

The voice of Historic Northeast Kansas City since 1932



northeastnews

Advertising Rate Card • 2020

5715 St. John Ave. • Kansas City, MO 64123

Phone: 816.241.0765 • Fax: 816.241.3255

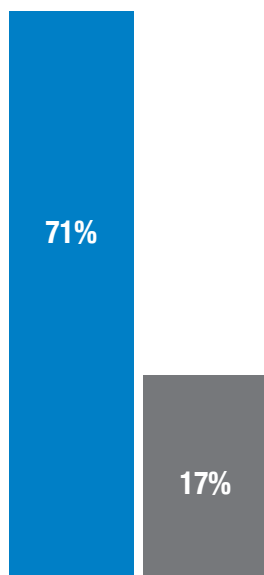
www.northeastnews.net



**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.**

Preference

Which news source do these Historic Northeast residents prefer?



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

Saturation

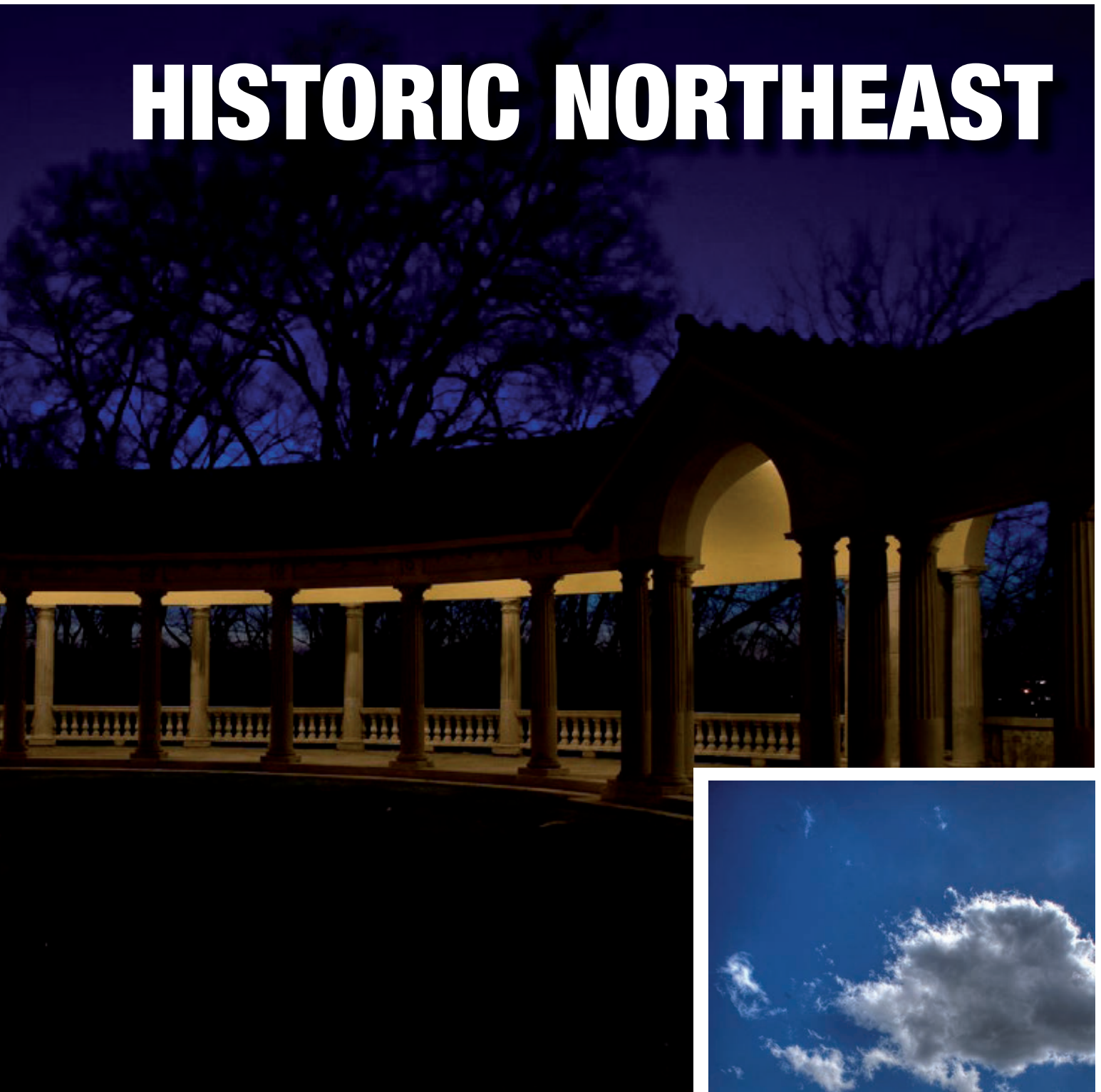
Best access to the potential of the Historic Northeast community



