



↑  
PULL

**YOU CAN'T  
REACH  
THE TOP  
IF YOUR  
BOTTOM  
LINE IS  
SAGGING**



↑  
PULL

**WATCH  
YOUR  
BUSINESS  
CLIMB  
WHEN YOU  
ADVERTISE  
*in*  
STAR 50**

**I**t takes more than a rope and a pair of hiking boots to reach the top. It takes a helping hand. Why? You can't afford to slip when it comes to your company's bottom line. If it's hanging heavy on the low end, or dropping below the profit margin, you need a push.

Give your business a big boost by advertising in Star 50: our comprehensive compilation of the region's top-performing companies.

Star 50 delivers the push with pull. Here's what you get:

High-profile prospects: Reach the top...by reaching the top readers! Star 50 links you with over 700,000 area adults, including 63 percent of all professionals, managers and executives. It examines sales, profits, market value, growth and more.

Environmental Protection: In-depth and timely editorial content provides an ideal advertising environment. Your ad in Star 50 becomes a part of one of the most resourceful and highly-anticipated Star Business ventures of the year. Readers use this section as a handy reference guide, giving it lasting appeal.

More importantly, get this explosive advertising value at our special Star 50 rate. Don't hesitate! Give your bottom line the push it deserves. Call your account executive or 816-234-4194 today!

***Publishes: Tuesday, September 24***

***Deadline: Friday, September 13***

**THE KANSAS CITY**  
**STAR**