



# Ann Arbor Observer

## 2026 MEDIA GUIDE

PRINT | DIGITAL

[AnnArborObserver.com](http://AnnArborObserver.com) 

city guide    community guide



# This is the Ann Arbor Observer

## Local. Trusted. Journalism.

The monthly Ann Arbor Observer connects our community. 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. It is also delivered to real estate offices around Ann Arbor with an added circulation of 500, totaling 53,500.
- The annual **Community Guide** reaches all residents of Chelsea, Dexter, and Saline.
- **a2view** is the Observer's weekly newsletter emailed free to over 12,800 readers. It delivers a timely complement to the monthly Observer with a roundup of the week's top stories.
- Every Observer publication is online at **AnnArborObserver.com**.



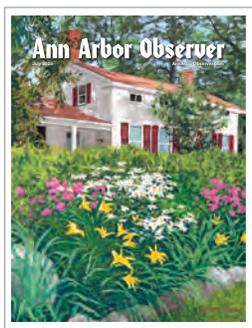
**Editor in Chief Brooke Black** and **Publisher Danielle Jones**.

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.

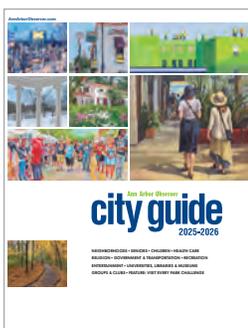
# Why Observer publications?

Observer publications have a **50-year history** in the community and a proven track record for **quality journalism**. We are **passionate about our city**, the people who live here, the stories we tell, and our valued partners. We're **dedicated** to providing original, high-quality content that enriches our community.



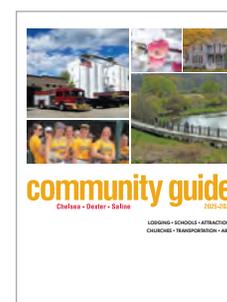
**Circulation**  
53,000 Monthly  
**Readership**  
106,000 Monthly

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 area Chamber of Commerce members and available at local real estate offices.



**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 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.



**Circulation**  
20,500 Annually  
**Readership**  
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.

**Established Brand** ► The Ann Arbor Observer is celebrating its **50th anniversary in July!** The Observer brand includes a comprehensive website, a weekly e-newsletter, and engagement on numerous social media channels.

**Mission Driven** ► **Attract** a high-value audience; **Connect** them to our advertisers; **Build & Support** our advertisers' business

# Circulation

Where are **Observer** publications delivered?

Every **home** and **business** in **Ann Arbor, Saline, Chelsea and Dexter!**

## Ann Arbor Observer

Circulation by the numbers:

By Zip Code		Ann Arbor Observer	City Guide
48103 Ann Arbor	20,405		
48104 Ann Arbor	8,104		
48105 Ann Arbor	10,223		
48108 Ann Arbor	8,459		
48106, 48107, 48109 & 48111 Ann Arbor	56		
48118 Chelsea, 48130 Dexter, 48176 Saline	625		
48158 Manchester	4,144		
48197 & 48198 Ypsilanti	79		
48116 Brighton, 48169 Pinckney, & 48189 Whitmore Lake	14		
48160 Milan	109		
48170 Plymouth	384		
Toledo, N. W. Ohio, & Other U.S. Cities			
<b>Total</b>	<b>52,602</b>		

Requested & Nonpaid Circulation	Ann Arbor Observer	City Guide
Single-Family Homes	45,450	45,450
Apartments, Townhomes, & Retirement Centers	3,820	3,820
Real Estate Offices & Hotels	565	565
Convention & Visitors Bureau	-	50
<b>Chamber of Commerce Members</b>		
Ann Arbor/Ypsilanti	460	460
Chelsea	125	125
Dexter	50	50
Saline	150	150
Chamber Offices	100	200
Advertisers	180	180
Comps	40	40
<b>Requested &amp; Nonpaid Circulation Total:</b>	<b>50,950</b>	<b>51,150</b>
<b>Paid Circulation</b>		
Paid Subscribers	1,250	1,250
Retail	300	400
Special Orders	50	100
<b>Paid Circulation Total:</b>	<b>1,600</b>	<b>1,750</b>
Marketing & Office	450	600
<b>Total Circulation*</b>	<b>53,000</b>	<b>53,500</b>

