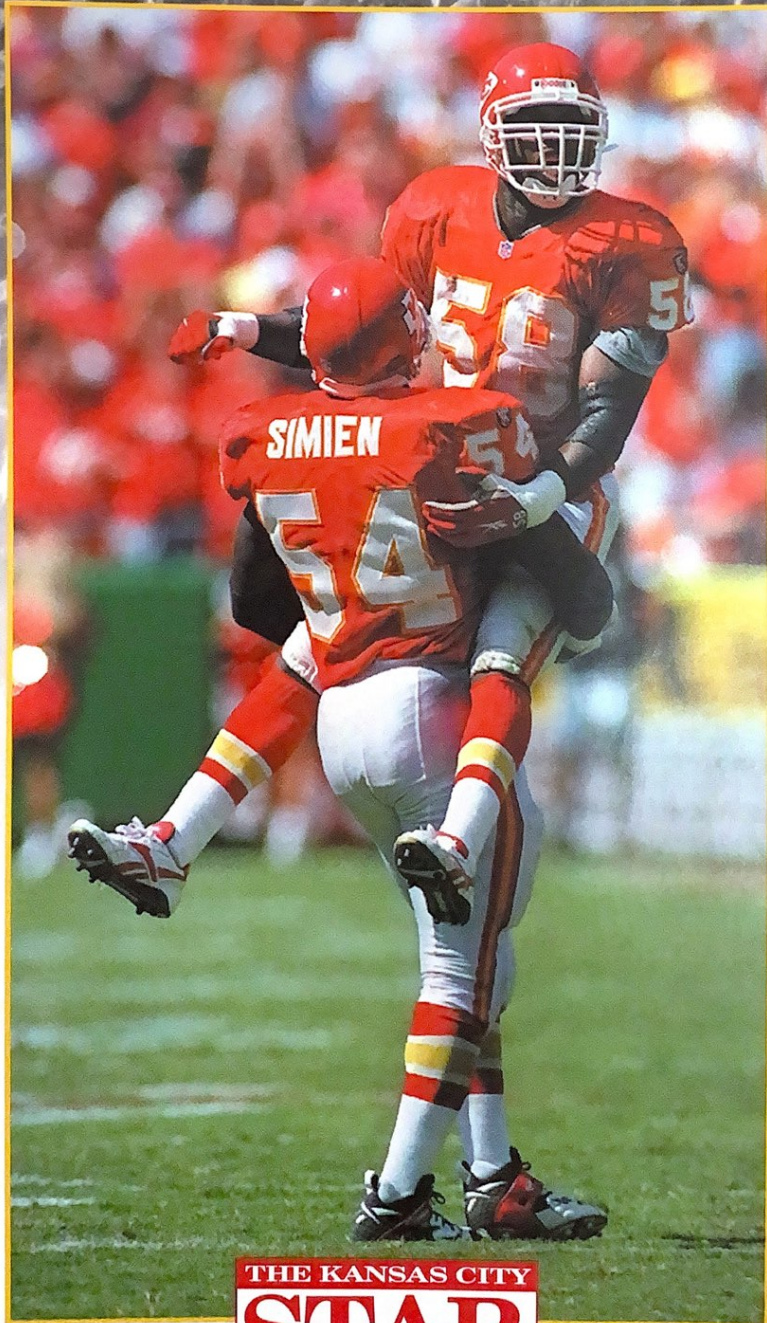


BACK THE PROS



THE KANSAS CITY
STAR

Rich Sugg

THE STARS

PRO & COLLEGE FOOTBALL SECTIONS 1996

Sunday, August 25

Looking for a power-packed advertising opportunity? Reach a crowd ten times larger than Arrowhead Stadium's capacity and increase your sales to boot! Advertise in The Star's Pro & College Football section Sunday, August 25.

Our pigskin package plays before a crowd of 888,000 Sunday Star readers. And now's your chance to catch the excitement with page-after-page of fascinating football profiles, facts and figures.

Look for hard-hitting editorial insight. The Star's team of Sports pros will tackle every angle, providing a comprehensive guide to the Chiefs and their never-ending quest to reach the Super Bowl, plus our annual run of the college campuses.

You can't afford to miss this action-packed football section. So, get with the program!

The deadline for Pro & College Football is Friday, August 16. To advertise, call your Star account executive or 234-4150 today.



John Sleezer

THE STATS

Pro & College Publication date: Sunday, August 25

Deadline: Friday, August 16

Proofs out and back: Wednesday, August 21

Format: Broadsheet

Distribution: Full-run. The Kansas City Star

Rates: Sunday contract rates apply

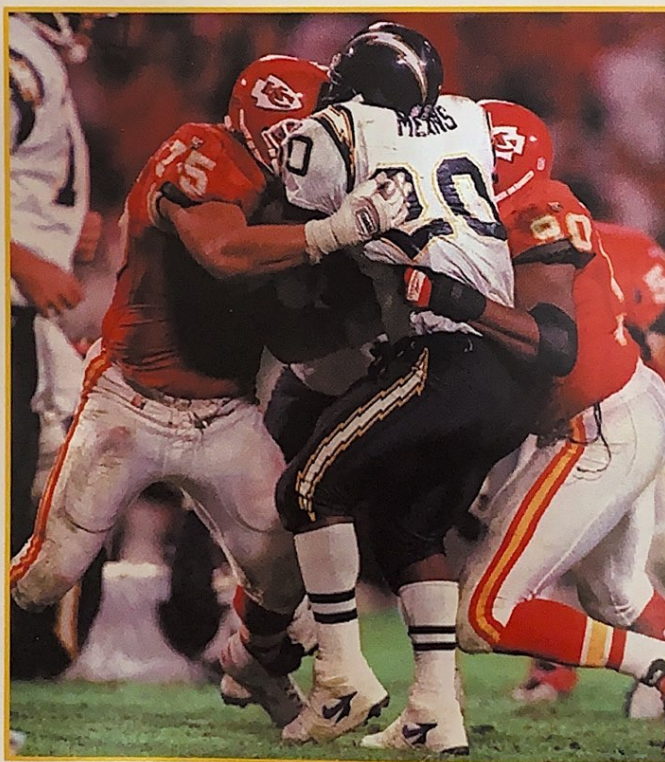
(Non-contract advertisers receive the 175" Sunday Rate)

**THE KANSAS CITY
STAR**

THE SCORE

**IT'S A PARTY...
AND YOU'RE INVITED!**

Run a **minimum 15-inch** ad in the Pro & College section and we'll give you a pair of tickets to see the **Chiefs' home opener against the Los Angeles Raiders** on Sunday, September 8. And join us before the game for an awesome tailgate party in the stadium parking lot.



Rich Sugg

THE HAND-OFF

Combo your ad in Pro and College Football with our High School Football Preview and get a great ROP pick-up rate.

High School Football Publication dates:

Four Community Papers Wednesday, August 28

Learwood/Blue Valley, Shawnee/Lenexa,
Shawnee Mission, Olathe

Deadline, Thursday, August 22

Five Zoned sections Publish Thursday, August 29

Northland, City (Midtown) Southland, East Jackson, Wyandotte
Deadline, Monday, August 19

**THE KANSAS CITY
STAR**