



ABOUT THE KANSAS CITY STAR

For more than 130 years, Kansas Citians have known to CHECK THE SOURCE™ and have turned to The Kansas City Star for news, entertainment and information. During that time, the industry has awarded The Kansas City Star:

- Seven Pulitzer prizes, one special Pulitzer citation

- Four George Polk Awards
- Four Triple Crown Awards to the sports department
- The Missouri Press Association Gold Cup 16 of the last 17 years, naming it the best newspaper in Missouri
- The Robert F. Kennedy Journalism Award

ENJOY YOUR TOUR!



How To Reach Us

- Main switchboard: **816-234-4636**
- Newspaper delivery, subscriptions, payments, missing or wet papers: **StarAdvantageKC.com** or **1-877-962-7827**
- Retail/display advertising: **816-234-4017** or **Kansascity.com/advertising**
- Classified advertising: **816-234-4000** or **Kansascity.com/advertising**
- Obituaries: **816-234-4470**
- Announcements: **Kansascity.com/Celebrations** or **816-234-4390**
- Job hot line: **816-234-4253**
- Photo reprints, copyright permission: **816-234-4741**

THE STAR'S IMPACT

- The daily edition of The Kansas City Star reaches more people than the late local news on all four Kansas City television affiliates combined.
- The daily edition of The Kansas City Star reaches more people than prime time programming of all four Kansas City television affiliates combined.
- The Sunday Star reaches more than 700,000 adults.
- The Kansas City Star reaches more adults than any cable channel (past seven days).
- KansasCity.com is the No. 1 local media website.
- KansasCity.com reaches more adults in one month than attend Kansas City Chiefs football games in a year.

Source: Scarborough Research 2010, Release 1



THE STAR.
KansasCity.com

OUR MISSION

To be our area's pre-eminent communications company, helping to build our community through knowledge.

