

*The voice of Historic Northeast Kansas City since 1932*



northeastnews

**Advertising Rate Card • 2017**

5715 St. John Ave. • Kansas City, MO 64123  
Phone: 816.241.0765 • Fax: 816.241.3255  
[www.northeastnews.net](http://www.northeastnews.net)

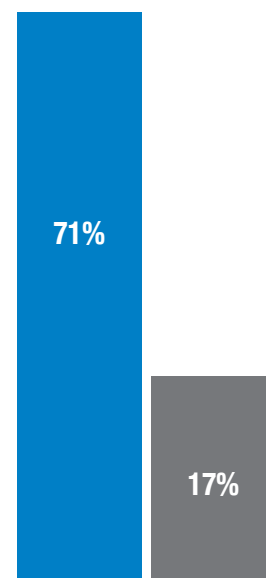


**HISTORIC NORTHEAST RESIDENTS  
SPENT OVER \$166 MILLION ANNUALLY  
ON GOODS AND SERVICES IN THE  
NORTHEAST NEWS PRIMARY TRADE  
AREA. THAT'S REAL MONEY SPENT,  
NOT PIE IN THE SKY PROJECTIONS —  
MONEY YOU AS AN ADVERTISER CAN  
TAP INTO WITH A SUSTAINED AD BUY  
IN THE NORTHEAST NEWS.**

# HISTORIC NORTHEAST

## Preference

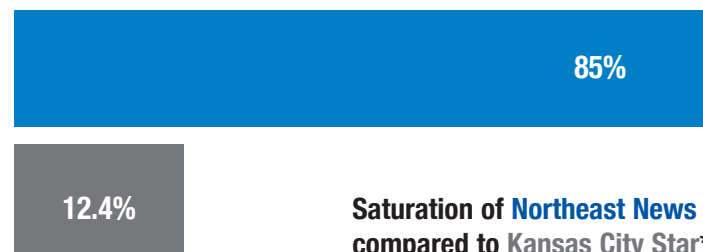
Which news source do these Historic Northeast residents prefer?



