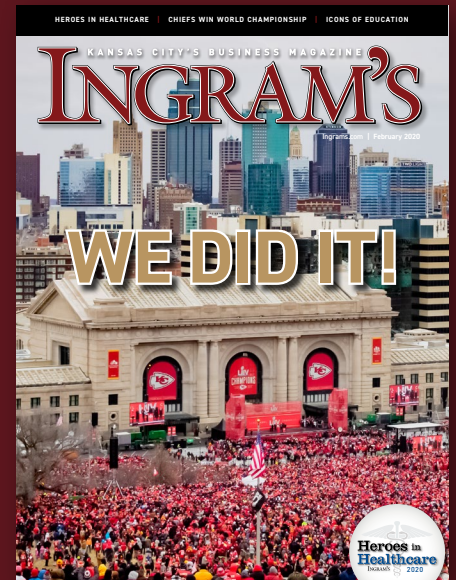
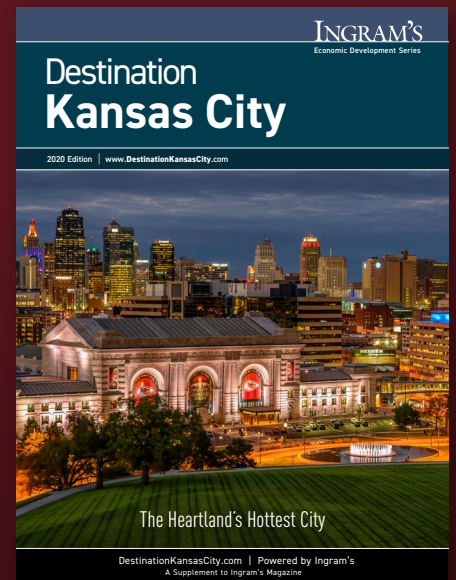
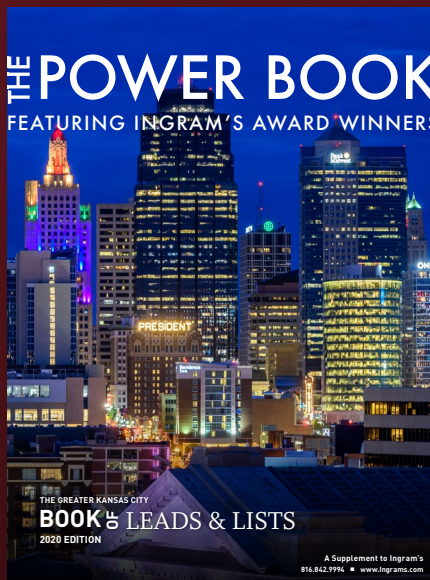


# INGRAM'S

MISSOURI'S AND KANSAS' BUSINESS MEDIA



print + digital 2021 **MEDIA KIT**  
EDITORIAL AND PLANNING CALENDAR



## GET IN THE GAME

[Ingrams.com](http://Ingrams.com) • 816.842.9994 • [Advertising@Ingrams.com](mailto:Advertising@Ingrams.com)



"Ingram's has been an effective channel to connect with the KC business community for years. Their insight into the issues that affect our community makes them an invaluable resource to reach business leaders and decision makers. *Ingram's* is a key component of our media plan."

*Erin Stucky, President and CEO Blue Cross and Blue Shield of KC*

"Block Real Estate Services is proud to be a partner with *Ingram's*, who for many years, has provided a successful media platform for our firm to connect with the business community and reach decision makers. As we continue to expand our brand locally, regionally, and nationally, our partnership with *Ingram's*, through print and digital offerings, will remain an invaluable part of our media campaign."

*Kenneth Block, Managing Principal Block Real Estate Services, LLC.*

"McDowell Rice has relied on *Ingram's* for years as a resource on KC businesses and industries. We regularly participate in *Ingram's* Industry Outlooks and also partner with *Ingram's* to maintain connections with the business community. We value our long-standing relationship and spend our ad dollars carefully. *Ingram's* is the only print media in which we place institutional advertising; we have deemed it to be an excellent value."

*Pete Smith, Exec. Board, Chair McDowell Rice Smith & Buchanan*

"*Ingram's* has seen and reported a hell of a lot of history. Not just in the region, but in the publishing industry. Economic downturns, pandemics, stock market crashes, wars, terrorist attacks. Through it all, *Ingram's* and Sweeney's team have prevailed. By keeping up with the times; sticking to their standards; making certain the quality of their work exceeds the demands of their readership."