Requested & Nonpaid Circulation	Community Guide
Chelsea	4,575
Dexter	5,425
Saline	7,650
<b>Total Single-Family Homes</b>	<b>17,650</b>
Condominiums, Apartments & Retirement Centers	660
Real Estate Offices	315
Chamber of Commerce Offices/Members	885
Libraries	140
Comps	20
Advertisers	180
<b>Requested &amp; Nonpaid Circulation Total:</b>	<b>19,850</b>
<b>Paid Circulation</b>	
Retail, Subscriptions, & Special Orders	100
AAO-Volpay subs with CMO sub	150
Marketing & Files	400
<b>Total Circulation*</b>	<b>20,500</b>

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

# Where locals become insiders

Looking to reach a **highly educated, affluent, and engaged** audience?

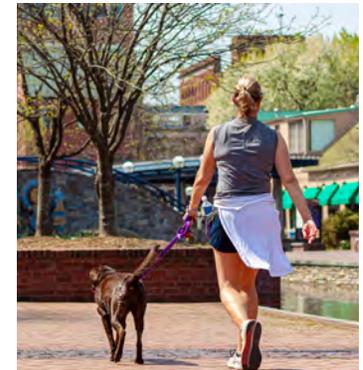
Observer readers represent Ann Arbor's diverse population, including students, professionals, families, and seniors. They enjoy sports, recreation, music, theater, dining, and the variety of opportunities and amenities the Ann Arbor area has to offer.

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

	CIRCULATION	READERSHIP
<b>Ann Arbor Observer</b>	53,000 Monthly	106,000 Monthly
<b>city guide</b>	53,500 Annually	107,000 Annually
<b>community guide</b>	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

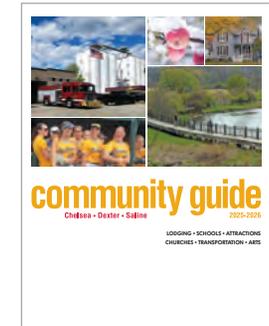
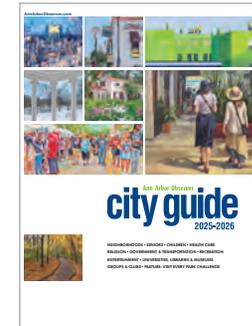
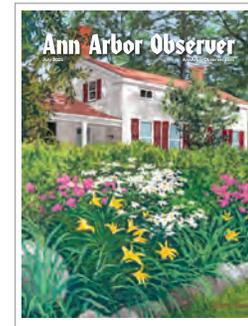


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# Editorial Calendar & Advertising Deadlines

## Ann Arbor Observer

Issue	Space Reservation	Materials Due	Publication
<b>JANUARY</b> (RESTAURANTS & DINING)	11/25/25	12/9/25	12/22/25
<b>FEBRUARY</b>	1/6/26	1/12/26	1/26/26
<b>MARCH</b> (SUMMER CAMPS & ACTIVITIES)	1/29/26	2/10/26	2/24/26
<b>APRIL</b> (SUMMER CAMPS & ACTIVITIES)	3/3/26	3/10/26	3/25/26
<b>MAY</b> (HEALTH & WELLNESS)	4/2/26	4/10/26	4/23/26
<b>JUNE</b>	4/30/26	5/8/26	5/26/26
<b>JULY</b>	5/29/26	6/9/26	6/24/26
<b>AUGUST</b>	6/30/26	7/10/26	7/23/26
<b>SEPTEMBER</b> (SENIOR LIVING & SERVICES)	7/30/26	8/10/26	8/26/26
<b>OCTOBER</b>	8/28/26	9/11/26	9/24/26
<b>NOVEMBER</b>	10/2/26	10/9/26	10/26/26
<b>DECEMBER</b> (HOLIDAY GUIDE)	10/29/26	11/6/26	11/24/26



