



RATE CARD **2023**



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?

- Reach more than 85 countries with the digital edition and over 30K on social.
- 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.

VIEWED IN OVER
85
COUNTRIES



TEAM 

To see the 2022/23 publication and previous editions visit:

issuu.com/kcoptions

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
1/2 Horizontal	\$3,750	\$3,250	15
1/2 Vertical	\$3,750	\$3,250	15

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
Ad Creation Services <i>Includes one proof change</i>	All Sizes - \$345	N/A	50

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.

Half Page Horizontal
7.875 x 4.875

Half Page Vertical
4.875 x 9.875

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

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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Reserve Advertising Space By: **May 23, 2023**
Advertising Material Deadline: **August 23, 2023**