

Controlling the Outcome . . . Share Your Story in *Ingram's* Magazine

One of *Ingram's* newer and more distinctive attractions is the *Corporate Kansas City* profile initiative. We created the series as an innovative solution to the rapidly growing desire for editorial coverage by businesses and organizations throughout the region. The series has worked for one very good reason: it enables businesses to communicate their stories to the perfect audience at a great price and to maintain control over how and when that story is told. Come to think of it, that's several reasons.

The PR Explosion

Corporate Kansas City developed in response to several trends. In the last five years, as *Ingram's* reputation has spread throughout Missouri and Kansas, we have witnessed a massive increase in requests for coverage by businesses and organizations. In fact, requests are being received at a pace that is 15-times greater than in 2000.

These requests reflect important realities in today's business climate, some of them are very flattering to us. Clearly, businesses recognize the need to provide in-depth coverage to their best audiences, and *Ingram's* knows how to reach those audiences.

But while it's great to be popular, this demand creates several challenges, most notably, our once a month publication frequency and lack of space.

The easy answer would be to ignore the problem. Yet, given our understand-

ing of the importance of communications, we realized that a solution was imperative. After considerable discussions, we created *Corporate Kansas City*. This supplemental forum provides a means for us to help organizations position themselves in the region with a controlled and well-timed communications piece. It even provides multi-faceted exposure and unparalleled options to maximize the benefit.

Here's How Corporate KC Works

■ *Corporate Kansas City* enables our clients to create a one, two or multiple page profile to be shared initially with our influential 100,000-person *Ingram's* readership audience.

■ Organizations may run their profiles within any monthly edition of *Ingram's* or in *Concierge Kansas City*, *Destination KC* and *Ingram's Book of Leads of Lists*.

■ Structuring profile sections (we offer two general categories each month) it enables us to create industry focus sections, which benefit the organizations that run profiles in a given month.

■ In these specified sections *Corporate Kansas City* profiles are reproduced at *Ingram's* expense and included for FREE in the year-end special hardbound edition of *Corporate Kansas City*. If profiles are placed in another issue throughout the year, the insertion fee is nominal.

■ This beautiful hardback publication eliminates the need for Chambers of

HEALTHCARE

Health Care Emerges for Uninsured—Locally and Internationally

More than 100 million people in the U.S. do not have health insurance. In 1996, the first of the Medicare and Medicaid programs was established in the U.S. to help pay for the health care costs of the elderly and the disabled. Since then, Medicare and Medicaid have become the largest federal health care programs in the U.S. and together they pay for more than 60 percent of the health care costs for the elderly and the disabled.

But for many people, especially those who are young, healthy and do not have a chronic condition, the cost of health care is prohibitive. Many of these people are uninsured and do not have the financial resources to pay for the care they need. This is where the work of the Kansas City Chapter of the American Medical Association (AMA) comes in. The AMA is a national organization that works to improve the health care system for all Americans. One of its primary goals is to ensure that everyone has access to the care they need.

The Kansas City Chapter of the AMA has been working to address this issue for many years. One of its most recent initiatives is the "Health Care for All" program. This program provides financial assistance to uninsured individuals who are unable to pay for their health care. The program has been very successful, and many individuals have been able to receive the care they need.

The AMA is also working to address the issue of health care access for underserved populations. One of its initiatives is the "Health Care for the Underserved" program. This program provides financial assistance to individuals who live in underserved areas and who are unable to pay for their health care. The program has been very successful, and many individuals have been able to receive the care they need.

The AMA is committed to improving the health care system for all Americans. It will continue to work hard to ensure that everyone has access to the care they need.




How to Contact the Kansas City Chapter of the American Medical Association

1000 North Main Street, Suite 1000
Kansas City, MO 64108
Phone: (816) 432-1234
Fax: (816) 432-5678
Email: info@kcmama.org

One Page Profile

THE MISSOURI & KANSAS CHAPTER OF THE AMERICAN MEDICAL ASSOCIATION

PLATTE COUNTY, MISSOURI



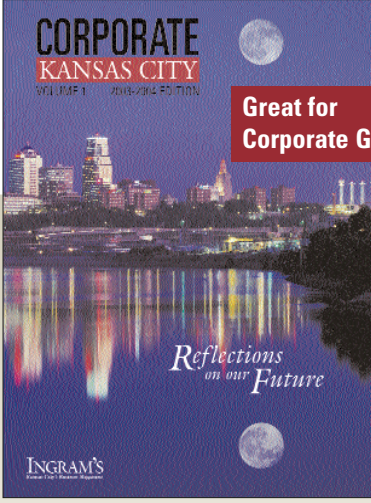
INGRAM'S MISSOURI & KANSAS

Multiple Page Section/Inserts

CORPORATE KANSAS CITY

VOLUME 1 2008-2009 EDITION

Great for Corporate Gifts



INGRAM'S MISSOURI & KANSAS

Shook, Hardy & Bacon

Shook, Hardy & Bacon has built strong reputation over the past century as law firm of choice for many companies.