*Jeffrey Gitomer, Author/Consultant*

## LEADERSHIP. READERSHIP. MAKE YOUR MESSAGE COUNT

WHEN YOU SORT THROUGH THE NOISE—DOZENS OF RADIO CHANNELS COMPETING WITH HUNDREDS OF CABLE TV CHANNELS COMPETING WITH THOUSANDS OF ON-LINE CHANNELS—WHERE DO YOU TURN WHEN YOUR MARKETING MESSAGE NEEDS TO REACH ACTUAL DECISION-MAKERS?

Perhaps you should be thinking about the one channel devoted exclusively to generating the content those business executives absolutely crave. And in the Kansas City market, every media metric says the one outlet for reaching them is *Ingram's*.

Unique among print and Web publications in this region, *Ingram's* is positioned to connect with executive leadership, from the C-suites to the front-line ranks, with content framed around the core sectors that drive this region's economy: Financial Services. Health Care. Insurance. Higher Education. Work-force Training. Construction. Real Estate, Development.

Inside of those verticals, we reach entrepreneurs, innovators, manufacturers, agribusiness, lawyers, accountants, financial planners, health-care providers, elected officials—we connect with a long list of business sectors, so that you can reach your target audience. That can be with a broad approach that reaches across sectors, or a targeted approach that zeroes in on a specific audience at regular or periodic intervals throughout the year.

We've been making those connections for nearly half a century. So if you're not using *Ingram's*, you're not getting the biggest bang from your advertising dollar with the people who are best positioned to act on your marketing message.

You can reach the right people with one call. Our advertising department is at 816.842.9994. If you'd prefer, email us at [Advertising@Ingrams.com](mailto:Advertising@Ingrams.com). It's your one-contact answer to connecting with precisely the readers, and leaders, that you need.



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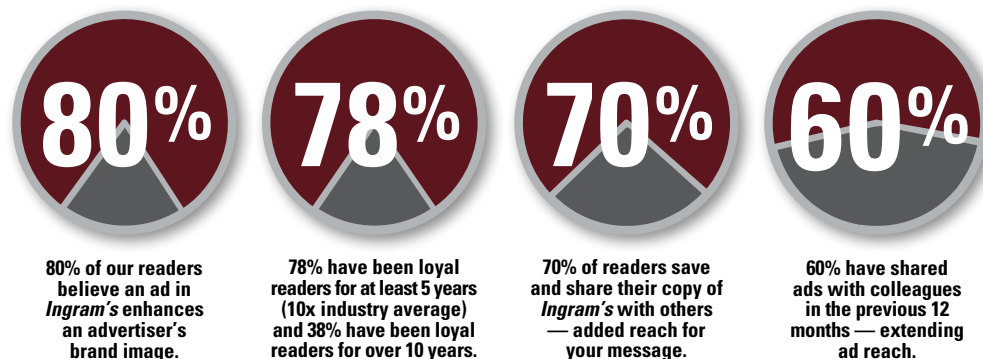
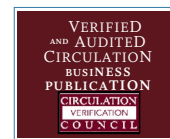
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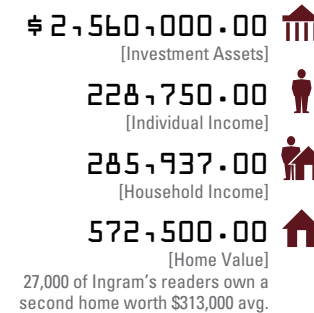
Our senior editorial team has a combined 90 years of expertise as a team working for you.

[www.Ingrams.com](http://www.Ingrams.com)

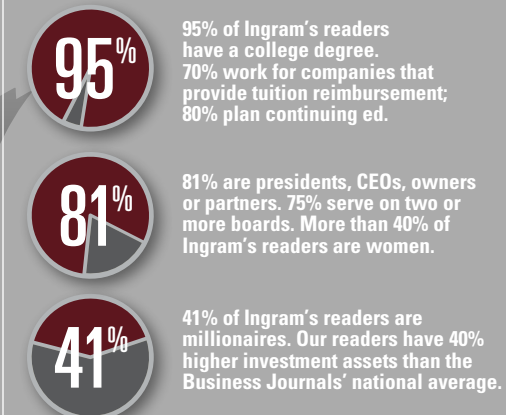


### Readers of Worth

Our readers are far more affluent and influential than any other regional or national business publication's readers