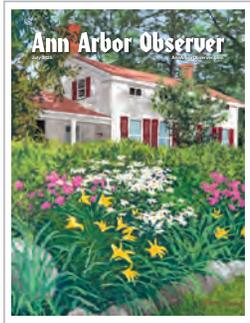
city guide	Space Reservation	Materials Due	Publication
ANNUAL	6/11/26	7/23/26	8/10/26

community guide	Space Reservation	Materials Due	Publication
ANNUAL	9/10/26	9/23/26	10/6/26

To reserve space, [adsales@aaobserver.com](mailto:adsales@aaobserver.com)

# Advertising Rates

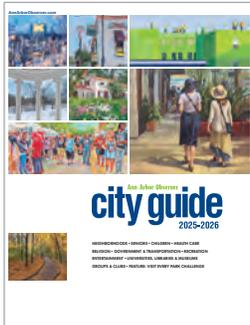
## Ann Arbor Observer



**Circulation**  
53,000 Monthly

**Readership**  
106,000 Monthly

## city guide



**Circulation**  
53,500 Annually

**READERSHIP**  
107,000 Annually

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

[adsales@aaobserver.com](mailto:adsales@aaobserver.com)  
[AnnArborObserver.com](http://AnnArborObserver.com)

Standard Placement	1x	3x	6x	9x	12x	14x	15x	16x
2-Page Spread	7,696	7,387	6,928	6,542	6,156	5,777	5,450	5,189
Full Page	4,064	3,899	3,656	3,454	3,253	3,047	2,881	2,739
3/4 Page	3,303	3,035	2,806	2,642	2,475	2,313	2,183	2,079
1/2+1/16	2,807	2,579	2,387	2,250	2,109	1,966	1,858	1,765
1/2 Page	2,533	2,329	2,150	2,022	1,897	1,774	1,672	1,592
1/4+1/8	2,024	1,867	1,724	1,625	1,522	1,421	1,341	1,275
1/4+1/16	1,746	1,606	1,484	1,398	1,314	1,221	1,156	1,097
1/4 Page	1,376	1,270	1,170	1,103	1,031	966	911	871
1/8+1/16	1,118	1,029	955	899	842	784	740	704
1/8 Page	788	730	671	631	593	553	523	500
1/16 Page	497	457	422	401	375	345	325	313

Premium Placement	1x	3x	6x	9x	12x	14x	15x	16x
Inside Front Cover	5,550	5,397	5,237	5,082	5,004	4,844	4,518	4,307
Page 1	4,996	4,973	4,811	4,639	4,560	4,392	4,146	3,944
Page 2	4,183	4,029	3,790	3,551	3,398	3,317	3,131	2,983
Page 3	5,057	4,871	4,725	4,560	4,481	4,313	4,068	3,877
Page 4	4,183	4,029	3,790	3,551	3,398	3,317	3,131	2,983
Page 5	5,057	4,871	4,725	4,560	4,481	4,313	4,068	3,877
Page 6	4,183	4,029	3,790	3,551	3,398	3,317	3,131	2,174
Page 7 (3/4V Masthead)	3,649	3,398	3,232	3,068	2,905	2,738	2,579	2,458
Page 9 (1/2V T of C)	3,127	2,973	2,820	2,680	2,547	2,419	2,300	2,184
Center Spread	8,377	8,070	7,611	7,230	6,841	6,458	6,131	5,844
Inside Back Cover	4,910	4,766	4,616	4,466	4,318	4,255	3,934	3,747
Back Cover	7,046	6,632	6,384	6,217	6,051	5,890	5,556	5,287

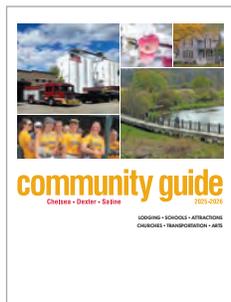
Service Ads	1x	3x	6x	9x	12x	14x	15x
1" (2.33"W x 1"H)	252	223	201	185	174	169	158
1.5" (2.33"W x 1.5"H)	296	278	250	242	223	212	201
2" (2.33"W x 2"H)	322	309	278	267	250	239	223
2.5" (2.33"W x 2.5"H)	370	353	321	309	285	273	261
3" (2.33"W x 3"H)	420	407	367	350	330	315	300

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 process color. Guaranteed Placement: \$100. Less than 1/4 page: \$50.

