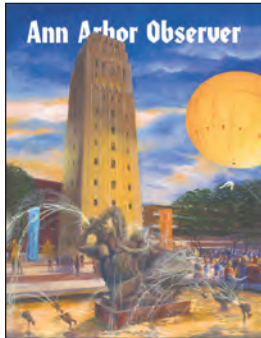


# Ann Arbor Observer Publications

## 2009 Media Guide



### Ann Arbor Observer

Since 1976, readers have turned to the Observer every month for in-depth features, profiles, retail and restaurant news, and our indispensable daily events calendar. The Observer is delivered FREE to all permanent households served by the Ann Arbor post office and school district.



### Community Observer

The Community Observer is published in spring, summer, fall, and winter, and includes in-depth features, news, and profiles, as well as restaurant reviews, retail news, a calendar of events, and more. The Community Observer is delivered FREE to all households served by the Chelsea, Dexter, and Saline post offices.



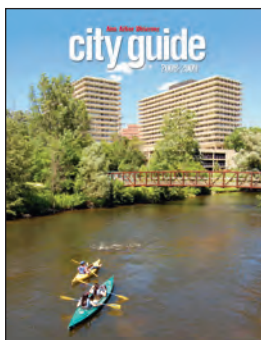
### Real Estate Section

The Real Estate Section is a special advertising opportunity inside every issue of the Observer. It is a handy resource for home buyers, real estate agents, and related businesses.



### Community Guide

Published in September, this annual guide combines insightful features with detailed information on housing, schools, health care, local government, and much more. The Community Guide, which includes the fall Community Observer, is delivered FREE to all permanent households served by the Chelsea, Dexter, and Saline post offices.



### City Guide

Published in August, the City Guide is Ann Arbor's almanac, the city's most complete annual guide. Residents keep and refer to it all year long. The City Guide's wealth of resources also makes it extremely popular with newcomers.



### Guest Guide

More than 1,450,000 visitors stay in area hotels every year. The Guest Guide is their introduction to the best the area has to offer. Copies of this beautiful book, published biennially, are placed in Ann Arbor area hotel rooms, the Ypsilanti Marriott, and the U-M's executive accommodations.



### Arborweb — [www.arborweb.com](http://www.arborweb.com)

Arborweb is an easy way to read archived Observer articles online and provides easy online access to the Observer events calendar and City Guide. Arborweb's companion site, [washtenawguide.com](http://washtenawguide.com), is the online guide to Chelsea, Dexter, and Saline.



### Arborlist — [www.arborlist.com](http://www.arborlist.com)

Arborlist, our newest website, is easy to use, looks great, and gets results. Post your own classified ads—or reach our prime online audience with affordable, targeted display advertising.

*Circulation & Readership*

**Ann Arbor Observer**

Circulation: 60,000  
Readership: 120,000

**City Guide**

Circulation: 62,000  
Readership: 124,000

**Community Observer**

Circulation: 20,000  
Readership: 40,000

**Community Guide**

Circulation: 21,000  
Readership: 42,000

**Guest Guide 2008–2010**

Circulation: 10,000  
Readership: 2,931,000

**www.arborweb.com**

*Ann Arbor Online*  
Averaging 390,000  
page impressions a month.

**www.arborlist.com**

*Totally Free Classifieds*  
Averaging 110,000  
page impressions a month.

**Demographics**

*Households*

Washtenaw County	141,243
Ann Arbor	47,588

*Population*

Washtenaw County	351,976
Ann Arbor	114,529

*Age*

	<i>Ann Arbor</i>
0–17	19,109
18–34	51,358
35–64	34,540
65+	9,017

Sources: 2008 SEMCOG (Southeast Michigan Council of Governments) Population and Household Estimates, 2000 Census.

