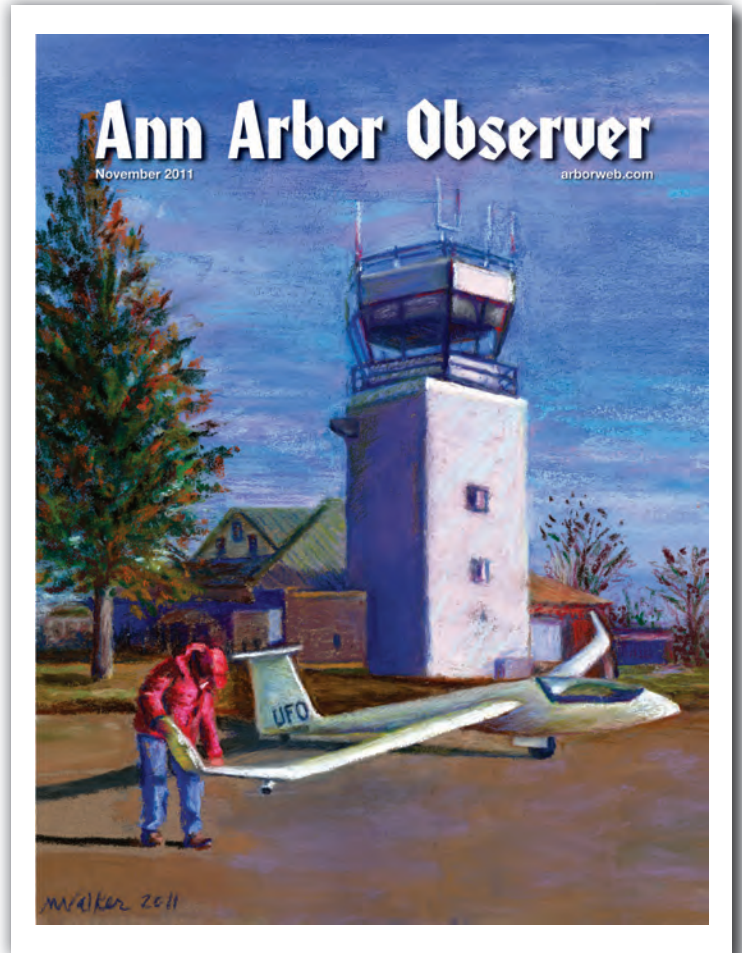
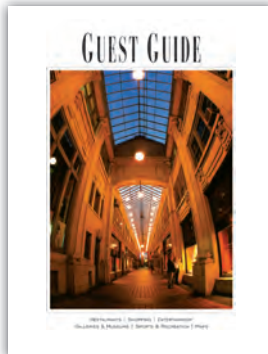
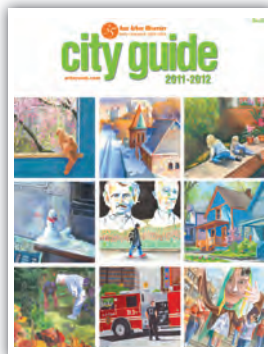


# Ann Arbor Observer

2012 Media Guide



LOCAL. TRUSTED. ESSENTIAL.

TOTAL MARKET COVERAGE • MAILED FREE

DIRECT MAILED TO RESIDENTS & CHAMBER BUSINESSES

COMPREHENSIVE EVENTS CALENDAR • MOST COMPLETE CITY GUIDE

LOCALLY OWNED SINCE 1976



*We deliver the customers you want to reach!*

## Ann Arbor Observer

201 Catherine Street | Ann Arbor | MI | 48104 | 734.769.3175 | [adsales@aaobserver.com](mailto:adsales@aaobserver.com) | [arborweb.com](http://arborweb.com)



# Ann Arbor Observer Publications

2012 Circulation & Readership



Families



Professionals



Retirees



Newcomers



Students  
& Visitors



## Total Market Penetration!

- Reach every household in Ann Arbor, Chelsea, Dexter & Saline.
- Reach every chamber business in Washtenaw County.

