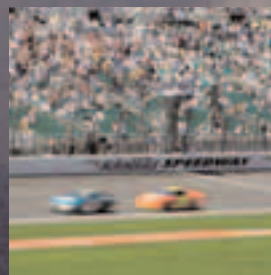


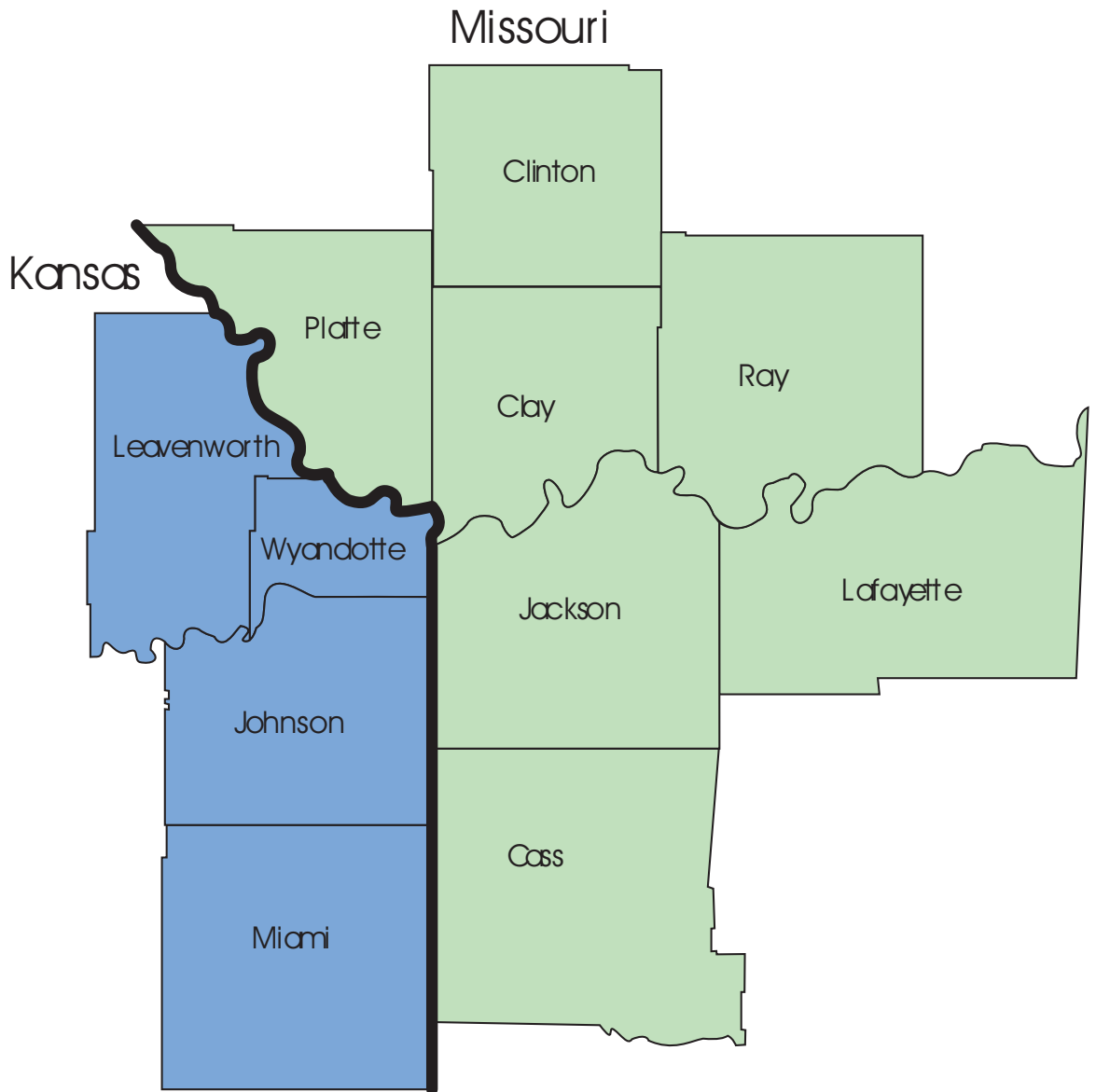


The Star
THE KANSAS CITY STAR

MORTGAGE GUIDE



Welcome to the Kansas City Star

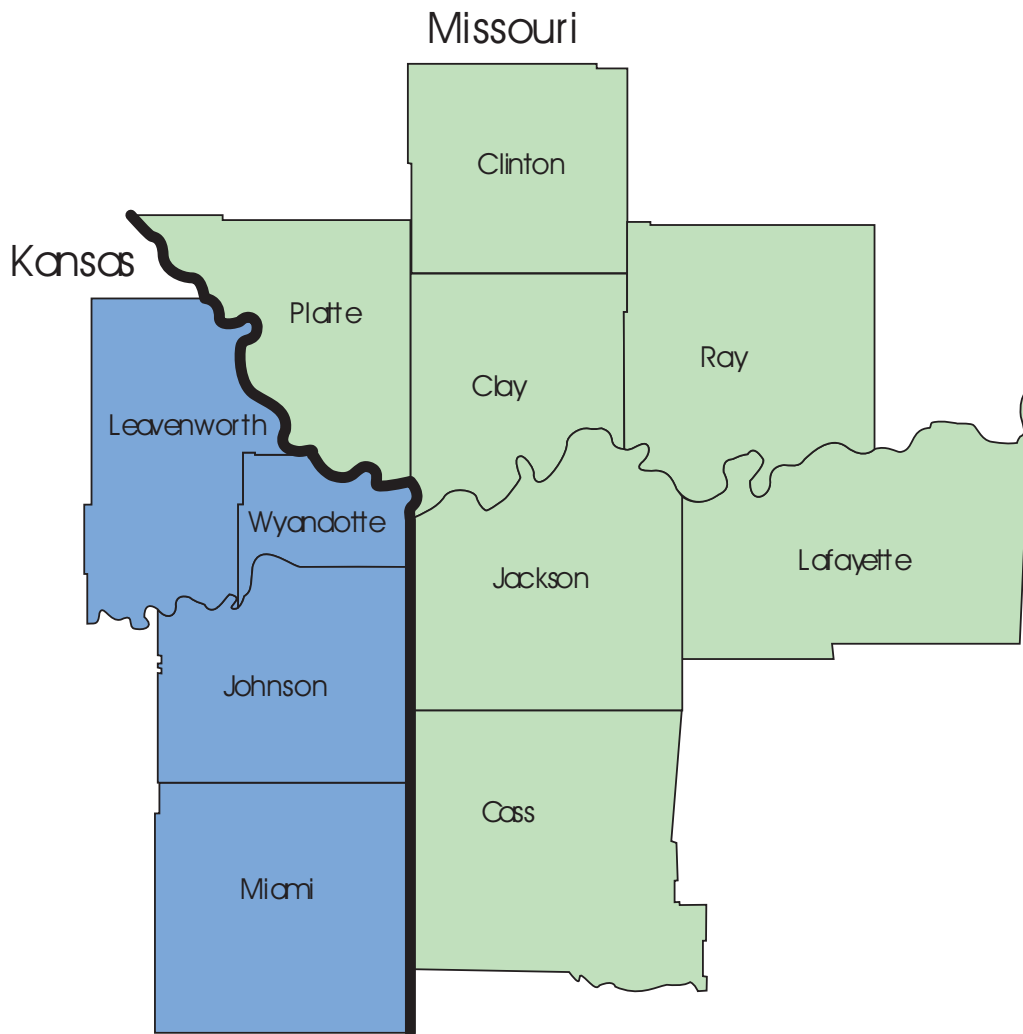


The Kansas City Metropolitan Statistical Area is an 11-county area

The **Kansas City Star** is, by far, the
most widely read newspaper in the **Kansas City**
metropolitan area, home to over 1.7 million people.

The Kansas City Star

has the **largest readership** in the Kansas City Metropolitan area & is the **#1 choice** for advertising.



Approximately 700,000 adults read the paper each Saturday. More than 850,000 adults read the paper each Sunday.



The Kansas City Star is online.



Kansas City.com is the premier website for information about the KC Area

We have approx. half a million unique visitors per month

Kansas City is 10th among cities in the U.S. for internet use (61.2% of our residents are online)



Introducing

the multimedia approach that combines the power of print media with the power of the internet to benefit both consumers and area mortgage lenders.

The Kansas City Star has created a new and improved Mortgage Guide that will continue to appear in the Home Guide Section of its newspaper each Sunday and now on Saturday as well, in the new Saturday Homes Section. Additionally, this guide will direct readers to the Kansas City Star Mortgage Guide web site (an interactive site dedicated to showcasing the participants in the Mortgage Guide) to learn more about each lender and to make it easy for borrowers to contact and do business with each lender.



The Internet

Consumers can review information about your company (as provided by you). They can also learn about all the different types of mortgage products that you offer in addition to the non-mortgage related products/services that you offer, if any (e.g. checking accounts, certificates of deposit, insurance products, etc.)



