

2024 MEDIA GUIDE

PRINT | DIGITAL

Ann Arbor Observer

city guide

community guide

AnnArborObserver.com

view



Ann Arbor Observer 2024 Media Guide.

Local. Trusted. Journalism.

The monthly Ann Arbor Observer puts readers in touch with their town. Packed with news of Ann Arbor people, politics, education, shopping, dining and the area's most comprehensive events calendar, the Observer is mailed to 53,000 households and area businesses, including all Washtenaw County area Chamber of Commerce members. **That's more than 100,000 readers!**

- The annual **City Guide** is a year-round resource for Ann Arbor area residents and businesses.
- The annual **Community Guide** reaches all residents of Chelsea, Dexter, and Saline.
- **a2view** is the Observer's weekly newsletter emailed free to over 13,500 readers. It delivers a timely complement to the monthly Observer with a roundup of the weeks top stories.
- Every Observer publication is online at **AnnArborObserver.com**.

Compare our circulation and readership – no other media comes close to the Observer's market reach! Share your message with our readers: in print, online, or both.

We are proud to be a locally owned, community business. Let us help build yours.



PATRICIA GARCIA

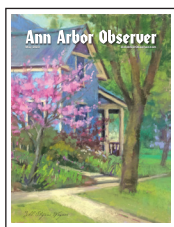
A handwritten signature of Patricia Garcia in black ink.

JOHN HILTON

A handwritten signature of John Hilton in black ink.



Ann Arbor Observer



CIRCULATION

53,000
MONTHLY

READERSHIP

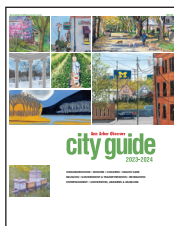
106,000
MONTHLY

PUBLICATION BIO

Mailed free to all single-family homes in the Ann Arbor School District and postal service area, and to all apartment residents by request. Also mailed to Washtenaw County area Chamber of Commerce members and available at local real estate offices.

city guide

Ann Arbor Observer
circulation plus...



53,500
ANNUALLY

107,000
ANNUALLY

Mailed or delivered free to all permanent residents of the Ann Arbor School District and postal service area. Also provided to all Washtenaw County area Chamber of Commerce offices and members, Destination Ann Arbor, and Ann Arbor area real estate offices. Bonus circulation of 500 for retail, U-M, and new residents.

community guide



20,500
ANNUALLY

41,000
ANNUALLY

An annual guide to living, working, and playing in Chelsea, Dexter, and Saline. Delivered free to all residents, local libraries, and all Washtenaw County area Chamber of Commerce members.



Where are OBSERVER publications delivered?

EVERY home **AND** business in
ANN ARBOR • SALINE • CHELSEA • DEXTER

Ann Arbor Observer

ANN ARBOR by the numbers:

by Zip Code	Circulation
48103 Ann Arbor	20,331
48104 Ann Arbor	8,047
48105 Ann Arbor	10,049
48108 Ann Arbor	8,314
48106, 48107, 48109 & 48111 Ann Arbor	63
48118 Chelsea, 48130 Dexter, 48176 Saline 48158 Manchester	921
48197 & 48198 Ypsilanti	4,020
48116 Brighton, 48169 Pinckney, & 48189 Whitmore Lake	94
48160 Milan	24
48170 Plymouth	119
Toledo, N. W. Ohio, & Other U.S. Cities	465
Total	52,447

Requested & Nonpaid Circulation	Ann Arbor Observer	City Guide
Single-Family Homes	43,500	43,500
Apartments, Townhomes, & Retirement Centers	5,200	5,200
Real Estate Offices & Hotels	490	540
Convention & Visitors Bureau	–	50
Chamber of Commerce Members		
Ann Arbor/Ypsilanti	500	500
Chelsea	135	135
Dexter	115	115
Saline	175	175
Chamber Offices	100	200
Advertisers	365	365
Comps	60	60
Requested & Nonpaid Circulation Total:	50,640	50,840
Paid Circulation		
Paid Subscribers	1,560	1,560
Retail	300	400
Special Orders	50	100
Paid Circulation Total:	1,910	2,060
Marketing & Office	450	600
Total Circulation*	53,000	53,500

community guide

CHELSEA, DEXTER, & SALINE by the numbers:

Requested & Nonpaid Circulation	Community Guide
Chelsea	4,075
Dexter	5,180
Saline	7,180
Total Single-Family Homes	16,435
Condominiums, Apartments & Retirement Centers	620
Real Estate Offices	325
Chamber of Commerce Offices/Members	1,425
Libraries	190
Comps	20
Advertisers	365
Requested & Nonpaid Circulation Total:	19,380
Paid Circulation	
Retail, Subscriptions, & Special Orders	100
AAO-Volpay subs with CMO sub	550
Marketing & Files	470
Total Circulation*	20,500

*Circulation audited by
Circulation Verification Council (CVC) September, 2022.

