



2018 MEDIA KIT



POST PUBLISHING
INCORPORATED

Since launching in 2010, the Shawnee Mission Post has become northeast Johnson County's most turned-to source for news about local schools, businesses and municipal government.

With coverage residents can't find anywhere else, the Shawnee Mission Post attracts tens of thousands of readers who have come to rely on the site as a trusted source of information about their communities.

And with cutting edge interactive display advertising, engaging sponsored content and extensive social media reach, the site is a powerful marketing channel for Johnson County businesses.



MORE THAN

50%

**OF REGULAR READERS
HAVE A CHILD UNDER 18***



38%

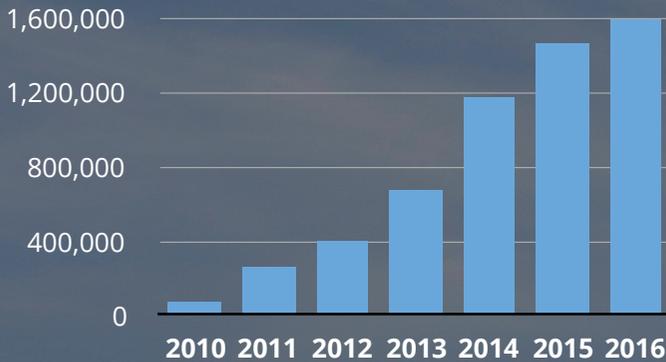
**OF REGULAR READERS
HAVE A MASTERS
OR DOCTORAL DEGREE**



95%

**OF READERS SAY
THEY ARE SATISFIED
OR VERY SATISFIED WITH
SHAWNEE MISSION POST COVERAGE**

SITE TRAFFIC BY YEAR (TOTAL SESSIONS)



HOUSEHOLD INCOME

High-income households make up nearly 70 percent of audience*



* Source: 2015 Shawnee Mission Post reader survey conducted by The William Allen White School of Journalism and Mass Communication at the University of Kansas.



2018 AD INVENTORY

THANK YOU to our 1,149 subscribers

LET'S WALK POVERTY OUTTA THE PARK
 REGISTER NOW | SEPTEMBER 23RD



ABOUT ORTS EVENTS ADVERTISE SUBSCRIBE

Lenexa cuts the ribbon on Public Market, expanding amenities at new City Center



The city of Lenexa today marked the official opening of the newest feature at its City Center, a Public Market that brings together a menagerie of artisanal food and crafts.

With inspiration from famous spaces like the Pike Place Market in Seattle and Ferry Building in San Francisco, the new public market provides space for a variety of food vendors and other merchants, with short-term leases available to allow entrepreneurs and small business owners to introduce themselves to the market without the need for a major financial commitment.

The market is adjacent to the new Lenexa Rec Center, all part of the City Center hub that was 20 years in the making.

The Rosterie and Topgolf Pizza + Salads are among the market's anchor tenants, offering full food and drink menus. The space also features merchants with a smaller footprint, from Delyful Soaps and Body Care Products to Mad Marns NitroCream ice cream. The market also provides a venue for short-run operations, like Red Fishes Tamarils, a pop-up restaurant that's offering homemade tamales each Tuesday in September.

The Public Market also includes space for cooking classes and events on the mezzanine level. You can find a list of special events and classes scheduled for the market on its website here.



CATEGORIES: LENEXA COMMENT

Just like home, but without the responsibility.

COMMUNITY CALENDAR

Submit an event

Upcoming events

- Pool Party for Pooches in Mission
- Pooch Paddle
- 17th Annual Turkey Creek Car & Motorcycle Show
- Girl Scout Recruitment Night for Shawnee Mission Schools
- Funday Sunday & Apple Fest
- The Mission Project Golf Classic 2017
- Light the Town Pink Lighting Ceremony

Full events calendar

New Center for Academic Achievement provides state-of-the-art home for Shawnee Mission's professional training programs

Four students crowded around the laptop in teacher Brenda Borts lab, squinting at the screen. Today's task was to get familiar with the high-powered microscopes on their tables, including the...

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Some Shawnee Mission elementaries moving away from birthday treats, asking parents to arrange 'non-food' celebrations

A handful of Shawnee Mission School District elementaries are asking parents this year to refrain from bringing cakes, cookies or other sweets to their children's classes to mark student birthdays...

