

### Colors of the Month 2010

January	July
Blue	Red
Teal	Blue
February	August
Red	Green
Lavender	Orange
March	September
Green	Teal
Teal	Blue
April	October
Lavender	Orange
Green	Teal
May	November
Teal	Blue
Red	Green
June	December
Blue	Red
Red	Green

### Special Issue Colors

Only CMYK process color is available for the City Guide, Community Guide, Community Observer, and Guest Guide.

### Premium Placement

Advertisers who have placed advertisements in premium positions in the 2009 issues of the Ann Arbor Observer will be given first right of refusal for the same positions in 2010. Placement must be confirmed by the space closing deadline. Premium placement options may be changed at the discretion of the publisher.

### Color

- Color must be confirmed by the materials closing deadline.
- Each color: \$150
- One “color of the month” or any process color: \$125
- Four-color: \$350
- Four-color ads must include a matchprint or color approval.
- Four-color ads must be submitted by the materials closing deadline.

### Guaranteed Placement

A \$50 fee will be charged for guaranteed placement, which must be confirmed by the advertising manager. It may not always be possible to meet requests for both color and guaranteed placement. Placement requests are guaranteed only if they are accompanied by the required fee.

### Inserts

Folded, brochure, and multipage inserts are available on a limited basis subject to publisher’s approval. Contact your advertising representative for information.

### Ad Proofs

Proofs will be provided for all ads. It is the advertiser’s responsibility to review ad proofs immediately for accuracy. The Ann Arbor Observer is not responsible for errors not caught by the advertiser.

### Production and Design Services

The Observer provides professional design and production services. Basic design includes typesetting and digital file setup. All copy and materials requiring design and/or production work must be received by the space closing deadline.

### Important Information

- Please review all printing specifications and guidelines before submitting your ad.
- When possible, submit both the original files *and* a PDF version of your ad.
- Provide all fonts and linked images with your original file.
- Email files to:  
ads@aaobserver.com
- Upload files to our FTP site—instructions provided on request.
- Submit files on CD, DVD, or USB portable memory device.
- Our production and design department works with Macintosh computers. We currently use and accept files compatible with the following software: QuarkXPress 6.5, Adobe Illustrator CS4, Photoshop CS4, InDesign CS4, and Acrobat 9.
- If printing specifications are not met, ads will be modified to meet specifications at the advertiser's expense—see *Production and Design Rates*.

### Production and Design Services

The Observer provides professional design and production services. Basic design includes typesetting and digital file setup. All copy and materials requiring design and/or production work must be received by the space closing deadline.

### Production and Design Rates

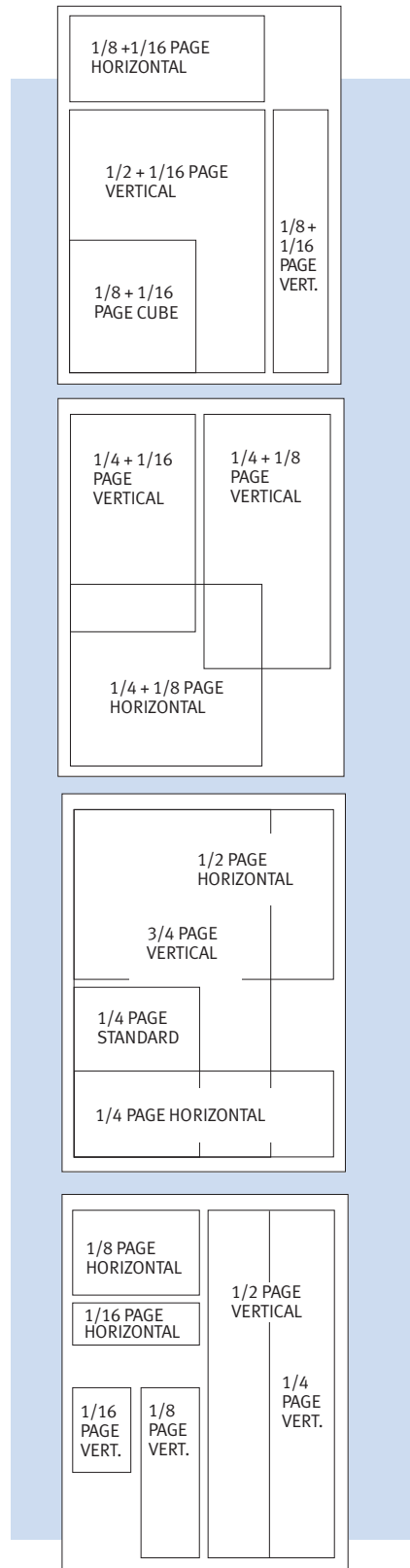
Basic design (display ad)	\$50*
Basic design (service ad)	\$25
Basic modifications	\$20*
Pre-press file corrections	\$25/hr., 1 hr. minimum
Scans	\$10 each
Logo design	\$100 minimum
Illustration	\$50/hr., 1 hr. minimum
Black-and-white laser print	\$10 each**
Four-color inkjet print	\$20 each**
Ad transfer to CD	\$15**
Ad emailed to client	\$25 for original file**

\*A \$20 credit will be applied to a full design or modification charge if the following conditions are met: all copy and materials are submitted by the space closing deadline, advertiser has a signed 6x agreement on file, and advertiser has excellent credit standing.

\*\*Requests for emailed files, print copies, or return of materials require a minimum of 24 hours' notice.

