

2010 Deadline Schedule

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

Colors of the Month 2010

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

Production and Design Services

The Observer production department 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, 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.

Quick reference—2010 Media Guide



18 issues.
18 surefire ways to get the word out.

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 combines insightful features with detailed information on housing, schools, health care, local government, and much more. The Community Guide, which includes the fall Community Observer, 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 resource, 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 1,450,000 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.

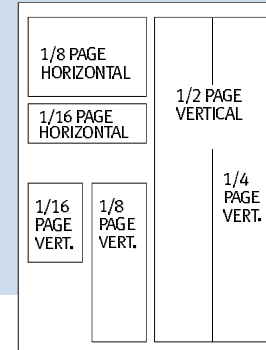
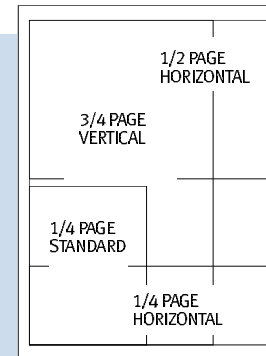
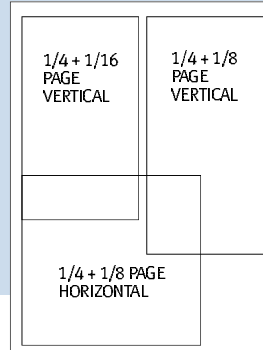
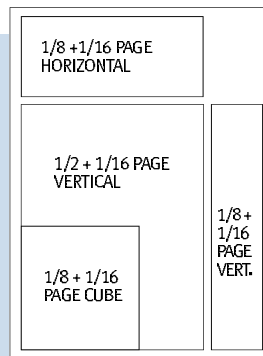
Display Advertising Rates

	1x	3x	6x	9x	12x	15x	17x	18x
2-Page Spread	5,665	5,438	5,099	4,816	4,532	4,252	4,012	3,819
Full Page	2,990	2,870	2,691	2,542	2,393	2,243	2,119	2,015
3/4 Page	2,430	2,233	2,064	1,944	1,821	1,704	1,605	1,529
1/2+1/16	2,065	1,898	1,756	1,655	1,551	1,446	1,366	1,299
1/2 Page	1,863	1,713	1,582	1,488	1,395	1,304	1,230	1,171
1/4+1/8	1,490	1,374	1,268	1,195	1,117	1,044	985	937
1/4+1/16	1,283	1,181	1,091	1,028	966	897	849	804
1/4 Page	1,012	933	860	810	757	710	670	640
1/8+1/16	822	756	701	659	618	576	544	517
1/8 Page	579	536	493	462	436	406	383	366
1/16 Page	364	334	310	291	275	252	238	228

Premium Placement Advertising Rates

	1x	3x	6x	9x	12x	15x	17x	18x
Back Cover	5,186	4,882	4,699	4,576	4,454	4,334	4,089	3,892
Inside Front Cover	4,086	3,973	3,855	3,743	3,683	3,566	3,326	3,169
Page 1	3,676	3,662	3,541	3,415	3,356	3,234	3,051	2,904
Page 2	3,080	2,966	2,788	2,613	2,500	2,440	2,304	2,194
Page 3	3,721	3,585	3,479	3,356	3,297	3,173	2,993	2,852
Page 4	3,080	2,966	2,788	2,613	2,500	2,440	2,304	2,194
Page 5	2,685	2,500	2,378	2,256	2,137	2,014	1,898	1,809
Page 6	3,080	2,966	2,788	2,613	2,500	2,440	2,304	2,194
Center Spread	6,169	5,942	5,604	5,323	5,036	4,754	4,514	4,298
Inside Back Cover	3,615	3,509	3,397	3,287	3,178	3,124	2,895	2,758
T of C	672	641	609	576	544	512	483	459

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



Display Advertising Rates



	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

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	1,785	1,684	1,604	1,524
Page 6	2,021	1,914	1,826	1,742
Page 7	751	709	676	641
Center Spread	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

Ask about
Internet Advertising Opportunities

arborweb.com
Ann Arbor online

arborlist.com
totally free classifieds