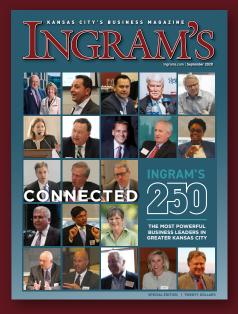
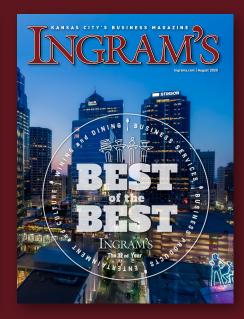
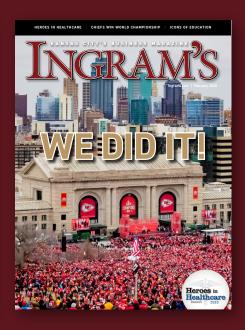
INGRAM'S

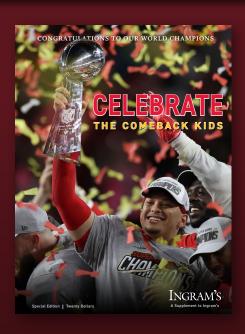
MISSOURI'S AND KANSAS' BUSINESS MEDIA

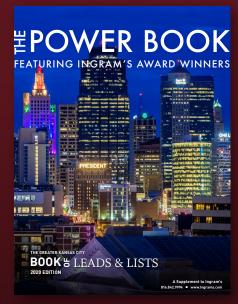


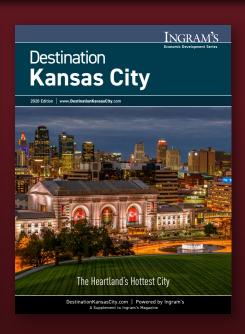




print + digital 2021 MEDIA KIT EDITORIAL AND PLANNING CALENDAR







GET IN THE GAME

Ingrams.com · 816.842.9994 · 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 to be a partner with Ingram's, who for many years, has provided a suc-



Block Real Estate Services, LLC.

"McDowell Rice has for years as a resource on KC



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

Economic downturns, pandemics, stock market crashes, wars, terror

ist 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. It's your one-contact answer to connecting with precisely the readers, and leaders, that you need.

78% have been loyal

readers for at least 5 years

(10x industry average)

and 38% have been loyal

readers for over 10 years.

80% of our readers believe an ad in

Ingram's enhances

an advertiser's

brand image.









70% of readers save and share their copy of Ingram's with others — added reach for your message.



60% have shared in the previous 12



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Editorial Director DBoone@Ingrams.com



Jack Cashill Senior Editor JackCashill@yahoo.com 816.842.9994

has a combined 90 years





Dennis Boone 816.268.6402 = 816.842.9994



Our senior editorial team of expertise as a team working for you. www.Ingrams.com



ads with colleagues months — extending ad reach.

Readers of Worth

Our readers are far more affluent and

[Household Income]

572,500.00 [Home Value]



228,750.00 [Individual Income] 285,937.00



Ingram's Readers are

Affluent and Influential

41% of Ingram's readers are millionaires. Our readers have 40% higher investment assets than the Business Journals' national average

95% of Ingram's readers have a college degree. 70% work for companies that provide tuition reimbursement, 80% plan continuing ed

Loyal and Engaged Readers



Decision Makers with Purchasing Power

27,000 of Ingram's readers own a

second home worth \$313,000 avg.





60% recently visited an advertiser's web site as a result of an ad in Ingram's. 60% share and 40% re-read Ingram's. 80% say Ingram's ads enhance brand image.



95% actively read each and every edition and resource the ads in Ingram's. 95% trust Ingram's as a reliable source; 85% rate Ingram's excellent or good; 78% have read Ingram's 5 years plus.

Readership Survey conducted by Market Intellect.
* National Readership Average (2.18 readers per copy source: Newspaper Association of America and tatement of Ownership from above-mentioned using as invented.

