



From left to right: **Joe Sweeney**, **Michelle Sweeney**, **Will Crow**, **Dennis Boone**, **Jack Cashill**, **Nancie Boland**, **John Ward**, **Traci Faulk** and **Mette Kramer**.

## The Ingram's Promise

For half a century, *Ingram's* has built a reputation as the No. 1 authority on business intelligence in the greater KC and bi-state region. Our insightful coverage of business trends in Missouri and Kansas combines with our data-rich industry ranking lists in *The Power Book* to give you the *most* complete picture of this area's *most* influential executives, leading companies and key business sectors. We're proud to serve as an advocate for business growth and expansion, attraction and retention, and job creation.

In 2024, we'll significantly expand our reach with innovative print products, new and enhanced digital and on-line resources and services and we'll return and expand a significant portfolio of events, assemblies and meetings. *We'll inform* our readership with incisive reporting on key issues and trends shaping the business climate. *We'll continue* to align leadership throughout both states, and collaborate with leaders and local and state officials to pursue innovative economic-development solutions. *We'll provide* unique print and digital marketing platforms that serve the interests of advertisers, affiliated organizations, sponsors and partners and the great states of Kansas and Missouri.

Recent years have been challenging for everyone—individuals, families, companies and organizations. We believe 2024 will be a healthy and productive year for all. With your support, we'll continue to deliver on that mission—and on this promise.

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# MISSOURI'S AND KANSAS' BUSINESS MEDIA INGRAM'S THE 50TH YEAR

print + digital  
2024 **MEDIA KIT**

EDITORIAL AND PLANNING CALENDAR



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From left to right: **Will Crow**, **Jack Cashill**, **Dennis Boone**, **Michelle Sweeney**, **Joe Sweeney**, **John Ward**, **Nancie Boland**, **Mette Kramer** and **Traci Faulk**. Not in the Photo: **Jim Ryan**

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2nd Year

On behalf of our team of journalists, we're honored to serve as your steward of business. Our team has more than 160 combined years working at *Ingram's*. We take great pride in serving the business community and one of the most exciting markets and regions in North America. Please join us on what we strongly believe will be the greatest year of *Ingram's* history.

# All-In at 50

CEOs. Presidents. Owners. High net-worth individuals and families. Decision-makers throughout the bi-state region, Midwest, and many beyond. When you want to reach them, no medium in Missouri or Kansas helps make that connection the way *Ingram's* does. That's not a boast: It's been demonstrated time and again and year-after-year through audits, readership surveys and our own deep relationships with business executives that, in many cases, go back decades.

Five decades, in some cases. In 2024, *Ingram's* will mark a half-century of bringing its unique brand of news coverage to the greater Kansas City area business community and to executive leadership throughout the Missouri and Kansas bi-state region. If your mission is to connect with them, *Ingram's* Print + Digital is your best bet for achieving success. We invite you to join us in a year-long celebration of those connections by partnering with us as a sponsor and advertising in *Ingram's* Magazine and among various channels of *Ingram's* Digital. In committing to ads in 14 issues, your organization will enjoy the most affordable rates ever. In fact, for the first time in half a century, companies can enjoy 50% OFF Print and/or Digital advertising programs. *This is the first time this offer has ever been made . . . and it's the last time we'll ever offer it again!* We're All-In in 2024 and hope your organization will be too.

When business owners and executives look to us for information on the people and companies that are driving business growth in this region, you have a rare opportunity to reach an influential audience of strategic thinkers and high-level decision-makers. There's no better way to ensure that your marketing and communication dollars are hitting their intended mark. How do we do it? Think about it:

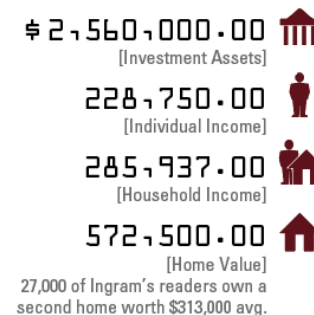
- We provide an unmatched editorial approach with our recurring coverage of key business silos in this region, including—but by no means limited to—construction, development and real estate, banking and financial services, health care and insurance, work-force training and education, innovation and more.
- We pioneered the C-level Industry Outlook and Economic Development series, drawing together thought leaders across business disciplines to assess current economic trends, challenges and opportunities.
- We introduce high achievers to the broader market through a well-defined and meticulously executed awards program that spotlights both individuals and corporate performance. Among them: our hugely popular 40 Under Forty, Best Companies to Work For, Corporate Report 100 ranking of the region's fastest-growing companies, and more than a dozen others.
- We provide valuable business intelligence with our industry ranking lists that tell you who the top performers are across more than 50 business sectors and disciplines, from the largest general contractors and law firms to the top accounting and engineering firms, hospitals, MBA programs, banks and many others.