Preference of **Northeast News**  
compared to **Kansas City Star**\*

## Saturation

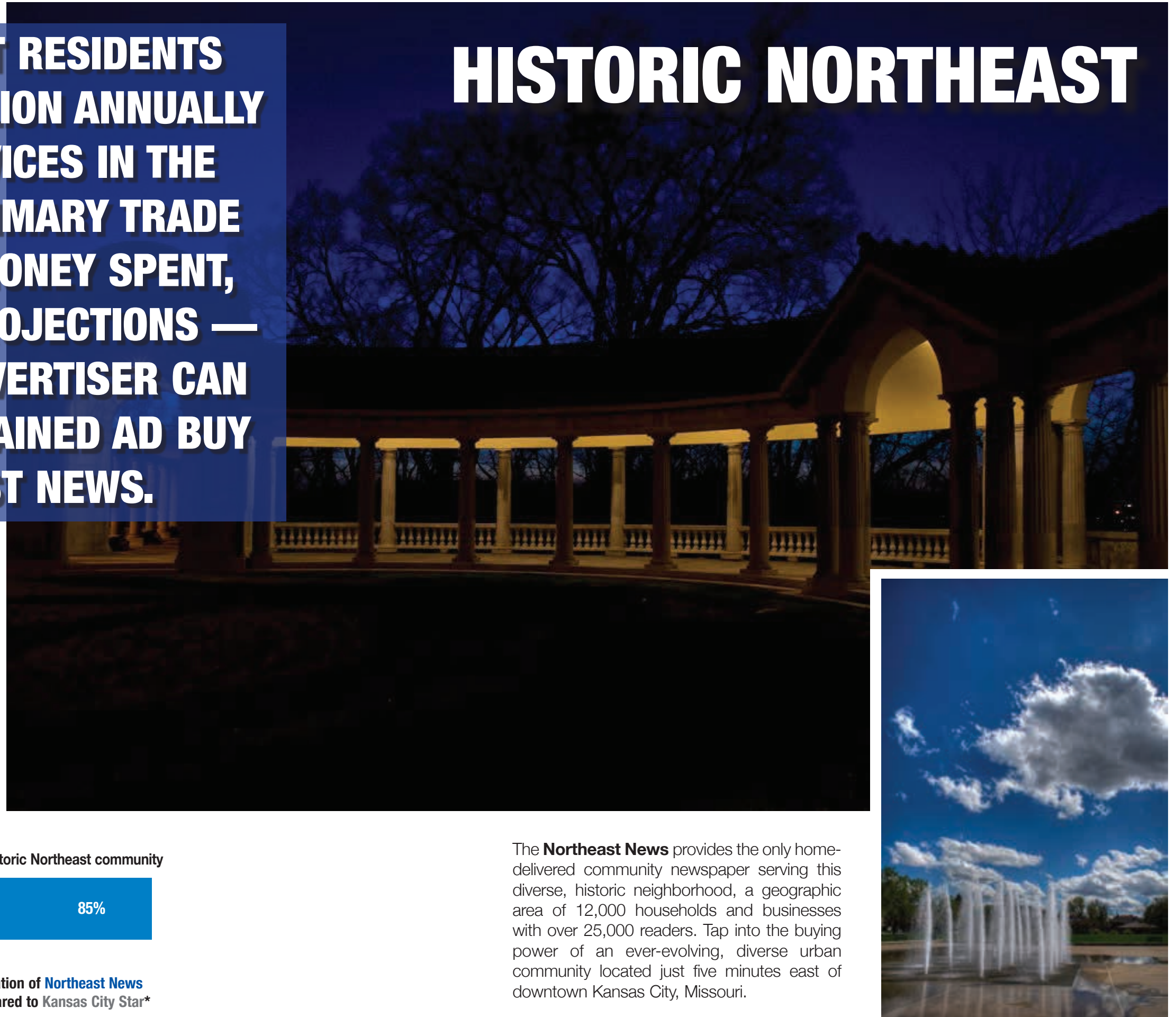
Best access to the potential of the Historic Northeast community



Saturation of **Northeast News**  
compared to **Kansas City Star**\*

\* Based on 2011 CVC Audit on 2008 Fine Point  
Independence Avenue Business District Market Study

The **Northeast News** provides the only home-delivered community newspaper serving this diverse, historic neighborhood, a geographic area of 12,000 households and businesses with over 25,000 readers. Tap into the buying power of an ever-evolving, diverse urban community located just five minutes east of downtown Kansas City, Missouri.



# ADVERTISING RATES



## Display

Display advertising allows you the freedom and creativity to make your advertisement stand out from all the rest. It provides you with the size and flexibility you need to get your message noticed.

## Classified

Our classified advertisements give you constant exposure while staying within your budget. The Services directory and the Contractors and Builders directory provide you with a quick message for consumers looking for a certain event, service or product.

### Classified rates:

First 25 words	\$10
Each additional word	\$.40
Bold Line	\$5
Bold Word	\$1

### Contractors & Builders rates:

5 lines	\$10
Each additional line	\$2

## Prepress Inserts

Open	\$40/1,000
26 Week	\$30/1,000
52-Week	\$25/1,000
Non Profit rates available. Ask your Ad Rep for details.	

## Podcast

Want to reach thousands of digital readers who follow The Northeast News? Sponsorship of our weekly Podcast is an economical way to target your message to the richest segment of the buying public, consumers 18-44 years old.

### Podcast rates:

Single Sponsorship:	\$200
13-week Sponsorship:	\$175
26-week:	\$150*
*Non Profit Rate	

## Value

The Northeast News isn't just an effective Print media outlet – we reach thousands of readers and listeners every day on our Digital news platforms tool.

Over the period between July 18, 2017 and August 17, 2017:

-Our website, northeastnews.net, saw a total of 16,200 page views.

-Our podcast, Kansas City's Northeast Newscast, recorded 1,135 episodes played.

