



KC options

THE SOURCE FOR WORKING AND LIVING IN KC

To keep the KC region competitive in attracting and retaining innovative thinkers and successful companies, **Anthem Publishing Inc.** and the **Kansas City Area Development Council's KC2.0** lifestyle marketing program are bringing you the **sixth edition** of *KC Options*, a magazine-style guide providing an overview of the many local assets available—from those that affect your quality of life to those that affect your career or business. This is the premier guide to working, living and having fun in the greater Kansas City area.

More than **18,000** copies of the 2011 issue will be directly mailed to a select group of *KC Business* and *Commercial Journal* subscribers. Copies also will be circulated to local key business executives and human resource managers to help them recruit potential clients, job candidates and business partners to KC from throughout the nation.

KC Options is an integral and enormously popular component of KC2.0's products and services. **KC Options** complements the program's online, multimedia and print tools, and is a valuable resource for customized presentations. Find out more at **kc2-0.com**.

As an advertising partner, your company or organization will be positioned as a top choice for a variety of business growth opportunities. Advertisers will receive a free listing in the Web directory published in the magazine and copies of the issue. The KCADC also will distribute this issue to more than **1,500** regional leaders at its annual luncheon in November.

Don't miss out on the *KC Options* 2011 edition. Order your space now. See back for rate information and advertising requirements.



AD SIZE	RATE	COMPLIMENTARY COPIES
Double-Page Spread	\$5390	35
Full Page	\$3118	25
2/3 Vertical	\$2409	20
1/2 Horizontal	\$2024	15
1/4 Vertical	\$1358	10
SPECIAL POSITIONS		
Inside Back Cover	\$3509	25
Inside Front Cover	\$3509	25
All Rates Net.		
DISCOUNT RATES AVAILABLE FOR ANTHEM PUBLISHING PARTNERS		

ADDED BENEFITS:

- COMPLIMENTARY COPIES
- LISTING IN WEB DIRECTORY IN THE MAGAZINE
- THE ENTIRE ISSUE IS AVAILABLE AT KBCENTRAL.COM

SPACE CLOSE: SEPTEMBER 16
MATERIALS DUE: SEPTEMBER 23

PRODUCTION REQUIREMENTS

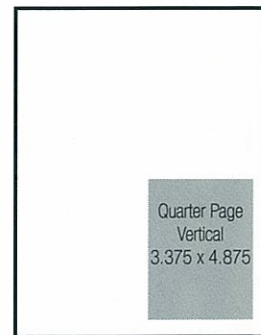
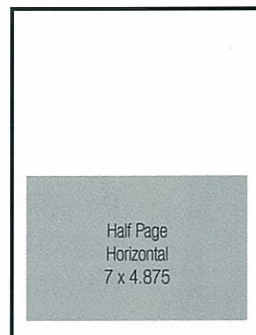
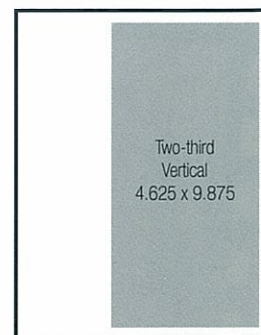
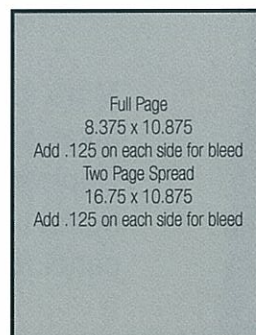
Electronic files are required for all advertisements. Color must be converted to CMYK (spot colors cannot be accepted). All images need to be high-resolution files at 300 dpi.

FOR ADVERTISEMENTS ON DISK

All disks must come with color proof. Provide ad on a zip disk or CD. The ad should be in a Macintosh program (InDesign, Photoshop, Illustrator, Acrobat) or saved as an EPS, TIF or PDF file. Supply all placed files and include both printer and screen fonts. All files to output at 100% unless clearly marked.

FOR ADVERTISEMENTS SENT VIA E-MAIL OR FTP

Follow all requirements for ads on disk. Native files should be compressed using Stuffit to eliminate corruption. Send files to kstudley@anthempublishing.com indicating "KC Options" on subject line. To upload files via ftp, type the following into the browser: [ftp.anthempublishing.com](ftp://anthempublishing.com); user name: kcmagftp; password: anthem.



Reach your target market! Get your message in front of this important audience.

CONTACT: YOUR ACCOUNT EXECUTIVE AT 913.894.6923

For more information on KC2.0, KCADC's Talent Recruitment Initiative, please contact:
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