No matter what their motivation is, when business executives come to *Ingram's*, the people tasked with making the big decisions are coming here for answers. Make your marketing message one of them and join us on this exciting journey as we showcase 50 years of business throughout the greater Kansas City region as well as throughout the great states of Missouri and Kansas.

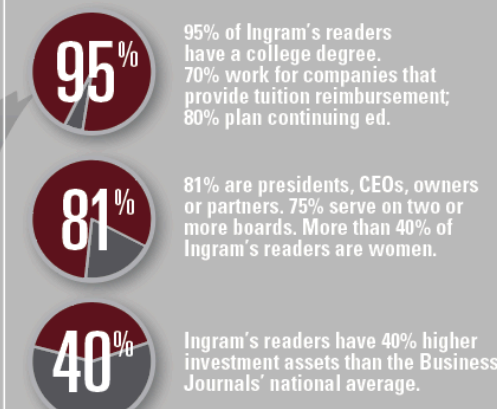
## No Business Publication in Missouri or Kansas Comes Close to Delivering Impact and Value Like Ingram's Does . . . And Has For 50 Years

### Readers of Worth

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

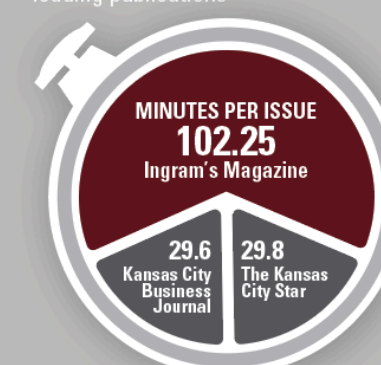


### Ingram's Readers are Affluent and Influential

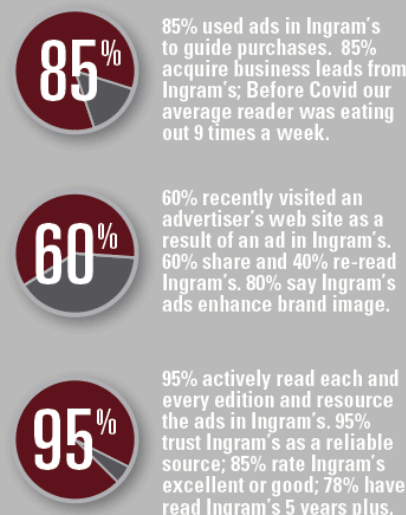


### Loyal and Engaged Readers

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 as required by the U.S. Postal Service and reported from the 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 43.79% more readers than all audited business publications in Missouri and Kansas Combined! And Ingram's readers have significantly higher demographics.**

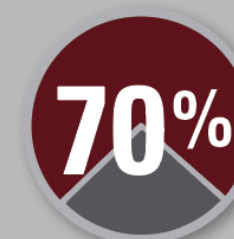
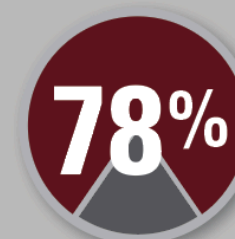
- 1 Ingram's Magazine ▼ .54%**  
67,985 Influential Executive Readers
- 2 St. Louis Business Journal ▼ 6.62%**  
19,934\*\* (9,144 copies)
- 3 Kansas City Business Journal ▼ 2.32%**  
14,931\*\* (6,849 copies)
- 4 Wichita Business Journal ▼ 6.05%**  
6,263\*\* (2,873 copies)
- 5 Springfield Business Journal ▼ .60%**  
6,154\*\* (2,823 copies)

Updated: October 2023

**Ingram's Magazine**  
**67,985**



**All Others Business Journals Combined**  
**47,282**



### EDITORIAL FEATURES AND OVERVIEW

### INGRAM'S AWARDS

Competition and Recognition Programs

### INGRAM'S MONTHLY EDITIONS

- Editorial Columns**
- Between the Lines: Jack Cashill
  - Reflections: Dennis Boone
  - In a Nutshell: Ken Herman
- Guest Columns**
- Wealth Management
  - Small Business Adviser
  - Technology
  - Of Counsel
  - Sales & Marketing
  - Financial Adviser