-Our Facebook page reached 32,610 people, recording 2,500 video views.

-The Northeast News Facebook page has more than 7,000 likes.

-Our Twitter page has 869 followers, and garnered more than 40,000 Tweet impressions over the 28-day period ending on August 18.

-According to Twitter analytics, 68% of our followers fall between the ages of 25 and 44.

Best return for your advertising dollar (per column inch)

<b>NORTHEAST NEWS</b>	<b>\$9</b>	<b>\$9</b>
Kansas City Star	\$163	\$163*
Pitch Weekly	\$53	\$53**
Kansas City Call	\$12	\$12
American Classified (Thrifty Nickel)	\$12	\$12

\*Based on 2013 KC Star Rate card, single insert on date Wednesday/Thursday Main news open rate.  
\*\*Based on 2013 Rate Card estimates.



# Display Dimensions (column width x depth in inches)

<b>Full Page</b> 6 col x 10” \$540 <sup>00</sup>	<b>Two Column</b> 2 col x 5” \$90 <sup>00</sup>	<b>Three column:</b> 3 col x 4” \$108 <sup>00</sup>
<b>Half Page</b> 6 col x 5” or 3 col x 10” \$270 <sup>00</sup>	2 col x 3” \$54 <sup>00</sup>	<b>One Column</b> 1 col x 3” \$27 <sup>00</sup>
<b>Quarter Page</b> 3 col x 5” \$135 <sup>50</sup>	2 col x 2” \$36 <sup>00</sup>	

### Ad Widths:

1 column:	1.52 inches
2 columns:	3.17 inches
3 columns:	4.81 inches
4 columns:	6.46 inches
5 columns:	8.1 inches
6 columns:	9.75 inches



# AD RATES/SIZES



# PRODUCTION

**Printing Method:**  
Newsprint web-offset  
Screens 85-line maximum

**Page Trim Size:**  
10.5 in. wide  
11 in. tall

**Page Image Size:**  
9.75 in. wide  
10 in. tall  
Page Format:  
Six columns wide

The Northeast News and its design staff consider advertising design and layout an integral part of The Northeast News image. We constantly strive for perfection, and that is reflected in our professional ad design. All advertisement materials must be in by 5 p.m. the Friday before the run date. This includes all copy, logos and special artwork required for ad production. Faxed or ink-jet artwork is unacceptable.

## Electronic requirements:

Send TIFF, EPS, PDF or JPEG files to [northeastnews@socket.net](mailto:northeastnews@socket.net). Ads should be e-mailed no later than 5 p.m. the Friday before the run date. All fonts and images must be included. We can accept ads built in Adobe InDesign, Photoshop, or Illustrator. Please consult with our Art Department before sending ads on disc.

## Publication Dates, Deadlines and Proofs:

The Northeast News is distributed every Wednesday. All new space reservations, ad copy, materials and major changes to existing ads must be received by 5 p.m. the Friday before the run date. Any minor changes to existing ads must be submitted before noon Monday. Ad proofs will be sent out as soon as possible, but no later than noon Monday. Failure to notify the Northeast News of any changes by 2 p.m. on Monday will constitute acceptance of the ad.

## Holidays:

Holidays are treated on an individual case basis. Monday holidays move production and distribution back one day, to Tuesday. Contact your Account Executive for details.

## Fees and Penalties:

Failure to provide ad copy by deadline after reserving space will result in a 100% cancellation fee. Submitting materials to create an ad, but failing to run it after an agreement to do so has been made, will result in a \$50 production charge.

The Northeast News reserves the right to refuse any ad deemed to have questionable or malicious content. We reserve the right to refuse service to anyone.