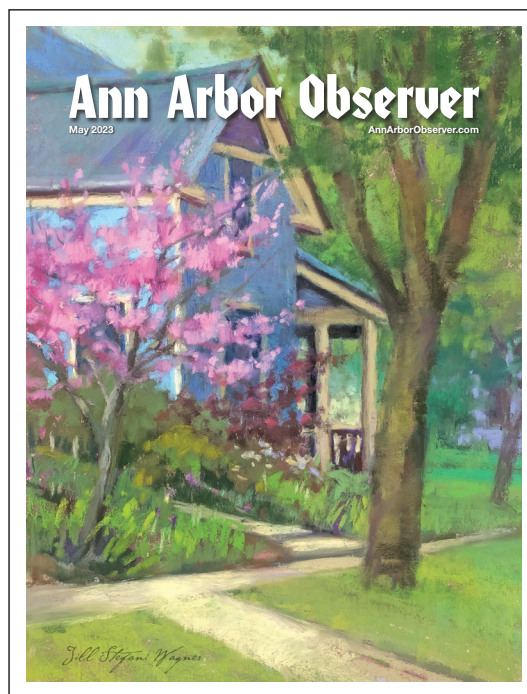
The ANN ARBOR OBSERVER reaches...

100% of Ann Arbor homeowners,
thousands of apartment residents,
and all Washtenaw County area
Chamber of Commerce members.*

**EDUCATED
READERS.**

**COMPREHENSIVE,
COMPELLING
CONTENT.**

News, profiles, lifestyles,
and Ann Arbor's best
calendar of events.



	CIRCULATION	READERSHIP
Ann Arbor Observer	53,000 Monthly	106,000 Monthly
city guide	53,500 Annually	107,000 Annually
community guide	20,500 Annually	41,000 Annually

READERSHIP SURVEY*

- **87%** of our readers keep each issue at least two weeks
- **98%** rate editorial quality as excellent or good
- **97%** read the Observer as much for ads as for our compelling editorial content
- **90%** visited a business or used a product after seeing it advertised in the Observer
- **77%** of our readers have a bachelor's degree or higher.

Ann Arbor Observer

LOCAL. TRUSTED. ESSENTIAL.

SINCE 1976

*Circulation audited by
Circulation Verification Council (CVC) September, 2022.



Delivers

2024 **MEDIAGUIDE** | 5

Ann Arbor Observer

	SPACE RESERVED	MATERIALS DUE	PUBLICATION DATE
JANUARY	11.28	12.7	12.22
FEBRUARY (RESTAURANTS & DINING)	1.4	1.10	1.25
MARCH (SUMMER CAMPS & ACTIVITIES)	1.30	2.7	2.23
APRIL (SUMMER CAMPS & ACTIVITIES)	2.29	3.7	3.25
MAY (HEALTH & WELLNESS)	4.2	4.9	4.25
JUNE	4.30	5.8	5.24
JULY	5.30	6.7	6.25
AUGUST	6.27	7.9	7.25
SEPTEMBER (SENIOR LIVING & SERVICES)	7.30	8.9	8.26
OCTOBER	8.29	9.9	9.25
NOVEMBER	10.1	10.9	10.25
DECEMBER (HOLIDAY GUIDE)	10.29	11.8	11.25

