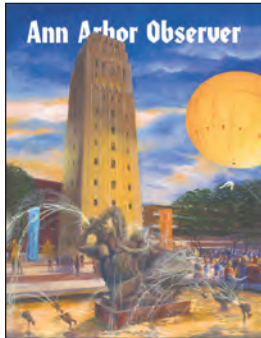


Ann Arbor Observer Publications

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.



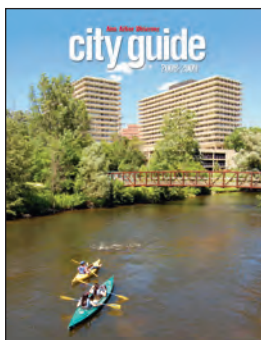
Real Estate Section

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

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, is the online guide to Chelsea, Dexter, and Saline.



Arborlist — 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

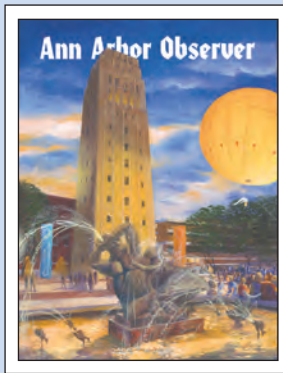
City of Ann Arbor

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.

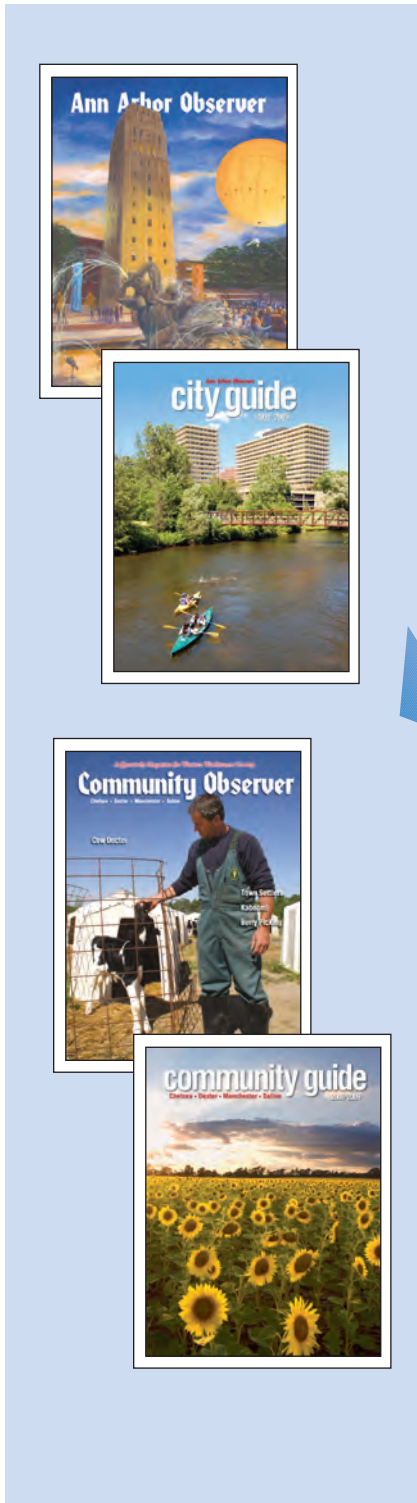
Ann Arborites know they can rely on the Observer’s excellent reporting and writing and its unparalleled monthly events calendar. It’s a signature publication for Ann Arbor. That’s why Reinhart has advertised in the Observer continuously since its first issue in 1976.”



David Lutton, President
CHARLES REINHART COMPANY, REALTORS

success

2009 Media Guide Preprinted Inserts



Get the word out—deliver your preprinted insert, catalog or brochure to Observer readers throughout Washtenaw County!



