

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.



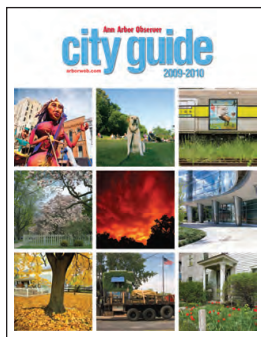
Real Estate Section

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.



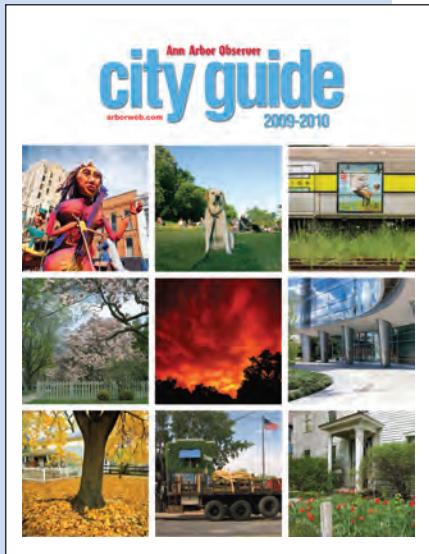
Arborweb — www.arborweb.com

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.

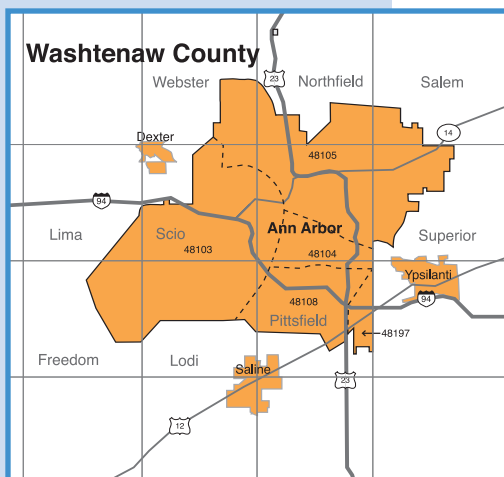


Ann Arbor's Own Almanac

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

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			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
			58,350

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
		3,500
Marketing & Office		150
Total Circulation		62,000

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.