city guide

	SPACE RESERVED	MATERIALS DUE	PUBLICATION DATE
ANNUAL	6.13	7.24	8.9

community guide

	SPACE RESERVED	MATERIALS DUE	PUBLICATION DATE
ANNUAL	9.11	9.24	10.7

To reserve space, adsales@aaobserver.com



RATES

	1x	3x	6x	9x	12x	14x	15x	16x
2-Page Spread	7,361	7,066	6,626	6,257	5,888	5,525	5,213	4,963
Full Page	3,887	3,729	3,497	3,304	3,112	2,915	2,756	2,620
3/4 Page	3,159	2,903	2,684	2,527	2,368	2,213	2,088	1,988
1/2+1/16	2,685	2,467	2,283	2,152	2,018	1,880	1,777	1,688
1/2 Page	2,423	2,227	2,057	1,934	1,815	1,697	1,599	1,523
1/4+1/8	1,936	1,785	1,649	1,554	1,456	1,359	1,282	1,220
1/4+1/16	1,670	1,536	1,420	1,337	1,257	1,168	1,106	1,049
1/4 Page	1,316	1,215	1,119	1,055	986	924	872	833
1/8+1/16	1,070	984	914	860	805	750	708	674
1/8 Page	754	699	642	604	568	529	500	478
1/16 Page	475	437	404	383	359	330	311	299

PREMIUM PLACEMENT

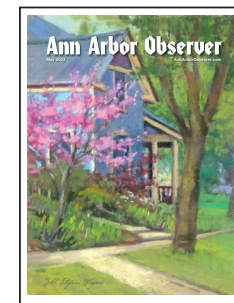
	1x	3x	6x	9x	12x	14x	15x	16x
Inside Front Cover	5,309	5,162	5,009	4,861	4,786	4,633	4,322	4,120
Page 1	4,778	4,757	4,602	4,437	4,362	4,201	3,966	3,773
Page 2	4,001	3,854	3,625	3,396	3,250	3,173	2,995	2,853
Page 3	4,837	4,659	4,520	4,362	4,286	4,125	3,891	3,708
Page 4	4,001	3,854	3,625	3,396	3,250	3,173	2,995	2,853
Page 5	4,837	4,659	4,520	4,362	4,286	4,125	3,891	3,708
Page 6	4,001	3,854	3,625	3,396	3,250	3,173	2,995	2,853
Page 7 (3/4V Masthead)	3,490	3,250	3,091	2,934	2,778	2,619	2,467	2,351
Page 9 (1/2V T of C)	2,991	2,843	2,697	2,564	2,436	2,314	2,200	2,089
Center Spread	8,013	7,719	7,279	6,916	6,543	6,176	5,864	5,589
Inside Back Cover	4,696	4,559	4,415	4,272	4,130	4,060	3,763	3,584
Back Cover	6,739	6,343	6,106	5,946	5,787	5,633	5,314	5,057

SERVICE ADS

	1x	3x	6x	9x	12x	14x	15x
1" (2.33"W x 1"H)	241	214	192	176	167	162	151
1.5" (2.33"W x 1.5"H)	283	266	239	231	214	203	192
2" (2.33"W x 2"H)	308	295	266	255	239	228	214
2.5" (2.33"W x 2.5"H)	354	337	307	295	273	262	250
3" (2.33"W x 3"H)	402	389	351	334	316	302	287

Rates listed are per insertion and based on the number of ads placed (1x-16x) within a 12-month contract term. Additional charge for color: \$350 for full color, \$150 for one spot or one process color. Guaranteed Placement: \$100. Less than 1/4 page: \$50.

Ann Arbor Observer



CIRCULATION

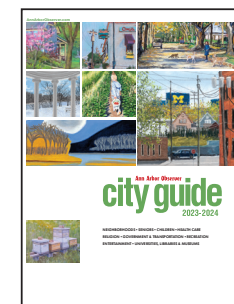
53,000 MONTHLY

READERSHIP

106,000 MONTHLY

Mailed free to all single-family homes in the Ann Arbor School District and postal service area, and to all apartment residents by request. Also mailed to Washtenaw County Chamber of Commerce members and available at local real estate offices.

city guide



CIRCULATION

53,500 ANNUALLY

READERSHIP

107,000 ANNUALLY

Mailed or delivered free to all permanent residents of the Ann Arbor School District and postal service area. Also provided to all Washtenaw County Chamber of Commerce offices and members, the Convention and Visitors Bureau, and Ann Arbor area real estate offices. Bonus circulation of 500 for retail, U-M, and new residents.