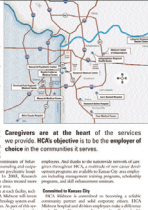


Shook, Hardy & Bacon is a leading law firm with a strong reputation for providing high-quality legal services to its clients. The firm has a long history of excellence and is committed to providing the best possible service to its clients.

Shook, Hardy & Bacon is a member of the American Bar Association and the Missouri Bar. The firm is also a member of the Kansas City Chapter of the American Medical Association.

HCA Brings World-Class Healthcare to Kansas City

HCA is proud to announce the opening of its new state-of-the-art hospital in Kansas City. The new hospital is a world-class facility that provides high-quality care to our patients.



The new hospital is a world-class facility that provides high-quality care to our patients. It features the latest in medical technology and a staff of highly trained professionals. The hospital is also committed to providing a comfortable and safe environment for our patients.

HCA is committed to providing the best possible care to our patients. We will continue to work hard to improve our services and to ensure that everyone has access to the care they need.

Two Page Spread

Front and Back

Special Hardbound Edition

Commerce or civic organizations to produce their own books. These publications typically charge 3 to 5-times more and yet do not reach the vast, influential audience that reads *Ingram's*.

■ We will send select reprints to target organizations to explain how *Corporate Kansas City* works and encourage them to get on board.

■ We also produce affordable, high quality reprints for organizations to distribute on their own.

“Corporate Kansas City enables our clients to share their story in *Ingram's* and position their firm within the region and within their industry.”

30 Year's of Success

A key to the success of *Corporate Kansas City* is its link to *Ingram's* Magazine. Our publication's emphasis on quality communications for the Kansas City region makes the difference. This stands in contrast to some unfortunate attempts at alternatives. Many communities partner with out-

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Benefits

Given the double and even triple value of running a profile, every viable business, organization and institution in the greater Kansas City area should reserve at least one single- or multiple-page profile and/or inserts in *Ingram's* each year.

Launched in 2003, *Corporate Kansas City* brings several significant benefits. As mentioned, these include single and multiple page company profiles that can be included in *Ingram's*, published in our year-end hardbound publication and reprinted as high-quality, stand-alone collateral materials. In this way, organizations may share their story and at the same time produce affordable yet exceptional communication pieces.

This distribution effectively extends marketing investments three fold. High quality reprints are extremely affordable and inordinate-ly useful for our clients.

“The premier edition of *Corporate Kansas City* (hardback edition) was released early in 2004 and has been a huge hit among our clients and the business community alike,” Said *Ingram's* Publisher Joe Sweeney,

of-market firms to produce short print-run coffee table books. These are typically produced by outside interests, which bring neither the local market insight nor community commitment.

In many cases, these programs draw off excessive revenues without delivering on their promises. In some cases, the results proved disastrous as the outside firm collapsed.

When Tennessee-based Tower Publishing failed, it took its customers deposits with it. This firm previously partnered with the Greater Kansas City Chamber of Commerce on a book.

Ingram's, however, has been around for 30 years and expects to be around for many more. We are very pleased to bring *Corporate Kansas City* and its multiple benefits to the region's business community. We are confident that you will find that these profiles provide an unmatched opportunity for successfully positioning your business.

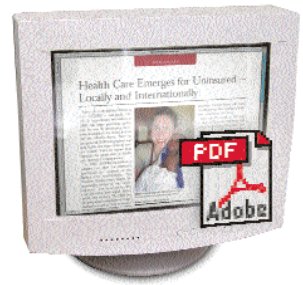
We hope your organization will put Ingram's and the Corporate Kansas City profile series on the plan—you'll be glad you did.

Profile Reprint Options



Reprints

With your *Corporate Kansas City* profile you may order reprints far more efficiently than if you produced them yourself.



Digital Copies

For a nominal fee you may receive a PDF version of your profile. This is great for email and web distribution.



Bulk Copies

Ingram's believes in “gorilla target-marketing”. When you invest your dollars with us, we'll empower you with effective tools to build your business.

INGRAM'S
Kansas City's Business Magazine

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