### INDUSTRY OUTLOOK AND ED ASSEMBLIES

### QUARTERLY REPORTS

### EMPLOYERS SERIES

### HISTORIC SERIES

### POWER BREAKFAST SERIES & INGRAM'S COMMUNITY CARES

SPECIAL RATES  
(Sponsored Events and Ad Sections)

### INGRAM'S MONTHLY EXPERT Q&A

### INGRAM'S MONTHLY LEADS & LISTS

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

### AD/MATERIALS DEADLINE DISTRIBUTION DATE

### YOU'RE INVITED!

Ingram's is respected nationally to be among the best publishers of anniversary and special editions. We really try hard to exceed expectations. In 2024 Ingram's team will be on the front lines to bring valued readers and patrons the most ambitious and well-planned series of publications, events, assemblies and digital offerings in the history of Ingram's. Be ALL-IN '24.



### THE POWER BOOK

- I Influential**  
Ingram's 250 Women Executives - KC 40 Under Forty Best Companies to Work For Corporate Report 100 Best of Business Kansas City
- II Community**  
Ingram's 2020 Community Calendar Non-Profit Organizations Foundations and Charitable Trusts Airlines Serving KCI Airports Elected Officials (City) Elected Officials (County, State, Federal) Military Installations Veteran Support Organizations
- III Business Services**  
Accounting, Consulting Firms Law Firms Economic Development Agencies Chambers of Commerce Ad Agencies and Marketing Firm Digital Marketing Firms Largest Employers Labor Unions Private Companies Public Sector Employers Staffing Agencies Minority-Owned Businesses Women-Owned Businesses Hotels Convention & Meeting Space Private and Public Golf Clubs Small Business Development Centers
- IV Financial Services**  
Banks (ranked by Branches) Banks (Ranked by Assets) SBA Lenders Mortgage Companies Credit Unions Wealth Management Firms Independent Insurance Agencies Venture Capital Firms
- V Education and Healthcare**  
Private Colleges and Universities (Undergrad) Private Colleges and Universities (Graduate) Public Colleges and Universities (Undergrad) Public Colleges and Universities (Graduate) MBA Programs Community Colleges Technical Schools & Colleges Public School Districts Private High Schools Nursing Programs Hospitals & Medical Centers Health Insurers Home Health Care Agencies Assisted Living Communities Retirement Communities
- VI Construction and Real Estate**  
General Contractors Architecture Firms Engineering Firms Commercial Realtors (Sales) Commercial Realtors (Space) Residential Realtors Res. Real Estate Teams Home Builders Utility Companies Labor Unions

- Top Area**
- Architecture Firms
  - Mortgage Lenders
  - Labor Unions
  - Top Area Chambers of Commerce
  - Top Area Economic Development Agencies
  - Top Area Utilities
- Private Colleges and Universities (Undergrad)**
- Public Colleges and Universities (Undergrad)
  - Community Colleges
  - Tech Schools/Colleges
  - Independent Insurance Agencies
  - Assisted Living Facilities
  - Home Health Agencies

Friday, January 12  
Wednesday, January 17

### SPONSORSHIP OPPORTUNITIES

Polybags with January

Friday, January 12  
Wednesday, January 17

**Jan**

Ingram's at 50: Celebrating Half a Century of Business in KC Biggest Business Deals of 2023

Executive of the Year (and C-Suite Awards) Milestones (2023-24) Corporate Anniversaries



### Construction and Design Industry Outlook

### Construction and Development Q1 Quarterly Report

### Cost Control: Salaries and Benefits

### A Half-Century of Business in KC Region (Intro to 2024 Series)

### 2024 Economic Forecast and Jobs Outlook

### Power Breakfast Series Q1

### Expert Q&A: Timing Your Project

- Top Area Architecture Firms
- Top Area Labor Unions
- Top Area Chambers of Commerce
- Top Area Economic Development Agencies
- Top Area Utilities

Friday, January 12  
Wednesday, January 17

**Feb**

Employers of Choice (Work Force Edition) Ingram's Employers' Hiring Guide

Icons of Education Heroes in Healthcare



### Healthcare and Insurance Industry Outlook

### Education and the Workforce Q1 Quarterly Report

### Filling the Talent Pipeline

### Regional Business: 1974 through 1979

### Ingram's Community Cares: Work Force

### Expert Q&A: Creating Next-Generation Jobs

- Private Colleges and Universities (Undergrad)
- Public Colleges and Universities (Undergrad)
- Community Colleges
- Tech Schools/Colleges
- Independent Insurance Agencies
- Assisted Living Facilities
- Home Health Agencies

Thursday, February 8  
Tuesday, February 13

**Mar**

Ingram's 50 Anniversary Special Edition The Players: Legends of Business

The Power Players The Corporate Giants The Most Impactful Developments/Deals



### Greater Kansas City Business Icons General Assembly and Special Report

Ingram's is pleased to soon unveil the largest and most impactful publication of the last half century.

