

Guest Guide 2008–2010

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

The Guest Guide introduces visitors to one of Michigan's most exciting regions. It remains in local hotel rooms for two full years, greeting more than 2,900,000 visitors with handy maps, useful phone numbers, and beautifully illustrated guides to dining, shopping, major events, and much more.

More than 1,450,000 people stay in Ann Arbor area hotels each year. Every one of them finds an attractive, illustrated Guest Guide on the bedside table, desk, or coffee table. This colorful guidebook introduces visitors to the best our area has to offer. It remains in local hotel rooms for two years, and it can carry your advertising message to more than 2,900,000 new customers—at a fraction of the cost of other advertising vehicles.

The Guest Guide targets visitors to the Ann Arbor area and the enormous pool of consumer dollars they bring with them. This permanent four-color book is placed in hotel rooms in Ann Arbor, Chelsea, the Ypsilanti Marriott, and the University of Michigan's executive overnight accommodations. Blending useful information, beautiful photographs, and advertising in a convenient and eye-catching package, the Guest Guide is the first place hotel guests turn to learn more about this area.

We invite you to be a part of this important publication. The Guest Guide is divided into sections covering shopping, restaurants, college sports, and much more. Every effort will be made to place your advertisement in an appropriate section.

The unique excitement of the Ann Arbor area has made it a major travel destination. By advertising in this handsome guidebook, you can turn visitors to the Ann Arbor area into your customers.

Visitors data: Hospitality Advisors, Oct. 2007

2008—2010 Guest Guide Deadlines / Publication Schedule

| Space Closing | Materials Closing | Publication |
|-----------------|-------------------|-------------|
| THURS., FEB. 28 | THURS., MAR. 27 | JUNE 2008 |

Full Process Color Rates All rates are net.

| | |
|-----------|---------|
| FULL PAGE | \$3,050 |
| 2/3 PAGE | 2,325 |
| 1/2 PAGE | 1,900 |
| 1/3 PAGE | 1,500 |
| 1/6 PAGE | 975 |

* Color rates include full process color.

Premium Placement Rates*

| | |
|-------------------|---------|
| IFC | \$3,900 |
| PAGE 3 (2/3 PAGE) | 2,800 |
| PAGE 4 | 3,100 |
| PAGE 6 | 3,100 |
| IBC | 3,250 |
| BC | 4,600 |

* Color rates include full process color.

Reservations secured by Monday, March 3, 2008, include free basic design services.

10% discount in the Guest Guide for any one of the following:

- Reservation secured by Monday, March 3, 2008, with payment in advance.
- Observer advertisers with a minimum 6x signed agreement.
- Nonprofit organizations.

Premium Placement

Advertisers who have placed advertising in a premium position in the 2006–2008 issue of the Guest Guide will be given first right of refusal for the same position in 2008–2010. Placement must be confirmed by February 28, 2008.

Premium placement options may be changed at the discretion of the publisher.

Ad Proofs

It is the advertiser's responsibility to review ad proofs immediately for accuracy.

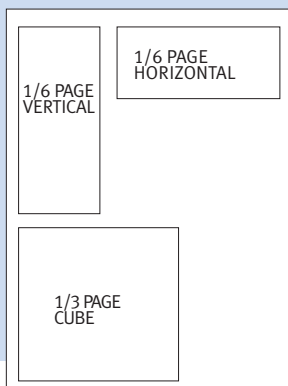
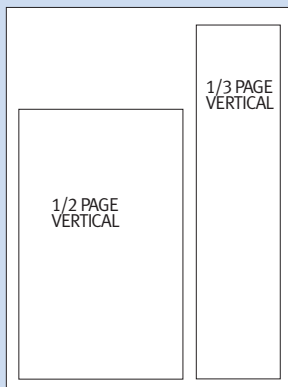
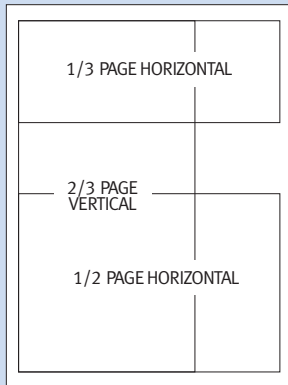
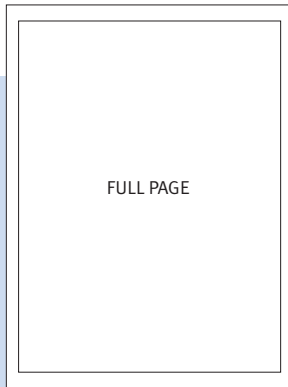
Guaranteed Placement

A \$50 fee will be charged for guaranteed placement, which must be confirmed by the publisher. Placement requests are not guaranteed unless they are accompanied by the required fee.

Color

All ads must be digital, CMYK color.

No spot or B&W ads accepted.



Production & Design Guidelines

| Guest Guide Ad Sizes | picas | inches* | decimal inches* |
|----------------------|-------------|--|-----------------|
| FULL PAGE | 45 x 58 | 7 ¹ / ₂ x 9 ⁵ / ₈ | 7.5 x 9.667 |
| 2/3 VERTICAL | 29p6 x 58 | 4 ⁷ / ₈ x 9 ⁵ / ₈ | 4.917 x 9.667 |
| 1/2 PAGE HORIZONTAL | 45 x 28p6 | 7 ¹ / ₂ x 4 ³ / ₄ | 7.5 x 4.750 |
| 1/2 PAGE VERTICAL | 29p6 x 43 | 4 ⁷ / ₈ x 7 ¹ / ₈ | 4.917 x 7.167 |
| 1/3 PAGE CUBE | 29p6 x 28p6 | 4 ⁷ / ₈ x 4 ³ / ₄ | 4.917 x 4.750 |
| 1/3 PAGE HORIZONTAL | 45 x 19 | 7 ¹ / ₂ x 3 ³ / ₁₆ | 7.5 x 3.167 |
| 1/3 PAGE VERTICAL | 14 x 58 | 2 ⁵ / ₁₆ x 9 ⁵ / ₈ | 2.333 x 9.667 |
| 1/6 PAGE VERTICAL | 14 x 28p6 | 2 ⁵ / ₁₆ x 4 ³ / ₄ | 2.333 x 4.750 |
| 1/6 PAGE HORIZONTAL | 29p6 x 13p6 | 4 ⁷ / ₈ x 2 ¹ / ₄ | 4.917 x 2.250 |

**For reference only; please use pica measurements to be exact. Please note that the Guest Guide format is different from the monthly Observer format.*

Printing Specifications

The Guest Guide is an 8¹/₄" x 10³/₄" softcover, four-color book with text printed on 70-lb. enamel paper. The magazine format has 3 columns to the page. Each column is 14 picas wide, with a 1.5-pica space between columns. The camera-ready image size of a full page is 45 picas x 58 picas.