Ask your advertising representative about special seasonal advertising sections, inserts, and digital advertising.

adsales@aaobserver.com

AnnArborObserver.com



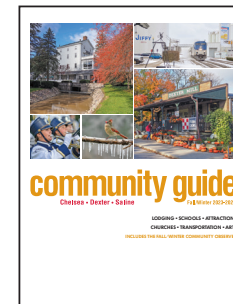
The **community guide** is published annually in an attractive, **magazine format**.

See our production guidelines for size specifications.

RATES	1x	3x, 6x, 9x	12x, 14x	15x, 16x
2 Page Spread	3,448	3,066	2,874	2,684
Full Page	1,909	1,719	1,623	1,528
2/3 Page	1,273	1,145	1,082	1,018
1/2 Page	1,061	955	902	849
1/3 Page	670	620	587	552
1/6 Page	371	335	316	297

PREMIUM PLACEMENT	1x	3x, 6x, 9x	12x, 14x	15x, 16x
Inside Front Cover	2,493	2,244	2,120	1,994
Page 1	2,281	2,052	1,939	1,825
Page 2	2,069	1,862	1,758	1,654
Page 3 (2/3V Masthead)	1,697	1,528	1,442	1,358
Page 4	2,069	1,862	1,758	1,654
Page 5 (1/3V T of C)	849	764	721	679
Center Spread	3,713	3,342	3,156	2,970
Inside Back Cover	2,069	1,862	1,758	1,654
Back Cover	2,546	2,291	2,164	2,037

community guide



CIRCULATION

20,500 ANNUALLY

READERSHIP

41,000 ANNUALLY

Annual guides to living, working, and playing in Chelsea, Dexter, and Saline. Delivered free to all residents, local hotels and libraries, and all Washtenaw County area Chamber of Commerce members.

Ask your advertising representative about special seasonal advertising sections, inserts, and digital advertising.

adsales@aaobserver.com

AnnArborObserver.com





TARGET Ann Arbor area home buyers.

The Real Estate section is a special advertising opportunity inside every issue of the Ann Arbor Observer.

Reaches every home in Ann Arbor: 53,000 circulation.

Reaches every chamber business in Washtenaw County.

Feature your prime property in the Real Estate Section.

RATES	1x	3x	6x	9x	12x	14x	15x	16x
Full Page	2,688	2,557	2,420	2,285	2,152	2,018	1,884	1,747
1/2 Page Horizontal*	1,549	1,481	1,415	1,347	1,278	1,216	1,146	1,076
1/4 Page	1,057	974	898	844	795	746	698	645

* Note: Half-page vertical ads are not available in the Real Estate section.

Rates listed are per insertion and based on the number of ads placed (1x–16x) within a 12-month contract term. Additional charge for color: \$350 for full color, \$150 for one spot or one process color.



Our publication can become a vehicle for your publication.

INSERT RATES PER 1,000

	1x	4x	6x
Single sheet & postcards (less than 1 oz.)	105	100	89
2-6 pages (less than 1 oz.)	105	100	89
4-6 pages (1-2 oz.)	115	110	105
8+ pages (less than 1 oz.)	121	115	110
8+ pages (1-2 oz.)	142	135	130
8+ pages (3-4 oz.)	226	219	214

Rate is based on frequency, number of pages, and weight. Rate does not include insert, insert design, or insert printing. Rate is for insertion only.* Minimum: 30,000 targeted zip code combinations. Clients with a signed Observer advertising contract will receive a 10% discount. Nonprofit organizations will receive a 10% discount.

*Please check with your advertising representative for additional postage charges.

Space is limited and some restrictions apply.

Preprinted Insert Specifications

Important: Please verify design specifications with your advertising representative prior to printing your insert.

Single page inserts from 4" x 6" up to 10.5" x 13.5" must be folded with a 3/8" lip. Size and configuration will determine how it can be inserted.

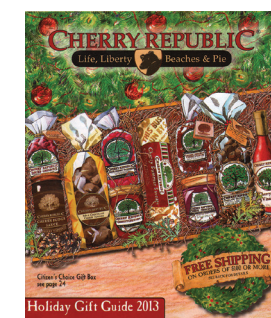
Folded or multi-page insert or brochure must be 10.5" x 13.5" or smaller with a .375" lip back side long. For inserts smaller than 10.5" x 13.5", the lip will not trim.

Some inserts may need .25" head trim depending on insert size.

1,000 additional inserts must be provided to allow for possible waste during binding (invoicing will be based on actual circulation).