It is our honor and privilege to serve as a steward of business throughout the greater KC region and the states of Missouri and Kansas. As KC prepares to showcase on the world stage the World Cup in 2026, Ingram's is prepared to crush it in 2024 and we invite your organization to join us in each of 14 spectacular editions.

### ALL-IN '24 SPONSORSHIP OPPORTUNITIES

Friday, March 15  
Wednesday, March 20

**Apr**

Ingram's 2024 Leadership Edition The 40 We Missed

40 Under Forty The 26th Year Alumni of the Year



### Banking and Financial Services Industry Outlook

### Healthcare and Insurance Q2 Quarterly Report

### Managing the Multi-Generation Work Force

### Regional Business: 1980 through 1989

### The Life Sciences Human Plant Animal

### Power Breakfast Series Q2

### Expert Q&A: Leadership Service Strategies

- Top Accounting & Consulting Firms
- Top Area Law Firms (ranked by # attorneys)
- Top Area Hospitals and Medical Centers (Admissions)
- Top Area Health Insurance Providers
- Nursing Programs
- Top Area Independent Insurance Agencies

Thursday, April 11  
Tuesday, April 16

**May**

The Ingram's 100: The KC Area's Top Private Companies

Best Companies to Work For



### Legal Industry Outlook

### Construction and Development Q2 Quarterly Report

### Trends in Training

### Regional Business: 1990 through 1999

### Ingram's Community Cares: Crime Prevention

### Expert Q&A: Best Practices in Hiring, Onboarding

- Top Public Cos.
- Top Area Commercial Realtors (Space)
- Top Area General Contractors
- Top Area Engineering Firms (Engineers)
- Residential Real Estate Companies
- Top Area Home Builders

Thursday, May 9  
Tuesday, May 14

**June**

50 YEARS OF KANSAS BUSINESS

Destination Kansas Your Guide to Investing and Thriving in Kansas



### Reserve Your Position

The Power Players The Corporate Giants The Most Impactful Developments/Deals

Kansas Economic Development Assembly & Report

50 Years of Business in Kansas is the theme of this anniversary edition of *Destination Kansas*. Ingram's will archive half a century of the most impactful leaders, corporate giants and developments that have shaped the Sunflower State. This issue is published in collaboration with valued sponsors. National and Regional Distribution.

### Please Claim Your Position!

### SPONSORSHIP OPPORTUNITIES

Dual Issue Special Rate (40% OFF) with your ad in May or July and in Destination Kansas

Friday, June 14  
Wednesday, June 19

**July**

Retirement Planning Transitions and M&A

Corporate Report 100 Best of Business Kansas City Awards



### Wealth Management Industry Outlook

### Banking and Financial Services Q3 Quarterly Report

### De-Stressing Your Staff

### Regional Business: 2000 through 2009

### Commercial Real Estate and Construction

### Power Breakfast Series Q3

### Expert Q&A: Brand-Building Trends

- Top Area Banks (Ranked by Branches)
- Mortgage Lenders
- Top Area Public & Private Golf Courses
- Airlines Serving KCI
- Airports in MO & KS
- Top Area Hotels
- Convention and Meeting Facilities

Thursday, July 11  
Tuesday, July 16

**Aug**

50 YEARS OF MISSOURI BUSINESS

Destination Missouri Your Guide to Investing and Thriving in Missouri



### Reserve Your Position

The Power Players The Corporate Giants The Most Impactful Developments/Deals

Missouri Economic Development Assembly & Report

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Dual Issue Special Rate (40% OFF) with your ad in July or September and in Destination Missouri

Friday, August 16  
Wednesday, August 21

**Sept**

Ingram's 250 Recognizing Retiring C-Suite Legends

The Most Powerful Business Executives in the Greater Kansas City Region



### Ingram's 250 General Assembly and Special Report

### Not Applicable

### Retaining Senior Leadership

### Not Applicable

### Ingram's Community Cares: Corporate Civic Engagement

### Expert Q&A: Succession Trends

- Top Area Wealth Management Firms
- Biggest Private-Sector Employers
- Top Area Venture Capital Firms
- Top Area Digital Marketing Firms
- Top Area Ad & Marketing Agencies