Suggested inserts include:

- Annual Reports
- Catalogs
- Class Schedules
- Concerts / Music Venues
- Events
- Fund-Raisers
- Going-out-of-Business
- Liquidations
- Holiday Sales
- Informational Brochures
- Menus
- Performance Schedules
- Theater Productions

Sizes and Rates*

Rate is based on frequency, number of pages, and weight.

	1x	4x	6x
4-6 pages less than 1 oz.	\$80 per M	\$75 per M	\$70 per M
4-6 pages 1-2 oz.	\$95 per M	\$90 per M	\$85 per M
8 or more pages less than 1 oz.	\$95 per M	\$90 per M	\$85 per M
8 or more pages 1-2 oz.	\$110 per M	\$105 per M	\$100 per M

*Clients with a signed Observer advertising contract will receive a 10% discount.

Nonprofit organizations will receive a 10% discount.

The Ann Arbor Observer Company will accept inserts for the Community Observer and one insert per issue of the Ann Arbor Observer, subject to publisher's approval.

Preprinted Insert Specifications

- Folded or multipage insert or brochure must 10" x 13" or smaller.
- Insert must have a minimum 0.375" lip on the front side long. For inserts smaller than 10" x 13", the lip will not trim.
- Bottom 0.25" of insert (regardless of size) will be trimmed off during binding. Top and side edges will not be trimmed unless the insert is to be the same size as the Observer.
- If the insert is to be the same dimensions as the Observer, it must be set up with a .25" bleed, and a .375" lip (front side long). The insert would trim to the same dimensions as the Observer.
- Client should provide an additional 2,000 inserts to allow for possible waste. (Invoicing will be based on actual circulation.)
- Single sheet inserts can be stapled in but must be folded in advance with .375" lip. If the insert is delivered unfolded, our printer will do the folding for a small fee.
- **IMPORTANT: Designer should discuss final design specifications with an Observer printer representative prior to printing.** Contact information will be provided.
- Color and paper stock TBD by client.
- Insert will be stapled into center of publication.
- Reservation should be made at least four weeks prior to publication date.
- Insert must be delivered to printer at least ten days prior to publication date.

2009 Preprinted Insert Deadlines / Publication Schedule

Issue	Reserve by:	Delivered by:	Publication
JANUARY	TUES., NOV. 25	FRI., DEC. 12	TUES., DEC. 23
FEBRUARY	MON., JAN. 5	FRI., JAN. 16	TUES., JAN. 27
MARCH	TUES., JAN. 27	FRI., FEB. 13	TUES., FEB. 24
SPRING COMMUNITY OBSERVER	WED., FEB. 11	FRI., FEB. 27	WED., MAR. 11
APRIL	THURS., FEB. 26	MON., MAR. 16	THURS., MAR. 26
MAY	FRI., MAR. 27	TUES., APR. 14	FRI., APR. 24
JUNE	TUES., APR. 28	FRI., MAY 15	TUES., MAY 26
SUMMER COMMUNITY OBSERVER	WED., MAY 13	FRI., MAY 29	WED., JUNE 10
JULY	THURS., MAY 28	MON., JUNE 15	THURS., JUNE 25
AUGUST	MON., JUNE 29	FRI., JULY 17	MON., JULY 27
2009-2010 CITY GUIDE	MON., JULY 13	FRI., JULY 31	MON., AUG. 10
SEPTEMBER	WED., JULY 29	FRI., AUG. 14	WED., AUG. 26
2009-2010 COMMUNITY GUIDE	WED., AUG. 12	FRI., AUG. 28	WED., SEPT. 9
OCTOBER	FRI., AUG. 28	TUES., SEPT. 15	FRI., SEPT. 25
NOVEMBER	MON., SEPT. 28	THURS., OCT. 15	MON., OCT. 26
WINTER COMMUNITY OBSERVER	TUES., OCT. 13	FRI., OCT. 30	TUES., NOV. 10
DECEMBER	TUES., OCT. 27	FRI., NOV. 11	TUES., NOV. 24
JANUARY 2010	WED., NOV. 25	THURS., DEC. 11	WED., DEC. 23