**2008 Estimated Total Retail Sales**

Washtenaw County	\$5.584 billion
Ann Arbor	\$1.540 billion

**2008 Estimated Disposable Income**

Washtenaw County	\$11.143 billion
Ann Arbor	\$3.017 billion

**2008 Estimated Income per Household**

Washtenaw County	\$79,888
Ann Arbor	\$59,705

Source: Editor & Publisher Market Guide, 84th edition, 2008.

**Education**

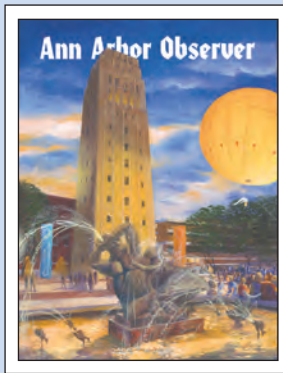
*City of Ann Arbor*

Residents 21 years and over	64,380
High school graduates only	5,812
Some college, no degree	8,727
Associate degree	2,529
Bachelor's degree	19,302
Graduate or professional school	25,508
Percent high school graduate or higher	95.7%
Percent bachelor's degree or higher	69.3%

Source: 2000 Census.

*See the difference, see the results.*

### quality



“We placed our first ad for our practice in the Observer in 1995, and we’ve been loyal advertisers every month since. Many patients say they learned about us through the Observer. Recently we placed an ad for our biggest event of the year, and the response was so great that we canceled placements in other media. The Observer is by far the most productive placement for our marketing.”



David Griffenhagen, Chief Administrative Officer  
CENTER FOR PLASTIC & RECONSTRUCTIVE SURGERY

### value



“I’m told that the ad I run in the Ann Arbor Observer is an institution because it’s been in there since 1985. People always comment about my Observer ad. They love it. And when I ask new clients how they heard about my shop, the majority of them enthusiastically say they saw it in the Observer. I think it’s been more effective than word of mouth!

When I opened my new gallery/shop, Heavenly Metal, I knew there was no way I wouldn’t advertise it in the Observer. It was a little scary, but guess what? People come in and tell me they love that ad too! Bingo!

Why change a good thing? I have a terrific relationship with the Ann Arbor Observer staff (as does Lucy) and intend for it to continue forever!”

Vicki Honeyman (with Lucy), Owner  
VICKI’S WASH & WEAR HAIRCUTS and HEAVENLY METAL

### response



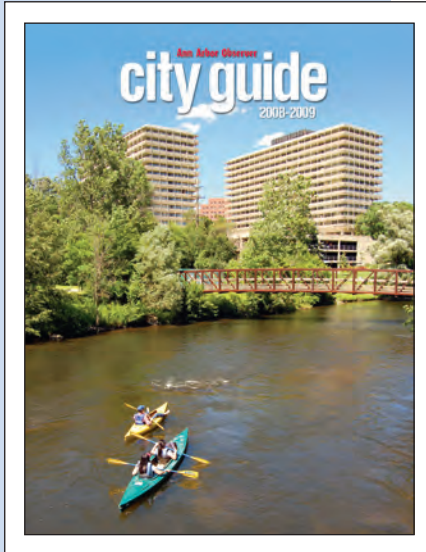
“Since 1971, our company has grown from one office and twelve Realtors to eight offices and over 160 Realtors spanning two counties. Along the way, we’ve closed over 45,000 transactions, valued at more than \$8 billion. Our clients know they can rely on the experience, knowledge, and passion of the Reinhart team to help them accomplish their real estate goals.

Ann Arborites know they can rely on the Observer’s excellent reporting and writing and its unparalleled monthly events calendar. It’s a signature publication for Ann Arbor. That’s why Reinhart has advertised in the Observer continuously since its first issue in 1976.”



