

### Ann Arbor Observer

Since 1976, readers have turned to the Observer every month for in-depth features, profiles, retail and restaurant news, and our indispensable daily events calendar. The Observer is delivered FREE to all permanent households served by the Ann Arbor post office and school district.



### Community Observer

The Community Observer is published in spring, summer, fall, and winter, and includes in-depth features, news, and profiles, as well as restaurant reviews, retail news, a calendar of events, and more. The Community Observer is delivered FREE to all households served by the Chelsea, Dexter, and Saline post offices.



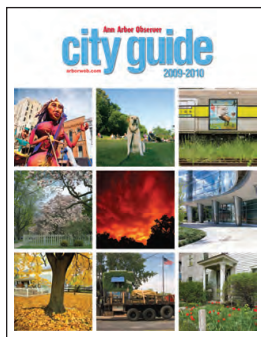
### Real Estate Section

The Real Estate Section is a special advertising opportunity inside every issue of the Observer. It is a handy resource for home buyers, real estate agents, and related businesses.



### Community Guide

Published in September, this annual guide contains detailed information on housing, schools, health care, local government, and much more. The Community Guide, which includes the fall Community Observer's insightful features, is delivered FREE to all permanent households served by the Chelsea, Dexter, and Saline post offices.



### City Guide

Published in August, the City Guide is Ann Arbor's almanac, the city's most complete annual guide. Residents keep and refer to it all year long. The City Guide's wealth of resources also makes it extremely popular with newcomers.



### Guest Guide

More than 1,431,000 visitors stay in area hotels every year. The Guest Guide is their introduction to the best the area has to offer. Copies of this beautiful book, published biennially, are placed in Ann Arbor area hotel rooms, the Ypsilanti Marriott, and the U-M's executive accommodations.



### Arborweb — [www.arborweb.com](http://www.arborweb.com)

Arborweb is an easy way to read archived Observer articles online and provides easy online access to the Observer events calendar and City Guide. Arborweb's companion site, [washtenawguide.com](http://washtenawguide.com), is the online guide to Chelsea, Dexter, and Saline.



### Arborlist — [www.arborlist.com](http://www.arborlist.com)

Arborlist, our newest website, is easy to use, looks great, and gets results. Post your own classified ads—or reach our prime online audience with affordable, targeted display advertising.



### Community Observer — Chelsea, Dexter, & Saline

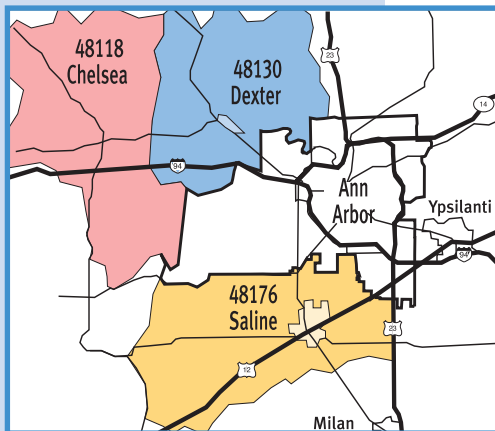
More people read the Community Observer than any other publication in western and southern Washtenaw County. Its spring, summer, fall, and winter issues include in-depth features, news, and profiles, as well as restaurant reviews, retail news, a calendar of events, and more!

The Community Observer is delivered FREE to all permanent households served by the Chelsea, Dexter, and Saline post offices, plus area chamber of commerce members and newcomers. The Community Observer is also distributed to Manchester through the Manchester Chamber of Commerce and other retail locations.

### Community Guide — Chelsea, Dexter, & Saline

The Community Guide is the definitive resource for residents of Chelsea, Dexter, and Saline. Published in September, this year-round guide offers a wealth of useful information about housing, schools, health care, government, and much more, along with fascinating features, profiles, and events listings. The Community Guide, which includes the fall Community Observer, is delivered FREE to all households receiving the Community Observer, to all Washtenaw County chamber of commerce members, to real estate offices, and to newcomers.

### Circulation Area Map



### Community Observer

Circulation: 20,000  
Readership: 40,000

### Community Guide

Circulation: 21,000  
Readership: 42,000

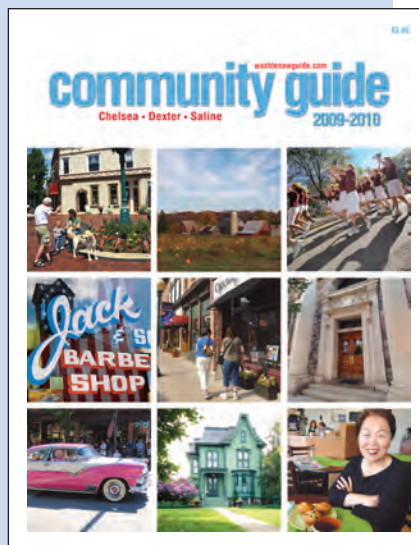
### 2010 Circulation

	Community Observer	Community Guide
Chelsea	4,000	4,000
Dexter	4,550	4,550
Saline	6,600	6,600
<b>Total Single-Family Homes</b>	<b>15,150</b>	<b>15,150</b>
Townhomes, Apartments, & Retirement Centers	550	550
Manchester	300	350
Real Estate Offices, Chamber of Commerce Offices/Members	300	900
Newcomers Welcome Service	2,400	2,450
Hotels	150	300
Hospitals	50	100
Advertisers	50	100
Retail, Subscriptions, & Special Orders	500	500
Marketing & Office	350	350
	200	250
<b>Total Circulation</b>	<b>20,000</b>	<b>21,000</b>

