

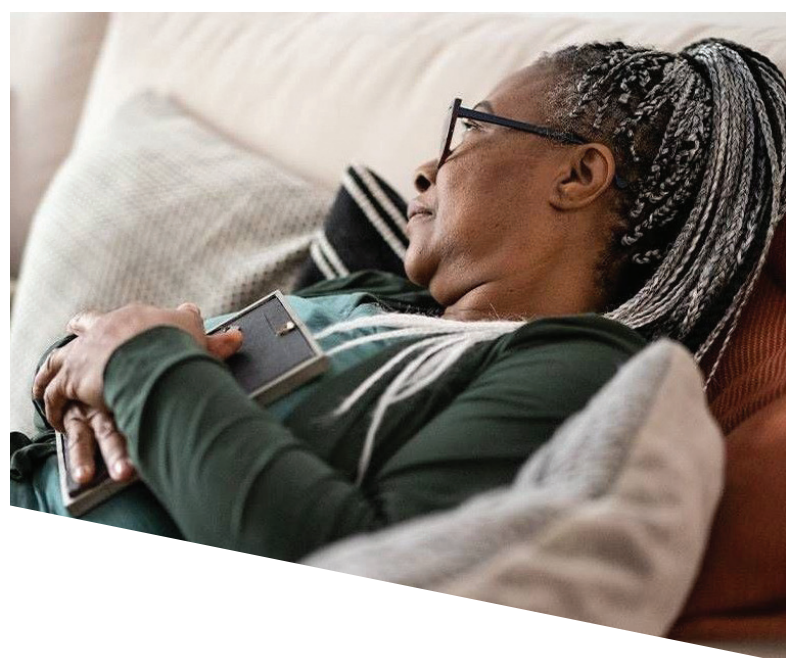


# FLATLAND

A Journalism Service of **Kansas City**  PBS

# MEDIA KIT

2023



[partner@flatlandkc.org](mailto:partner@flatlandkc.org)

125 E. 31st Street | Kansas City, MO 64108



**FLATLANDKC.ORG**

# MEDIA KIT

2023

125 E. 31st Street | Kansas City, MO 64108

## Leaderboard Ad

728x90 px +  
200x200 px mobile-version

**Homepage:** \$200/month

**In-Article:** \$500/month

**All Pages:** \$695/month  
(15% Discount)

## Sidebar Ad

300x250 px +  
200x200 px mobile-version

**Individual Topics Pages**

**Arts-Culture,  
Eats-Drinks, or**

**News-Issues:** \$150/month

**All Pages:** \$360/month  
(20% Discount)

### Leaderboard

728x90 px

### Topics Sidebar

300x250 px

### Leaderboard & Sidebar Mobile-Version

200x200 px

## E-NEWSLETTER

### Full-Width Banner Ad

640X360 px

**Weekly (Single)**

**Placement:** \$200/week

**Four-Week  
Placement**

**Bundle:** \$750  
(6.25% Discount)

### Email Banner

640x360 px

## Do we offer other discounts?

Additional discounts may be available for extended-length partnership agreements or for bundling. Talk with a Flatland rep to find out more.

**FLATLAND**

Ready to learn more? [partner@flatlandkc.org](mailto:partner@flatlandkc.org)

# MEDIA KIT

2023



**FLATLAND**

125 E. 31st Street | Kansas City, MO 64108

We're Kansas City PBS' nonprofit journalism source, a destination for local and regional storytelling. Flatland shares digital-first series and stories that give you the best of people & places, eats & drinks, news & issues, arts & culture, and more. In a nutshell, we make and share coverage about our region that matters to you.

We are a reflection of our audience — informed and involved — and your engagement is the cornerstone of continuing this conversation. Comment, question, share.

Under the umbrella of Kansas City PBS, a 501c(3) nonprofit Public Media organization, Flatland is supported in part by donations from individuals and generous community partners, including businesses.

# 540K

YEARLY USERS

More Likely to have a  
Post-Secondary Education

# 78,000

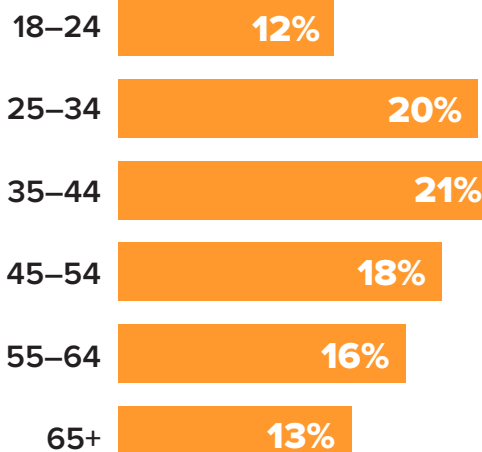
AVERAGE MONTHLY PAGEVIEWS

BY THE  
NUMBERS

# 64.5%

MOBILE

## FLATLAND COMMUNITY BY AGE



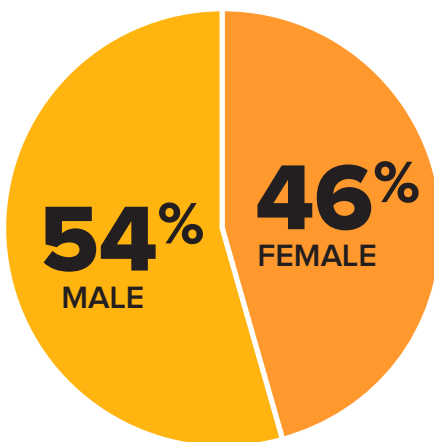
## WEEKLY E-NEWSLETTER

# 4,800

SUBSCRIBERS

# 38.6%

AVERAGE OPEN RATE



Digital sponsorship indicates your support of Flatland's mission to share the stories that matter to the local community.

Ready to learn more? [partner@flatlandkc.org](mailto:partner@flatlandkc.org)

**FLATLAND**