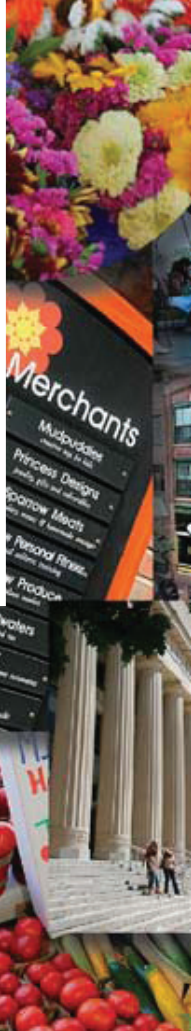
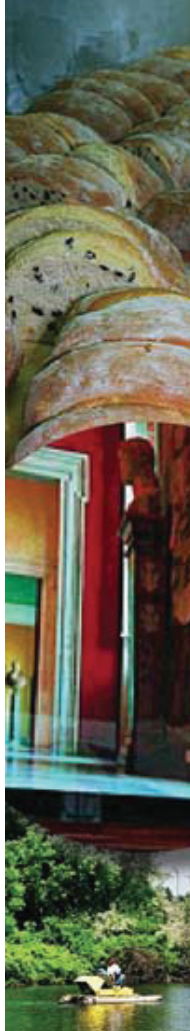


COMBO RATES. BEST VALUE. GET PRINT AND ONLINE.

 **ANN ARBOR**.COM

KNOW+TELL

for more information email
advertisinginfo@annarbor.com



ANNARBOR.COM INVITES YOU TO TAKE ADVANTAGE OF THE ANNARBOR.COM PRINT EDITION.

Frequency Contract	Revenue Contract	Sunday Print Only	Sunday Print/Online	Thursday Print Only	Thursday Print/Online	BEST VALUE! Sunday & Thursday Print/Online
12x	\$20,000	\$38.87	\$31.87	\$30.76	\$23.76	\$36
24x	\$40,000	\$35.64	\$28.64	\$28.73	\$21.73	\$34
36x	\$75,000	\$32.66	\$25.66	\$26.31	\$19.31	\$31
52x	\$100,000	\$31.77	\$24.77	\$25.49	\$18.49	\$30
Single Insertion Rate		\$41.54	\$36.54	\$33.39	\$28.39	\$45

Rates effective October 1st, 2010

WE DELIVER.

A twice weekly newspaper available to paid home delivery subscribers and newsstand outlets every Sunday and Thursday.

PRINT & ONLINE BUNDLES.

To earn print and online bundles, advertiser must place a 4" minimum ROP ad and purchase \$100 online per week.

AGENCY COMMISSION.

15% commission paid to recognized agencies for ROP and online bundle package campaigns.

REACH OVER 69% OF WASHTENAW COUNTY'S ADULT POPULATION.



KNOW+TELL

visit us online at
www.ANNARBOR.com



GUARANTEED POSITIONS.

SECTIONAL GUARANTEE.

Additional 10% if available.

THURSDAY GUARANTEED POSITIONS.

A2, A3, A5 or back page if available, additional \$125 (ad size minimum 1/4 pg; maximum size may apply).

SUNDAY GUARANTEED POSITIONS.

A5 or back page if available, additional \$125 (ad size minimum 1/4 pg; maximum size may apply).

SUNDAY GUARANTEED WELL POSITION.

Ad Size: 2 col. x 6.75"; Page A2/A3; Rate: Customer pays applicable contract rate based on contract level. Option available to bundle with Thursday print. Must include minimum \$100 online component. Color available for \$80 each ad if desired.

TV WEEK.

ANNARBOR.com distributes TV Week every Sunday to all Subscribers & Newsstand editions. Rates: \$10 per inch; \$80 color charge. Back Page: 5 col. x 10.5" (includes color) \$550. Early deadlines apply.

UNIQUE OPPORTUNITIES.

SECTION FRONT SUNDAY & THURSDAY STRIP ADS.

SUNDAY A1	\$515
SUNDAY Sports, Entertainment, Nation/World	\$375
THURSDAY A1	\$415
THURSDAY Sports, Food/At Home, Spotlight	\$300

SUNDAY & THURSDAY SKYBOX RATES.

SUNDAY A1	\$500
SUNDAY Inside Sections	\$360
THURSDAY A1	\$400
THURSDAY Inside Sections	\$285

VALUE ADS. Contract required. 4 consecutive insertion flight required.

	Sunday	Thursday	
Size	Only	Only	Combo
2x5	\$220	\$220	\$390
2x4	\$195	\$195	\$320
2x3	\$160	\$160	\$240

COMMUNITY FOCUS. FULL MARKET COVERAGE.

(TMC - Total Market Coverage)*

6 inches (includes color)	\$230
8 inches (includes color)	\$265
10 inches (includes color)	\$295
Front Page Strip (6 col. x 1.5 inches, includes color)	\$400
Skybox (Upper right hand corner, includes color)	\$400

*Delivered by Noon Sunday to 135,000 households.

COLOR RATES.

*20% discount when purchasing Sunday/Thursday Combo.

Up to 18 inches	\$80
18.5 - 31.5 inches	\$150
32 - 63 inches	\$300
63.5 inches to full	\$500
Double truck	\$800



MECHANICAL REQUIREMENTS

Standard Page - 6 column format page size - 6 col x 21" (126 column inches)

WIDTH	INCHES	WIDTH	INCHES	
1 column	1.729"	4 column	7.217"	Double Truck - 13 columns (2 facing pages & gutter) 22.625"
2 column	3.558"	5 column	9.046"	
3 column	5.387"	6 column	10.875"	