

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.



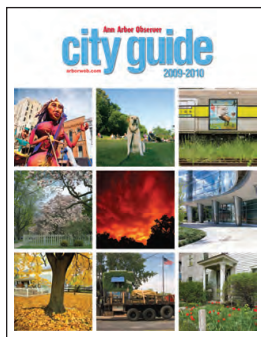
Real Estate Section

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.



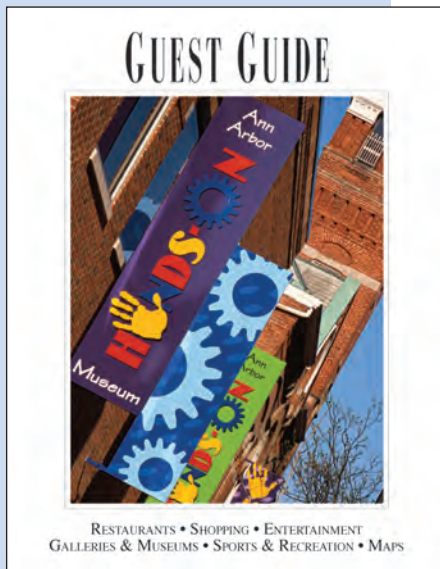
Arborweb — www.arborweb.com

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.



Guest Guide 2010–2012

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

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 2,800,000 visitors with handy maps, useful phone numbers, and beautifully illustrated guides to dining, shopping, major events, and much more.

More than 1,400,000 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 2,800,000 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. 2009

2010–2012 Guest Guide Deadlines / Publication Schedule

Space Closing	Materials Closing	Publication
THURS., FEB. 4	TUE., MAR. 9	APRIL 2010

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 2	3,300
PAGE 3	3,600
PAGE 4	3,100
PAGE 5 (2/3 PAGE)	2,800
PAGE 6	3,100
IBC	3,250
BC	4,600

* Color rates include full process color.

Reservations secured by Thursday, February 4, 2010, include free basic design services.

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

- Reservation secured by Thursday, February 4, 2010, 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 2008–2010 issue of the Guest Guide will be given first right of refusal for the same position in 2010–2012. Placement must be confirmed by February 4, 2010.

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.

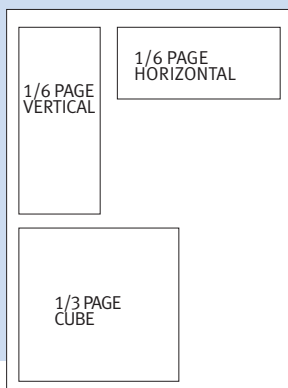
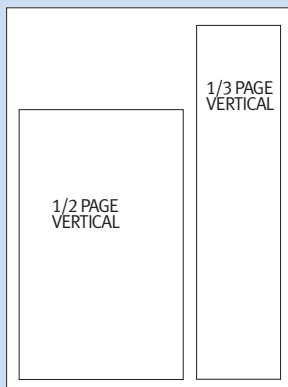
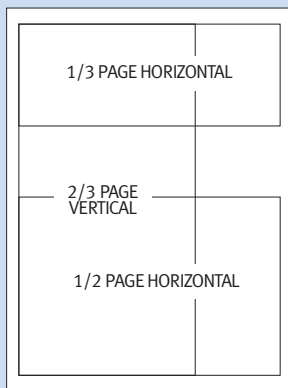
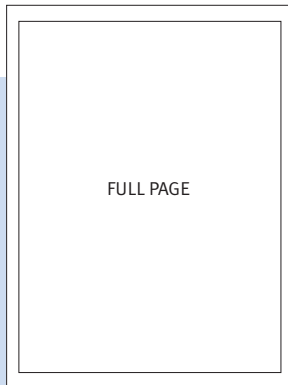
Guaranteed Placement

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.

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.