Reserve insertion space by the issue's space closing deadline. Deliver printed insert by the issue's materials closing deadline. See 2024 Deadlines & Publication Schedule on page 6.

Annual Reports
Catalogs
Brochures
Class Schedules
Concerts/Music
Venues
Fund-Raisers
Holiday Sales
Menus
Postcards



Preprinted Inserts

2024 **MEDIAGUIDE** | 10

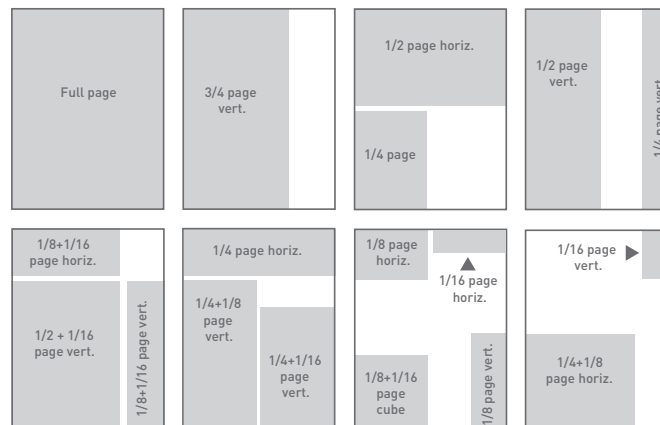
Tabloid format size specifications for Ann Arbor Observer and city guide

PLEASE forward this information to your designer. It is very important that ad submissions meet these guidelines to ensure the best possible print quality.

OR let one of our designers create an ad for you, free of charge. Ask your advertising representative for details.

For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer at ads@aaobserver.com

SIZES	inches	PREFERRED picas
Centerspread	19.75 x 13	118.5 x 78
Full page	9.833 x 13	59 x 78
3/4 vertical	7.333 x 13	44 x 78
1/2+1/16 vertical	7.333 x 9.667	44 x 58
1/2 vertical	4.833 x 13	29 x 78
1/2 horizontal	9.833 x 6.417	59 x 38.5
1/4+1/8 vertical	4.833 x 9.667	29 x 58
1/4+1/8 horizontal	7.333 x 6.417	44 x 38.5
1/4+1/16 vertical	4.833 x 8	29 x 48
1/4 standard	4.833 x 6.417	29 x 38.5
1/4 vertical	2.333 x 13	14 x 78
1/4 horizontal	9.833 x 3.167	59 x 19
1/8+1/16 cube	4.833 x 4.75	29 x 28.5
1/8+1/16 vertical	2.333 x 9.667	14 x 58
1/8+1/16 horizontal	7.333 x 3.167	44 x 19
1/8 vertical	2.333 x 6.417	14 x 38.5
1/8 horizontal	4.833 x 3.167	29 x 19
1/16 vertical	2.333 x 3.167	14 x 19
1/16 horizontal	4.833 x 1.5	29 x 9



The Ann Arbor Observer is a stitched and trimmed 10.5" x 13.5" magazine printed web offset on recycled paper. The cover is printed on 50-lb. white offset paper. The text is printed on 30-lb. premium grade newsprint.

The Observer is printed using current newsprint guidelines and color profiles. While improvements have been made over the years in the processes for reproducing process color on newsprint, these standards cannot guarantee the same level of color matching that is achieved in magazine, catalog, sheetfed, gravure or heat-set printing.

For especially critical colors, we advise ordering a calibrated proof of your ad in advance to provide a closer approximation of how your ad will appear in print. There is no charge for this proof.

NOTE: Do not take measurements from the magazine. All ads must be to the exact measurements specified on this page.

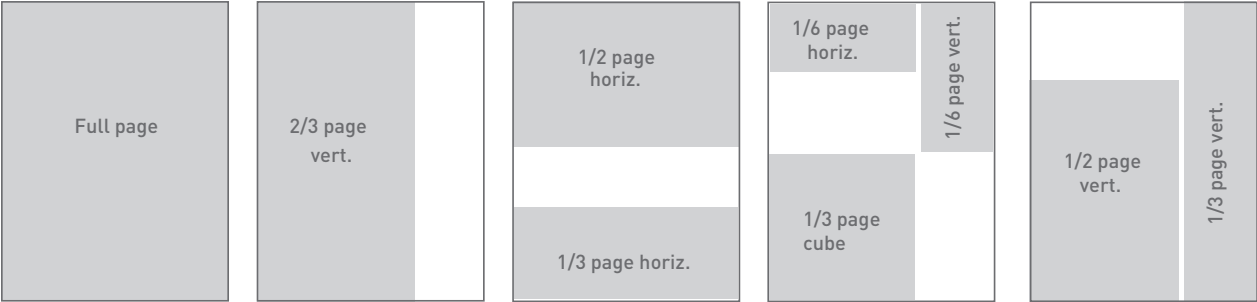
See guidelines for preparing digital files on page 13 of the Media Guide.