### Ingram's Readers are Affluent and Influential

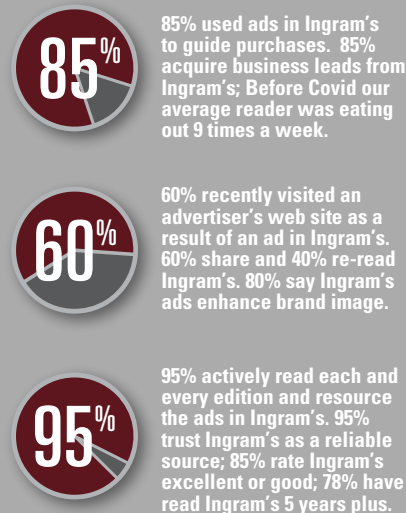


### Loyal and Engaged Readers

Typical time Ingram's readers spend reading or referencing the area's leading publications



### Decision Makers with Purchasing Power



\* Readership Survey conducted by Market Intellect.  
\*\* National Readership Average (2.18 readers per copy)  
Source: Newspaper Association of America and Statement of Ownership from above-mentioned business journals

### Readership Rivaling ALL Regional Business Journals—Combined!

*Ingram's* delivers a larger number of executive readers. By far. In fact, *Ingram's* has more readers than all of the business journals in both Missouri and Kansas—**combined!** And *Ingram's* readers have significantly higher demographics.

- 1 Ingram's Magazine**  
78,483\* Influential Executive Readers
- 2 St. Louis Business Journal**  
26,410\*\* (12,115 copies)
- 3 Kansas City Business Journal**  
16,258\*\* (7,458 copies)
- 4 Wichita Business Journal**  
8,044\*\* (3,690 copies)
- 5 Springfield Business Journal**  
7,906\*\* (3,627 copies)

Updated: October 2020

**Ingram's Magazine**  
**78,483**



**All Others Business Journals Combined**  
**58,618**



### SPONSORSHIP OPPORTUNITIES, COMPETITIONS AND EVENTS

#### Recognition Programs and Events

Corporate Report 100 ■ 40 Under Forty ■ 50 Missourians and Kansans You Should Know ■ Rainmakers 20 in Their Twenties ■ Corporate Champions ■ Local Heroes ■ Ingram's 250 ■ Ingram's 100 ■ Best of the Best Best Companies to Work For ■ Heroes in Healthcare ■ Top Doctors ■ WeKC—Women of Influence

Ingram's recognition programs and events celebrate the people who make successful companies work and give this region its unique personality. Your partnership in sponsoring these programs—from 50 Missourians and 50 Kansans You Should Know to our 40 Under Forty and more—helps promote the people who make regional business thrive. We spotlight the finest talent this region has to offer in law, health care, education and many more sectors with these well-researched efforts that recognize achievements of professionals, executives, entrepreneurs, top producers and many more.

#### Assemblies and Reports

Executive Round Table Series ■ Industry Outlook ■ Economic Forecast ■ Economic Development Assemblies

For a quarter century, at hundreds of industry and economic development assemblies around the greater Kansas City region and across the states of Missouri and Kansas, Ingram's has lasered in on the thriving communities and vital business sectors that make up our regional economy. No other media can deliver the key players who speak candidly and at length about trends, opportunities and challenges facing the region. When you align with Ingram's as a project partner for these initiatives, your organization steps forward as an authoritative leader and makes a powerful statement about its commitment to bolstering the regional business climate.







INGRAM'S DIGITAL  
MUCH MORE THAN AN  
AWARD-WINNING MAGAZINE



**INGRAMS.COM** — HOME PAGE AND PREMIUM RUN OF SITE

*Ingrams.com delivers the latest breaking news and insights on the most timely and relevant business stories. Online is where business professionals interact with Ingram's brand every day and stay informed on what you need to know.*

*Advertisers who understand the value of reaching Ingram's influential and affluent executive print readers can leverage the power of those connections with our additional digital channels. Foremost among them: Ingrams.com. There, you'll find breaking daily news that mirrors our print edition's core coverage pillars, but also spans the breadth of the regional business community and the public-sector policymakers who shape the playing field. More than 80,000 executive decision-makers who read the print editions, and tens of thousands more viewing on-line, know there's no better way to stay informed on key developments in the regional business landscape than to follow it with Ingrams.com and our digital channels.*

**INGRAMS.COM RATES:**

Leaderboard (728 x 90); Med. Rectangle (300 x 250); Mobile (350 x 50)				Half Page (300 x 600) OR Skyscraper (300 x 750)			
Impressions	1-3 Months	4-7 Months	8-12 Months	Impressions	1-3 Months	4-7 Months	8-12 Months
20,000/month	795/mo.	745/mo.	695/mo.	20,000/month	1113/mo.	1053/mo.	993/mo.
30,000/month	1199/mo.	1117/mo.	1024/mo.	30,000/month	1669/mo.	1579/mo.	1489/mo.
40,000/month	1590/mo.	1490/mo.	1390/mo.	40,000/month	2226/mo.	2118/mo.	1986/mo.
50,000/month	1987/mo.	1862/mo.	1737/mo.	50,000/month	2782/mo.	2632/mo.	2482/mo.