Friday, September 13  
Wednesday, Sept. 18

**Oct**

NEXT: (Plan the Future) High School Students, Administrators, Counselors & Parents

Top Doctors 20 in Their Twenties



### Education Industry Outlook

### Education and the Workforce Q4 Quarterly Report

### The Changing Nature of DEI

### Regional Business: 2010 through 2019

### Healthcare, Benefits and Insurance

### Power Breakfast Series Q4

### Expert Q&A: Small Business Health Plans

- Hospitals and Medical Centers (by Revenues)
- Top Area Retirement Communities
- Top MBA Programs
- Private College Programs (Grad)
- Public College Programs (Grad)
- Private High Schools
- Public School Districts

Thursday, October 10  
Tuesday, October 15

**Nov**

Transportation, Logistics & Warehousing Infrastructure Update

WeKC—Women Executives Kansas City Rainmakers



### Industrial Real Estate and Logistics Industry Outlook

### Banking and Financial Services Q4 Quarterly Report

### Evaluating Non-Traditional Candidates

### Regional Business: 2020 through 2024

### Ingram's Community Cares: Diversity, Equity and Inclusion

### Expert Q&A: Office Leasing Trends

- Top Area Banks (Ranked by Assets)
- Credit Unions
- Top Area Engineering Firms (Ranked by Rev)
- Top Area Women-Owned Businesses
- Top Area Minority-Owned Businesses
- Top Area Logistics Companies

Thursday, November 7  
Tuesday, November 12

**Dec**

Ingram's Annual Philanthropy Edition Year in Review, 2024 Newsmakers

Corporate Champions Philanthropist of the Year



### Philanthropy Industry Outlook (Giving Back)

### Healthcare and Insurance Q4 Quarterly Report

### Emerging Trends in Use of Data and AI

### Not Applicable

### Ingram's Community Cares: Employee Engagement in Philanthropy

### Expert Q&A: Building a Corporate Giving

- Top Area Foundations and Charitable Trusts
- Top Area Non-Profit Organizations
- Top Area Public-Sector Employers
- Area Elected Officials (Fed, State, County)
- Elected Officials (Cities)

Friday, December 6  
Wednesday, Dec. 11



### THE POWER BOOK

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- Top Area Non-Profit Organizations
- Top Area Public-Sector Employers
- Area Elected Officials (Fed, State, County)
- Elected Officials (Cities)

Friday, December 6  
Wednesday, Dec. 11

## 50 YEARS OF BUSINESS IN THE GREAT STATES OF KANSAS AND MISSOURI

As Ingram's editors archive the history of the KC region, we'll refine the playbook from the March 50th anniversary edition and name the biggest players, most impactful companies and significant events that have shaped Kansas and Missouri over half a century. In June of 2024 we'll publish arguably the most significant publication to archive the history of business and the players throughout the state of Kansas and we'll do it again on behalf of the state of Missouri in August. Businesses and organizations throughout both states are encouraged to reserve your marketing position and consider a Sponsorship role in these unique historic editions.



