

2025 MEDIA GUIDE

PRINT | DIGITAL

Ann Arbor Observer

city guide

community guide

AnnArborObserver.com

a2view



Ann Arbor Observer 2025 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 13,000 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

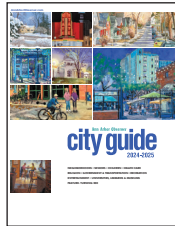
106,000
MONTHLY

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...

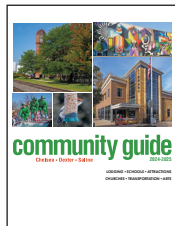


53,500
ANNUALLY

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	921
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

	Ann Arbor Observer	City Guide
Requested & Nonpaid Circulation		
Single-Family Homes	44,000	44,000
Apartments, Townhomes, & Retirement Centers	4,850	4,850
Real Estate Offices & Hotels	615	665
Convention & Visitors Bureau	-	50
Chamber of Commerce Members		
Ann Arbor/Ypsilanti	480	480
Chelsea	120	120
Dexter	100	100
Saline	160	160
Chamber Offices	100	200
Advertisers	340	340
Comps	60	60
Requested & Nonpaid Circulation Total:	50,825	51,025
Paid Circulation		
Paid Subscribers	1,375	1,375
Retail	300	400
Special Orders	50	100
Paid Circulation Total:	1,725	1,875
Marketing & Office	450	600
Total Circulation*	53,000	53,500

community guide

CHELSEA, DEXTER, & SALINE by the numbers:

	Community Guide
Requested & Nonpaid Circulation	
Chelsea	4,200
Dexter	5,250
Saline	7,300
Total Single-Family Homes	16,750
Condominiums, Apartments & Retirement Centers	660
Real Estate Offices	325
Chamber of Commerce Offices/Members	1,360
Libraries	190
Comps	20
Advertisers	340
Requested & Nonpaid Circulation Total:	19,645
Paid Circulation	
Retail, Subscriptions, & Special Orders	100
AAO-Volpay subs with CMO sub	350
Marketing & Files	405
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.



Ann Arbor Observer

	SPACE RESERVED	MATERIALS DUE	PUBLICATION DATE
JANUARY (RESTAURANTS & DINING)	11.26	12.6	12.23
FEBRUARY	1.3	1.13	1.27
MARCH (SUMMER CAMPS & ACTIVITIES)	1.30	2.10	2.24
APRIL (SUMMER CAMPS & ACTIVITIES)	2.27	3.10	3.25
MAY (HEALTH & WELLNESS)	4.1	4.10	4.25
JUNE	4.29	5.9	5.23
JULY	5.29	6.10	6.25
AUGUST	6.27	7.11	7.25
SEPTEMBER (SENIOR LIVING & SERVICES)	7.29	8.11	8.25
OCTOBER	8.28	9.10	9.24
NOVEMBER	10.2	10.10	10.24
DECEMBER (HOLIDAY GUIDE)	10.28	11.10	11.24

city guide

	SPACE RESERVED	MATERIALS DUE	PUBLICATION DATE
ANNUAL	6.12	7.25	8.8

community guide

	SPACE RESERVED	MATERIALS DUE	PUBLICATION DATE
ANNUAL	9.11	9.23	10.6

To reserve space, adsales@aaobserver.com



RATES

	1x	3x	6x	9x	12x	14x	15x	16x
2-Page Spread	7,508	7,207	6,759	6,382	6,006	5,636	5,317	5,062
Full Page	3,965	3,804	3,567	3,370	3,174	2,973	2,811	2,672
3/4 Page	3,222	2,961	2,738	2,578	2,415	2,257	2,130	2,028
1/2+1/16	2,739	2,516	2,329	2,195	2,058	1,918	1,813	1,722
1/2 Page	2,471	2,272	2,098	1,973	1,851	1,731	1,631	1,553
1/4+1/8	1,975	1,821	1,682	1,585	1,485	1,386	1,308	1,244
1/4+1/16	1,703	1,567	1,448	1,364	1,282	1,191	1,128	1,070
1/4 Page	1,342	1,239	1,141	1,076	1,006	942	889	850
1/8+1/16	1,091	1,004	932	877	821	765	722	687
1/8 Page	769	713	655	616	579	540	510	488
1/16 Page	485	446	412	391	366	337	317	305