# Advertising Rates

The **Community Guide** is published annually in an attractive, **magazine format**. See our production guidelines for size specifications.

## community guide



**Circulation**  
20,500 Annually

**Readership**  
41,000 Annually

Annual guide 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](mailto:adsales@aaobserver.com)  
[AnnArborObserver.com](http://AnnArborObserver.com)

Standard Placement	1x	3x, 6x, 9x	12x, 14x	15x, 16x
2 Page Spread	3,605	3,205	3,004	2,806
Full Page	1,996	1,797	1,696	1,598
2/3 Page	1,330	1,197	1,332	1,064
1/2 Page	1,109	998	943	888
1/3 Page	700	648	614	577
1/6 Page	387	351	330	311

Premium Placement	1x	3x, 6x, 9x	12x, 14x	15x, 16x
Inside Front Cover	2,607	2,346	2,216	2,085
Page 1	2,385	2,145	2,027	1,909
Page 2	2,163	1,946	1,838	1,729
Page 3 (2/3V Masthead)	1,774	1,598	1,508	1,420
Page 4	2,163	1,946	1,838	1,729
Page 5 (1/3V T of C)	888	798	753	710
Center Spread	3,882	3,494	3,299	3,105
Inside Back Cover	2,163	1,946	1,838	1,729
Back Cover	2,662	2,395	2,262	2,130

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 process color. Guaranteed Placement: \$100. Less than 1/4 page: \$50.

# TARGET Ann Arbor area home buyers.

## Feature your prime property in the Real Estate Section



**Real Estate**  
Residential and Commercial Properties  
in Washtenaw and Livingston Counties

**1399 Towley Ln.** A  
the prettiest & most  
beautiful 1.25 acre lot  
in the area. 10,000 sq ft  
of living space, 3 car  
garage, 2nd floor  
finished, 2nd floor  
playroom, add to the  
lot with a large pool—  
\$1,625,000

Presented by:  
**Elizabeth Brien**  
734-669-5989

**Reinhart**  
REALTY  
S.A.S. REALTY  
S.A.S. OFFICE 734-669-5989

For more information

**Real Estate**  
Residential and Commercial Properties  
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playroom, add to the  
lot with a large pool—  
\$1,625,000

Presented by:  
**Stephanie Flood**  
734-666-7337

**Howard Hanna**  
REALTY  
S.A.S. REALTY  
S.A.S. OFFICE 734-666-7337

For more information

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.

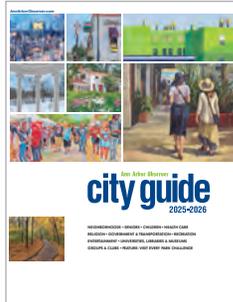
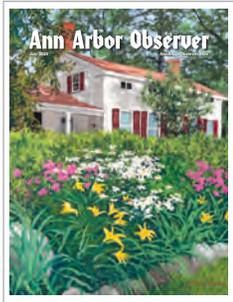
Rates	1x	3x	6x	9x	12x	14x	15x	16x
Full Page	2,811	2,673	2,509	2,389	2,250	2,109	1,970	1,827
1/2 Page Horizontal*	1,620	1,549	1,479	1,408	1,337	1,271	1,198	1,125
1/4 Page	1,105	1,018	939	883	831	780	730	674

\* 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

## Ann Arbor Observer city guide



**PLEASE forward this information to your designer. 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.

**NOTE:** All ads must be to the exact measurements specified on this page. Do not include bleeds in your file. **See guidelines for preparing digital files on page 13 of the Media Guide.**

**Email files:** [ads@aaobserver.com](mailto:ads@aaobserver.com) or use a file transfer service like Dropbox, WeTransfer, etc.