- 78,483* Influential Executive Readers
- **5** Springfield Business Journal

Readership Rivaling ALL Regional Business Journals— Combined!

all of the business journals in both Missouri and Kansas—combined! And *Ingram's* readers have signif-

- Ingram's Magazine
- 2 St. Louis Business Journal 26,410** (12,115 copies
- Kansas City Business Journal 16,258** (7,458 cop
- Wichita Business Journal

Updated: October 2020

Ingram's Magazine

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

June

Cool Stuff

50 Kansans

Transportation

Education and

the Workforce

Logistics and

Warehousing

No other secto

Expert Q&A:

Insights: Sponsored Content

Top Area MBA

■ Private Colleges &

■ Public Colleges &

Universities Gra

(M0 & KS)

Programs (MO & KS)

Programs (MO & KS)

Programs (MO & KS)

Industry Outlook
 Assemblies and Re

Community Colleges

Logistics

has outstripped the

seen since 2015.

growth this area has

Q2 Quarterly Report

Industry Outlook

Ton 25 Brands in KS

Made in Kansas

You Should Know

IGRAM'S

EDITORIAL FEATURES

■ Sales & Marketin ■ Financial Advise

INGRAM'S AWARDS

AND OVERVIEW

Competition and Recognition Programs

INGRAM'S MONTHLY **EDITIONS**

INDUSTRY OUTLOOK

QUARTERLY REPORTS

HISTORICAL PERSPECTIVES

THE LAST BUSINESS CYCLE (SPECIAL AD RATES)

INGRAM'S MONTHLY EXPERT Q&A

INSIGHTS: SPONSORED CONTENT

INGRAM'S MONTHLY **LEADS & LISTS**

(includes the Greater Kansas City area and often times statewide MO and KS)

Feb Jan

Biggest Business of '20

Milestones (2020-21) Corporate Anniversaries Executive

Construction

Industry Outlook

Construction and

Real Estate and

Leasing Trends

business cycle

shifts in KC market.

Economic Forecast

Sponsored Content

Architecture Firms

■ Chambers of

Commerce

■ Research and

Life Sciences

Organizations

■ The 2015-2020

Expert Q&A:

Heroes in Healthcare of the Year



Higher Education Industry Outlook

Education and

the Workforce

Q1 Quarterly Report

The Post Covid-19

Engaging Workforce

ide to KC's

SPECIAL EDITION

ansas City

ngram's 2021 Special Edition (

ve Your Po

DESTINATION **KANSAS CITY**

Higher Ed and the Workforce

■ Demographics, economic trends create new demands for instruction.

Expert Q&A:

Private Colleges &

■ Public Colleges &

Universities Undergrad

Programs (MO & KS)

Universities Undergrad

Programs (M0 & KS)

Technical Schools &

Colleges (MO & KS)

Nursing Programs

Real Estate Teams

NSIGHTS: SPONSORED CONTENT

Your opportunity to go multi-channel with marketing efforts that reach nearly 100,000 influential readers; more at Ingrams.com.

 Content you can tailor to most effectively reach your target audience. Extend the reach of your marketing dollar wi content that readers will both use and share

(MO & KS)

- Sponsored Content
 - Top Area Convention and Meeting Facility (Exhibit Halls and F Meeting Space)
 - Top Airports (KC Area Airlines Serving KCI

EACH MONTH, WE WILL SHOWCASE ONE OF THE AREA'S MOST IMPORTANT CONSTRUCTION PROJECTS

INGRAM'S INCLUDES PRINT AND ONLINE ANNOUNCEMENTS "ONES TO WATCH & PEOPLE ON THE MOVE"

Mar

Top 25 Brands in MO Cool Stuff

50 Missourians

Banking

Industry Outlook

Banking and

Financial Services

Q1 Quarterly Report

Regional Banking

Sharp growth and

stiffer competition

increasingly define

regional banking

Business Banking

Sponsored Content

Top Area Banks (Ranked by

Accounting Firms

Top Area Law Firms

Commercial Realtors

(Ranked by Revenue)

Staffing Agencies

AM'S

Branches)

Top Area

■ Top Area

Top Area

trends.

Expert Q&A:

You Should Know

Special Edition **Leadership Edition** Made in Missouri

Apr

40 Under Forty

Healthcare

Healthcare

and Insurance

Agribusiness at Our Core

Q2 Quarterly Report

to the region's 's

Sponsored Content

Top Area Retirement

■ Top Area Assisted

Top Area Home

Top Area Digital

Marketing Firms

■ Ton Area Independent

Insurance Agencies

Communities

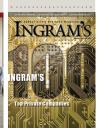
Industry Outlook

40 Under Forty Alumni of the Year

The Ingram's 100: The KC Area's Top **Private Companies** People, Power, Money

May

Best Companies to Work For



Engineering and Design Industry Outlook

Construction and Development Q2 Quarterly Report

Engineering and Design

Production, animal ■ Local firms health remain central increasingly stake their claim to global long-term growth. prominence.