David Lutton, President  
CHARLES REINHART COMPANY, REALTORS

### success

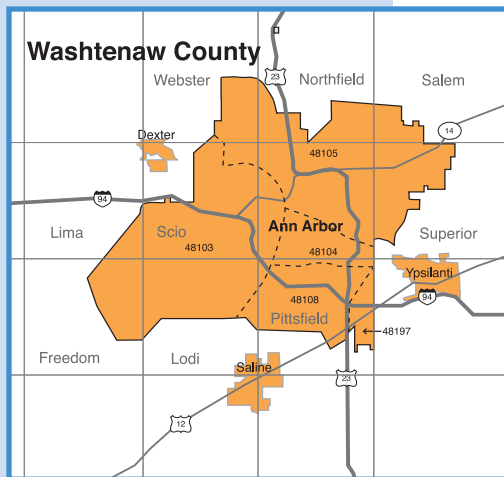


### Ann Arbor's Own Almanac

The City Guide is an indispensable resource. This annual directory provides a wealth of information on neighborhoods, schools and child care, shopping, health care, city government, housing, media, recreation, entertainment, community services, and much more. Offering total market penetration, it is delivered FREE to all permanent households served by the Ann Arbor post office and the Ann Arbor Public Schools. Residents turn to the City Guide all year long. It's also a great resource for newcomers (who receive copies from area businesses), real estate agents, corporate relocation directors, and University of Michigan faculty and staff recruiters.

Make your business a part of this valuable annual resource. Website advertising opportunities are also available for the online City Guide. Call to reserve your space today!

### Circulation Area Map



### City Guide

Circulation: 62,000  
Readership: 124,000

### 2009 Circulation

#### Requested and Nonpaid Circulation

Ann Arbor Single-Family Homes			35,000
Ann Arbor Apartments, Townhomes, & Retirement Centers			19,000
Real Estate Offices, SPARK			900
Newcomers Welcome Service			600
Chamber of Commerce Members			
	mailed	office	
Ann Arbor	1,000	100	1,100
Chelsea	200	50	250
Dexter	200	50	250
Manchester	100	25	125
Saline	300	50	350
Ypsilanti	250	25	275
Advertisers			500
			<b>58,350</b>

#### Paid Circulation

Paid Subscribers	1,600
Retail	1,000
Special Orders	
Around Town Tours • Real Estate	
Corporate Relocation Packages	
U-M Conferences & New Faculty	
U-M Academic Departments & Hospital	900
	<b>3,500</b>
Marketing & Office	150
<b>Total Circulation</b>	<b>62,000</b>

ISSUE	Complimentary Design*	Space Closing	Materials Closing	Publication
JANUARY		TUES., DEC. 2	TUES., DEC. 9	TUES., DEC. 23
FEBRUARY		TUES., JAN. 6	MON., JAN. 12	TUES., JAN. 27
MARCH		THURS., JAN. 29	FRI., FEB. 6	TUES., FEB. 24
SPRING COMMUNITY OBSERVER	THURS., JAN. 29	THURS., FEB. 12	TUES., FEB. 24	WED., MAR. 11
APRIL		TUES., MAR. 3	TUES., MAR. 10	THURS., MAR. 26
MAY		THURS., APR. 2	THURS., APR. 9	FRI., APR. 24
JUNE		THURS., APR. 30	THURS., MAY 7	TUES., MAY 26
SUMMER COMMUNITY OBSERVER	THURS., APR. 23	TUES., MAY 12	TUES., MAY 26	WED., JUNE 10
JULY		TUES., JUNE 2	TUES., JUNE 9	THURS., JUNE 25
AUGUST		TUES., JUNE 30	THURS., JULY 9	MON., JULY 27
2009-2010 CITY GUIDE	FRI., MAY 15	MON., JUNE 15	THURS., JULY 23	MON., AUG. 10
SEPTEMBER		THURS., JULY 30	FRI., AUG. 7	WED., AUG. 26
2009-2010 COMMUNITY GUIDE	THURS., JULY 30	THURS., AUG. 13	TUES., AUG. 25	WED., SEPT. 9
OCTOBER		TUES., SEPT. 1	THURS., SEPT. 10	FRI., SEPT. 25
NOVEMBER		TUES., SEPT. 29	THURS., OCT. 8	MON., OCT. 26
WINTER COMMUNITY OBSERVER	THURS., OCT. 1	THURS., OCT. 8	TUES., OCT. 27	TUES., NOV. 10
DECEMBER		THURS., OCT. 29	FRI., NOV. 6	TUES., NOV. 24
JANUARY 2010		TUES., DEC. 1	TUES., DEC. 8	WED., DEC. 23

\* Complimentary basic design available.

