



kc options

THE SOURCE FOR WORKING AND LIVING IN KC

2018/19



SHOWCASE PUBLISHING, INC.



AREA
DEVELOPMENT
COUNCIL



KC Options magazine is your best resource to answer the question, "Why KC?"

- A magazine-style guide telling the stories behind the Kansas City region's most creative people, places and companies.
- Ranked the **No. 1 tool by employers** across the region as the best resource to showcase living and working in the KC area.
- For more than a decade, KC Options has helped the **top 250 area companies relocate hundreds of candidates**, making a compelling impression on thousands more.

As an advertising partner, you will receive the following:

- Your message in the **digital edition being viewed in more than 40 countries** via mobile, tablet or desktop.
- Placement in the **print version** of KC Options, a glossy, large-format annual edition.
- Unveiling of this issue to more than **400 regional leaders** at TeamKC's annual talent summit.
- Shared with a **network of nearly 20,000** via KCADC's social media platforms.

To see the 2017/18 publication and previous editions please visit: issuu.com/kcoptions



Reserve Advertising Space By: Nov. 1, 2018
Advertising Material Deadline: Dec. 15, 2018

Ad Size	1-Year Rate	3-Year Rate	Complimentary Copies
Double-Page Spread	\$7,535	\$6,404	50
Full Page	\$4,350	\$3,698	25
2/3 Vertical	\$3,536	\$3,005	20
1/2 Horizontal	\$3,150	\$2,678	15
1/2 Vertical	\$3,150	\$2,678	15

Special Positions

Back Cover	\$5,950
Inside Back Cover	\$4,950
Inside Front Cover	SOLD OUT

Online Link \$300 per link

Ad Creation Services

Includes one proof change All Sizes - \$200


Two-third Vertical
5.1667 x 9.875

Half Page Vertical
4.875 x 9.875

Full Page
Trim - 9 x 10.875
Live Area - 7.875 x 9.75
Bleed - 9.25 x 11.125

Two Page Spread
18 x 10.875
Add .125 on each side for bleed

Please make sure all critical text, imagery, information, etc. is set in AT LEAST 1/2 (0.5) inches from the trim edge on all sides on FULL-page ads.



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Half Page Horizontal
7.875 x 4.875

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Production Requirements

Electronic files are required for all advertisements. Color must be converted to CMYK (spot colors cannot be accepted). All images need to be high-resolution files at 300 dpi.

For Advertisements on Disk

All disks must come with color proof. Provide ad on a zip disk or CD. The ad should be in a Macintosh program (InDesign, Photoshop, Illustrator, Acrobat) or saved as an EPS, TIF or PDF file. Supply all placed files and include both printer and screen fonts. All files to output at 100 percent unless clearly marked.

For Advertisements sent via Email

Follow all requirements for ads on disk. Native files should be compressed using Stuffit to eliminate corruption. Send files to **louise@redlimecreative.com** indicated iKC Optionsî on subject line.



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