Email files: ads@aaobserver.com or use a file transfer service like Dropbox, Hightail, WeTransfer, etc.

You may also submit files on CD, DVD, or USB portable memory device.



The **community guide** is now published in an attractive, **new magazine format**.



The Community Guide is a stitched and trimmed 8”x 10.5” magazine printed web offset on recycled paper. The cover is printed on 80-lb. white gloss paper. The text is printed on 30-lb. premium grade newsprint.

The Guide is printed using current newsprint guidelines and color profiles. While improvements have been made over the years in the processes for reproducing process color on newsprint, these standards cannot guarantee the same level of color matching that is achieved in magazine, catalog, sheetfed, gravure or heat-set printing.

For especially critical colors, we advise providing a printed proof of your ad in advance.

See guidelines for preparing digital files on page 13 of our Media Guide.

Email files: ads@aaobserver.com or use a file transfer service like Dropbox, WeTransfer, Google Drive, etc.

PLEASE forward this information to your designer. It is very important that ad submissions meet these guidelines to ensure the best possible print quality.

OR let one of our designers create an ad for you, free of charge. Ask your advertising representative for details.

For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer, adsales@aaobserver.com

SIZES	inches	PREFERRED
		picas
Full page	7 x 9.167	42 x 55
2/3 vertical	4.583 x 9.167	27.5 x 55
1/2 horizontal	7 x 4.5	42 x 27
1/2 vertical	4.583 x 6.833	27.5 x 41
1/3 horizontal	7 x 2.917	42 x 17.5
1/3 vertical	2.167 x 9.167	13 x 55
1/3 cube	4.583 x 4.5	27.5 x 27
1/6 horizontal	4.583 x 2.168	27.5 x 13
1/6 vertical	2.167 x 4.5	13 x 27
Centerspread	15 x 9.167	90 x 55



PLEASE forward this information to your designer. It is very important that ad submissions meet these guidelines to ensure the best possible print quality.

OR let one of our designers create an ad for you, free of charge. Ask your advertising representative for details.

For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer at ads@aaobserver.com.

Using QR Codes

QR codes should use black ink only. No rich black or multiple ink colors. We cannot guarantee functionality of QR codes printed with more than one process ink color or knocking out of a color background.

QR code with multiple inks



QR code with black ink only



Digital Ad Files

We currently use and accept files compatible with AdobeCC—InDesign, Photoshop, Illustrator, and Acrobat. Acceptable file types include: PDF, TIF, EPS. If you are submitting a file in .indd, .ai, or .psd file format **please be sure to include all fonts and linked graphics.**

DO NOT include printers marks or crop marks in your file. The file should be the exact pica dimensions given on page 13 of the Media Guide.

DO NOT include a bleed in your ad file unless you have made special arrangements for a full page full bleed ad (available on cover pages only).

If you do not have professional design software, or are not able to submit a print-ready file, we can create an ad for you. Consult your sales representative about our design services.

Our production staff often adjusts photos and color for the best quality reproduction in printing. Adjustments include: lightening photos, increasing contrast, and adjusting colors. We will inform and consult you on the adjustments needed. **Please see the guidelines for color below.**

Advertising Design Style Specifications

Ads must have complete borders. Page bleeds are not available without special arrangement.

Ads will not be placed sideways or upside down.

If the design of an advertisement is similar to Ann Arbor Observer editorial style in three or more of the following ways, the ad will be marked “advertising” and must include the advertiser’s logo:

- Body copy is 10 pt Times Roman, 12 pt leading
- Type is set in 14 pica columns (4 per full page)
- Heads, subheads, and initial caps are all used
- Photos are used with captions

Fonts

If you are submitting your ad as a PDF file, please be sure all fonts are embedded in the file.