### Ad Submission Guidelines

- If your ad is submitted as a PC Quark file, a Microsoft Word file, or a Publisher file, please include a copy of all fonts and graphics used and a PDF version of your ad.
- Email files to: [ads@aaobserver.com](mailto:ads@aaobserver.com), or upload to our ftp site (instructions provided on request). **Include the name of the account and the name of your advertising representative, and indicate which issue the ad is for.**
- Include a contact name and phone number.
- Ads may also be submitted on CD, DVD, or USB portable memory device.



### Printing Sizes and Specifications

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 pica measurements specified below.**

Display Ad Sizes	picas	inches*	decimal inches*
Centerspread	118.5 x 78	19 <sup>3</sup> / <sub>4</sub> x 13	19.75 x 13
Full page	59 x 78	9 <sup>13</sup> / <sub>16</sub> x 13	9.833 x 13
3/4 page vertical	44 x 78	7 <sup>5</sup> / <sub>16</sub> x 13	7.333 x 13
1/2 + 1/16 page vertical	44 x 58	7 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	7.333 x 9.667
1/2 page vertical	29 x 78	4 <sup>13</sup> / <sub>16</sub> x 13	4.833 x 13
1/2 page horizontal	59 x 38p6	9 <sup>13</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	9.833 x 6.417
1/4 + 1/8 page horizontal	44 x 38p6	7 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	7.333 x 6.417
1/4 + 1/8 page vertical	29 x 58	4 <sup>13</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	4.833 x 9.667
1/4 + 1/16 page vertical	29 x 48	4 <sup>13</sup> / <sub>16</sub> x 8	4.833 x 8
1/4 page standard	29 x 38p6	4 <sup>13</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	4.833 x 6.417
1/4 page horizontal	59 x 19p	9 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	9.833 x 3.167
1/4 page vertical	14 x 78	2 <sup>5</sup> / <sub>16</sub> x 13	2.333 x 13
1/8 + 1/16 page horizontal	44 x 19	7 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	7.333 x 3.167
1/8 + 1/16 page vertical	14 x 58	2 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	2.333 x 9.667
1/8 + 1/16 page cube	29 x 28p6	4 <sup>13</sup> / <sub>16</sub> x 4 <sup>3</sup> / <sub>4</sub>	4.833 x 4.75
1/8 page vertical	14 x 38p6	2 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	2.333 x 6.417
1/8 page horizontal	29 x 19	4 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	4.833 x 3.167
1/16 page vertical	14 x 19	2 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	2.333 x 3.167
1/16 page horizontal	29 x 9	4 <sup>13</sup> / <sub>16</sub> x 1 <sup>1</sup> / <sub>2</sub>	4.833 x 1.5

*\*For reference only; please use pica measurements to be exact.*

**Real Estate Section ad sizes are listed in boldface.**

### Digital Design Specifications and Guidelines

Our production and design department works with Macintosh computers. We currently use and accept files compatible with QuarkXPress 6.5, Adobe Illustrator CS4, Photoshop CS4, InDesign CS4, and Acrobat 9.

- If your ad was created in another software program it may be necessary for us to re-create your ad—see **Production Rates**.
- If your ad is submitted as a PC Quark file, a Microsoft Word file, or a Publisher file, please include a copy of all fonts and graphics used and a PDF version or printed copy of your ad.
- **NOTE: We cannot accept PowerPoint files.**
- If not digital, ads must be of sufficient print quality to scan for digital output. All nondigital ads will be scanned at the advertiser's expense—see **Production Rates**.

### 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 or Illustrator file, we recommend converting the type to outlines to avoid font problems. Otherwise, please send the complete set of all fonts used, both screen and printer fonts. ***It is very important to make sure every font you use is included with your ad submission.***

### Color

If your ad is running in full color:

- All documents should be set up in CMYK, not RGB color mode.
- All images and graphics should be CMYK only. Convert all spot colors and RGB images to CMYK. **Please check to make sure no RGB or spot colors are used.**
- There is a dot gain of approximately 20% in printing on newsprint. Ink density for any CMYK color mix should total no more than 225%.
- To achieve bright vibrant colors, use only a mix of two inks with no black in the mix.
- Convert rich blacks and registration black (black made of four inks) to one-color black (0c 0 m 0y 100k). Note: This is most often a problem when designing in Photoshop. Use the info palette to check your color mixes.
- When type is set at 12 points or below we recommend using a single color ink (black, magenta, or cyan) at 100% for best registration and legibility.
- **IMPORTANT— We cannot guarantee registration and print quality of fine lines, thin type, and type under 12 points that is made up of or is knocking out of colors made with multiple inks.**

*continued*

### Digital Design Specifications and Guidelines—*continued*

#### Photos and Graphics

We recommend that you link rather than embed photos and graphics and provide the original files in TIFF, EPS, or JPEG format along with your layout file, so that adjustments can be made if necessary.

- All photos must be converted from RGB to CMYK or grayscale before being placed in your layout file.
- Submit photos in TIFF or EPS file format when possible. All J PEG files are compressed and print quality is often lower than for other file types.
- Submit photos at 300 dpi. We cannot guarantee print quality for low-resolution photos and graphics.
- When increasing dpi in Photoshop, uncheck resample image to accurately change the size and dpi.  
**Note: increasing the dpi in a low quality image by resampling will not add information (pixels) to the image and will not improve print quality.**

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.

#### 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, 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.

#### PDF Distiller Option Settings

**NOTE: Convert all RGB and indexed color images and text to CMYK (or black/grayscale for a black-and-white ad) and flatten all transparencies *before* distilling your file.**

- Check your application PDF settings—use only the Adobe Acrobat Distiller **PDFX1a** setting.
- Be sure to **embed all fonts**.
- **Do not downsample image resolution.** All images should be at least 300 dpi.

*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 or visit [www.arborweb.com](http://www.arborweb.com).*