	1x	3x	6x	9x	12x	15x	17x	18x
<b>2-Page Spread</b>	\$5,665.00	5,438.00	5,099.00	4,816.00	4,532.00	4,252.00	4,012.00	3,819.00
<b>Full Page</b>	2,990.00	2,870.00	2,691.00	2,542.00	2,393.00	2,243.00	2,119.00	2,015.00
<b>3/4 Page</b>	2,430.00	2,233.00	2,064.00	1,944.00	1,821.00	1,704.00	1,605.00	1,529.00
<b>1/2+1/16</b>	2,065.00	1,898.00	1,756.00	1,655.00	1,551.00	1,446.00	1,366.00	1,299.00
<b>1/2 Page</b>	1,863.00	1,713.00	1,582.00	1,488.00	1,395.00	1,304.00	1,230.00	1,171.00
<b>1/4+1/8</b>	1,490.00	1,374.00	1,268.00	1,195.00	1,117.00	1,044.00	985.00	937.00
<b>1/4+1/16</b>	1,283.00	1,181.00	1,091.00	1,028.00	966.00	897.00	849.00	804.00
<b>1/4 Page</b>	1,012.00	933.00	860.00	810.00	757.00	710.00	670.00	640.00
<b>1/8+1/16</b>	822.00	756.00	701.00	659.00	618.00	576.00	544.00	517.00
<b>1/8 Page</b>	579.00	536.00	493.00	462.00	436.00	406.00	383.00	366.00
<b>1/16 Page</b>	364.00	334.00	310.00	291.00	275.00	252.00	238.00	228.00
<b>1" Service Ad</b>	\$183.00	164.00	145.00	135.00	127.00	122.00	114.00	n/a
<b>1.5" Service Ad</b>	215.00	204.00	182.00	175.00	164.00	153.00	145.00	n/a
<b>2" Service Ad</b>	235.00	224.00	204.00	193.00	182.00	174.00	164.00	n/a
<b>2.5" Service Ad</b>	271.00	256.00	234.00	224.00	210.00	200.00	190.00	n/a
<b>3" Service Ad</b>	308.00	296.00	268.00	254.00	242.00	231.00	217.00	n/a

### Colors of the month 2009

**Green 702 is now available  
at the special color rate  
every month!**

January	Royal Blue Plum 728
February	Red 721 Teal 736
March	Reflex Blue 701 Lime 743
April	Cerise 76 Bright Yellow 746
May	Royal Blue Lavender 727
June	Cerise 76 Teal 736
July	Red 721 Royal Blue
August	Teal 736 Cranberry 720
September	Royal Blue Copper 749
October	Bright Orange 703 Deep Orange 755
November	Red 721 Lime 743
December	Red 721 Reflex Blue 701

### Special Issue Colors

Only CMYK process color is available for the City Guide, Community Guide, Community Observer, and Guest Guide.

### Premium Placement

Advertisers who have placed advertisements in premium positions in the 2009 issues of the Ann Arbor Observer will be given first right of refusal for the same positions in 2009. Placement must be confirmed by the space closing deadline. Premium placement options may be changed at the discretion of the publisher.

### Color

Color must be confirmed by the materials closing deadline.

**Each color: \$150**

**One "color of the month," including Green 702 or any process color: \$125**

**Four-color: \$350**

**Four-color ads must include a matchprint or color approval.**

Four-color ads must be submitted by the materials closing deadline.

### Guaranteed Placement

A \$50 fee will be charged for guaranteed placement, which must be confirmed by the advertising manager. It may not always be possible to meet requests for both color and guaranteed placement. Placement requests are guaranteed only if they are accompanied by the required fee.