# DEMOGRAPHICS

**Households:**  
more than 16,000

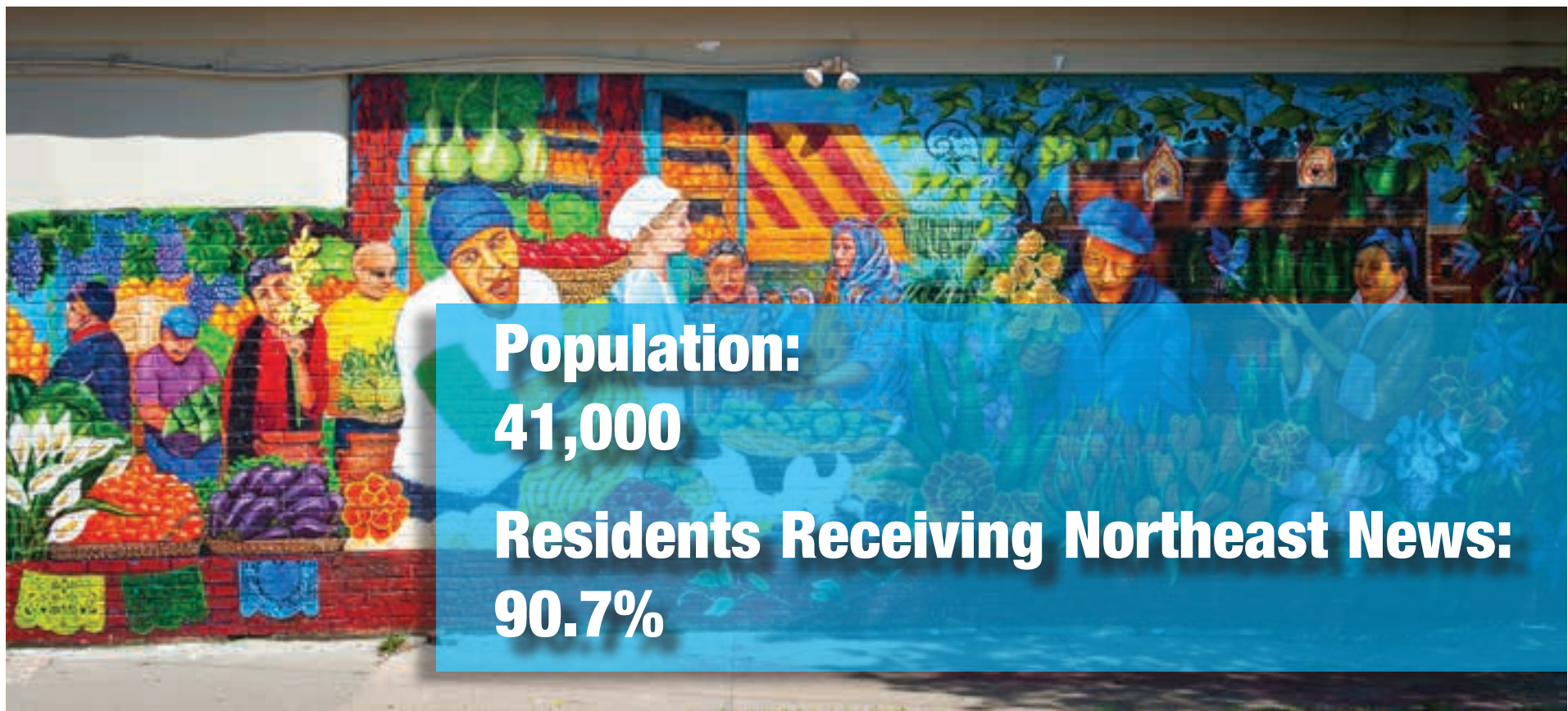
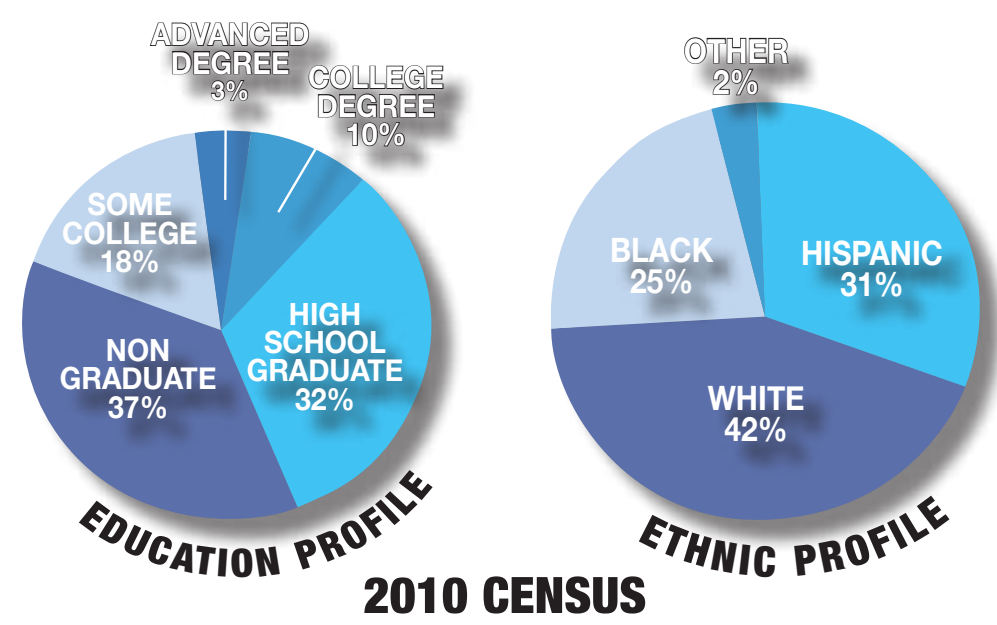
**Average Household Size:**  
2.79

