LIVING + WORKING IN KC

OPTIONS

Yoli Tortilleria
MARISSA GENCARELLI

RATE CARD 2024

VIEWED IN OVER

85 COUNTRIES

What is KC Options?

- 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

Why advertise?

- Reinforce your brand as a top employer in the region

- Showcase your business to potential clients and candidates

- Receive advanced copies and recognition as an impactful company in the KC region

- Reach an international audience and more than 30K on social

To see the 2023/24 publication visit: *KC.org/KCOptions*

Print Ad Size	1-Year Rate	3-Year Rate	Advanced Copies
Double-Page Spread	$9,000	$7,500	50
Full Page	$5,000	$4,250	25

Special Positions

Back Cover	$7,750	N/A	50
Inside Back Cover	$7,000	N/A	50
Inside Front Cover	$7,000	N/A	50

Digital Ads *Optional Add-on to Print Ad Placement*

Text Ad	$225	N/A	N/A
Graphic Ad	$400	N/A	N/A

To view examples of digitial placements visit: *KC.org/kc-options/sports-kc*

Print Ads

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 ½ (0.5) inches in from the trim edge on all sides on FULL-page ads.

Digital Ads

Banner Ad | Horizontal
960x280 px
Minimum font size: 20 px
Link required

Example advertisement text here for reference. *Learn more here >>*

Text Ad
Square Icon: 50x50 px
Max Characters: 70 characters
Link required

Ad Creation Services
Our team can help design your advertisement. This includes all sizes and one proof. Cost is $345.

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.

Advertising Materials & Production Contact:
Dave Leathers
Showcase Publishing
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TeamKC Contact:
Danielle Hilton
Kansas City Area Development Council
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SHOWCASE PUBLISHING, INC.

Reserve Advertising Space By: June 7, 2024
Advertising Material Deadline: July 31, 2024