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Get there faster. **LEARN MORE**

Mortgage 101: Intentionally paying PMI

By Mike Mite Mortgage insurance sounds like a wasted expense, right? There are so many insurances out there we already pay for: home, renters, auto, life and even cell phones...

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#WALKWITHCOMPASSION

WALK With COMPASSION

SEPTEMBER 23RD

REGISTER NOW

Local Business Updates

2018 Pooches

The Poochies Hill School

Now Hiring Substitute Teachers for Local Kansas School Districts

IMED

Tavern To Go

COMMUNITY SING Sunday, Sept. 10

Be Not Afraid

Second Church

THE GREAT SPIRITUAL MIGRATION

Learn to Read

WHEN THINGS GO WRONG, AT LEAST MY BROTHERS ARE RIGHT

Local Businesses & Organizations

Casey's

MISSIONROAD ANTIQUEMALL

Shawnee Mission Post

You and 45 other friends like this

A - TOPLINE
\$645/month, 970x250 pixel and 300x600 pixel graphics

With simultaneous display in the two most prominent ad slots on the site, this is the most powerful way to reach our massive Shawnee Mission area audience — and a great way to stick out to readers no matter what device they're reading on. Guaranteed display on 1/6 pageviews.

B - SOCIAL MEDIA AMPLIFIER
\$325/month, connected to Facebook, Twitter or Instagram

These advanced-platform ads turn your Facebook, Twitter or Instagram account into an ad seen by thousands of our readers. With a guaranteed display on every page, this is one of the best ways to take advantage of the Shawnee Mission Post's internet-only format.

C - CALENDAR
\$495/month, 300x600 pixel graphic

Located right next to the popular calendar of upcoming events on the homepage, this ad space attracts attention. Guaranteed display on 1/2 of all homepage views.

D - IMPACT
\$275/month, 300x250 pixel graphic

With its rotating placement in the sidebar, our Impact ad remains one of our most popular and affordable ways to ensure readers see your message. Guaranteed display on 1/2 of pages.

E - RIBBON
\$395/month, 715x250 pixel graphic

Placement directly in the content container makes it impossible for readers to miss. Guaranteed display on all homepage pageviews and 1/2 distinct story pageviews.

F - LOCAL BUSINESSES
\$100/month, 170x283 pixel graphic

An economical way to keep your business top-of-mind with area shoppers. Rotating placement with a guaranteed display on 1/2 of all pageviews.

To ensure delivery to your inbox, please add stories@shawneemissionpost.com to your address book.

View this email in your browser



Excerpts:

New Center for Academic Achievement provides state-of-the-art home for Shawnee Mission's professional training programs

Four students crowded around the laptop in teacher Brenda Bott's lab, squinting at the screen. Today's task was to get familiar with the high-powered microscopes on their tables, including the electronic microscope hooked up to a video camera. They'd found a dead moth in the window sill, and decided it made the perfect trial subject. With [...] Read on >

Prairie Village JazzFest artist spotlights: SM East Blue Knights, The Project H

The Prairie Village JazzFest returns to Harmon Park on Saturday for the eighth year. Ahead of the festival, we'll be taking a look at the artists in this year's lineup throughout the week. Shawnee Mission East's award winning jazz band The Blue Knights will again open the festival with a set starting at 3:30 p.m. [...] Read on >

Some Shawnee Mission elementaries moving away from birthday treats, asking parents to arrange 'non-food' celebrations

A handful of Shawnee Mission School District elementaries are asking parents this year to refrain from bringing cakes, cookies or other sweets to their children's classes to mark student birthdays. Though the policy is not in place district-wide, several elementary



Join KCPT at 7 p.m. on Friday, Sept. 8, at the Arvest Bank Theatre at The Midland for an exclusive evening with Ken Burns and Lynn Novick documentary series, The Vietnam War.

Tickets and more information at kcpt.org

LOCAL FUNDING PROVIDED BY BANK OF AMERICA WELLS FARGO FOREIGN MANS kcpo

OVERLAND PARK NOW OPEN! JUST IN CASE JUST GOT CLOSER. Now, if you live or work in Johnson County, you're close to one of three Shawnee Mission Health Emergency Departments. Shawnee Mission Health. Health. Where. Non. Medicine. LEARN MORE

ShawneeMissionPost.com is a hyperlocal news site covering government, sports, events and business in northeast Johnson County, Kan. Learn more.

