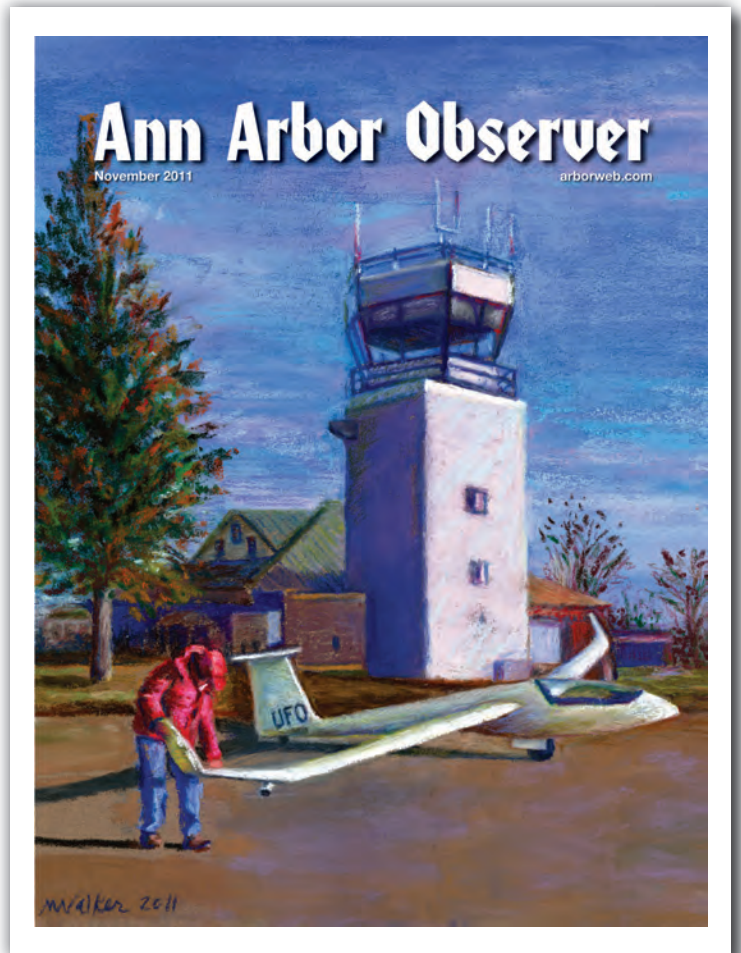
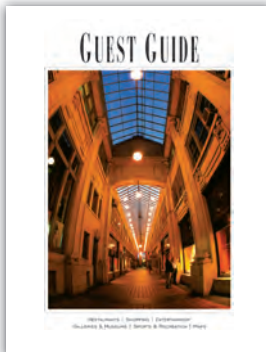
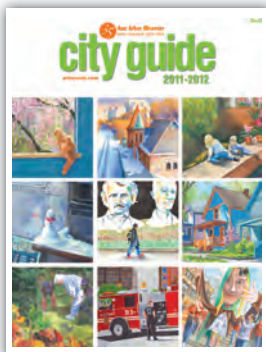


Ann Arbor Observer

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

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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.

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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

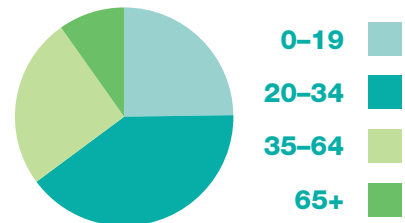
Population

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
Requested and Nonpaid Circulation			Requested and Nonpaid Circulation		
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	Total Single-Family Homes	15,150	15,150
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
	56,130	58,020		19,725	20,800
Paid Circulation			Paid Circulation		
Paid Subscribers	1,985	1,985	Retail, Subscriptions, & Special Orders	275	300
Retail	775	1,175	Marketing & Office	—	—
Special Orders	75	1,625	Total Circulation*	20,000	21,000
	3,370	3,785			
Marketing & Office	500	195			
Total Circulation*	60,000	63,000			

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

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

Ann Arbor Observer

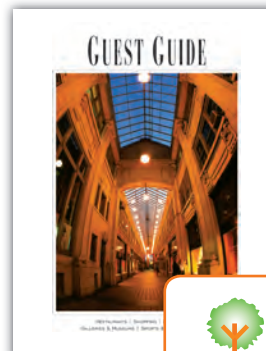
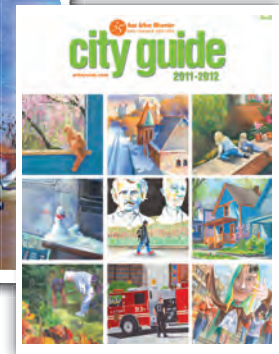
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Ann Arbor Observer Publications

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.

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Preprinted Inserts



Suggested inserts include:

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

Reserve insertion space by the **Space Closing Deadline***

Deliver printed insert by the **Materials Closing Deadline***

**See 2012 Publication Schedule*

Sizes and Rates**

Rate is based on frequency, number of pages, and weight.

INSERT SIZE	1X	4X	6X
4-6 pages less than 1 oz.	\$80 per M	\$75 per M	\$70 per M
4-6 pages 1-2 oz.	\$90 per M	\$90 per M	\$85 per M
8 or more pages less than 1 oz.	\$95 per M	\$90 per M	\$85 per M
8 or more pages 1-2 oz.	\$110 per M	\$105 per M	\$100 per M

***Clients with a signed Observer advertising contract will receive a 10% discount.*

***Nonprofit organizations will receive a 10% discount.*

PREPRINTED INSERT SPECIFICATIONS

- Folded or multi-page insert or brochure must be 10.5" x 13.5" or smaller with a .375" lip on the front side long. For inserts smaller than 10.5" x 13.5", the lip will not trim.
- Bottom .25" of insert (regardless of size) will be trimmed off during binding.
- 1,000 additional inserts must be provided to allow for possible waste during binding. (Invoicing will be based on actual circulation.)
- **IMPORTANT:** Please verify design specifications with an Observer printer representative prior to printing your insert.



Stand out! Deliver your preprinted insert, catalog or brochure to Observer readers throughout Washtenaw County!

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