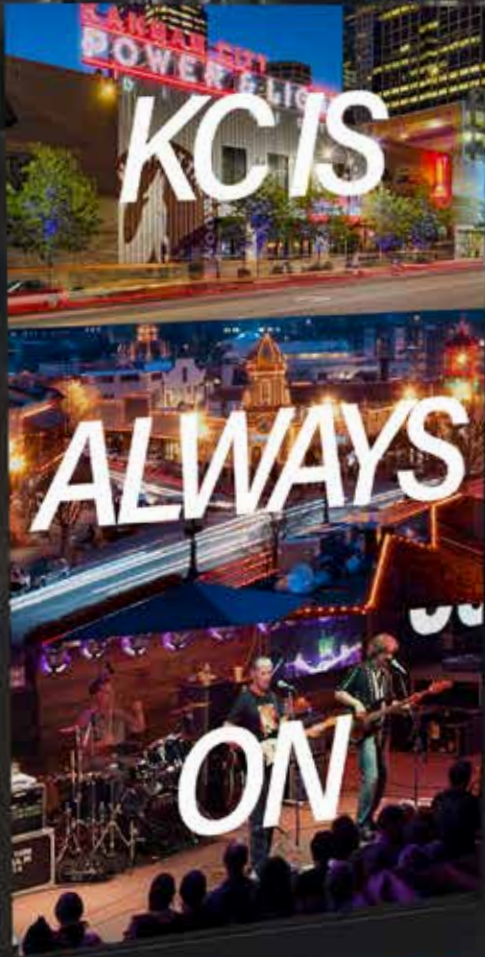


Wyandotte St

K CITYPOST



Sprint  
Wi-Fi

Wi-Fi

2017 KC AD SPONSORSHIPS











# KC IS ALWAYS ON

**NETWORK SPONSORSHIP**



*Sponsor our network and sponsor KANSAS CITY.*

*Extensive brand reach across all immediate CityPost interactive touchpoints.*



### **:10 KIOSK BROADCAST AD & LANDING**

Your message, every 2 minutes, on every 46" KCityPost interactive screen in KC

- Approximately 2 hours of screen time, per day, per screen
- Landing page linked to broadcast for interactive direct response (giveaways, specials, contests, etc)

### **KC NOW - KIOSK**

- Your message at the top of KC Now
- KC NOW is our kiosk home page

### **KC WOW - MOBILE**

- Your message in KC Wow section of app
- KC Wow is our search engine for the Best of KC

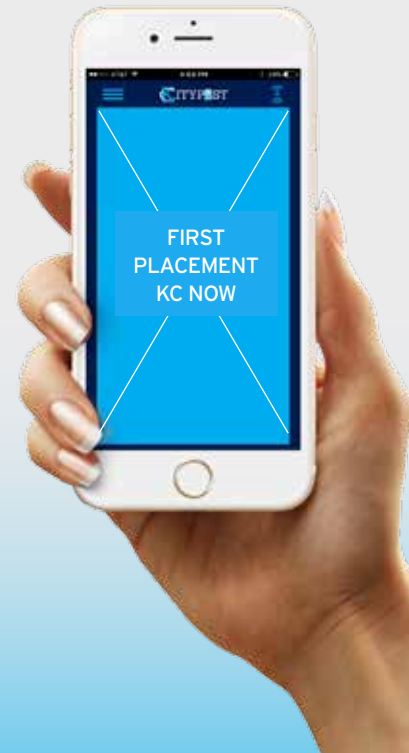




## KC SMALL BIZ SPONSORSHIP



*Sponsor the first location based, beacon enabled, KC messaging app for small businesses and all KCity venues.*



### BRANDED MOBILE BEACON KIT

- Small business kit includes a 50 yard proximity beacon
- Branded small biz beacon packaging and branded KC Now window clings for all small biz and city venue window fronts

### KIOSK BROADCAST FOOTER AD & LANDING

- Your message, approximately 14 hours of screen time, per day, per screen
- Landing page linked to broadcast for interactive direct response (giveaways, specials, contests, etc)

### KC NOW MOBILE APP SPLASH PAGE

- Your message everytime a user opens KC NOW on iOS and Android





# KC IS ALWAYS ON

## KC APP SPONSORSHIPS



**Connect with the City. Help sponsor Citywide apps.  
Arts and Culture, The KC Streetcar, KC Events, Nightlife, & more.  
Top shelf media placement across Kiosk & Mobile.**



### KIOSK APP SEARCH

- Your message always appears at the top of your chosen APP category
- Your message always appears at the bottom of any landing page to that corresponding APP
- Landing page linked to both spaces for interactive direct response (giveaways, specials, contests, etc)

