

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.



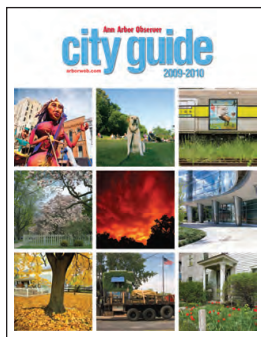
Real Estate Section

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 contains detailed information on housing, schools, health care, local government, and much more. The Community Guide, which includes the fall Community Observer's insightful features, 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 1,431,000 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.



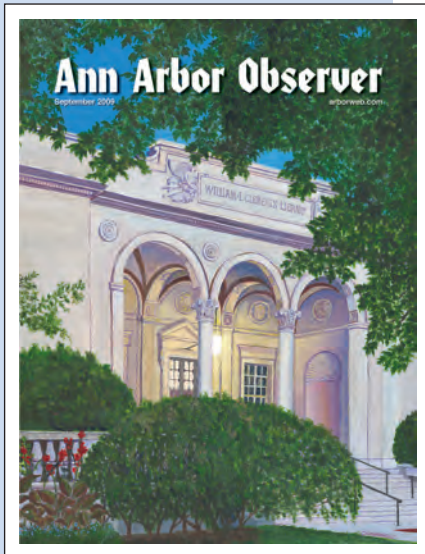
Arborweb — www.arborweb.com

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.



The Best Way to Reach Ann Arbor

The Ann Arbor Observer is the only way to reach all of Ann Arbor, delivering every household and chamber business in town with a single, monthly ad buy. Our readers turn to us every month for in-depth features, fascinating profiles, community news, arts reviews, and comprehensive events coverage. Many save and reread their issues for months—even years!

Ann Arbor's Best-Read, Best-Liked Publication

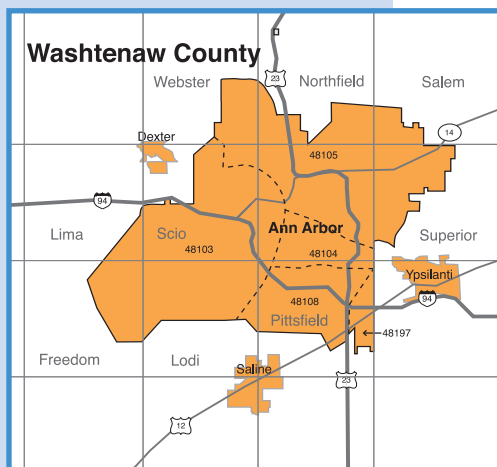
We don't just have more readers than any other publication, we've got more fans, too. According to an independent survey, 97% of Observer readers rate us as good or excellent—more than any other area publication. No wonder the Ann Arbor Observer enjoys a national reputation as one of the country's leading city magazines.

Total Market Coverage

Observer circulation is 60,000:

- All permanent households in the Ann Arbor school district.
- All Washtenaw County businesses associated with a chamber of commerce (over 2,000 businesses).
- Paid subscriptions that extend Observer readership throughout Washtenaw County, southern Michigan, and northern Ohio.

Circulation Area Map



Ann Arbor Observer

Circulation: 60,000
Readership: 120,000

2010 Circulation

Requested and Nonpaid Circulation

Ann Arbor Single-Family Homes	35,000
Ann Arbor Apartments, Townhomes, & Retirement Centers	19,000
Real Estate Offices, SPARK	200
Newcomers Welcome Service	50
Chamber of Commerce Members	

	mailed	office	
Ann Arbor	1,000	25	1,025
Chelsea	200	15	215
Dexter	200	15	215
Manchester	100	15	115
Saline	300	15	315
Ypsilanti	250	15	265
Advertisers			500

56,900

Paid Circulation

Paid Subscribers	1,600
Retail	1,000
Special Orders	200

2,800

Marketing & Office

300

Total Circulation*

60,000

*Circulation audited by Certified Audit of Circulation (CAC) September 2009.

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 2010–2012

Circulation: 10,000
Readership: 2,858,000

www.arborweb.com

Ann Arbor Online
Averages 300,000
page impressions and
40,000 users a month

www.arborlist.com

Totally Free Classifieds
Averages 73,000
page impressions and
10,000 users a month

Demographics

Households

Washtenaw County	141,243
Ann Arbor	47,588

Population

Washtenaw County	351,976
Ann Arbor	114,529

Age

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

Sources: 2009 SEMCOG (Southeast Michigan Council of Governments) Population and Household Estimates, 2000 Census.

2009 Estimated Total Retail Sales

Washtenaw County	\$5.616 billion
Ann Arbor	\$1.549 billion

2009 Estimated Disposable Income

Washtenaw County	\$10.91 billion
Ann Arbor	\$2.992 billion

2009 Estimated Income per Household

Washtenaw County	\$78,110
Ann Arbor	\$58,435

Source: *Editor & Publisher Market Guide*, 85th edition, 2009.

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's 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.