Dedicated to lenders that are part of the Mortgage Guide



Learn more about each lender. What type of company are they? Where are they located?



Find the latest rates.



Learn how much you can afford; what your payment will be; whether to rent or buy; whether to refinance, and more.



Compare different types of loan programs to learn which is best for you.



Learn about the costs associated with getting a mortgage loan.



Easily direct questions or scenarios to one or more lenders at the same time.



Use this convenient feature to begin the pre-approval or approval process.



Your rates are updated and posted on a daily basis

Another simple and convenient way for consumers to reach you (they can also choose to go directly to your website via direct links from our site.)



Whether you already have on-line application capabilities or not, this gives consumers just one more convenient way to begin to do business with you. An application can simply be emailed to you.

The Kansas City Star Mortgage Guide

1

Reaches more prospective customers

The printed Mortgage Guide reaches more prospective customers in the Kansas City metropolitan area than any other publication.

2

Provides more detailed and up-to-date information

The Mortgage Guide website provides prospective customers with more information about your company than any other website (except your own) and updates your rates on a *daily* basis.

3

Makes it easy and convenient for customers to do business with you

The Mortgage Guide website highlights each of the lenders that participate in the Mortgage Guide and provides consumers with many different ways to reach you:

- Consumers can e-mail you directly from our site.
- Consumers can complete and send you on-line loan applications directly from our site.
- Consumers can link directly to your website from our site.

