your property by saturating the entire Kansas City Star classified section with your message. Available to contract advertisers.

Contact Your Account Executive for details on these advertising opportunities. Start turning leads into leases!

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