\* Based on a minimum of 20,000 impressions per month. Prices are subject to change, however, rates will be honored for signed advertising agreements for up to 12 months. Rates will be based on the number of ad impressions received in a given month.

## INGRAM'S DIGITAL EDITION



## “VALUE-ADDED BONUS”

*Your ads in the print editions of Ingram's is included as a bonus in Ingram's Digital Editions, which is viewed by tens of thousands of additional influential readers.*

- Your ad is hyperlinked directly to your website and emails on your ads are linked as well.
- Enjoy the benefits of both print and online advertising with the region's leading business media.

Insights:  
Breaking News  
Delivered Each  
Morning

**DAILY**

Start each morning with Ingram's Executive Insights, Kansas City's trusted source for breaking business news and events, in your inbox.

eNews:  
**Education and**  
**the Workforce**

## MONDAY

**Target audience:** University/community college admins, MBA program leadership, workforce development executives, HR managers, hiring decision-makers.

eNews:  
Real Estate and  
Construction

TUESDAY

**Target audience:** General contractors, sub-contractors, commercial/residential realty executives, logistics/transportation, commercial lenders.

eNews:  
Healthcare  
and Insurance

WEDNESDAY

**Target audience:** Hospital executives, physicians/other care providers, insurance/benefits executives, insurance brokers, benefits consultants.

eNews:  
**Banking and**  
**Finance**

THURSDAY

**Target audience:** Banking/credit union executives, mortgage lenders, SBA lenders, wealth managers, accounting/professional-services executives and more.

eNews:  
Week in Review/  
The Week Ahead

FRIDAY

Recap and updates of the biggest stories of the week for each coverage area, plus calendar of key reports and upcoming meetings for the week.

INGRAM'S INSIGHTS and eNEWSLETTERS

*Executive Insights is delivered by e-mail every morning to inboxes of the Kansas City region's most prominent executives. It's the best way to stay up to date on breaking news and emerging trends that set the stage for being informed and for the business success of your organization.*

## INGRAM'S EXECUTIVE INSIGHTS RATES:

Your ad will be published each business day for one month.

**Medium Rectangle** (300 x 250) *OR* **Leaderboard** (728 x 90)

eMails Delivered to Inboxes	1-3 Months	4-7 Months	8-12 Months
7,500/daily (for 1 month)	1425/mo.	1305/mo.	1185/mo.
10,000/daily (for 1 month)	1900/mo.	1740/mo.	1580/mo.
15,000/daily (for 1 month)	2850/mo.	2610/mo.	2370/mo.
20,000/daily (for 1 month)	3800/mo.	3480/mo.	3160/mo.

The number of emails to inboxes trends upwards and invoices will be adjusted based on volume.

The number of emails to inboxes trends upwards and invoices will be adjusted based on volume.

## INGRAM'S eNEWSLETTERS RATES:

Your ad will be published one, two or five business days/week for a month.

**Medium Rectangle** (300 x 250) *OR* **Leaderboard** (728 x 90)

eMails Delivered to Inboxes	1-3 Months	4-7 Months	8-12 Months
1 day/week (for 1 month)	695/mo.	645/mo.	595/mo.
2 days/week (for 1 month)	995/mo.	945/mo.	895/mo.
5 days/week (for 1 month)	1995/mo.	1945/mo.	1895/mo.


\* Prices are subject to change, however, rates will be honored for signed ad agreements for up to 12 months. The number of emails delivered to inboxes trends upwards each week and month.

**DIGITAL ADVERTISING:** [Advertising@Ingrams.com](mailto:Advertising@Ingrams.com) ■ [JSweeney@Ingrams.com](mailto:JSweeney@Ingrams.com)

**DIGITAL ADVERTISING MATERIAL SUBMISSIONS:** [Production@Ingrams.com](mailto:Production@Ingrams.com)


Production questions: Traci Faulk, Production Manager/Art Director / 816.842.9994  
Accepted media include GIF, JPG and PNG. Third-party ads and verification accepted.  
Specify the URL/website address you would like your ad to link to.