PREMIUM PLACEMENT

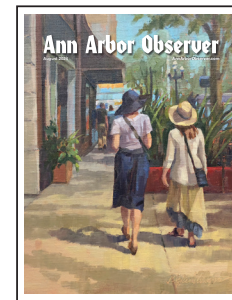
	1x	3x	6x	9x	12x	14x	15x	16x
Inside Front Cover	5,415	5,265	5,109	4,958	4,882	4,726	4,408	4,202
Page 1	4,874	4,852	4,694	4,526	4,449	4,285	4,045	3,848
Page 2	4,081	3,931	3,698	3,464	3,315	3,236	3,055	2,910
Page 3	4,934	4,752	4,610	4,449	4,372	4,208	3,969	3,782
Page 4	4,081	3,931	3,698	3,464	3,315	3,236	3,055	2,910
Page 5	4,934	4,752	4,610	4,449	4,372	4,208	3,969	3,782
Page 6	4,081	3,931	3,698	3,464	3,315	3,236	3,055	2,910
Page 7 (3/4V Masthead)	3,560	3,315	3,153	2,993	2,834	2,671	2,516	2,398
Page 9 (1/2V T of C)	3,051	2,900	2,751	2,615	2,485	2,360	2,244	2,131
Center Spread	8,173	7,873	7,425	7,054	6,674	6,300	5,981	5,701
Inside Back Cover	4,790	4,650	4,503	4,357	4,213	4,141	3,838	3,656
Back Cover	6,874	6,470	6,228	6,065	5,903	5,746	5,420	5,158

SERVICE ADS

	1x	3x	6x	9x	12x	14x	15x
1" (2.33"W x 1"H)	246	218	196	180	170	165	154
1.5" (2.33"W x 1.5"H)	289	271	244	236	218	207	196
2" (2.33"W x 2"H)	314	301	271	260	244	233	218
2.5" (2.33"W x 2.5"H)	361	344	313	301	278	267	255
3" (2.33"W x 3"H)	410	397	358	341	322	308	293

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

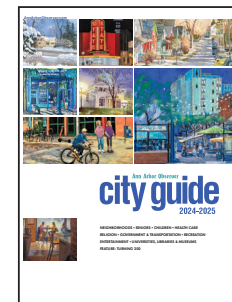
53,000 MONTHLY

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



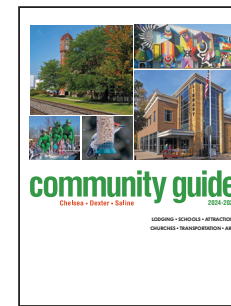
The **community guide** is published annually in an attractive, **magazine format**.

See our production guidelines for size specifications.

RATES	1x	3x, 6x, 9x	12x, 14x	15x, 16x
2 Page Spread	3,517	3,127	2,931	2,738
Full Page	1,947	1,753	1,655	1,559
2/3 Page	1,298	1,168	1,104	1,038
1/2 Page	1,082	974	920	866
1/3 Page	683	632	599	563
1/6 Page	378	342	322	303

PREMIUM PLACEMENT	1x	3x, 6x, 9x	12x, 14x	15x, 16x
Inside Front Cover	2,543	2,289	2,162	2,034
Page 1	2,327	2,093	1,978	1,862
Page 2	2,110	1,899	1,793	1,687
Page 3 (2/3V Masthead)	1,731	1,559	1,471	1,385
Page 4	2,110	1,899	1,793	1,687
Page 5 (1/3V T of C)	866	779	735	693
Center Spread	3,787	3,409	3,219	3,029
Inside Back Cover	2,110	1,899	1,793	1,687
Back Cover	2,597	2,337	2,207	2,078

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	2,742	2,608	2,468	2,331	2,195	2,058	1,922	1,782
1/2 Page Horizontal*	1,580	1,511	1,443	1,374	1,304	1,240	1,169	1,098
1/4 Page	1,078	993	916	861	811	761	712	658

* 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.