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

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

HISTORIC NORTHEAST



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



PACKAGE A Multimedia

Print:

Full Page - \$594 per week

1/2 Page - \$297 per week

1/4 Page - \$175 per week

1/8 Page - \$95 per week

Website:

- Wide Skyscraper ad (160x600) or Leaderboard (728x90) ad on northeastnews.net with link to business website
- Listing in our Online Services Directory

Social Media:

- Weekly social media posts promoting products and services

Podcast:

- One podcast sponsorship (3) 15 sec spots

Newsletter:

- One banner ad on weekly newsletter

PACKAGE B Digital Only

One month - \$200

Two Weeks - \$100

One week - \$60

Website:

- Wide Skyscraper ad (160x600) or Leaderboard (728x90) on northeastnews.net with link to business website
- Listing in our Online Services Directory

Social Media:

- Weekly social media posts promoting products and services

Podcast:

- One podcast sponsorship (3) 15-sec spots
- Your logo on NEN Podcast landing page
- Your logo on Blast From The Cast print column

Newsletter:

- One banner ad on weekly newsletter



PODCAST

- Three 15 second spots
- Your logo on NEN Podcast landing Page
- Your logo on Blast From The Cast print column

\$50/episode*

*frequency discounts available

CHAMBER OF COMMERCE PAGE

- Two page print spread
- Annual business profile
- Print/digital coverage

1st week every month

\$65/month

ONLINE SERVICE DIRECTORY

- Weekly ad
- added to local service index of community partners

\$15/week*

*frequency discounts available

PRINT

Full Page - \$540 per week*

1/2 Page - \$270 per week*

1/4 Page - \$135 per week*

1/8 Page - \$90 per week*

Biz card size - \$32 per week*

Inserts - \$40 per 1,000*

*frequency discounts available

SPONSORED CONTENT

- Half page print space
- Web content with link to your site
- Social Media campaign

\$200/issue

NEWSLETTER

- Banner ad
- Sent out weekly to our newsletter subscribers

\$15/week*

*frequency discounts available

Display Dimensions (column width x depth in inches)

Full Page

6 col x 10"

\$594⁰⁰

Half Page

6 col x 5" or 3 col x 10"

\$297⁰⁰

Quarter Page

3 col x 5"

\$175⁰⁰

Two Column

2 col x 5"

\$90⁰⁰

2 col x 3"

\$54⁰⁰

2 col x 2"

\$36⁰⁰

Three column:

3 col x 4"

\$108⁰⁰

One Column

1 col x 3"

\$27⁰⁰

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

A photograph of a family walking a dog on a paved path in a park. The family consists of a man, a woman, and two young children. They are walking away from the camera. A black dog is on a leash. A woman is pushing a stroller. The path is surrounded by green grass and trees. The scene is captured in the late afternoon or early morning, with long shadows and warm light.

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. 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.



Households:

more than 16,000

Average Household Size:

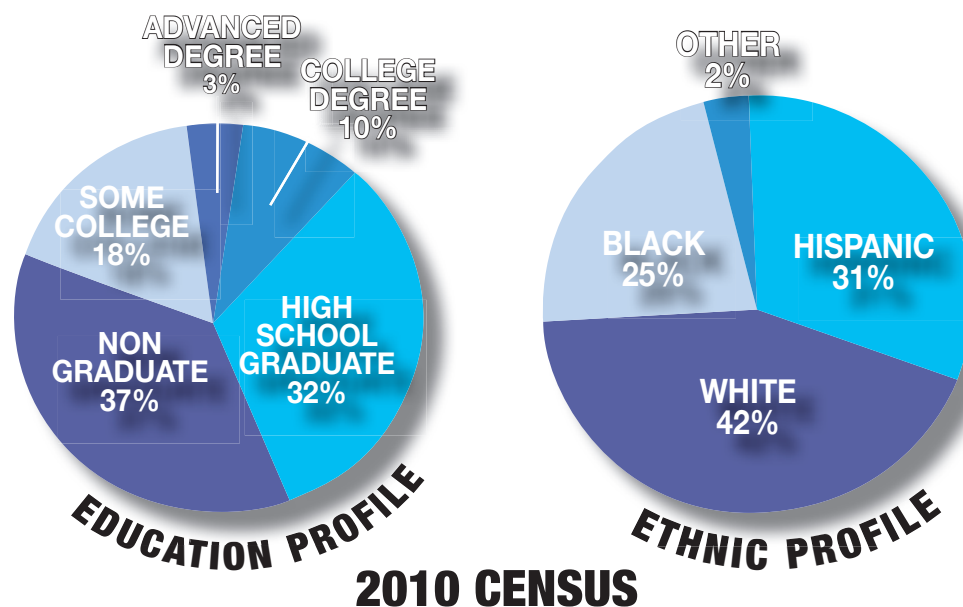
2.79

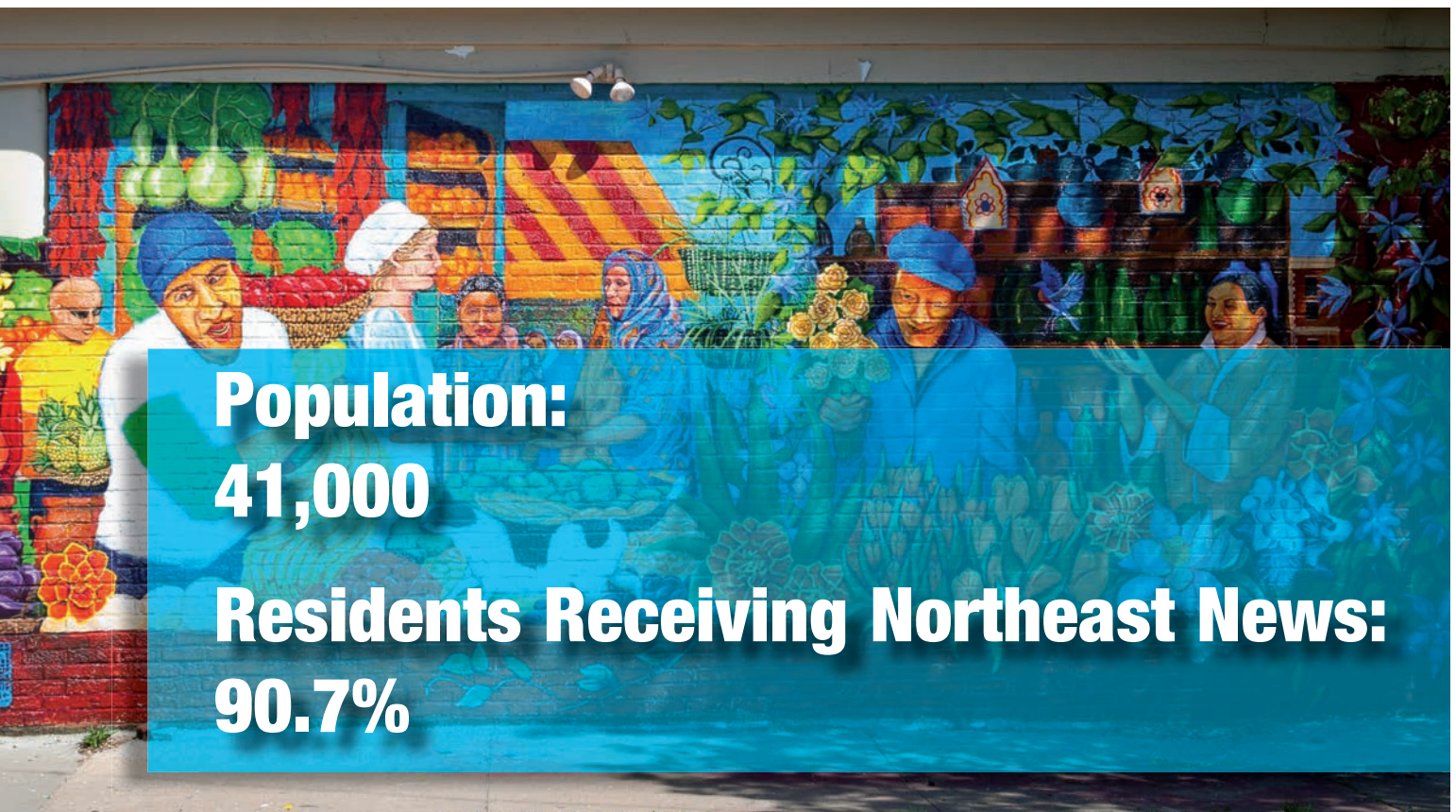
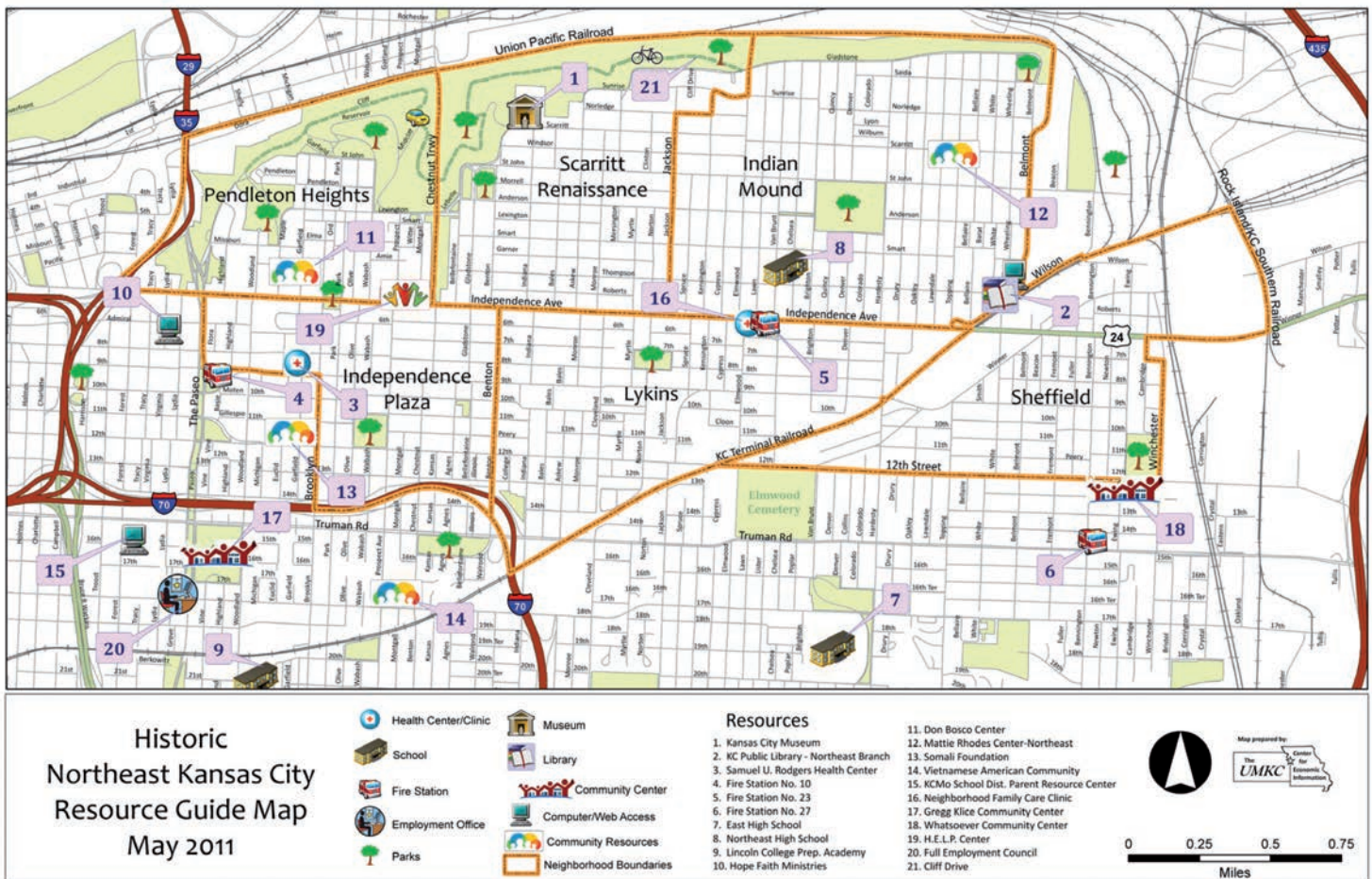
Average Household Income:

\$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?





