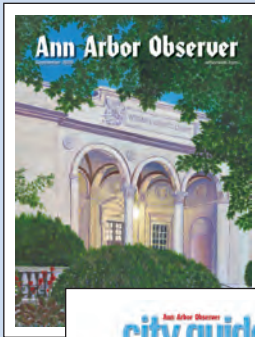


## 2010 Media Guide Preprinted Inserts

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





**Reserve insertion space by the Publication's Space Closing Deadline.\***

**Deliver printed insert by the Publication's Materials Closing Deadline.\***

*\* See 2010 Publication Schedule.*

### 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 be 10.5" x 13.5" or smaller.
- Insert must have a minimum 0.375" lip on the front side long. For inserts smaller than 10.5" x 13.5", 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.
- 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.
- Client should provide an additional 1,000 inserts to allow for possible waste. (Invoicing will be based on actual circulation.)
- **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 by the publication's space closing deadline.
- Insert must be delivered to printer at least ten days prior to publication date.