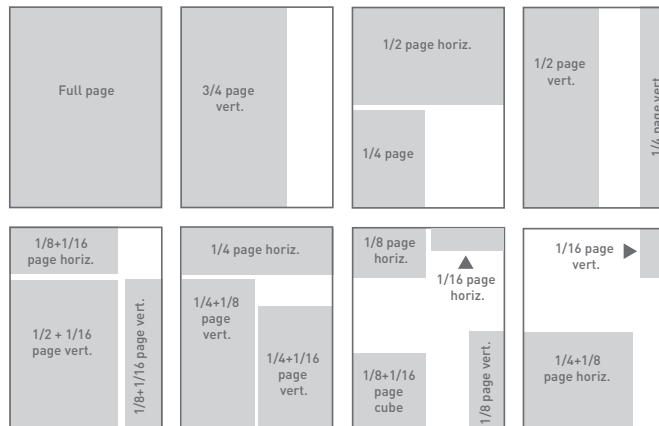
Tabloid format size specifications for Ann Arbor Observer and city guide

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	PREFERRED	
	inches	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 requesting a printed 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.



Our publication can become a vehicle for your publication.

INSERT RATES PER 1,000

	1x	4x	6x
Single sheet & postcards (less than 1 oz.)	107	102	91
2-6 pages (less than 1 oz.)	107	102	91
4-6 pages (1-2 oz.)	117	112	107
8+ pages (less than 1 oz.)	123	117	112
8+ pages (1-2 oz.)	145	138	133
8+ pages (3-4 oz.)	231	223	218

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.

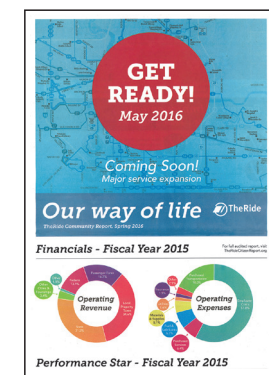
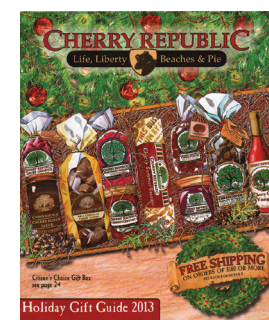
Folded or multi-page insert or brochure must be 10.5" x 13.5" or smaller with a .375" lip back side long. For inserts smaller than 10.5" x 13.5", the lip will not trim.

All inserts will need .75" head trim depending on insert size.

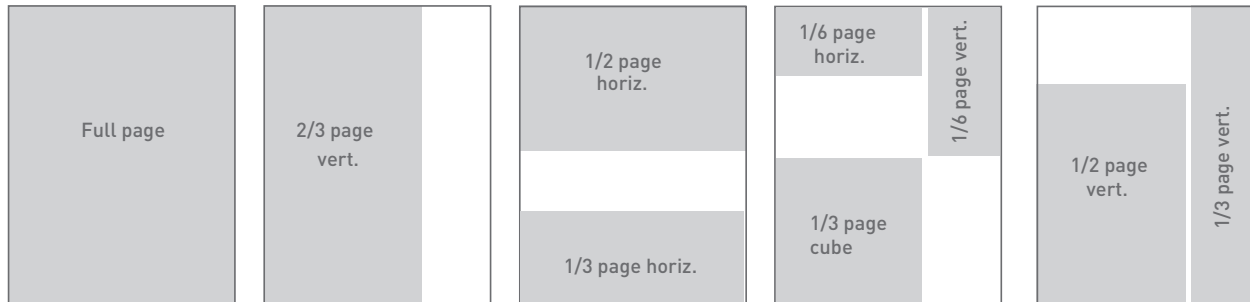
1,000 additional inserts must be provided to allow for possible waste during binding (invoicing will be based on actual circulation).

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



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 requesting a printed 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.

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.

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, adsales@aaobserver.com



PLEASE forward this information to your designer. **ALL AD SUBMISSIONS MUST 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. We recommend 1 inch by 1 inch minimum size.

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.

For Canva users

If you are creating your ad in Canva, please follow these directions when you share your ad with us:

Under “Download” choose “PDF Print” instead of the default “PNG”

Under “PDF Print” choose “CMYK (best for professional printing)” Note: if you are using the free version of Canva it may not allow you to choose this setting. In that case you will have to use the default RGB PDF setting and we will make the color adjustments for you.