**Average Household Income:**  
\$42,863



## Historic Northeast Demographics

The *Northeast News* provides you a medium that reaches a richly diverse group of potential customers from a wide variety of backgrounds, lifestyles and tastes. The Historic Northeast is growing faster than the Kansas City metropolitan area, with higher increases in population, income, education, persons per household and more! Located minutes away from newly revitalized flourishing downtown Kansas City and Kansas City University, we have an influx of residents and visitors in the form of students, young professionals, families, tourists, professors, entrepreneurs and countless others. With a diverse group like that, how can you go wrong?



**Population:**  
**41,000**

**Residents Receiving Northeast News:**  
**90.7%**



# ONLINE

## Leaderboard

727 pixels wide  
90 pixels tall

## Wide Skyscraper

160 pixels wide  
600 pixels tall

## Medium Rectangle

300 pixels wide  
250 pixels tall

## Custom

160 pixels wide  
120 pizxels tall

Total access to your company can just be a click away with any one of our special online packages! For as little as \$100 a month, your ad will run across the top of our website linking readers back to your homepage. That's not \$100 per thousand hits, or \$100 for access to one of our jump pages — that's \$100 for an entire month of prime website real estate at the top of the Northeast News page of your choice!

## Why online marketing?

Online marketing is the wave of the future. More and more people keeping up with the news online, utilizing that advertising medium is becoming increasingly more important. Advertising online with the Northeast News not only lets you reach that internet-savvy audience — it lets you do so for pennies per visitor!

## Online Statistics

(average per month in 2016)

**Visitors:** 5,768  
**Page views:** 13,792  
**Sessions:** 8,430

## Requirements:

(i.e. must be sent in a certain format, etc.)

### Page Trim Size:

All online advertisements must be e-mailed to [northeastnews@socket.net](mailto:northeastnews@socket.net) as a .JPEG (.jpg) in 72 dpi & RGB color for the web. Ads must be submitted by 1 p.m. one week before the scheduled run date.

## For more information

Contact your advertising representatives at [northeastnews@socket.net](mailto:northeastnews@socket.net), ot call 816.241.0765.