### Ann Arbor Observer

monthly circulation: 60,000  
monthly readership: 120,000

### City Guide

annual circulation: 63,000  
annual readership: 126,000

### Community Observer

quarterly circulation: 20,000  
quarterly readership: 40,000

### Community Guide

annual circulation: 21,000  
annual readership: 42,000

### Guest Guide 2012

bi-annual circulation: 10,000  
bi-annual readership: 2,858,000

### arborweb.com

monthly users: 37,000  
monthly page impressions: 300,000

*The Ann Arbor Observer builds business locally. We live and work here, and we're proud to be a locally owned, community business.*

## Ann Arbor Observer

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# Ann Arbor Observer Publications

## Market Profile & Reader Demographics



### Washtenaw County 2011\*

- Median Household Income: **\$55,800**
- Mean Household Income: **\$76,147**

### Washtenaw County 2010\*\*

- Total Retail Sales **\$4.845 billion**
- Disposable Income **\$10.835 billion**
- Income Per Household **\$77,528**

\*Source: US Census Bureau, 2010 American Community Survey

\*\*Estimates based on Editor & Publisher Market Guide, 86th Edition 2010

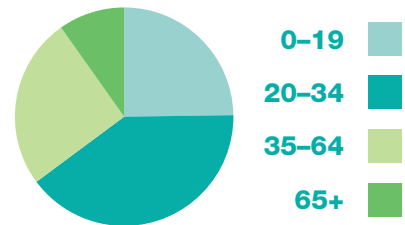
### Population

Washtenaw County : **344,791**  
Ann Arbor: **113,934**

### Households

Washtenaw County: **137,193**  
Ann Arbor: **47,060**

### Ann Arbor's population by age:



## 2012 Circulation

	Ann Arbor Observer	City Guide		Community Observer	Community Guide
<b>Requested and Nonpaid Circulation</b>			<b>Requested and Nonpaid Circulation</b>		
Ann Arbor Single Family Homes	37,240	37,240	Chelsea	4,000	4,000
Ann Arbor Apartments, Townhomes, & Retirement Centers	16,200	16,200	Dexter	4,550	4,550
Real Estate Offices	—	1,020	Saline	6,600	6,600
Newcomers Welcome Service	75	600	<b>Total Single-Family Homes</b>	<b>15,150</b>	<b>15,150</b>
Convention & Visitors Bureau	—	350	Condominiums, Apartments, & Retirement Centers	675	675
Chamber of Commerce Members			Real Estate Offices	1,100	1,775
Ann Arbor/Ypsilanti	1,300	1,300	Chamber of Commerce Offices/Members	2,160	2,310
Chelsea	225	225	Newcomers Welcome Service	150	300
Dexter	200	200	Libraries	75	75
Manchester	75	75	Hotels	50	50
Saline	300	300	Chelsea Hospital	25	25
Chamber Offices	150	210	Comps	40	40
Advertisers	300	300	Advertisers	300	300
	<b>56,130</b>	<b>58,020</b>		<b>19,725</b>	<b>20,800</b>
<b>Paid Circulation</b>			<b>Paid Circulation</b>		
Paid Subscribers	1,985	1,985	Retail, Subscriptions, & Special Orders	275	300
Retail	775	1,175	Marketing & Office	—	—
Special Orders	75	1,625	<b>Total Circulation*</b>	<b>20,000</b>	<b>21,000</b>
	<b>3,370</b>	<b>3,785</b>			
Marketing & Office	500	195			
<b>Total Circulation*</b>	<b>60,000</b>	<b>63,000</b>			

\*Circulation audited by Certified Audit of Circulation (CAC) September 2011

Ann Arbor Observer print & online publications —  
your link to Washtenaw County!

# Ann Arbor Observer

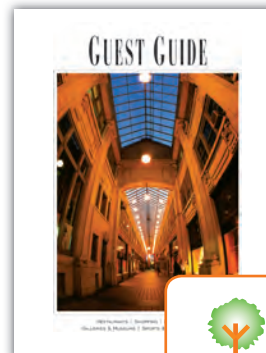
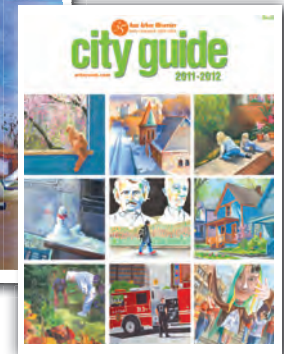
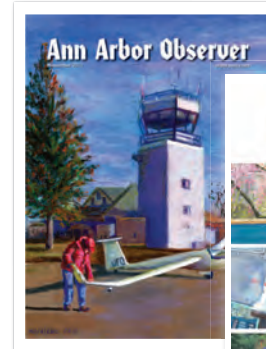
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# Ann Arbor Observer Publications