### SPONSORSHIP OPPORTUNITIES

Polybags with December

SPONSORSHIPS & EVENTS

		TITLE SPONSOR (Exclusive)	PRESENTING SPONSORSHIP	SUPPORTING SPONSORSHIP	AWARD SPONSOR	OTHER SPONSORSHIPS
	Outstanding leadership in executive administration, operations, finance, human resources, information/technology, compliance and other C-Suite disciplines. <b>Year 4</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	\$3,000 (1)	\$5,000 (2) Awards Luncheon Sponsor
	Exceptional performance in administration, nursing, professional and auxiliary services, as well as volunteer contributions and lifetime service. <b>Year 21</b>	\$10,000 (1)	\$5,000 (1)	N/A	\$3,000 (1)	\$5,000 (2) Awards Breakfast Sponsor
	Stellar lifetime achievement by university presidents/chancellors, deans, department heads and instructors at institutions across Missouri and Kansas. <b>Year 17</b>	\$10,000 (1)	\$5,000 (1)	N/A	\$3,000 (1)	\$5,000 (1) Awards Luncheon Sponsor
	Recognizing exemplary workplace design in compensation, benefits, training, culture and corporate philanthropy. <b>Year 17</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	\$3,000 (2) or (1) at \$5,000	5,000 (1) Awards Luncheon Sponsor
	Young leaders of business who are greatly achieved and demonstrate superior commitment to civic life and philanthropic causes. <b>Year 26</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	\$3,000 (2) or (1) at \$5,000	\$5,000 (2) Reception Sponsor \$5,000 (1) Bar Sponsor
	Ingram's Readers' Choice Awards in the categories of Wining & Dining, Entertainment & Culture, Business Products and Business Services. <b>Year 36</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	\$3,000 (2) or (1) at \$5,000	\$5,000 (2) Reception Sponsor \$5,000 (1) Bar Sponsor
	The Kansas City region's 100 fastest-growing private companies. Ranked by revenues between the years of 2020 and 2023. <b>Year 39</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	N/A	\$5,000 (2) Reception Sponsor \$5,000 (1) Bar Sponsor
	The most powerful and influential business executives in the Greater Kansas City region, encompassing for-profit companies, non-profits and education. <b>Year 9</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	\$5,000 (2)	\$5,000 (2) Reception Sponsor \$5,000 (1) Bar Sponsor
	Recognizing the physicians regarded by their peers as the very best of what greater Kansas City region has to offer in health-care providers. <b>Year 28</b>	\$10,000 (1)	\$5,000 (1)	N/A	\$3,000 (1)	\$5,000 (2) Reception Sponsor \$5,000 (1) Bar Sponsor
	Young entrepreneurs and executives who have exceeded expectations for early-career achievement and for driving business growth. <b>Year 17</b>	\$10,000 (1)	\$5,000 (1)	N/A	\$3,000 (1)	\$5,000 (1) Reception Sponsor \$5,000 (1) Bar Sponsor
	Women whose career achievements have taken them to the highest levels of leadership in their organizations. <b>Year 23</b>	\$10,000 (1)	\$5,000 (1)	N/A	\$3,000 (1)	\$5,000 (2) Awards Luncheon Sponsor
	The region's most impactful givers of time, talent and treasure on behalf of charitable causes and institutions, plus corporate and individual philanthropy. <b>Year 8</b>	\$15,000 (1)	\$10,000 (1)	\$5,000 (2)	\$3,000 (1)	\$5,000 (2) Awards Luncheon Sponsor
	Regional thought leaders convene to address key issues and topics, including the 2024 Economic Forecast & Jobs Outlook, Health Care/Benefits, Commercial Real Estate & Construction. <b>NEW in '24</b>	\$15,000 (1)	\$10,000 (2 EA)	\$5,000 (2)	N/A	\$5,000 (2) Breakfast Sponsor
	Companies and individuals advancing the greater social good through business engagement in Work-Force Development and programming in Diversity, Equity and Inclusion. <b>NEW in '24</b>	\$10,000 (1) for the series	\$5,000 (1) for specific event	N/A	N/A	\$850 for your color logo to be printed on front cover of the special edition. Polybags with Ingram's.

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A trusted digital news source for thousands of business professionals from the greater Kansas City area and well beyond, Ingrams.com is the destination to best accommodate your digital marketing strategies. An array of advertising options allows you to display your business in front of the eyes of business owners and investors with breaking news, insightful commentary and special regional publications.

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INGRAMS.COM	1-5 mo.	6-12 mo.
Billboard	1495/mo.	1195/mo.
Leaderboard	695/mo.	595/mo.
Medium Rectangle	695/mo.	595/mo.
Half Page	995/mo.	795/mo.
Skyscraper	1495/mo.	1195/mo.

Rates are monthly.

**SPONSORED CONTENT**  
Includes placement of one article per month on Ingrams.com, eNews and social media. Up to 500 words and 2 photos.  
Flat Fee 1200/mo.  
Each Additional Month 1000/mo.

eNEWS/INSIGHTS	1-5 mo.	6-12 mo.
Leaderboard	495/mo.	395/mo.
Medium Rectangle	495/mo.	395/mo.

Rates are monthly, for 1 day per week.

Please send JPG or PNG file to [Digital@Ingrams.com](mailto:Digital@Ingrams.com) and make sure to include URL. Ads are due 3 days prior to run date.