## Population Growth

**NORTHEAST:** 61%  
Kansas City: 13%

## Median Age

**NORHTEAST:** 32  
Kansas City: 35.6

## Average Persons Per Household growth

**NORTHEAST:** .93%  
Kansas City: -.21%

## Median Household income growth

**NORTHEAST 4.37%**  
Kansas City: 3.37%

## Social Media Statistics

(average per month in 2016)

### Facebook Statistics

Page Views: 650  
Posts Reach: 56,685

### Twitter Statistics

Profile Views: 250  
Impressions: 24,039  
Click Through: 147

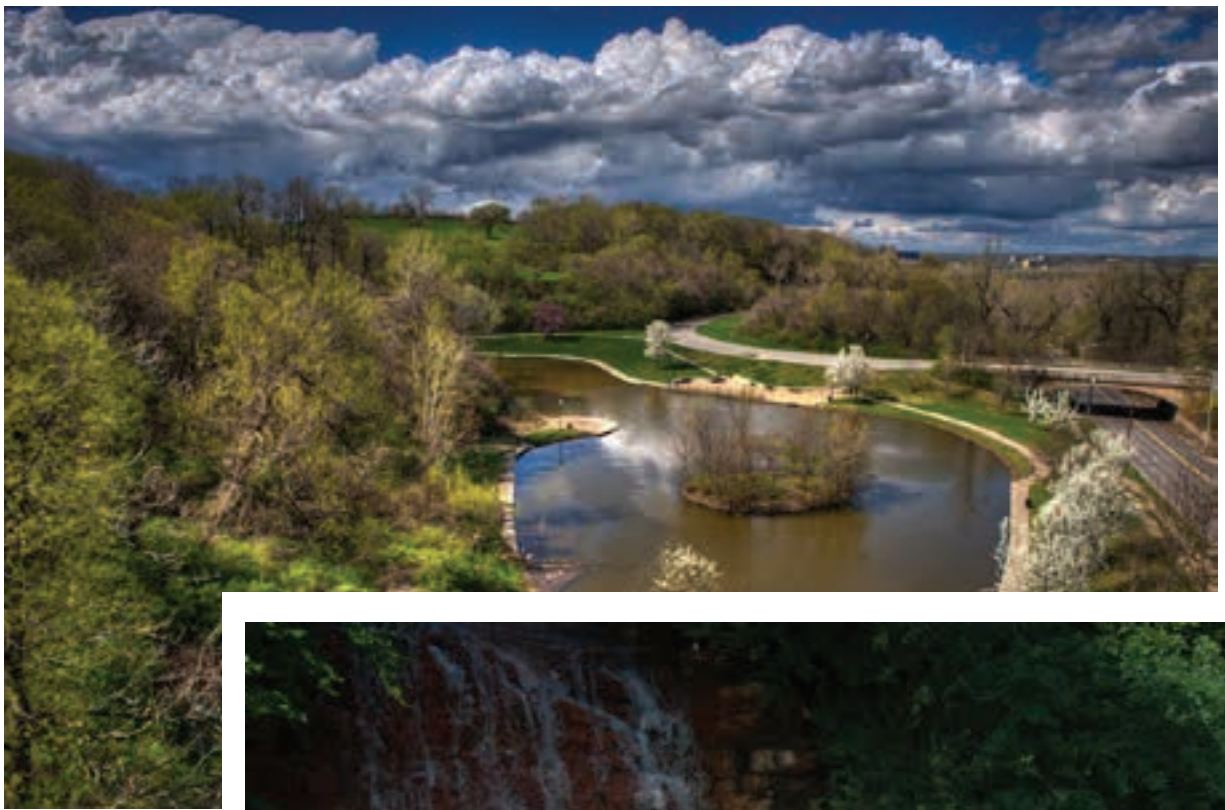
## Zip Code Circulation

This is a list of circulation numbers categorized by the Kansas City, MO zip code in which *Northeast News* distributes to on a weekly basis:

<u>Zip Code</u>	<u>Circulation</u>
64106	325
64108	150
64116	50
64120	185
64123	2800
64124	4000
64125	925
64126	1000
64127	1525

# ADDITIONAL INFORMATION





*Photos by David Remley  
taken throughout the Historic Northeast*



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