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 pixels 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 2019)

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 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, or call 816.241.0765.

Population Growth

NORTHEAST: **61%**

Kansas City: 13%

Median Age

NORTHEAST: **32**

Kansas City: 35.6

Social Media Statistics

(average per month in 2019)

Facebook Statistics

Page Views: 2,300+

Posts Reach: 80,000+

Followers: 15,000+

Twitter Statistics

Profile Views: 900+

Impressions: 30,000+

Followers: 1,500

Average Persons Per Household growth

NORTHEAST: **.93%**

Kansas City: -.21%

Median Household income growth

NORTHEAST 4.37%

Kansas City: 3.37%

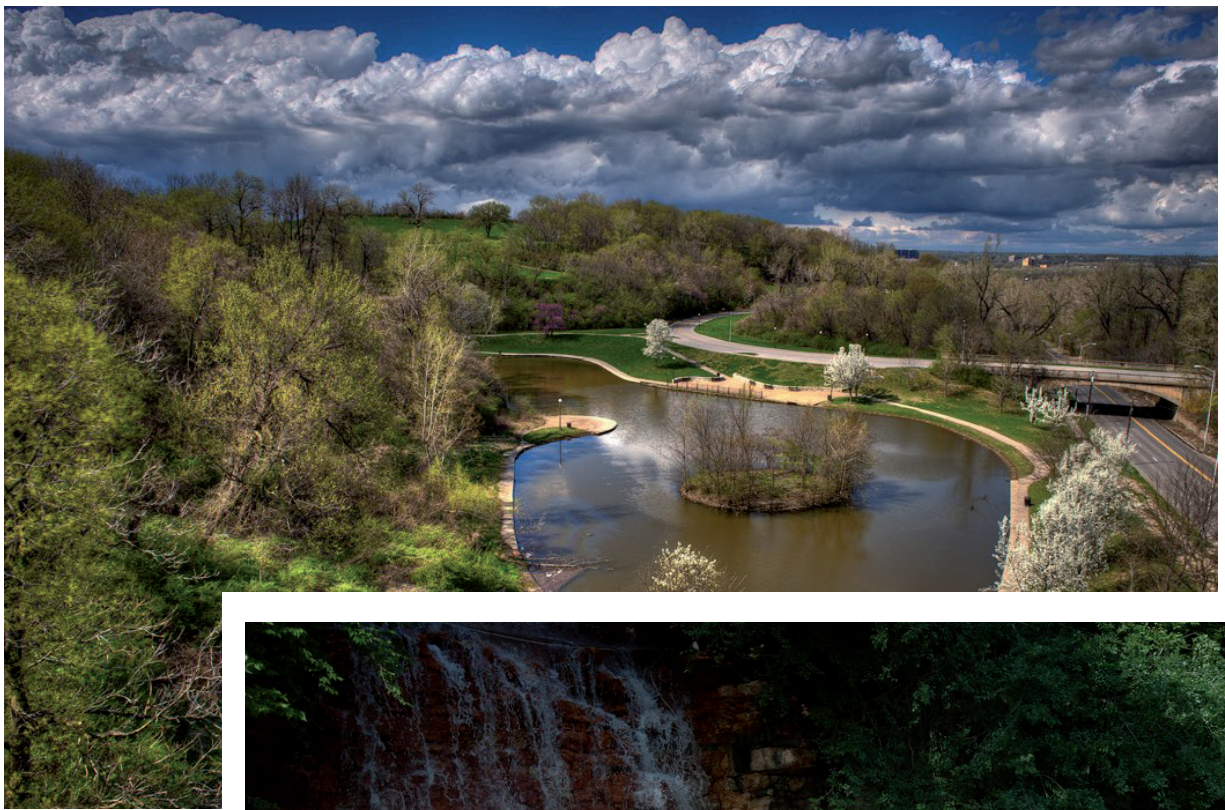
Zip Code Circulation

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

**Rack/Office
Copies
1,250**

ADDITIONAL INFORMATION



*Photos by David Remley
taken throughout the Historic Northeast*