**350,000** **7,500** **47%**  
monthly page views    unique monthly users    engagement rate  
Claim Your Position: [Advertising@Ingrams.com](mailto:Advertising@Ingrams.com) ■ 816.842.9994

**INGRAMS.COM AND eNEWS/INSIGHTS AD SIZES:**  
**Billboard** (970 x 250); **Leaderboard** (728 x 90); **Medium Rectangle** (300 x 250); **Half Page** (300 x 600); **Skyscraper** (300 x 750)

Ingram's eNews: Monday—Saturday

Each weekday morning around 9:00 a.m., *Ingram's eNews* delivers executive-oriented news and insights in five distinct business sectors. Saturday's newsletter will feature the Week in Review, assembling the most-read stories of the week. (Weekly plan below)

Ingram's Insights/Breaking News: Monday—Friday

Monday-Friday in the early afternoon, *Ingram's Insights* delivers breaking and general-interest industry news, covering the most relevant developments at the local, state and national levels, crafted specifically for this region's executive community. (Weekly plan below)

<i>Insights</i> Breaking News	<i>eNews</i> Education and the Workforce	<i>eNews</i> Real Estate and Construction	<i>eNews</i> Healthcare and Insurance	<i>eNews</i> Banking and Finance	<i>eNews</i> Innovation	<i>eNews</i> Week in Review
DAILY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Start each morning with Ingram's Executive Insights, Kansas City's trusted source for major news and events, delivered right to your inbox.	Target audience: University/community college admins, MBA program leadership, workforce development executives, HR managers, hiring decision-makers.	Target audience: General contractors, sub-contractors, commercial/residential realty executives, logistics/transportation, commercial lenders.	Target audience: Hospital executives, physicians/other care providers, insurance/benefits executives, insurance brokers, benefits consultants.	Target audience: Banking/credit union executives, mortgage lenders, SBA lenders, wealth managers, accounting/professional-services executives and more.	Target audience: The people, products and potential for investors in this recap of developments in regional innovation, from AI to fintech to biomedical breakthroughs.	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.

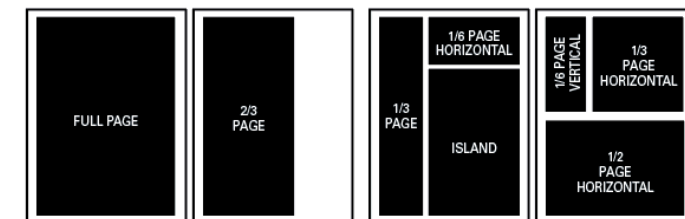
To sign up for eNewsletters, go to <https://ingrams.com/ingrams-news/> and select from the menu of daily offerings, or e-mail [Digital@Ingrams.com](mailto:Digital@Ingrams.com)

## PRINT ADVERTISING RATES

FOUR COLOR	16x	12x	8x	4x	1x
Full Page	4140	4260	4460	4560	4980
2/3 Page	3020	3200	3380	3560	3820
Island	2700	2920	3200	3460	3680
1/2 Page	2720	2840	2900	3060	3220
1/3 Page	2080	2200	2340	2460	2580
1/6 Page	1480	1560	1660	1780	1960
1/2 Page Spread	4140	4260	4480	4560	4980
2 Pages or Spread	6120	6460	6680	7920	8900
4 Pages or Insert	9880	10100	10360	10600	10980

BLACK & WHITE	16x	12x	8x	4x	1x
Full Page	3180	3340	3660	3820	3980
1/2 Page	2080	2200	2340	2460	2640

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



SPECIAL POSITIONS	16x	12x	8x	4x	1x
Cover 2 / Inside Front	4940	5160	5300	5420	5880
Cover 3 / Inside Back	4420	4600	4700	4920	5480
Cover 4 / Back Cover	5300	5580	5880	6280	6980



COMMIT TO 14 ISSUES IN INGRAM'S  
IN 2024, **ENJOY 50% OFF**

**This is the first time this offer has ever been made . . . and it's the last time — we'll never offer it again!**  
In recognition of Ingram's 50th Year, we're offering advertisers **50% OFF** our 1x ad rates to organizations who commit to placing their **ads in each of the 14 issues in 2024**. Ingram's team is **ALL-IN** and we're rewarding valued clients and inviting good corporate citizens to join us in this celebratory year and to also be **ALL-IN** in each of our 14 extraordinary publications.

