



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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28th Year

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

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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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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

\$2,560,000.00
[Investment Assets]

228,750.00
[Individual Income]

285,937.00
[Household Income]

572,500.00
[Home Value]

27,000 of Ingram's readers own a second home worth \$313,000 avg.

Ingram's Readers are Affluent and Influential

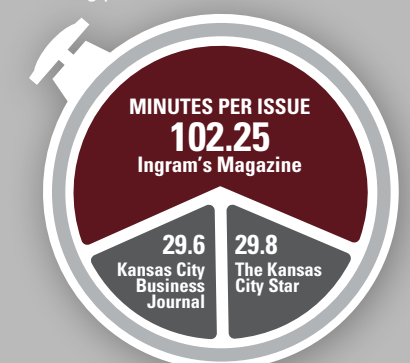
95% 95% of Ingram's readers have a college degree. 70% work for companies that provide tuition reimbursement; 80% plan continuing ed.

81% 81% are presidents, CEOs, owners or partners. 75% serve on two or more boards. More than 40% of Ingram's readers are women.

40% Ingram's readers have 40% higher investment assets than the Business Journals' national average.

Loyal and Engaged Readers

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



Decision Makers with Purchasing Power

85% 85% used ads in Ingram's to guide purchases. 85% acquire business leads from Ingram's; Before Covid our average reader was eating out 9 times a week.

60% 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% 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 Statement of Ownership as required by the U.S. Postal Service and reported from the above-mentioned business journals.

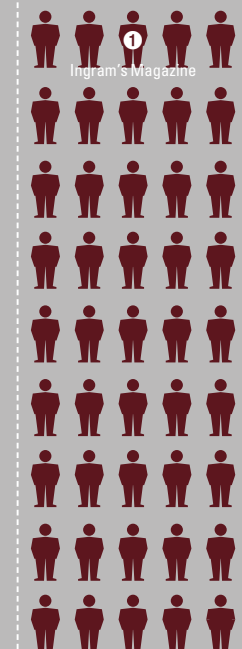
Readership Rivaling ALL Regional Business Journals—Combined!

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.

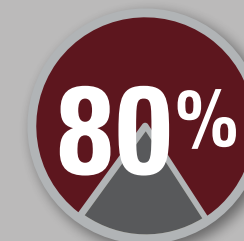
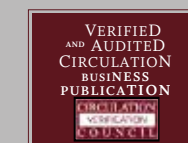
- 1 Ingram's Magazine ▼ .54%
67,985 Influential Executive Readers
- 2 St. Louis Business Journal ▼ 6.62%
19,934** (9,144 copies)
- 3 Kansas City Business Journal ▼ 2.32%
14,931** (6,849 copies)
- 4 Wichita Business Journal ▼ 6.05%
6,263** (2,873 copies)
- 5 Springfield Business Journal ▼ .60%
6,154**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

Updated: October 2023

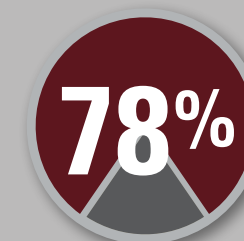
Ingram's Magazine
67,985



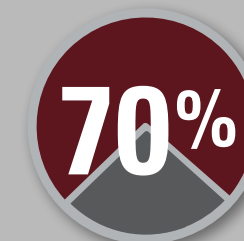
All Others Business Journals Combined
47,282



80% of our readers believe an ad in Ingram's enhances an advertiser's brand image.



78% have been loyal readers for at least 5 years (10x industry average) and 38% have been loyal readers for over 10 years.



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



60% have shared ads with colleagues in the previous 12 months — extending ad reach.

EDITORIAL FEATURES AND OVERVIEW

INGRAM'S AWARDS

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

INGRAM'S MONTHLY EXPERT Q&A

INGRAM'S MONTHLY LEADS & LISTS

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.

SPECIAL EDITION



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 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
- SPONSORSHIP OPPORTUNITIES**

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 15
Monday, February 19

March

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

Best Companies to Work For



Legal Industry Outlook

Banking and Financial Services Q4 Quarterly Report

Trends in Training

Regional Business: 1980 through 1989

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

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: 1990 through 1999

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

SPECIAL EDITION (May 2024)

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, May 17
Wednesday, May 22

June

Transportation, Logistics & Warehousing Infrastructure Update

WeKC—Women Executives Kansas City

Rainmakers



Industrial Real Estate and Logistics Industry Outlook

Construction and Development Q2 Quarterly Report

Evaluating Non-Traditional Candidates

Regional Business: 2000 through 2009

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

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: 2010 through 2019

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

SPECIAL EDITION (August 2024)