### Inserts

Folded, brochure, and multipage inserts are available on a limited basis subject to publisher's approval. Contact your advertising representative for information.

### Ad Proofs

Proofs will be provided for all ads. It is the advertiser's responsibility to review ad proofs immediately for accuracy. The Ann Arbor Observer is not responsible for errors not caught by the advertiser.

### Production and Design Services

The Observer production department provides professional design and production services. Basic design includes typesetting and digital file setup. All copy and materials requiring design and/or production work must be received by the space closing deadline.

### Important Information

- Please review all printing specifications and guidelines before submitting your ad.
- When possible, submit both the original files *and* a PDF version of your ad.
- Provide all fonts and linked images with your original file.
- Email files to:  
ads@aaobserver.com
- Upload files to our FTP site—instructions provided on request.
- Submit files on CD, DVD, or USB portable memory device.
- Our production and design department works with Macintosh computers. We currently use and accept files compatible with the following software: QuarkXPress 6.5, Adobe Illustrator CS3, Photoshop CS3, InDesign CS3, and Acrobat 8.
- If printing specifications are not met, ads will be modified to meet specifications at the advertiser's expense—see *Production and Design Rates*.

### Production and Design Services

The Observer production department provides professional design and production services. Basic design includes typesetting and digital file setup. All copy and materials requiring design and/or production work must be received by the space closing deadline.

### Production and Design Rates

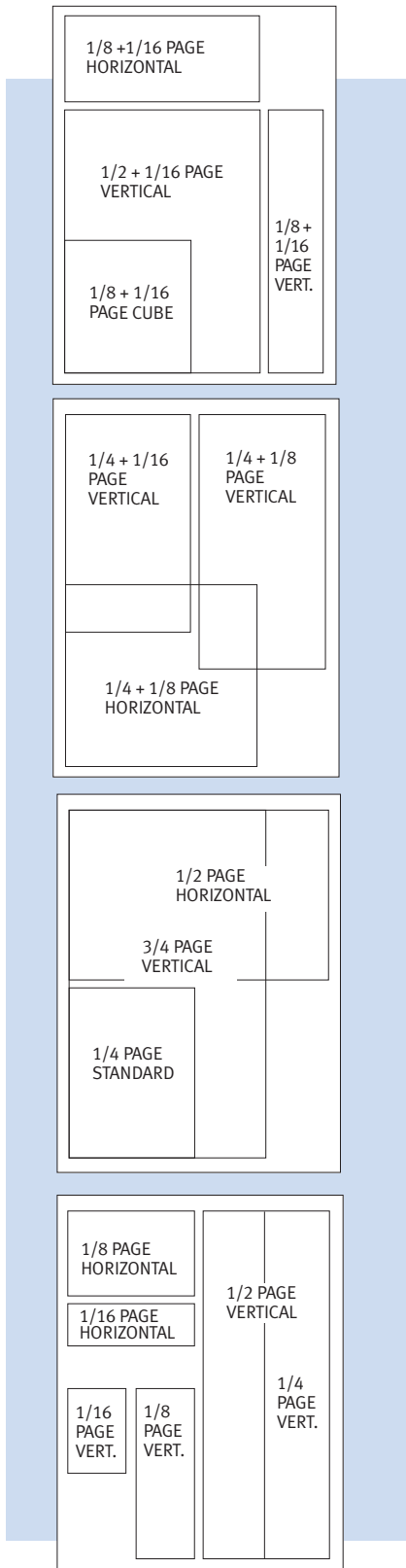
Basic design (display ad)	\$50*
Basic design (service ad)	\$25
Basic modifications	\$20*
Pre-press file corrections	\$25/hr., 1 hr. minimum
Scans	\$10 each
Logo design	\$100 minimum
Illustration	\$50/hr., 1 hr. minimum
Black-and-white laser print	\$10 each**
Four-color inkjet print	\$20 each**
Ad transfer to CD	\$15**
Ad emailed to client	\$25 for original file**