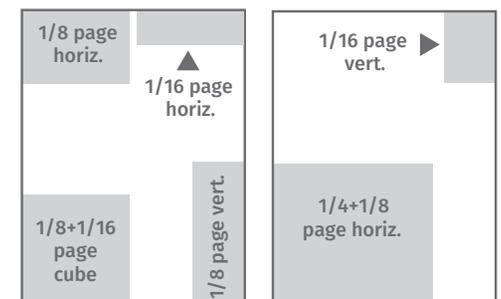
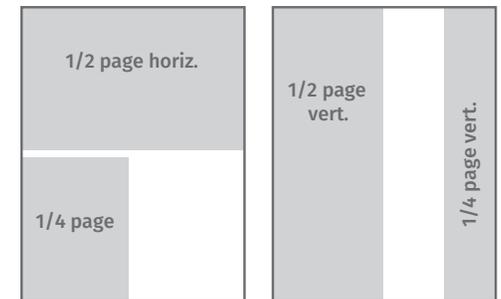
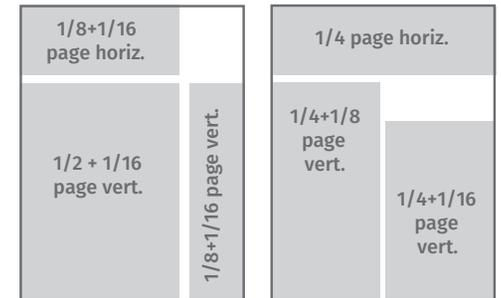
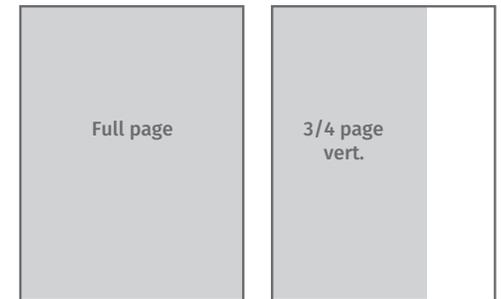
For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer at [ads@aaobserver.com](mailto:ads@aaobserver.com)

SIZES	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

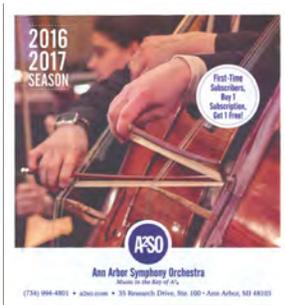
The Ann Arbor Observer is a stitched and trimmed 10.5" x 13.5" magazine printed web offset on recycled paper. The cover is printed on 50-lb. white offset paper. The text is printed on 30-lb. premium grade newsprint.

The Observer is printed using current newsprint guidelines. 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 glossy magazine, catalog, sheetfed, gravure, or heat-set printing.

**For especially critical colors, we advise submitting your ad in advance so that we can evaluate and make recommended color adjustments. We will provide a revised proof for your approval. There is no charge for this service.**



# INSERTS —Our publication can become a vehicle for your publication.



Annual Reports

Catalogs

Brochures

Class Schedules

Concerts/Music

Venues

Fundraisers

Holiday Sales

Menus

Postcards



## 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.

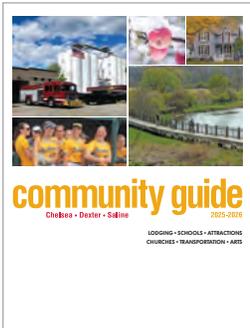
All inserts will need .75" head trim depending on insert size.

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 2026 Deadlines & Publication Schedule on page 6.

# Mini-tab format size specifications

## community guide



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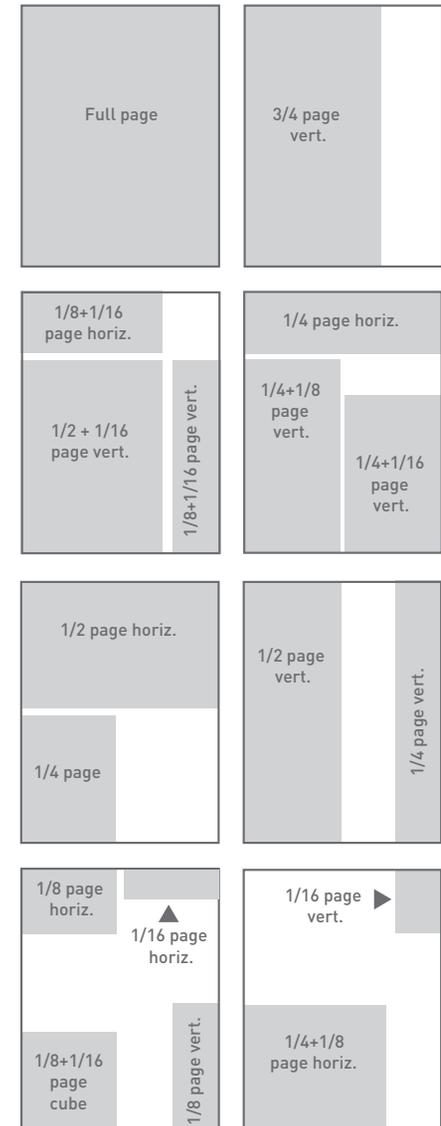
For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer at [ads@aaobserver.com](mailto:ads@aaobserver.com)