2012 Deadlines

ISSUE	SPACE CLOSING	MATERIALS CLOSING	PUBLICATION
January	Nov. 29	Dec. 6	Dec. 22
February	Jan. 6	Jan. 11	Jan. 26
March	Feb. 2	Feb. 9	Feb. 23
Spring Community Observer	Feb. 9	Feb. 23	March 7
April	March 1	March 8	March 26
May	April 3	April 9	April 25
June	May 1	May 8	May 24
Summer Community Observer	May 10	May 23	June 8
July	May 31	June 7	June 25
August	June 28	July 9	July 25
2012–2013 City Guide	June 14	July 24	Aug. 9
September	July 31	Aug. 9	Aug. 24
2012–2013 Community Guide	Aug. 9	Aug. 23	Sept. 6
October	Aug. 30	Sept. 10	Sept. 25
November	Oct. 2	Oct. 9	Oct. 25
Winter Community Observer	Oct. 11	Oct. 25	Nov. 8
December	Oct. 30	Nov. 8	Nov. 23
January 2013	Nov. 29	Dec. 6	Dec. 21
2012–2014 Guest Guide	Feb. 2	March 13	April 19



We can often place your ad even if you've missed the deadline. Just give us a call at (734) 769-3175.

**Ann Arbor Observer**

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# Ann Arbor Observer Publications

## 2012 Advertising Rates

**Ann Arbor Observer** — monthly circulation 60,000

**city guide** — annual circulation 63,000

Rates are determined by combined frequency among 18 publications within a 12 month contract.  
Additional charge for color as follows: \$350 for full color, \$150 for one spot or one process color.

SIZE	1X	3X	6X	9X	12X	15X	17X	18X
2-Page Spread	5,835	5,601	5,252	4,960	4,668	4,380	4,132	3,934
Full Page	3,080	2,956	2,772	2,618	2,465	2,310	2,183	2,075
3/4 Page	2,503	2,300	2,126	2,002	1,876	1,755	1,653	1,575
1/2+1/16	2,127	1,955	1,809	1,705	1,598	1,489	1,407	1,338
1/2 Page	1,919	1,764	1,629	1,533	1,437	1,343	1,267	1,206
1/4+1/8	1,535	1,415	1,306	1,231	1,151	1,075	1,015	965
1/4+1/16	1,321	1,216	1,124	1,059	995	924	874	828
1/4 Page	1,042	961	886	834	780	731	690	659
1/8+1/16	847	779	722	679	637	593	560	533
1/8 Page	596	552	508	476	449	418	394	377
1/16 Page	375	344	319	300	283	260	245	235
PREMIUM PLACEMENT	1X	3X	6X	9X	12X	15X	17X	18X
Back Cover	5,342	5,028	4,840	4,713	4,588	4,464	4,212	4,009
Inside Front Cover	4,209	4,092	3,971	3,855	3,793	3,673	3,426	3,264
Page 1	3,786	3,772	3,647	3,517	3,457	3,331	3,143	2,991
Page 2	3,172	3,055	2,872	2,691	2,575	2,513	2,373	2,260
Page 3	3,833	3,693	3,583	3,457	3,396	3,268	3,083	2,938
Page 4	3,172	3,055	2,872	2,691	2,575	2,513	2,373	2,260
Page 5 (3/4V Masthead)	2,766	2,575	2,449	2,324	2,201	2,074	1,955	1,863
Page 6	3,172	3,055	2,872	2,691	2,575	2,513	2,373	2,260
Page 7 (1/2V T of C)	2,369	2,251	2,138	2,031	1,929	1,833	1,742	1,654
Center Spread	6,354	6,120	5,772	5,483	5,187	4,897	4,649	4,427
Inside Back Cover	3,723	3,614	3,499	3,386	3,273	3,218	2,982	2,841
SERVICE ADS	1X	3X	6X	9X	12X	15X	17X	
1"	188	169	149	139	131	126	117	
1.5"	221	210	187	180	169	158	149	
2"	242	231	210	199	187	179	169	
2.5"	279	264	241	231	216	206	196	
3"	317	305	276	262	249	238	224	

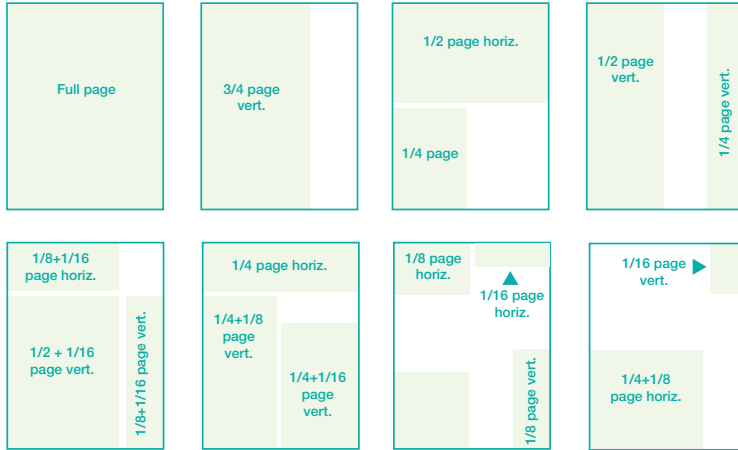
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# Ann Arbor Observer Publications

