

Example Banner Placements



Billboard Banner - \$300/month

The highest visibility offered on the site. Excellent way for you to build your brand awareness. Guaranteed display 1/3 of the time

Impact - \$50/month

Prominent rotating placement in sidebar and embedded in individual story pages. Guaranteed display on 1/2 pages

Events / Slider - \$150/month

High visibility placement; mixed in with upcoming events providing a unique opportunity to promote your business.

Sponsored Articles – Free with Print Editorial

A 600 – 800 word editorial article. The article is run in our magazine along with a posting online; Kansas City Car Action will have a writer work with you in creating the story. Also available is a 300 – 400 word option available only online \$200 post. Take advantage of this captivating way to tell the story about your business today!

Business Profile - \$120 / year

Rotating Impact banner will link customers to a business profile page affording you the opportunity to tell your story.

365,000+ Readership
Following the voice of Kansas City's car magazine

2017 Retail Rates for Magazine

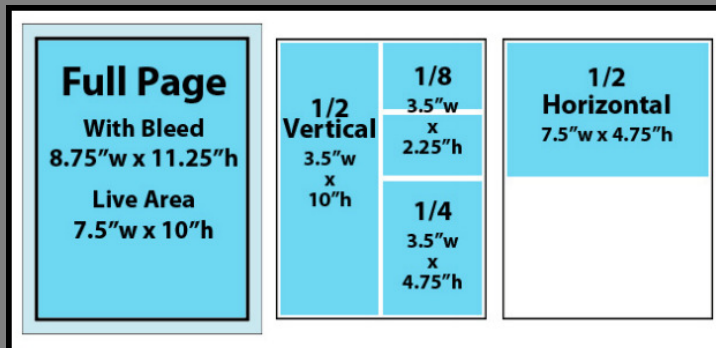
Ad Space

Rates

Full Page	\$950
2/3 Page	\$750
1/2 Page	\$500
1/3 Page	\$350
1/4 Page	\$200

Position:

Guaranteed positions available for 15% premium of space charge. Preferred positions are on a space-available basis as deemed by publisher. Please check with your account executive.



Digital Files

Ads should be supplied on a CD or via FTP or email as a high-res JPG. All fonts should be converted to outlines or supplied. We will do our best to match the proof that you supply, but due to magazine printing standards, we cannot guarantee color accuracy. We do not accept Film. If using large fields of black in a full color ad, please use a 4 color build instead of 100% black. (ie c 20/m 20/y 20/k 100).

A fee of \$150 will be charged if a file is received after 12:00 Noon, two business days after Materials close date.

DPI Specifications

Provide all photos at 300 dpi. Line art should be provided at 600–1200 dpi.

*Bleed Specifications

Material intended to bleed must be furnished with a minimum of .25" image area beyond the trim (8.875" x 11.375"). Trim Size 8.375" x 10.875" Live Area All type or graphics not intended to trim should be positioned .3125" from trim. Gutter Safety All copy should be placed .375" from either side of trim.

Mechanical Specifications