ISSUE	Complimentary Design*	Space Closing	Materials Closing	Publication
JANUARY		TUES., DEC. 1	TUES., DEC. 8	WED., DEC. 23
FEBRUARY		TUES., JAN. 5	TUES., JAN. 12	WED., JAN. 27
MARCH		THURS., JAN. 28	TUES., FEB. 9	WED., FEB. 24
SPRING COMMUNITY OBSERVER	THURS., JAN. 28	THURS., FEB. 11	TUES., FEB. 23	WED., MAR. 10
APRIL		THURS., MAR. 4	THURS., MAR. 11	FRI., MAR. 26
GUEST GUIDE	FRI., JAN. 15	THURS., FEB. 4	TUES., MAR. 9	APRIL
MAY		THURS., APR. 1	THURS., APR. 8	MON., APR. 26
JUNE		THURS., APR. 29	THURS., MAY 6	TUES., MAY 25
SUMMER COMMUNITY OBSERVER	THURS., APR. 22	TUES., MAY 11	TUES., MAY 25	THURS., JUNE 10
JULY		TUES., JUNE 1	THURS., JUNE 10	FRI., JUNE 25
AUGUST		TUES., JUNE 29	THURS., JULY 8	MON., JULY 26
2010-2011 CITY GUIDE	FRI., MAY 14	TUES., JUNE 15	THURS., JULY 22	WED., AUG. 11
SEPTEMBER		THURS., JULY 29	MON., AUG. 9	THURS., AUG. 26
2010-2011 COMMUNITY GUIDE	THURS., JULY 29	THURS., AUG. 12	TUES., AUG. 24	TUES., SEPT. 7
OCTOBER		TUES., AUG. 31	THURS., SEPT. 9	FRI., SEPT. 24
NOVEMBER		TUES., SEPT. 28	THURS., OCT. 7	TUES., OCT. 26
WINTER COMMUNITY OBSERVER	THURS., SEP. 30	THURS., OCT. 7	MON., OCT. 25	MON., NOV. 8
DECEMBER		THURS., OCT. 28	FRI., NOV. 5	WED., NOV. 24
JANUARY 2011		TUES., NOV. 30	TUES., DEC. 7	THURS., DEC. 23

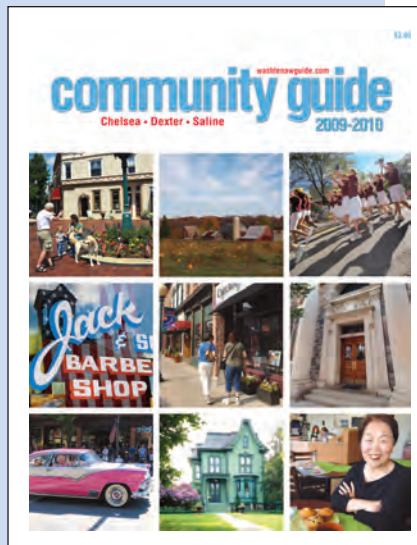
\* Complimentary basic design available.

## 2010 Media Guide Premium Placement Advertising Rates



	1x	3x, 6x, 9x	12x,15x	17x,18x
Inside Front Cover	\$2,441	2,305	2,195	2,086
Page 1	2,188	2,063	1,965	1,865
Page 2	2,021	1,914	1,826	1,742
Page 3	2,079	1,977	1,886	1,800
Page 4	2,021	1,914	1,826	1,742
Page 5 3/4 page	1,785	1,684	1,604	1,524
Page 6	2,021	1,914	1,826	1,742
Page 7 1/2 page	1,300	1,235	1,173	1,115
Center Spread 2 pages	4,117	3,911	3,723	3,539
Inside Back Cover	2,254	2,125	2,024	1,921
Back Cover	2,471	2,333	2,222	2,109

- Rates listed are per insertion and do not include design services or color.
- Back Cover, Inside Front Cover, Center Spread, and Inside Back Cover rates include full process color.
- Pages 1–8 are CMYK or 1 process color only.
- Table of Contents ads may not include halftones or reversals.
- Premium placement rates are not subject to nonprofit discounts.



	1x	3x, 6x, 9x	12x,15x	17x,18x
2-Page Spread	3,613	3,407	3,242	3,082
Full Page	1,900	1,794	1,708	1,623
3/4 Page	1,488	1,403	1,338	1,270
1/2+1/16	1,146	1,080	1,030	979
1/2 Page	1,058	1,000	952	904
1/4+1/8	818	769	732	695
1/4+1/16	706	665	634	603
1/4 Page	577	545	521	482
1/8+1/16	449	424	404	382
1/8 Page	306	288	276	262
1/16 Page	171	161	152	144
1" Service Ad	116	110	103	97
1.5" Service Ad	131	124	116	110
2" Service Ad	144	136	131	124
2.5" Service Ad	159	150	144	136
3" Service Ad	173	164	159	150

Rates listed are per insertion and do not include design services or color.