## Print Ad Sizes & Submission Guidelines



DISPLAY AD SIZES	DECIMAL INCHES	INCHES	PICAS
Centerspread	19.75 x 13	19 <sup>3</sup> / <sub>4</sub> x 13	118.5 x 78
Full page	9.833 x 13	9 <sup>13</sup> / <sub>16</sub> x 13	59 x 78
3/4 page vertical	7.333 x 13	7 <sup>5</sup> / <sub>16</sub> x 13	44 x 78
1/2+1/16 page vertical	7.333 x 9.667	7 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	44 x 58
1/2 page vertical	4.833 x 13	4 <sup>13</sup> / <sub>16</sub> x 13	29 x 78
1/2 page horizontal	9.833 x 6.417	9 <sup>13</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	59 x 38.5
1/4+1/8 page vertical	4.833 x 9.667	4 <sup>13</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	29 x 58
1/4+1/8 page horizontal	7.333 x 6.417	7 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	44 x 38.5
1/4+1/16 page vertical	4.833 x 8	4 <sup>13</sup> / <sub>16</sub> x 8	29 x 48
1/4 page standard	4.833 x 6.417	4 <sup>13</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	29 x 38.5
1/4 page vertical	2.333 x 13	2 <sup>5</sup> / <sub>16</sub> x 13	14 x 78
1/4 page horizontal	9.833 x 3.167	9 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	59 x 19
1/8+1/16 page cube	4.833 x 4.75	4 <sup>13</sup> / <sub>16</sub> x 4 <sup>3</sup> / <sub>4</sub>	29 x 28.5
1/8+1/16 page vertical	2.333 x 9.667	2 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	14 x 58
1/8+1/16 page horizontal	7.333 x 3.167	7 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	44 x 19
1/8 page vertical	2.333 x 6.417	2 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	14 x 38.5
1/8 page horizontal	4.833 x 3.167	4 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	29 x 19
1/16 page vertical	2.333 x 3.167	2 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	14 x 19
1/16 page horizontal	4.833 x 1.5	4 <sup>13</sup> / <sub>16</sub> x 1 <sup>1</sup> / <sub>2</sub>	29 x 9

- The Ann Arbor Observer is a stitched and trimmed 10 1/2" x 13 1/2" magazine printed web offset on recycled paper. The Ann Arbor Observer cover is printed on 50-lb. white offset paper. The text is printed on 30-lb. premium grade newsprint.
- **NOTE:** Do not take measurements from the magazine. All ads must be to the exact measurements specified on this page.
- We currently use and accept files compatible with the following software: Adobe InDesign CS4, Adobe Illustrator CS4, Adobe Photoshop CS4, Adobe Acrobat 9, and QuarkXPress 6.5.
- When possible, submit both the original files and a PDF version of your ad. This allows our design team to make any last-minute changes or corrections before going to print.
- Provide all fonts and linked images with your original file.
- Email files to: [ads@aaobserver.com](mailto:ads@aaobserver.com)
- Upload files to our FTP site— instructions provided on request.
- Submit files on CD, DVD, or USB portable memory device.



**We can help you meet your marketing goals!**  
*Give us a call at (734) 769-3175.*

**Ann Arbor Observer**

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# Ann Arbor Observer Publications

## Production & Design Guidelines

### Digital Ad Files

- We currently use and accept files compatible with Adobe Creative Suite 5—InDesign, Photoshop, Illustrator, and Acrobat 9. 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.
- 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.

### 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—see *advertising rates page for color charges*

- 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%.
- To prevent registration problems when type is set at 12 points or below 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 dpi. Low-resolution web photos and graphics are not suitable for print.

### Advertising Design Style Specifications

- Ads must have complete borders. Page bleeds are not available.
- 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 Times Roman, 10 point on 12 point 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.

**For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer production department at (734) 769-3175.**



*We offer complete design and production services. If you are looking for fresh ideas to jump-start your business, our creative design team is ready to work for you!*

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