### KCITYPOST MOBILE APP

- Your message always appears at the top of your chosen mobile APP category

### KCITYPOST APPS:

Arts & Culture, KC Streetcar, Attractions, Restaurants, Events, Nightlife, Sports, Kids, Parks, Shopping



KC NOW



KC GOV



KC PARKS



KC ATTRACTIONS



KC RESTAURANTS



KC EVENTS



KC NIGHTLIFE



KC SPORTS



KC KIDS



KC SHOPPING



B-CYCLE





# KC IS ALWAYS ON

**KC EVENT SPONSORSHIPS**



*Kansas City is always on! Take control and book an event-based sponsorship for a targeted weekend, week, or monthly takeover.*



### Hourly Takeover

Need to host an interactive game on the streets of KC? How about posting a giveaway for 10 minutes every day for a week? Takeover the network as you need. Create a big bang in just a little time.

### Looong Weekend

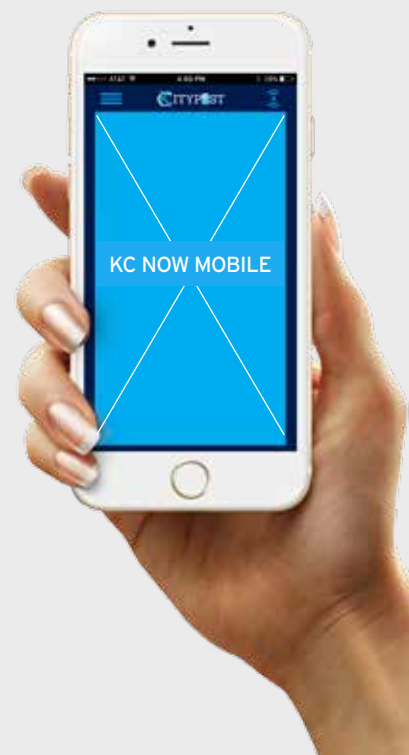
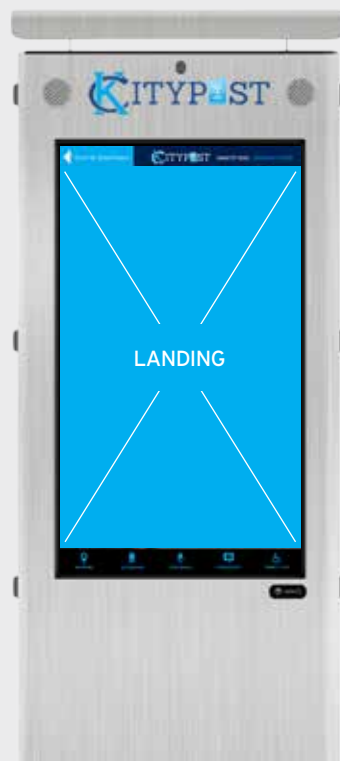
Your ad every 2 minutes for **4 days**. Approx 2 hours of screen time a day, per screen. That's 25% of network ad time on all 38 screens. KCityPost mobile app full screen ad included

### Weekly Burst

Your ad every 2 minutes for **7 days**. Approx 2 hours of screen time a day, per screen. That's 25% of network ad time on all 38 screens. KCityPost mobile app full screen ad included

### Monthly Takeover

Your ad every 2 minutes for **30 days**. Approx 2 hours of screen time a day, per screen. That's 25% of network ad time on all 38 screens. KCityPost mobile app full screen ad included





# KC IS ALWAYS ON

## KC EVENT SPONSORSHIPS



**Hourly Takeover**



**Looong Weekend**



**Weekly Burst**



**Monthly Takeover**

- New Year's Eve White Party Dec 31
- Restaurant Week Jan 13 - 22
- Superbowl Feb 5
- Valentine's Day Feb 14
- Mardi Gras KC Feb 25
- Vacation Month Feb
- Big 12 Tournament March 5 - 11
- Snake Saturday Parade March 11
- St. Patrick's Day March 17
- Tax Season March 1 - April 15
- KC Film Festival April 5 - 9
- Fountain Day April 9
- Middle of the Map Festival April 27
- Gatsby Days Gala TBD
- Kentucky Derby May 5 - 6
- Brookside Art Annual May 5 - 7
- Mother's Day May 14
- NASCAR at Kansas Speedway TBD
- Jazoo June 2
- Old Shawnee Days June 1 - 4