Digital Ad Files

We currently use and accept the following file types for print: PDF, ID, AI, PSD, EPS, JPG. **All files must be in CMYK color mode NOT RGB. PDF files created using the “press quality” setting are preferred.** If you are submitting a file in ID, AI, or PSD format please package for output including all fonts and linked graphics. **NOTE: We do not accept PNG files for print.**

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).

We can supply template files for you to use in ID, AI, PSD and Canva format upon request. 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: reducing ink density in photos, adjusting contrast and 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 use the Press Quality setting and 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 or submit an editable PDF.

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. Avoid thin lines below 1 point.

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).

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.**

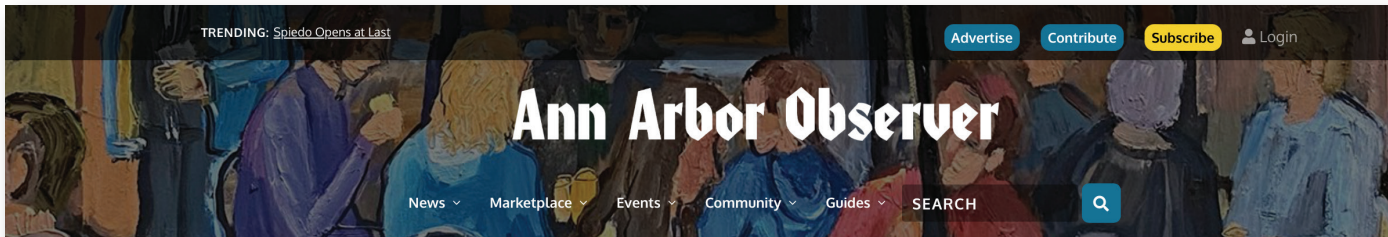
NOTE: We recommend faces be at least 1 inch in photos of people.

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.





FORWARD
DESIGN BUILD REMODEL

Imagine Loving the Process.
Loving the Team, and
Loving Your Home Again.

734.761.8403
planFORWARD.net

Allen Creek
Preschool

Parent/Toddler and Preschool
programs for ages 2-5. Small class
sizes and experienced teachers.

[Click for more info](#)

- Upcoming Events**
- October 25, 2023
Talks: Ann Arbor Senior Center
9:30 am
 - October 25, 2023
"Move and Groove": Ann Arbor Senior Center
9:30 am
 - October 25, 2023
Country Fair: Wiard's Orchards
10:00 am
 - October 25, 2023
"Mind Matters Brain Games": Ann Arbor Senior Center

2

AIM HIGH SCHOOL
29230 W. 12 Mile Road Farmington Hills, MI 48334 • (248) 702-6922

[Click here to learn more](#)

1



**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

- Square ad:**
300 pixels wide by 250 pixels high
- Leaderboard ad:**
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September 9, 2024

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

More than twenty years ago, I interviewed James Earl Jones. It was a time before most reporters used digital recorders and both my article and that audio are lost. I recall the conversation as brief and not all that interesting – except for how it began.

“Mr. Freeeeeeeeze, is it?” he asked in that iconic, avuncular baritone. Having the voice of Darth Vader and CNN say your name – and with an affectation! – was a little bit like having Warhol sketch you or Streisand sing you a lullaby.

I kept thinking about that moment after learning he died at ninety-three this week. But I didn’t think I had any reason to mention it to anyone until I discovered from Michigan alum and superfan Jane Coaston on the daily news podcast “What A Day” that Jones was also a U-M grad. I hadn’t known that! I wonder where his “papers” will go?

In other news, the city council has opened up another swath of land for high-density development, a racial schism has formed within the pro-Palestinian coalition, and there’s an absolutely wild story of a missing bird finding exactly the right feeder to help find its way home.

As Jones might say, This is a2view.

– Steve Friess, editor

The News

Council rezones another 100 acres for high-density development: Fifty-nine properties along Washtenaw Ave. and E. Stadium Blvd. are now open to mixed-use residential buildings up to 300 feet tall in places under the TC1 designation, according to city records. This is the fourth swath of the city to be redesignated as TC1, following similar changes for areas along S. State St and Eisenhower Pkwy., Maple Rd. and W. Stadium, and Plymouth Rd. The goal is to turn these thoroughfares into transit

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