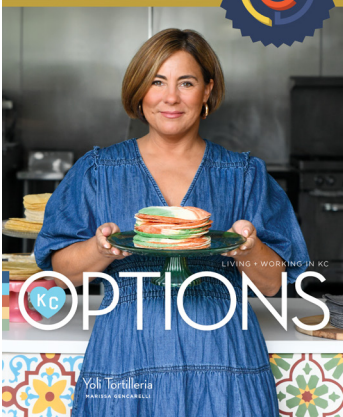




## RATE CARD 2025

EXCELLENCE IN ECONOMIC  
DEVELOPMENT AWARDS  
2024 GOLD WINNER



VIEWED IN OVER  
**85**  
COUNTRIES



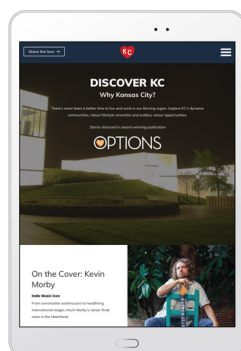
TEAM **KC**

### 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?

- Elevate your brand to incoming and established talent exploring the KC region
- 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 2025 publication visit: [kc.org/KCOptions](https://kc.org/KCOptions)

Print Ad Size	1-Year Rate	3-Year Rate	Advanced Copies
Double-Page Spread	\$9,000	\$7,500	60
Full Page	\$5,000	\$4,250	30

Special Positions			
Back Cover	\$7,750	N/A	60
Inside Back Cover	\$7,000	N/A	60
Inside Front Cover	\$7,000	N/A	60

Digital Ads <i>Optional Add-on to Print Ad Placement</i>			
Banner Ad	\$450	N/A	N/A
Text Ad	\$250	N/A	N/A

### 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

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

Example advertisement text here for reference. [Link here >>](#)

To view examples of digital placements visit: [kc.org/kc-options/KC101](http://kc.org/kc-options/KC101)

### 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.

When sending native artwork (InDesign, Photoshop or Illustrator) ads will need to be packaged to include all links and fonts. This will ensure there are no formatting issues or missing images.

### Advertising Materials & Production Contact:

Dave Leathers  
 Showcase Publishing  
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### TeamKC Contact:

Danielle Hilton  
 Kansas City Area Development Council  
 hilton@thinkKC.com



SHOWCASE PUBLISHING, INC.

Reserve Advertising Space By: **June 6, 2025**

Advertising Material Deadline: **July 31, 2025**