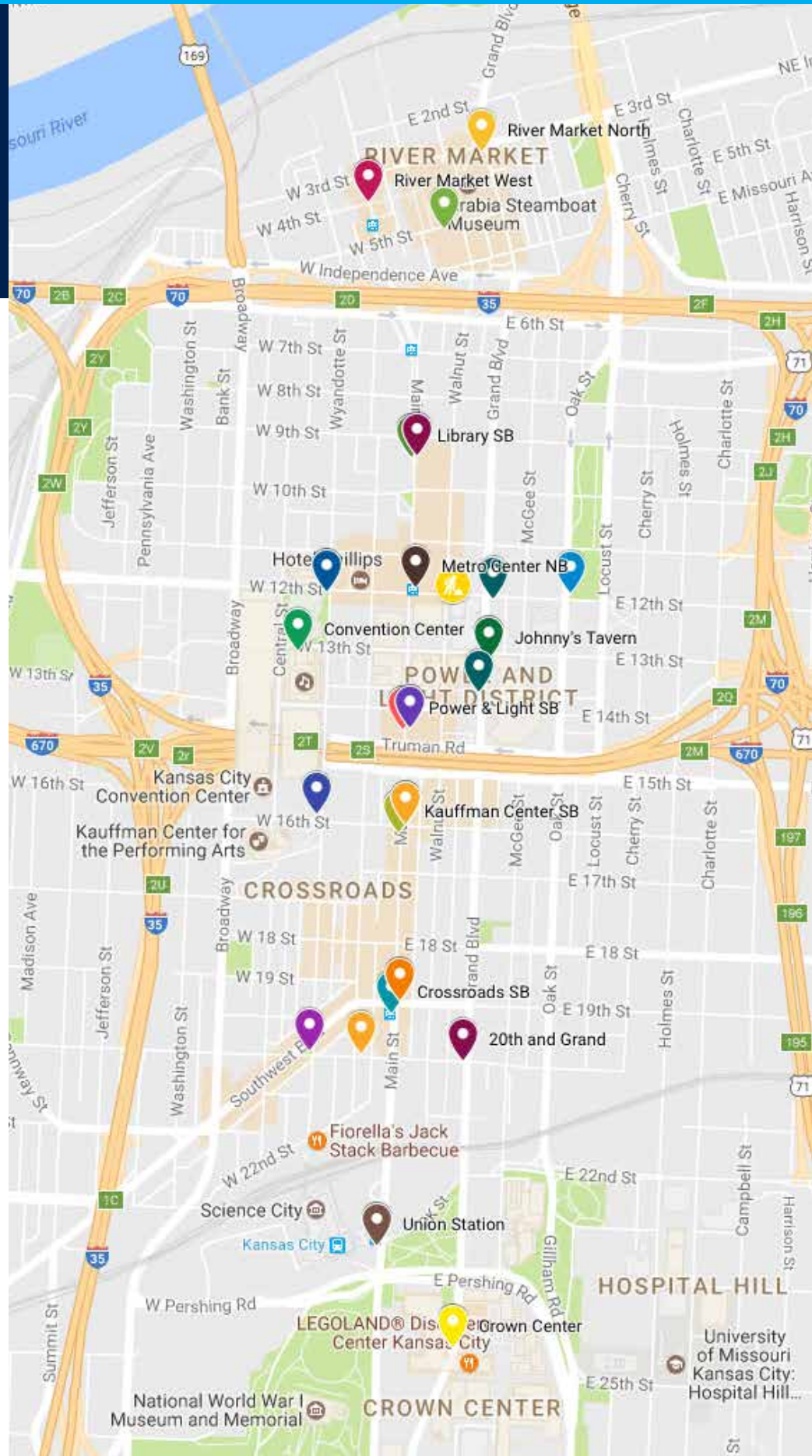
- Father's Day June 18
- Scottish Highland Games TBD
- Fiesta Italiana TBD
- KC Pride Festival TBD
- SoJo Summerfest TBD
- Boulavardia June
- School Graduations June
- Independence Day July 4
- KC Riverfest July 4
- KC Fringe Festival July 20 - 30
- Back to School Late Aug - Early Sept
- Labor Day September 4
- Irish Fest KC TBD
- World Series October
- Oktoberfest TBD
- Great Mid-West Balloon Fest TBD
- Halloween October 31
- Thanksgiving November 23
- Mayor Tree Lighting November 23
- Christmas December 25

Or create your own dates





- Barney Allis Plaza (2)
- Crossroads NB (2)
- Crossroads SB (2)
- Crown Center (2)
- Sprint Center (2)
- Kauffman Center NB (2)
- Kauffman Center SB (2)
- Library NB (2)
- Library SB (2)
- Power & Light NB (2)
- Power & Light SB (2)
- River Market West (2)
- Union Station (2)
- City Hall (1)
- City Market (1)
- Convention Center (1)
- Financial District (1)
- Crossroads West (1)
- Metro Center NB (1)
- River Market North (1)
- 20th and Baltimore (1)
- 20th and Grand (1)
- Power and Light District East (1)
- Oppenstein Park (1)
- Performing Arts Center (1)





***Please contact  
Mike Mainthow to reserve  
a KCityPost package  
or for more information.***

***mike@smartmedia.city***

***914-960-3695***

