

Ann Arbor Observer Publications

2012 Deadlines

18 Issues, 18 surefire ways to get the word out!

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 2012	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.

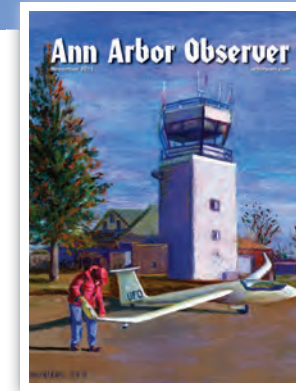
Ann Arbor Observer

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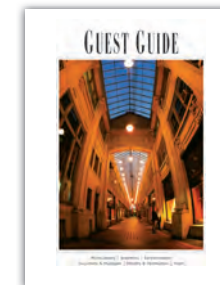
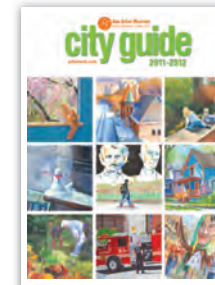


Ann Arbor Observer

2012 Media Guide



Local.
Trusted.
Essential.



TOTAL MARKET COVERAGE • MAILED FREE
DIRECT MAILED TO RESIDENTS & CHAMBER BUSINESSES
COMPREHENSIVE EVENTS CALENDAR • MOST COMPLETE ANNUAL GUIDE
LOCALLY OWNED SINCE 1976

We deliver the customers you want to reach!

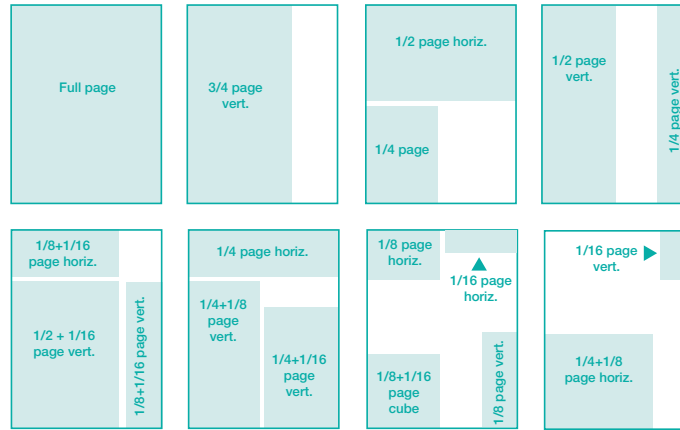
Ann Arbor Observer Publications

Ann Arbor Observer — monthly circulation 60,000 city guide — annual circulation 63,000

Rates determined by combined frequency among 18 publications within a one year contract.
Additional charge for color as follows: \$350 for full color, \$150 for one spot or 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
BC	5,342	5,028	4,840	4,713	4,588	4,464	4,212	4,009
IFC	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
IBC	3,723	3,614	3,499	3,386	3,273	3,218	2,982	2,841



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

2012 Advertising Rates and Ad Sizes

Community Observer — quarterly circulation 20,000 community guide — annual circulation 21,000

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

SIZE	1X	3X, 6X, 9X	12X, 15X	17X, 18X
2-Page Spread	3,721	3,509	3,339	3,174
Full Page	1,957	1,848	1,759	1,672
3/4 Page	1,533	1,445	1,378	1,308
1/2+1/16	1,180	1,112	1,061	1,008
1/2 Page	1,090	1,030	981	931
1/4+1/8	843	792	754	716
1/4+1/16	727	685	653	621
1/4 Page	594	561	537	496
1/8+1/16	462	437	416	393
1/8 Page	315	297	284	270
1/16 Page	176	166	157	148

PREMIUM PLACEMENT	1X	3X, 6X, 9X	12X, 15X	17X, 18X
Back Cover	2,545	2,403	2,289	2,172
Inside Front Cover	2,514	2,374	2,261	2,149
Page 1	2,254	2,125	2,024	1,921
Page 2	2,082	1,971	1,881	1,794
Page 3 (3/4V Masthead)	1,839	1,735	1,652	1,570
Page 4	2,082	1,971	1,881	1,794
Page 5 (1/2V TofC)	1,339	1,272	1,208	1,148
Center Spread	4,241	4,028	4,028	3,645
Inside Back Cover	2,322	2,189	2,085	1,979

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