*\*A \$20 credit will be applied to a full design or modification charge if the following conditions are met: all copy and materials are submitted by the space closing deadline, advertiser has a signed 6x agreement on file, and advertiser has excellent credit standing.*

*\*\*Requests for emailed files, print copies, or return of materials require a minimum of 24 hours' notice.*

### Ad Submission Guidelines

- If your ad is submitted as a PC Quark file, a Microsoft Word file, or a Publisher file, please include a copy of all fonts and graphics used and a PDF version of your ad.
- Email files to: [ads@aaobserver.com](mailto:ads@aaobserver.com), or upload to our ftp site (instructions provided on request). **Include the name of the account and the name of your advertising representative, and indicate which issue the ad is for.**
- Include a contact name and phone number.
- Ads may also be submitted on CD, DVD, or USB portable memory device.



### Printing Sizes and Specifications

The Ann Arbor Observer is a stitched and trimmed 10<sup>1</sup>/<sub>2</sub>" x 13<sup>1</sup>/<sub>2</sub>" magazine printed web offset on recycled paper. The Ann Arbor Observer cover is printed on 50-lb. white offset paper. The text is printed on 30-lb. premium grade newsprint.

• **NOTE: Do not take measurements from the magazine. All ads must be to the exact pica measurements specified below.**

Display Ad Sizes	picas	inches*	decimal inches*
Centerspread	118.5 x 78	19 <sup>3</sup> / <sub>4</sub> x 13	19.75 x 13
<b>Full page</b>	<b>59 x 78</b>	<b>9<sup>13</sup>/<sub>16</sub> x 13</b>	<b>9.833 x 13</b>
3/4 page vertical	44 x 78	7 <sup>5</sup> / <sub>16</sub> x 13	7.333 x 13
1/2 + 1/16 page vertical	44 x 58	7 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	7.333 x 9.667
<b>1/2 page vertical</b>	<b>29 x 78</b>	<b>4<sup>13</sup>/<sub>16</sub> x 13</b>	<b>4.833 x 13</b>
<b>1/2 page horizontal</b>	<b>59 x 38p6</b>	<b>9<sup>13</sup>/<sub>16</sub> x 6<sup>7</sup>/<sub>16</sub></b>	<b>9.833 x 6.417</b>
1/4 + 1/8 page horizontal	44 x 38p6	7 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	7.333 x 6.417
1/4 + 1/8 page vertical	29 x 58	4 <sup>13</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	4.833 x 9.667
1/4 + 1/16 page vertical	29 x 48	4 <sup>13</sup> / <sub>16</sub> x 8	4.833 x 8
<b>1/4 page standard</b>	<b>29 x 38p6</b>	<b>4<sup>13</sup>/<sub>16</sub> x 6<sup>7</sup>/<sub>16</sub></b>	<b>4.833 x 6.417</b>
1/4 page vertical	14 x 78	2 <sup>5</sup> / <sub>16</sub> x 13	2.333 x 13
1/8 + 1/16 page horizontal	44 x 19	7 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	7.333 x 3.167
1/8 + 1/16 page vertical	14 x 58	2 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	2.333 x 9.667
1/8 + 1/16 page cube	29 x 28p6	4 <sup>13</sup> / <sub>16</sub> x 4 <sup>3</sup> / <sub>4</sub>	4.833 x 4.75
1/8 page vertical	14 x 38p6	2 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	2.333 x 6.417
1/8 page horizontal	29 x 19	4 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	4.833 x 3.167
1/16 page vertical	14 x 19	2 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	2.333 x 3.167
1/16 page horizontal	29 x 9	4 <sup>13</sup> / <sub>16</sub> x 1 <sup>1</sup> / <sub>2</sub>	4.833 x 1.5

*\*For reference only; please use pica measurements to be exact.  
Real Estate Section ad sizes are listed in boldface.*