SIZES	inches	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

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. 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 glossy magazine, catalog, sheetfed, gravure, or heat-set printing.

**For especially critical colors, we advise submitting your ad in advance so that we can evaluate and make recommended color adjustments. We will provide a revised proof for your approval. There is no charge for this service.**



# Ad submission requirements

## Ann Arbor Observer city guide community guide

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

Please see the tabloid and mini-tab size specifications pages for further information.

### Digital Ad Files

We currently use and accept the following file types for print: **PDF, ID, AI, PSD, EPS, JPG**

**NOTE: We do not accept PNG files for print.**

**All files must be in CMYK color mode NOT RGB with NO Pantone or spot colors.**

**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.

**DO NOT include printer’s 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.

### 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 or editable PDF with all fonts used.

### Full-Color Ads

**Convert all Pantone 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

Our production staff often adjusts photos and color for the best quality reproduction in printing. Adjustments include reducing ink density in photos and adjusting contrast and colors. We will inform and consult you on recommended adjustments. Please follow the guidelines below.

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.

### 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.

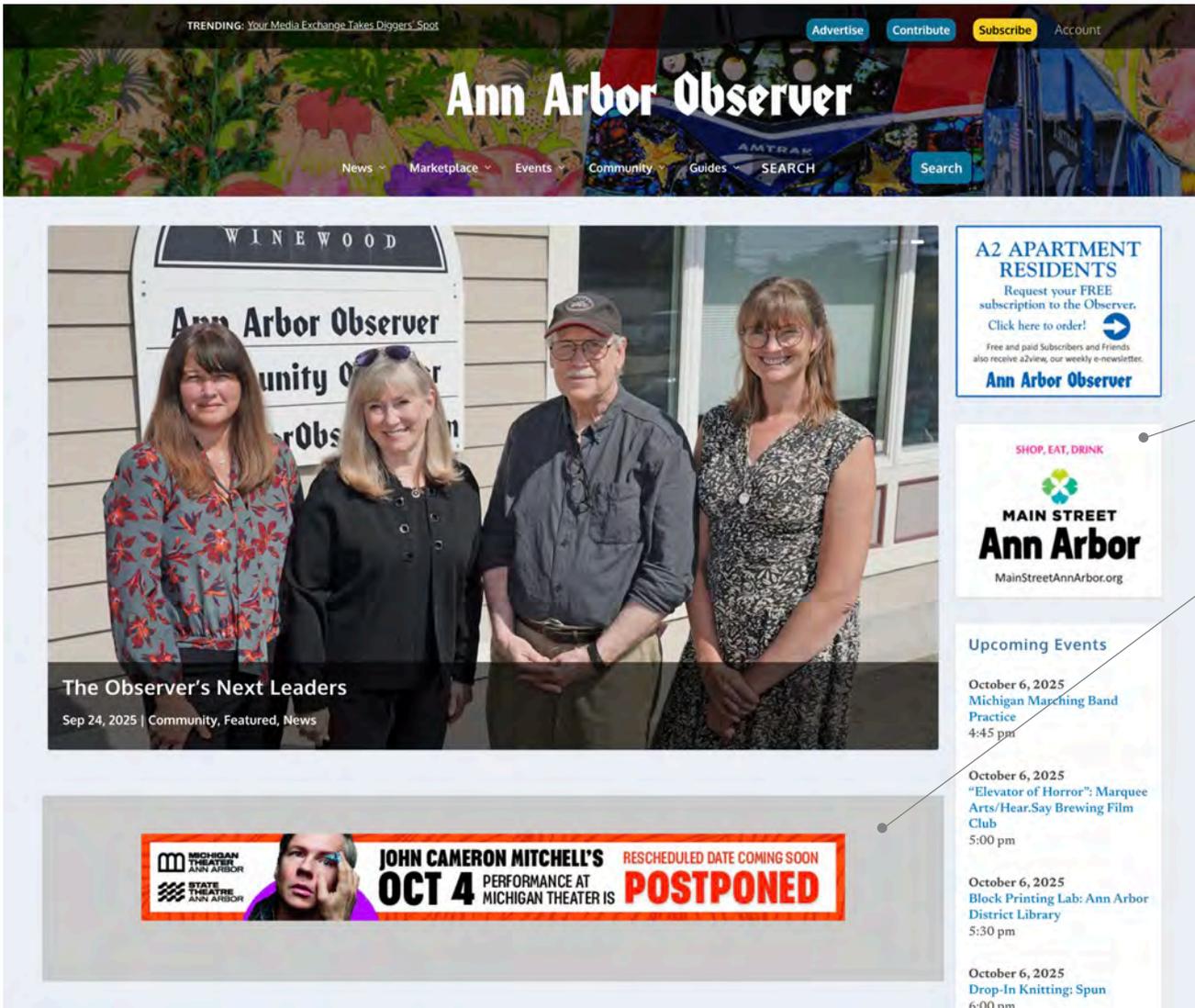
### For Canva users

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.

# AnnArborObserver.com —go local, go trusted, go digital



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

Two square ads and one leaderboard available on each page.

## SIZES

**Square ad:**  
300 pixels wide by 250 pixels high

**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@aobserver.com](mailto:adsales@aobserver.com)**

# a2view –the Observer’s weekly e-newsletter



August 14, 2025

Can you guess what's pictured above? Click the image to find out!