Expert Q&A: Leadership

ce & Manufacturing Insights: Sponsored Content

Expert Q&A:

Articial Intelligen

- Top Area Private Companies ■ Top Area
- Public Companies ■ Top Area Health Care Agencies Logistics Companies
 - Top Area Engineering Revenue)

■ Top Area Residential Real Estate Firms

Emerging Industries

Ecosystem and the Money Behind It

Corporate Report 100 KC's Fastest-Growing Firms

INGRAM'S

Professional

Banking and Financial Services

The Law Firm

Landscape

Expert Q&A:

ndustry Outlook

Q3 Quarterly Report

Local firms extend

their reach with

consolidations, out-

of-town acquisitions.

Managing Growth

Insights: Sponsored Content

Home Builders

Ton Area Public-

Small Business

Sector Employers

Development Centers

■ Top Area Private and

RESERVATIONS TAKEN FOR 12 CONSTRUCTION PROJECTS IN '21

SPONSOR THE "ONES TO WATCH" IN THE MEDIA THAT MATTERS

SPONSORSHIP/POSITIONING OPPORTUNITIES

Extraordinary Opportunities to Serve as a Project Partne

■ Elected Officials (Cities)

■ Top Area

Services

The Start-Up Kansas City Awards



INGRAM

BEST BEST

Wealth

Management

Healthcare

and Insurance

Sports in KC

its place in the

championships.

Wealth Manage-

Insights: Sponsored Content

■ Top Area Hospitals

and Medical Centers

(Ranked by Admissions)

Top Area Health Care

Insurance Providers

Military Installations

■ Veteran and Military

Support Agencies

Utility Companies

(M0 & KS)

Expert Q&A:

ment Trends

Q3 Quarterly Report

Kansas City claims

NEL MIR and MIS

Industry Outlook

Aug

Ingram's 250 The Most Powerful Edition of the Year and the Highest Read

Sept

The Most Powerful **Business Execut**ives in the Region

Ingram's 250

Banking and

General Assembly

and Special Report

Q3 Quarterly Report

C-Suite Changes: Boomer Exodus

A new generation of

reigns in sweeping

change.

Expert Q&A:

Venture Capital

Insights: Sponsored Content

Top Area Wealth

Top Area Banks

Top Area

Ton Area

Top Area

Credit Unions

Management Firms

Mortgage Companies

Venture Capital Firms

trategically built, meticulously esearched and uniquely formatte ne Destination Missouri and Des

leadership takes the



0ct

Top Doctors 20 in Their Twenties

INGRAM

Research and

Industry Outlook

Education and

the Workforce

Reinventing Health Care

Q4 Quarterly Report

A highly competitive

into a new era of

Health and Benefits

Sponsored Content

■ Top Area Hospitals

■ Top Area Private

High Schools

■ Top Area Public

■ Top Area Ad Ager

■ Ton Area Labor

cies, Marketing Firms

and Medical Centers

(Ranked by Revenue)

market moves

collaboration.

Expert Q&A:

Innovation

Trailblazers Workplace Makeover



Nov

Logistics and Warehousing



Commercial

Real Estate

Industry Outlook

Construction and

Q4 Quarterly Report

Development

A Kansas City

A review of real-

estate developments

on an unprecedented

Makeover

scale.

Expert Q&A:

Office Space

Insights: Sponsored Content

■ Top Area General

■ Top Area Engineering

■ Top Area Commercial

by Space Managed)

Top Area Women-

■ Top Area Minority-

CONSTRUCTION PROJECTS: FOR INFO: Email JSweeney@Ingrams.com

DESTINATION MISSOURI AND DESTINATION KANSAS

Owned Businesses

Firms (Licensed

Contractors

Engineers)

Dec

Ingram's Annual Philanthropy Edition

Corporate **Philanthropist**

Year in Review and

2021 Newsmakers



Philanthropy Industry Outlook

(Giving Back)