If you are submitting an InDesign, Illustrator, or Photoshop file, we recommend converting the type to outlines to avoid font problems. Otherwise, please send the complete set of all fonts used.

If you think it may be necessary for us to make type corrections or last-minute copy changes to your ad, please submit the original design file with all fonts used.

Full-Color Ads

All documents should be set up in CMYK color mode.

All images and graphics should be CMYK only. **Convert all spot colors and RGB images to CMYK. Do not use rich black or registration black.**

Because there is a 20% dot gain on newsprint the **ink density for any CMYK color mix should total no more than 225%.**

Only non-serif type at 12 points or above should be used in cmyk trapping and reverses. To prevent registration problems when type is set below 12 points we recommend using a single color ink (black, magenta, or cyan) at 100%.

Photos and Graphics

Use only CMYK or grayscale images in your design layout.

Submit photos at **300 ppi. Low-resolution web photos and graphics are not suitable for print.**

We respect copyright laws and hope you do too. **If you have any doubt about whether you have permission to use an image in your ad, DO NOT USE IT.** If necessary we can help you obtain appropriate images for your ad from a stock photography source.

If Ann Arbor Observer production guidelines are not followed we cannot guarantee reproduction.



The screenshot shows the Ann Arbor Observer website. At the top, there's a navigation bar with links for 'Trending: Spiedo Opens at Last', 'Advertise', 'Contribute', 'Subscribe', and 'Login'. Below this is the site's name 'Ann Arbor Observer' and a menu with 'News', 'Marketplace', 'Events', 'Community', 'Guides', and a 'SEARCH' button. The main content area features a large photo of two men sitting on a bench in front of a 'NORTHWOODS SODA' mural. The article title is 'Keeping Zingerman's Zingerman's' with a sub-headline 'Aug 27, 2023 | Business, Featured'. To the right of the main article is a sidebar containing three ads: 'FORWARD DESIGN BUILD REMODEL', 'Allen Creek Preschool', and 'Upcoming Events'. At the bottom of the page is a large banner for 'AIM HIGH SCHOOL' with contact information and a 'Click here to learn more' link. Blue arrows and numbers 1 and 2 highlight specific ad placements: arrow 1 points to the 'FORWARD' ad in the sidebar, and arrow 2 points to the 'AIM HIGH SCHOOL' banner at the bottom.

Go local.
Go trusted.
Go digital.

Let AnnArborObserver.com help grow your business by expanding your digital presence.

Two square ads and one leader-board available on each page.

SIZES

- 1 **Square ad:**
300 pixels wide by 250 pixels high
- 2 **Leaderboard ad:**
728 pixels wide by 90 pixels high
NOTE: an additional mobile friendly version 320 pixels wide by 50 pixels high is also required

Submit ads as jpeg files.

Weekly rates: \$125/week,
print & digital discounts
available.

To reserve space,
adsales@aaobserver.com



October 5, 2023

Can you guess what is pictured in the photo above? Click the image for the answer and more.

From the U.S. House of Representatives to the Ann Arbor School District to the police department, we're in a weird, unexpected, possibly prolonged moment of leadership transition. In these uncertain times, then, you need a steady hand to keep you updated and informed.

That's me! This week, we have a glut of news, including record enrollment at U-M, anger over a fence to protect people from themselves around the railroad tracks, a murder in Saline, a truly bizarre and disturbing road rage incident, and fancy new digs for Santa Ono.

The item I'm watching with most interest, though, is the possible Sports Illustrated hotel downtown. As someone who has covered the many themed resorts in Las Vegas, I do wonder if SI is the best fit for a place as erudite and cultured as this. If we're going this route, doesn't a Bon Appetit hotel sound delicious? Or maybe a New Yorker hotel where every room is adorned with a wry but knowing cartoon involving a thinking animal!

As I daydream about what other periodicals would work better for Tree Town, I wish you all a well-read week ahead.

— Steve Friess, editor

The News

Record U-M enrollment surpasses MSU, boosts diversity: The Ann Arbor campus boasts more than 52,000 students, including nearly 32,700 undergraduates, which makes it the largest post-secondary student body in the state, the [University Record](#) writes 270 (6.8%). That's an overall 2 percent increase from 2022 and a 3 percent increase in undergrads. The 93,745 applications

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