ISSUE	Complimentary Design*	Space Closing	Materials Closing	Publication
JANUARY		TUES., DEC. 1	TUES., DEC. 8	WED., DEC. 23
FEBRUARY		TUES., JAN. 5	TUES., JAN. 12	WED., JAN. 27
MARCH		THURS., JAN. 28	TUES., FEB. 9	WED., FEB. 24
SPRING COMMUNITY OBSERVER	THURS., JAN. 28	THURS., FEB. 11	TUES., FEB. 23	WED., MAR. 10
APRIL		THURS., MAR. 4	THURS., MAR. 11	FRI., MAR. 26
GUEST GUIDE	FRI., JAN. 15	THURS., FEB. 4	TUES., MAR. 9	APRIL
MAY		THURS., APR. 1	THURS., APR. 8	MON., APR. 26
JUNE		THURS., APR. 29	THURS., MAY 6	TUES., MAY 25
SUMMER COMMUNITY OBSERVER	THURS., APR. 22	TUES., MAY 11	TUES., MAY 25	THURS., JUNE 10
JULY		TUES., JUNE 1	THURS., JUNE 10	FRI., JUNE 25
AUGUST		TUES., JUNE 29	THURS., JULY 8	MON., JULY 26
2010-2011 CITY GUIDE	FRI., MAY 14	TUES., JUNE 15	THURS., JULY 22	WED., AUG. 11
SEPTEMBER		THURS., JULY 29	MON., AUG. 9	THURS., AUG. 26
2010-2011 COMMUNITY GUIDE	THURS., JULY 29	THURS., AUG. 12	TUES., AUG. 24	TUES., SEPT. 7
OCTOBER		TUES., AUG. 31	THURS., SEPT. 9	FRI., SEPT. 24
NOVEMBER		TUES., SEPT. 28	THURS., OCT. 7	TUES., OCT. 26
WINTER COMMUNITY OBSERVER	THURS., SEP. 30	THURS., OCT. 7	MON., OCT. 25	MON., NOV. 8
DECEMBER		THURS., OCT. 28	FRI., NOV. 5	WED., NOV. 24
JANUARY 2011		TUES., NOV. 30	TUES., DEC. 7	THURS., DEC. 23

* Complimentary basic design available.

2010 Media Guide Premium Placement Advertising Rates

	1x	3x	6x	9x	12x	15x	17x	18x
Back Cover	\$5,186	4,882	4,699	4,576	4,454	4,334	4,089	3,892
Inside Front Cover	4,086	3,973	3,855	3,743	3,683	3,566	3,326	3,169
Page 1	3,676	3,662	3,541	3,415	3,356	3,234	3,051	2,904
Page 2	3,080	2,966	2,788	2,613	2,500	2,440	2,304	2,194
Page 3	3,721	3,585	3,479	3,356	3,297	3,173	2,993	2,852
Page 4	3,080	2,966	2,788	2,613	2,500	2,440	2,304	2,194
Page 5 3/4 page	2,685	2,500	2,378	2,256	2,137	2,014	1,898	1,809
Page 6	3,080	2,966	2,788	2,613	2,500	2,440	2,304	2,194
Center Spread 2 pages	6,169	5,942	5,604	5,323	5,036	4,754	4,514	4,298
Inside Back Cover	3,615	3,509	3,397	3,287	3,178	3,124	2,895	2,758
T of C 1/2 page	2,300	2,185	2,076	1,972	1,873	1,780	1,691	1,606

- Rates listed are per insertion and do not include design services or color.
- Back Cover, Inside Front Cover, Center Spread, and Inside Back Cover rates include full process color.
- Pages 1–8 are CMYK or 1 process color only.
- Table of Contents ads may not include halftones or reversals.
- Premium placement rates are not subject to nonprofit discounts.

	1x	3x	6x	9x	12x	15x	17x	18x
2-Page Spread	\$5,665	5,438	5,099	4,816	4,532	4,252	4,012	3,819
Full Page	2,990	2,870	2,691	2,542	2,393	2,243	2,119	2,015
3/4 Page	2,430	2,233	2,064	1,944	1,821	1,704	1,605	1,529
1/2+1/16	2,065	1,898	1,756	1,655	1,551	1,446	1,366	1,299
1/2 Page	1,863	1,713	1,582	1,488	1,395	1,304	1,230	1,171
1/4+1/8	1,490	1,374	1,268	1,195	1,117	1,044	985	937
1/4+1/16	1,283	1,181	1,091	1,028	966	897	849	804
1/4 Page	1,012	933	860	810	757	710	670	640
1/8+1/16	822	756	701	659	618	576	544	517
1/8 Page	579	536	493	462	436	406	383	366
1/16 Page	364	334	310	291	275	252	238	228
1" Service Ad	\$183	164	145	135	127	122	114	n/a
1.5" Service Ad	215	204	182	175	164	153	145	n/a
2" Service Ad	235	224	204	193	182	174	164	n/a
2.5" Service Ad	271	256	234	224	210	200	190	n/a
3" Service Ad	308	296	268	254	242	231	217	n/a

Rates listed are per insertion and do not include design services or color.

2010 Media Guide Real Estate Section Advertising Rates



Rates listed are per insertion and do not include design services or color. All copy and materials requiring design and production work must be submitted by the materials closing deadline.

When a real estate agency purchases a full page of listings, agents from that agency may purchase additional display advertising at a 10% discount. The Real Estate section cover is also available for purchase. Contact your advertising representative for details.

	1x	3x	6x	9x	12x	15x	17x	18x
Full Page	\$2,068	1,966	1,861	1,758	1,655	1,551	1,449	1,345
1/2	1,191	1,138	1,087	1,035	983	934	881	827
1/4	812	747	689	648	609	572	535	495