Healthcare

and Insurance

Philanthropic

Realignment

THE POWER BOOK

OOK & LEADS & LISTS

POWER BOOK

nder Forty

Q4 Quarterly Report

Huge influx of wealth is being directed at nonprofits and charitable causes in the region. Expert Q&A: Planned Giving

Sponsored Content ■ Top Area Foundations

and Charitable Trusts ■ Top Area Non-Profit

Area Elected Officials (Fed, State, County) ■ Ton Area SBA Education and Healthcare

PEOPLE ON THE MOVE: FOR INFO: <u>Advertising@Ingrams.com</u> ■ 816.842.9994

Construction and Real Estate

bags with Ingram lovember Edition

Thursday, October 28

CONSTRUCTION PROJECTS

PEOPLE ON THE MOVE

WANT TO SHARE YOUR STORY IN INGRAM'S? ANNOUNCING THE ALL-NEW INSIGHTS:

SPONSORED CONTENT New vehicles to convey your market ing message, along with time-tested winners like Ingram's Profile pages. Your chance to connect directly with tial readers. Insights: Sponsored Content is available in Ingram's print and online digital products.

AD/MATERIALS DEADLINE **DISTRIBUTION DATE**



Tuesday, March 30

Thursday, April 29

Thursday, May 27

Consider Ingram's as a Media Partner for your Organization's Initiative

Thursday, July 29 Monday, August 2

Tuesday, August 31

Tuesday, November 2

Thursday, December 2

Tuesday, November 2

816.842.9994 | www.lngrams.com | Advertising@Ingrams.com

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 20,000/month 30,000/month 40,000/month 50,000/month	1-3 Months 795/mo. 1199/mo. 1590/mo. 1987/mo.	4-7 Months 745/mo. 1117/mo. 1490/mo. 1862/mo.	8-12 Months 695/mo. 1024/mo. 1390/mo. 1737/mo.	Impressions 20,000/month 30,000/month 40,000/month 50,000/month	1-3 Months 1113/mo. 1669/mo. 2226/mo. 2782/mo.	4-7 Months 1053/mo. 1579/mo. 2118/mo. 2632/mo.	8-12 Months 993/mo. 1489/mo. 1986/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 <u>Delivered Each</u> **Morning**

DAILY

Start each morning with Ingram's Executive Insights, Kansas City's trusted source for breaking business news and events, in vour 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, subcontractors, commercial/ residential realty executives, logistics/transportation, commercial lenders.

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/professionalservices 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 (300×250) *OR* **Leaderboard** (728×90)

1-3 Months	4-7 Months	8-12 Months
1425/mo.	1305/mo.	1185/mo.
1900/mo.	1740/mo.	1580/mo.
2850/mo.	2610/mo.	2370/mo.
3800/mo.	3480/mo.	3160/mo.
	1425/mo. 1900/mo. 2850/mo.	1425/mo. 1305/mo. 1900/mo. 1740/mo. 2850/mo. 2610/mo.

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 ■ JSweeney@Ingrams.com

DIGITAL ADVERTISING MATERIAL SUBMISSIONS: 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.







Area Banks' PPP Lending Tops

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 Rates include prepress, p	8200 Proofing & p	8060 rinting service	8660 es. Preferred	9280 Positions ad	9900 Id 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

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

4920

5040

5160

5260

4700

DESTINATION MISSOURI DESTINATION KANSAS 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 a	dd 10%	

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

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

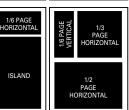
ADVERTISING, DESIGN AND PRODUCTION

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 ½"
Full Page Bleed	8 %"	11 1/8"
2 Page Spread Bleed	16 1/8"	11 1/8"
½ Page Spread Bleed	16 ½"	5 %16"

Width Hoight

AD DIMENSIONS

AD DIIMENOIONO	vviatn	Height
Full Page (active area)	7"	10"
¹ ¹ ⁄ ₃ Page	4 1/16"	10"
Island	4 1/16"	7 ½"
½ Page horizontal	7"	4 1/8"
⅓ Page vertical	2 1/8"	10"
⅓ Page horizontal	4 1/16"	4 1/8"
1/4 Page vertical	2 1/8"	4 1/8"
1/6 Page horizontal	4 1/16"	2 %"
2 Page Spread	15 1/4"	10"
½ Page Spread (may bleed)	15 ¼"	4 1/8"

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)*

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

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^{*} Based on discount from published 1x ad rate