BRINGING YOU CLOSER TO YOUR COMMUNITY

THE STAR.
KansasCity.com

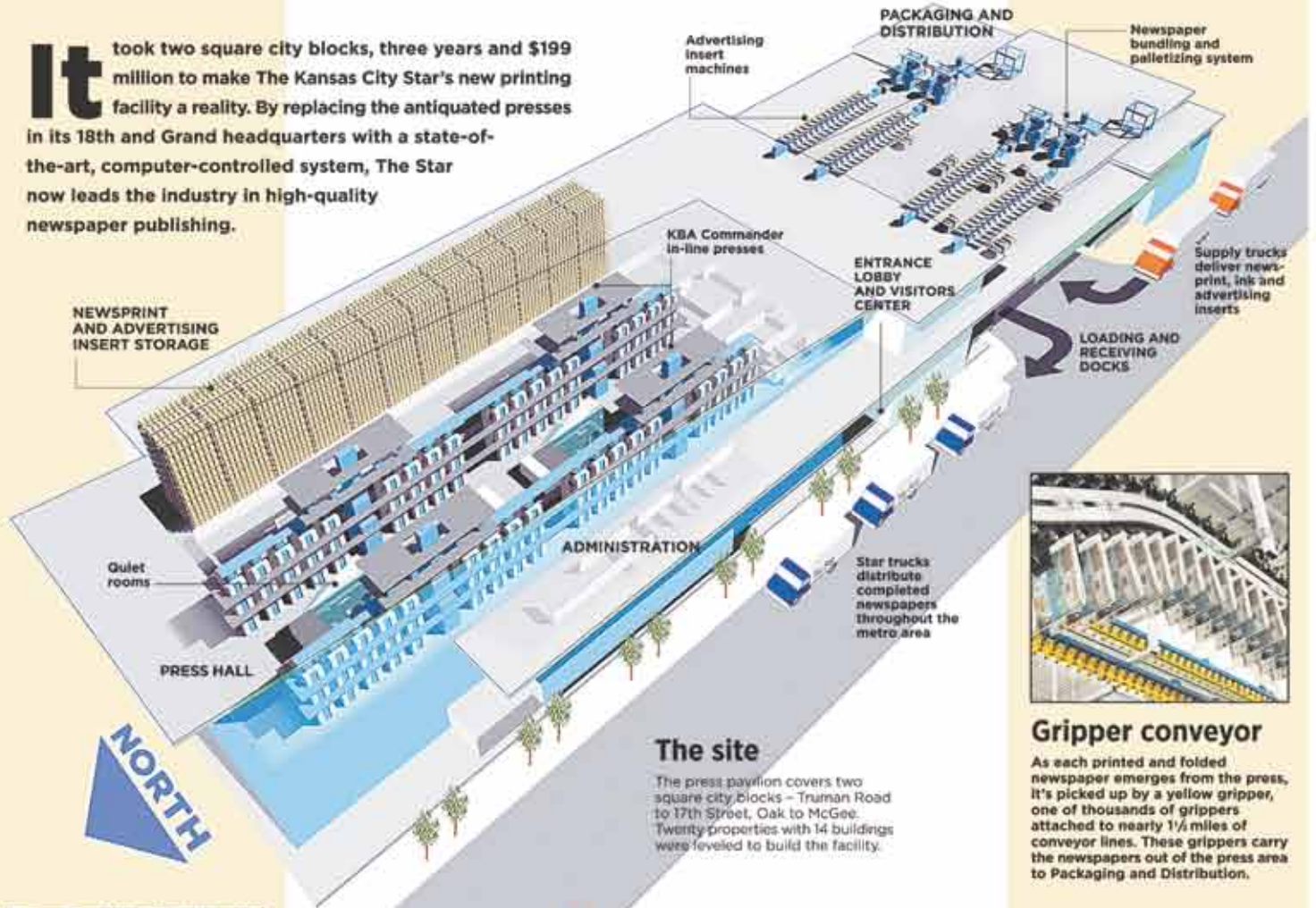


More than **1 MILLION READERS** a week.

LOOKING INSIDE

the Press Pavilion

It took two square city blocks, three years and \$199 million to make The Kansas City Star's new printing facility a reality. By replacing the antiquated presses in its 18th and Grand headquarters with a state-of-the-art, computer-controlled system, The Star now leads the industry in high-quality newspaper publishing.



The site

The press pavilion covers two square city blocks – Truman Road to 17th Street, Oak to McGee. Twenty properties with 14 buildings were leveled to build the facility.

Paper and ink

So how much paper is on a roll of newsprint? Between 1 $\frac{1}{4}$ and 1 $\frac{1}{2}$ miles. The Star will use about 127 rolls each day, more on Sunday.

Two 10,000-gallon tanks (black) and four 4,000-gallon tanks (cyan, magenta, yellow, and spot red) hold about a one-week supply of ink.

Each roll of newsprint is:
 ■ 50 in. diameter
 ■ 48 in. wide
 ■ 2,200 lbs.



Storage and retrieval

Newsprint and pallets of advertising inserts are stored in the Automated Storage and Retrieval System. It is about 50 feet wide, 84 feet high and over 300 feet long. It contains 5,300 bays and can store a 15- to 20-day supply.



The press hall

The press hall is eight stories tall and 377 feet long. The hall is kept at a temperature of 72-75°, with 40-45% humidity. This helps maintain efficiency and reduces the chance of paper tearing inside the press.

Four German-built KBA Commander in-line presses are each 68 feet tall (nearly seven stories) and more than 150 feet long.

From newsprint to newspaper

Rolls of newsprint from mills in the United States and Canada arrive by truck at the Press Pavilion, where they move from the receiving dock to a conveyor. They are electronically recorded and tracked by the computer-based system, and automated cranes move them to storage racks.

Tanker trucks deliver ink, which is pumped through inlets to color-coded ink tanks inside the Press Pavilion.

Advertising inserts also arrive by truck, many from outside printers. Other inserts are produced in The Star's own specialty printing shop in the Press Pavilion. Like newsprint, inserts are stored on racks and tracked by computer.

When the computer signals for more paper, cranes remove rolls from storage racks to an area beside the press lines. When they're needed, the rolls move into position and feed into the press, which does not even need to stop to load them.

Meanwhile, pages designed across the street in the newsroom and advertising division move in digital files to the Press Pavilion. Those files are used to create printing plates to be mounted on the press.

Paper feeding off a roll and winding through the press is called a web. The web races through the press, passing over the inked cylinders that print both sides of the paper simultaneously. Then the web follows a complex path through set after set of rollers that fold it again and again. Eventually, the presses create sections and cut the copies, mechanically converting a single stream of paper into copies of a newspaper. A gripper conveyor system carries them to the packaging and distribution area.



In its simplest form, the Press Pavilion can be seen as a vast manufacturing loop. Raw materials enter, and finished papers exit at adjacent loading docks.

Some sections of the paper, usually containing classified advertising, are loaded into long inserting machines. Each copy of the section is mechanically blown open and an insert drops into it.

Stuffed newspapers descend into bundle-stacking machines. Bundles travel along a line of rollers to an automatic palletizer, which stacks them on plastic pallets.

Pallets – each one tagged according to its destination – travel on rollers to a lift that lowers them to the distribution dock one floor below. Trucks deliver the pallets to locations where carriers pick up newspapers and deliver them to you.



Gripper conveyor

As each printed and folded newspaper emerges from the press, it's picked up by a yellow gripper, one of thousands of grippers attached to nearly 1 $\frac{1}{2}$ miles of conveyor lines. These grippers carry the newspapers out of the press area to Packaging and Distribution.



Quiet rooms

Pressroom staff manages the printing operation from quiet rooms, one next to each press. They contain control panels for adjusting inks and press speed, and shut out the noise of the presses. When staffers need to make a quality check, they signal the grippers to release a copy into the quiet room.



Packaging and distribution

This is where the final product – the newspaper plus advertising inserts – comes together. Some days, The Star produces as many as 300 different combinations of inserts, aimed for different parts of the metropolitan area.