### Half-Page Horizontal Color Ads

1X Rate (Value): **\$3,220**  
**X 50% OFF**  
**\$1,610 net**  
**X 14 insertions**  
**\$22,540 net total**

Quarterly Fee: **\$5,635 net**  
(Due on or before Jan. 1, April 1,  
July 1 and October 1, 2024)



#### REQUIREMENTS

- Companies and organizations agree to place a 1/2 page, full page or a two page spread (or 2 pages) in each of the 14 magazines published in 2024.
- Advertisers may change ad sizes between the three sizes offered and publisher agrees to allow two half page ads instead of a full page in a given issue.
- Advertisers who select the 2-page spread or 2 pages in a given issue may donate one of the pages to a non-profit of their choice and be credited.
- Ingram's Digital ads and services in addition to sponsorships, events and additional print ads will be billed separately and at the published rates.
- The ALL-IN Advertising Agreement is non-cancellable and invoices will be issued and payments will be due on or before the first day of each quarter.
- 2% discount of the total annual cost is available for organizations that fund the entire amount on or before 12-31-2023. 1.5% interest on unpaid balances.
- No additional discounts are allowed. Ad agencies are asked to work directly with their clients for their placement fees. The above prices are net.

### Full-Page Color Ads

1X Rate (Value): **\$4,980**  
**X 50% OFF**  
**\$2,490 net**  
**X 14 insertions**  
**\$34,860 net total**

Quarterly Fee: **\$8,715 net**

Cover Positions

IFC: \$5,880 X 50% = \$2,940 X 14 = \$41,160 (\$10,290 per Q)  
IBC: \$5,480 X 50% = \$2,740 X 14 = \$38,360 (\$9,590 per Q)  
Back Cover: \$6,980 X 50% = \$3,490 X 14 = \$48,860 (\$12,215 per Q)

### Two-Page Spreads (or 2 Color Pages)

1X Rate (Value): **\$8,900**  
**X 50% OFF**  
**\$4,450 net**  
**X 14 insertions**  
**\$62,300 net total**

Quarterly Fee: **\$15,575 net**

(Due on or before Jan. 1, April 1,  
July 1 and October 1, 2024)

## MECHANICAL SPECIFICATIONS

### 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. 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

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

### 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 that we cannot honor commission on invoices that are 60 days or older. By honoring the terms of the Ad Agreement and our policy, the company is assured of maintaining its negotiated rates.

DIMENSIONS	Width	Height	Island	4 1/16"	7 1/2"
Magazine Trim	8 1/2"	10 7/8"	1/2 Page horizontal	7"	4 7/8"
Full Page Bleed	8 3/8"	11 1/8"	1/3 Page vertical	2 1/8"	10"
			1/3 Page horizontal	4 1/16"	4 7/8"
			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"

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

## CONTACT INFORMATION

Business/Organization: _____	General Phone: _____	General Fax: _____	Website: _____
Address: _____	City: _____	State: _____	Zip: _____
Ads Authorized by: _____	Direct Phone: _____	Direct Fax: _____	Email: _____
Assistant/Other: _____	Direct Phone: _____	Direct Fax: _____	Email: _____
Ad Agency: _____	General Phone: _____	General Fax: _____	Website: _____
Media Buyer: _____	Email: _____	Sr. Acc Rep: _____	Email: _____



COMMIT TO ALL 14 ISSUES  
IN INGRAM'S, **ENJOY 50% OFF**

✓	Monthly & Special Editions	Material Closing Date	Circle Preferred Ad Program. Clients may place different size ads in different issues.	Half Page	Full Page	2 Pages or Spread
✓	The Power Book (2024 Edition) January 2024	Friday, January 12	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	January 2024	Friday, January 12	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	February 2024	Thursday, February 8	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	March 50th Anniversary Edition	Friday, March 15	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	April 2024	Thursday, April 11	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	May 2024	Thursday, May 9	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	June 2024 Destination Kansas	Friday, June 14	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	July 2024	Thursday, July 11	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	August 2024 Destination Missouri	Thursday, August 6	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	September 2024	Friday, September 13	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	October 2024	Thursday, October 10	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	November 2024	Thursday, November 7	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	December 2024	Friday, December 6	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
✓	The Power Book (2025 Edition) December 2024	Friday, December 6	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net	
	<b>NOTE:</b> Sponsorships as well as Ingram's Digital ad programs may be added and marketing agreements can be customized to accommodate clients preferences.		Total Annual Amount			
	<b>REQUIREMENTS</b> See Below		This Program Honored Through Jan. 12, '24		Quarterly Amount	



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- 2% discount of the total annual cost is available for organizations that fund the entire amount on or before 12-31-2023. 1.5% interest on unpaid balances.
- No additional discounts are allowed. Ad agencies are asked to work directly with their clients for their placement fees. The above prices are net.

## Acceptance of Advertising Program

By: _____	Date: _____
Advertising Company: _____	
Accepted By: _____	(Ingram's) Date: _____

## Special Instructions:

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