50 YEARS OF MISSOURI BUSINESS

DestinationMissouri Your Guide to Investing and Thriving in Missouri



DESTINATION MISSOURI

Reserve Your Position

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

Missouri Economic Development Assembly & Report

50 Years of Business in Missouri is the theme of this anniversary edition of *Destination Missouri*. Ingram's will archive half a century of the most impactful leaders, corporate giants and developments that have shaped the Show-Me 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 July or September and in The Missouri Edition

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: 2020 through 2024

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

SPECIAL EDITION (November 2024)

50 YEARS OF KANSAS BUSINESS

DestinationKansas Your Guide to Investing and Thriving in Kansas



DESTINATION KANSAS

Reserve Your Position

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

Kansas Economic Development Assembly & Report

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Dual Issue Special Rate (40% OFF) with your ad in October or November and in the Kansas Edition

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

- I Influential**
Ingram's 250 Women Executives - KC 40 Under Forty Best Companies to Work For Corporate Report 100 Best of Business Kansas City
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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 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
- SPONSORSHIP OPPORTUNITIES**















SPONSORSHIP OPPORTUNITIES

Polybags with December

Friday, December 6

Wednesday, Dec. 11

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. Year 4	\$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. Year 21	\$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. Year 17	\$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. Year 17	\$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. Year 26	\$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. Year 36	\$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. Year 39	\$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. Year 9	\$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. Year 28	\$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. Year 17	\$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. Year 23	\$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. Year 8	\$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. NEW in '24	\$15,000 (1)	\$10,000 (2 EA)	\$5,000 (2)	N/A	\$5,000 (2) Breakfast Sponsor
		entire series	for specific series	for specific series		per series
	Companies and individuals advancing the greater social good through business engagement in Work-Force Development and programming in Diversity, Equity and Inclusion. NEW in '24	\$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.

Ingrams.com

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.

Sponsored Content

Through our sponsored content offering, you are able to tell your story to a wide audience while focusing on messaging that matters most. Share your story on Ingrams.com, daily eNews newsletters and on social media channels to get the most out of the Ingram's community.



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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.

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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 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 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)*

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

Ask About Ingram's Frequency Advertising Packages

Ad Rates Subject to Change

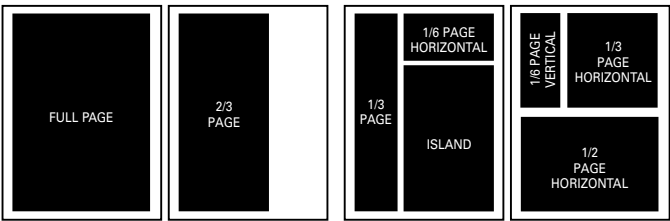
RATE CARD #28
RELEASED 11-15-2023

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



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 14 consecutive issues**. 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 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 in Q1 and on 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 14 consecutive magazines starting in March '24.
- 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 3-15-2024. 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.

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 1/8"	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 3/16"	4 7/8"
AD DIMENSIONS	Width	Height	1/6 Page vertical	2 1/16"	4 7/16"
Full Page (active area)	7"	10"	1/6 Page horizontal	4 3/16"	2 3/8"
2/3 Page	4 9/16"	10"	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.

COMMIT TO 14 CONSECUTIVE ISSUES OF INGRAM'S, ENJOY 50% OFF

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 in Q1 and on April 1,
July 1 and October 1, 2024)

2049 Wyandotte ■ Kansas City, Missouri 64108
Phone: 816.842.9994 ■ Fax: 816.474.1111 ■ Ingrams.com ■ Advertising@Ingrams.com

ALL-IN'24
ACTION
PLANNER

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 14 CONSECUTIVE ISSUES OF 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
✓	March 2024	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 – 50th Anniversary Edition	Friday, May 17	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net
✓	June 2024	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	Friday, August 16	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 – Destination Kansas	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
✓	January 2025	Thursday, January 9	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net
✓	February 2025	Thursday, February 6	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net
✓	March 2025	Thursday, March 6	1/2 pg 1610 net	Full Page 2490 net	2 Pages 4450 net
	NOTE: 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		



- Companies and organizations agree to place a 1/2 page, full page or a two page spread (or 2 pages) in 14 consecutive issues of Ingram's Magazine.
- 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.

Acceptance of Advertising Program		Special Instructions:
By: _____	Date: _____	
Advertising Company: _____		
Accepted By: _____	(Ingram's) Date: _____	