

## 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 33 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 **1,500 regional leaders** at KCADC’s annual luncheon.
- Shared with a **network of nearly 17,000** via KCADC’s social media platforms.



## Learn more

To see the 2016 – 2017 publication and previous editions please visit:

[issuu.com/kcoptions](http://issuu.com/kcoptions)



**Reserve Advertising Space By: June 1, 2017**

**Advertising Material Deadline: July 1, 2017**

Ad Size	1-Year Rate	3-Year Rate	Complimentary Copies
Double-Page Spread	\$6,850	\$6,240	50
Full Page	\$3,890	\$3,515	25
2/3 Vertical	\$3,215	\$2,840	20
1/2 Horizontal	\$2,750	\$2,350	15
1/4 Vertical	\$1,750	\$1,525	10
<b>Special Positions</b>			
Back Cover	SOLD OUT	SOLD OUT	
Inside Back Cover	SOLD OUT	SOLD OUT	
Inside Front Cover	SOLD OUT	SOLD OUT	
<b>Online Link</b>	\$150 per link	\$150 per link	
<b>Ad Creation Services</b>			
<i>Includes one proof change</i>	Full Page	\$200	
	2/3 Vertical	\$175	
	1/2 Vertical	\$150	
	1/4 Vertical	\$100	

**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 in from the trim edge on all sides on FULL-page ads.

**Two-third Vertical**  
 5.1667 x 9.875

**Half Page**  
 Horizontal  
 7.875 x 4.875

**Quarter Page**  
 Vertical  
 3.8125 x 4.875

**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](mailto:louise@redlimecreative.com) indicated "KC Options" on subject line.

**Advertising Materials & Production Contact:**

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