It's been a rich, full summer for my daughter. Through **Ann Arbor Rec & Ed** she went to Birthday Camp, Halloween Camp, Kitchen Camp, Dance Camp, and Alphabet Camp. We've been to festivals, parades, and a county fair. We even flew to Arizona to see my nephew and his family and swam in a raging creek in Sedona.

So what is the first thing Claire tells everyone about her recent adventures? "In 'Zona, they have a green 'Donald's."

That's it. That's the highlight. Sedona has a McD's with teal arches. *Atlas Obscura* explains **why**. Apparently, nothing quite compares in the mind of a three-year-old!

Here's hoping you had a lovely summer because around here it officially ends not with Labor Day or the vernal equinox but the Return of the Students – and the U-Hauls are already in evidence. Then again, all that high-rise construction made the traffic and parking situations downtown not that different from during the academic year, didn't it?

Your news is here. Washtenaw Christian Academy has seen stunning growth thanks to the pandemic's public school closures, median home prices are up, the birth rate is down, another U-M spinout company is a unicorn, and the menu at the Big House keeps getting fancier.

– Steve Friess, editor



## The News

**City asks consultants for new comprehensive plan draft:** ng Council voted 8-2 last week to add \$83,300 to the contract with Interface Studios so the firm can work up "an additional iteration" of the vision for a long-term land-use overhaul amid controversy from residents over its push for increased density, **according to city records**. That will bring the total contract cost to \$883,990. Initially, the city hoped to have the new plan in place by November, then the end of the year, but even that is looking increasingly unlikely.

**a2view** is the Ann Arbor Observer’s weekly newsletter. It delivers a timely roundup of top stories, events, interviews, short articles, and more.

**a2view** is emailed every Friday to more than **12,800** subscribers.



To reserve space,  
[adsales@aaobserver.com](mailto:adsales@aaobserver.com)

To subscribe, email  
[a2view@aaobserver.com](mailto:a2view@aaobserver.com)

### Banner ad with website link

800 pixels wide by 400 pixels high

#### First placement:

1x: \$432 2x: \$411 3x: \$389 4x: \$368

#### Second placement:

1x: \$324 2x: \$303 3x: \$281 4x: \$260

#### Third placement:

1x: \$216 2x: \$195 3x: \$172 4x: \$152

#### Fourth placement:

1x: \$162 2x: \$141 3x: \$118 4x: \$98