FULL SITE

NEWSLETTER AD

\$350/month, 160x600 pixel graphic

Limited to just two ads per month, the Newsletter slot is one of the best ways to connect with our most devoted readers. Embedded directly next to the headlines in our daily email newsletter, which summarizes the day's fresh stories, the Newsletter ads benefit from a lack of competing messages. The email newsletter goes out to more than 3,000 people each day, including more than 1,000 paid site subscribers, and has an open rate that three times higher than the industry average.

Sponsored Content

2020 CrossFit: After 4 kids in 5 years, mom goes from 'zero' fitness to best shape of her life

POSTED BY PVPOST SPONSOR - SEPTEMBER 30, 2015 2:00 PM - 0 COMMENTS

Tweet Recommend 0

By Jon Rowley

People come to 2020 CrossFit in Prairie Village with all kind of fitness goals. Many feel like they've gotten totally out of shape, and are looking for a straightforward, structured way to get fit — maybe for the first time in their life. Some are looking to lose weight. And some are experienced athletes in other sports who are looking to change up their routine or find a better way to keep from getting injured.



For Julie Harris, a chance encounter with our building in the old Prairie Village Post Office led to a total fitness makeover, allowing her to get back to — and even surpass — the shape she'd been in before having for kids in five years.

Here's Julie's story in her own words:

I found 2020 CrossFit, quite literally, by accident. It had been two years since I had my last baby and I was in a serious rut. Before kids, I had always been athletic — running was my exercise of choice. However, having four babies in less than five years left me with absolutely no core strength and little muscle tone. I tried getting back into running, even training for a half-marathon with a typical distance running program, but was left riddled with injuries. After limping across the half-marathon finish line, I hung up my running shoes in utter frustration and quit exercising all together. One day, six months later, I happened to drive to the Prairie Village Post Office to mail a letter. To my surprise, the post office sign was gone. In its place was a large banner with the 2020 CrossFit logo. I admit, I was curious. I had a few friends in LA who were doing this CrossFit thing and absolutely loved it. I went home, looked up the website, contacted Jon, the owner, and signed up right away. To begin doing CrossFit from a zero level of fitness was quite a leap of faith. But I was determined to find my inner athlete again. The longer I worked with the 2020 coaches, the more I understood and trusted the process and it didn't take long before I was hooked.

Soon, I was working out in the gym four to five days a week and loving the challenge of every WOD (workout of the day), though I couldn't help but feel that something was missing. I was still eating like I had before joining the gym. I was stuck in the never-ending cycle of carb highs and sugar crashes and all of their side effects, namely headaches, joint pain, brain fog and mood swings.

In January, I participated in a gym-sponsored Paleo Challenge, in which you focus on eating real, whole foods and avoiding processed foods and sugar. It was truly a game-changer for me. I had never felt better — I could think clearly and calmly and the headaches and joint pain disappeared almost immediately. Of course, losing weight was one of the best results of the challenge!

One of my favorite things about 2020 is the sense of community. Every day, I am welcomed and encouraged and cheered on by my fellow classmates. I've loved it from the beginning because, even as a CrossFit novice, I wasn't intimidated. I was doing the same movements as the pregnant woman to my right and the grandfather to my left. No matter your age, size or athletic ability, we are all in it together. It's that kind of supportive environment that

Nowadays, I

I've



Located in the heart of Prairie Village, 2020 CrossFit is the perfect way for people of all fitness levels to get in better shape, gain mobility and increase their energy.

Interested in finding out more about 2020 or CrossFit in general? Click here to speak with your questions or to arrange a free tour.

SPONSORED POST

\$400/individual story, packs of 6 for \$275/story

With this "content marketing" option, a story about your business or organization shows up in the main editorial area of the site alongside the latest daily news. What's more, once a piece of sponsored content is published on the site, it stays there forever — meaning your story will be discoverable via search engines for years to come. We talk with you about your objectives for the story, and then shoot photos and write copy meet your goals.