LEADERBOARD AD  
728x90

Ingram's Executive Insights

KC's Biggest Company Just Got Bigger

Dairy Farmers of America, the largest private company in the Kansas City metropolitan area, has added another organization to its portfolio. A majority of the 360-farm board of St. Albans Cooperative Creamery, in Vermont, voted to merge with DFA. [\[READ MORE\]](#)




RELATED NEWS

The Israeli Times: 6 Percent Controversial Figure in the Covid-19 Death Count

Centers for Disease Control and Prevention: Daily Updates of Totals by Week and State


MEDIUM RECTANGLE  
300x250

MEDIUM RECTANGLE  
300x250



Sprint Fades Into History; Now It's the New T-Mobile

Sprint Corp., once the crown jewel of business and employment in the Kansas City region, is no more. T-Mobile US announced today that it has officially completed its merger with Sprint Corp. [\[READ MORE\]](#)



Area Banks' PPP Lending Tops \$3 Billion

Data from the FDIC show that Kansas City-area banks put more than \$3 billion into the local economy through the Paycheck Protection Program. With nearly 25,000 loans issued in this region, two banks accounted for the lion's share of lending volume. [\[READ MORE\]](#)

728x90

# INGRAM'S PRINT

47 Years as Missouri's and Kansas' Trusted Business Resource

Ask About Ingram's Frequency Advertising Packages

RATE CARD #26  
RELEASED 10-18-2019

## ADVERTISING RATES

BLACK & WHITE	16x	12x	8x	4x	1x
Full Page	2920	3040	3180	3300	3640
2/3 Page	2340	2480	2700	2820	2920
Island	2120	2240	2340	2460	2700
1/2 Page	1860	1980	2100	2220	2340
1/3 Page	1760	1860	1980	2100	2220
1/6 Page	920	1020	1120	1180	1300
1/2 Page Spread	2920	3040	3180	3300	3640
2 Pages or Spread	4600	4760	5040	5420	6160
4 Pages or Insert	8200	8060	8660	9280	9900

Rates include prepress, proofing & printing services. Preferred Positions add 10%

FOUR COLOR	16x	12x	8x	4x	1x
Full Page	3420	3520	3660	3760	4020
2/3 Page	2700	2880	3060	3220	3400
Island	2460	2580	2780	3040	3300
1/2 Page	2240	2340	2460	2580	2820
1/3 Page	1860	1980	2100	2220	2340
1/6 Page	1280	1400	1480	1580	1700
1/2 Page Spread	3420	3520	3660	3760	4020
2 Pages or Spread	5420	5580	5880	6400	7200
4 Pages or Insert	9160	9400	9620	9860	10100

Rates include prepress, proofing & printing services. Preferred Positions add 10%

SPECIAL POSITIONS	16x	12x	8x	4x	1x
Cover 2	4480	4580	4680	5880	5980
Cover 3	4220	4380	4480	4600	4700
Cover 4	4700	4920	5040	5160	5260

**NOTE:** PRINT ADVERTISERS RECEIVE **VALUE-ADDED** INSERTIONS IN INGRAM'S DIGITAL EDITIONS. LINKS ARE CONNECTED TO ALL WEBSITES AND EMAILS.

DESTINATION

MISSOURI

com

DESTINATION

KANSAS

com

Your guide to investing in Missouri and Kansas

	B&W	4-Color		B&W	4-Color
Full Page	4095	4695	1/6 Page	1395	1760
2/3 Page	3695	4195	1/2 Page Spread	4330	4795
Island	3175	3795	2 Pgs or Spread	6995	7995
1/2 Page	2695	3375	4 Pgs or Insert	11750	12935
1/3 Page	2195	2775	Preferred Positions add 10%		

Jurisdiction for any litigation from advertising placed in the Ingram's Print or Digital shall properly lie in Jackson County, MO with advertiser bearing the cost of reasonable attorney's fees in the event of unpaid invoice collection.

