

2012 Spring & Summer Parks and Recreation Activities Guide Highlights

- Your ad provides exposure in both the print and online versions.
- Two large, four-color advance ads will promote the Activities Guide in the Local Section of The Kansas City Star on March 22 and 23, 2012.
- The Activities Guide will be distributed as an insert in The Kansas City Star to 82,000 Kansas City, Missouri households on March 24, 2012.
- The Activities Guide can be downloaded on www.kansascity.com and on www.kcmo.org.
- There will be an additional 5,000 copies of the Activities Guide available at various City and community facilities, including community centers, libraries, schools and the Spring Home Show.
- Banner ads promoting the Activities Guide will be on The Star website home page, generating 300,000 impressions.
- Banner ads promoting the Activities Guide will be on The Star's website news section, generating 75,000 impressions.
- A home page news item promoting the Activities Guide will be placed on the City of Kansas City, Missouri, website, www.kcmo.org.
- Information promoting the Activities Guide will be on the Parks and Recreation Department's webpages and Facebook page.
- A news release about the publication will be distributed to news media.
- Billboards promoting the Activities Guide will run on KCCG-TV2, the City government channel.
- E-mail notifications sent to neighborhood and community organizations.

Editorial:

Feature article pages about:

- New Longview Aquatics Center
- Just Off Broadway Theatre
- Community Center Programs, Memberships and Hours
- Shelter Rentals and Park Permits
- Wedding Locations
- Volunteer Opportunities
- Events, Activities and Programs: April-September 2012
- Trails



Display Ad Rates:

- Full Page full-color ad: \$3,000
- Half Page Horizontal full-color ad: \$1,600
- Half Page Vertical full-color ad: \$1,600
- Quarter Page full-color ad: \$800

Guaranteed Position Fees (High Profile Locations):

- Back cover (Full page only): \$4,200
- Inside front cover (Full page only): \$3,900
- Page 3 (Full page only): \$3,900
- Inside back cover (Full page only): \$3,750

Full Page

9.42 inches wide
10.62 inches tall

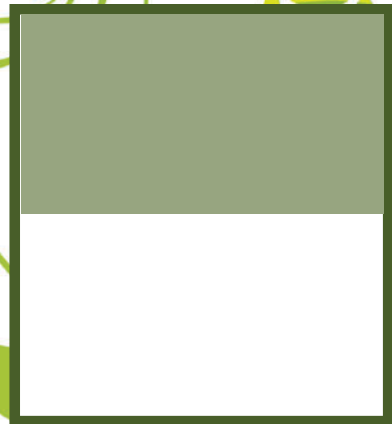
No bleeds



Half Page Horizontal

9.42 inches wide
5.25 inches tall

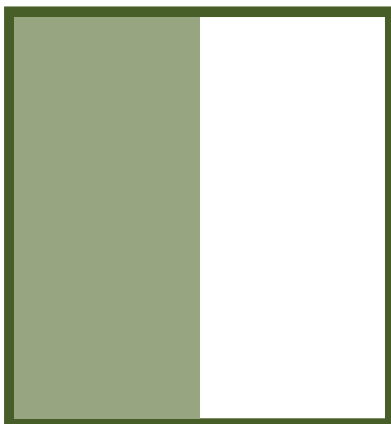
No bleeds



Half Page Vertical

4.66 inches wide
10.62 inches tall

No bleeds



Quarter Page

4.66 inches wide
5.25 inches tall

No bleeds



Electronic Specifications:

Preferred format is Adobe Acrobat PDF. Digital ad files must be print-ready, high resolution (300 DPI or above) PDFs with fonts embedded. All artwork must be saved in CMYK format.

We accept materials via e-mail or CD. A publication quality proof is requested. The email address for submitting ad files is heidi.downer@kcmo.org. If your ad file is too large to email, please contact Heidi Downer at 816-513-7527.

Advertising Content Policy:

All advertising is subject to the approval of the publisher. The publisher has the right to refuse any advertising it deems to be demeaning to any race, sex, religion, or that depicts any group or organization in a stereotypical fashion, is misleading, false or otherwise inappropriate.

Payment:

Checks for ad purchase (payable to KC Parks) should be mailed or delivered to the Parks Administration Office, 4600 East 63rd Street Trfwy. Kansas City, MO 64130.

Payment is due 30 after publication date (April 25, 2012)

Deadlines:

February 1, 2012 - Deadline for space reservation.

February 15, 2012- Deadline for finished artwork.

Contact:

Contact Heidi Downer at 816-513-7500 or heidi.downer@kcmo.org to reserve your best advertising opportunity.