## FREQUENCY PRINT ADVERTISING SPECIAL PACKAGES

### 1/2 Page Color Ads (horizontal: 7" w x 4-7/8" h)

**Buy 8 color 1/2 page ads ■ Receive 1 FREE 1/2 Page Ad**  
**You Pay: \$2,091 net each (\$2,460 gross)**  
**Total Budget: \$16,720** (Includes 9 color 1/2 page ads)  
**Average cost per ad with bonus ad: \$1,858 net (34% OFF)\***

**Buy 12 color 1/2 page ads ■ Receive 2 FREE 1/2 Page Ads**  
**You Pay: \$1,989 net each (\$2,240 gross)**  
**Total Budget: \$23,860** (Includes 14 color 1/2 page ads)  
**Average cost per ad with bonus ad: \$1,705 net (39% OFF)\***

### 1 Page Color Ads

**Buy 8 color 1 page ads ■ Receive 1 FREE Ad Page**  
**You Pay: \$3,111 net each (\$3,660 gross)**  
**Total Budget: \$24,880** (Includes 9 color ad pages)  
**Average cost per ad with bonus ad: \$2,765 net (34% OFF)\***

**Buy 12 color 1 page ads ■ Receive 2 FREE Ad Pages**  
**You Pay: \$2,992 net each (\$3,520 gross)**  
**Total Budget: \$35,904** (Includes 14 color ad pages)  
**Average cost per ad with bonus ad: \$2,564 net (39% OFF)\***

\* Based on discount from published 1x ad rate

Online or Print and Online Advertising Packages also Available

## MECHANICAL SPECIFICATIONS

### DIGITAL ADVERTISEMENT REQUIREMENTS

Please use the following guidelines for submitting ads in a digital format.

### LAYOUT FILES

Our preferred ad format is a **PDF/X-1a compliant file**. All images should be 300 dpi and line art should be 1200 dpi. If creating files in InDesign, Adobe Illustrator, or QuarkXPress (version 7 or higher), simply export a PDF using the PDF/X-1a setting. If creating your file in QuarkXPress (version 6.5 or lower), "Print" a "PostScript" file and "Distill" it using the PDF/X-1a setting in Acrobat Distiller. Fonts and graphic files must be embedded and colors **must** be CMYK. Send files to [Production@Ingrams.com](mailto:Production@Ingrams.com)

IMAGE FILES	File Format	Color	Resolution
Color Photos	JPEG or Tiff	CMYK	300+ dpi
Black & White Photos	JPEG or Tiff	Greyscale	300+ dpi
B/W (Line Art)	Tiff	Greyscale	1200 dpi
EPS (Vector Graphics)*	EPS	CMYK	NA

\***IMPORTANT:** Include linked media and convert fonts to outlines

### ADVERTISING, DESIGN AND PRODUCTION

Any ads that are designed and/or produced by Ingram's will incur the charge of \$90 per hour with a 1-hour minimum charge. Ad production services will be billed in 15-minute increments after the first hour.

### SUBJECT TO TERMS AND CONDITIONS

Payment is due within 30 days of invoice date. By paying within 30 days from the date of invoice, you avoid the charge of 1.75% per month that we must otherwise charge as interest. First time advertisers are to pre-pay their first insertion. Agencies should note, too, that we cannot honor commission on invoices that are 60 days or older—we encourage prompt payment. By honoring the terms of the Ad Agreement and our policy, the company is assured of maintaining its negotiated rates.

DIMENSIONS	Width	Height
Magazine Trim	8 1/8"	10 7/8"
Full Page Bleed	8 3/8"	11 1/8"
2 Page Spread Bleed	16 1/8"	11 1/8"
1/2 Page Spread Bleed	16 1/2"	5 1/8"

AD DIMENSIONS	Width	Height
Full Page (active area)	7"	10"
1/3 Page	4 1/16"	10"
Island	4 1/16"	7 1/2"
1/2 Page horizontal	7"	4 1/8"
1/3 Page vertical	2 1/8"	10"
1/6 Page horizontal	4 1/16"	4 1/8"
1/6 Page vertical	2 1/8"	4 7/8"
1/6 Page horizontal	4 1/16"	2 3/8"
2 Page Spread	15 1/4"	10"
1/2 Page Spread (may bleed)	15 1/4"	4 7/8"

**We're offering four extremely aggressively discounted packages for frequency advertisers**

■ Commit to eight color ads in Ingram's in 2021 and we'll provide you ONE BONUS AD, which you may run in your choice of *Destination Kansas City* or in *The Power Book*, which includes the *Book of Leads & Lists*.  
 ■ Commit to 12 color ads in Ingram's in 2021 and we'll provide you TWO BONUS ADS, which you may run in both *Destination Kansas City* and in *The Power Book*, which includes the *Book of Leads & Lists*.

Note: Published ad rates will be required to pay if program is canceled. **Offer Ends Soon**

