

Pre-Print Inserts

Impact Advertising

THE ANN ARBOR NEWS I.M.P.A.C.T. PLAN

Your advertising message will be printed on an 8 1/2" x 5 1/2", 8 1/2" x 11", or 11" x 17" single sheet, inserted into The Ann Arbor News, and delivered to the specific area of your choice, on the weekday of your choice. Reach 7,500 or more subscribers and non-subscribers with your ad - up to 170,000 homes! Use the flexibility of The I.M.P.A.C.T. Plan to boost your traffic. Deliver your advertisement to the consumers who live near your business, or to a neighborhood across town - it's your choice.

QUANTITY	SIZE: 8 1/2" X 11"
7,500-9,999	\$67.02
10,000 - 19,999	\$64.04

Cost per thousand, printed one side, 1 color ink, white paper.

Special Services

Affidavits	\$5.00
Artwork Original	\$50.00/hour
Logo design - advertisers only (min. \$50)	\$50.00/hour
Box Numbers	\$20.00
Photo in studio	\$25.00
Photo outside studio (min. \$25.00)	\$50/hour
House photos (within 10 mi. of Ann Arbor)	\$25/ea
Logo Scanning (Classified and Bulletin Board)	No Charge
Photography - 72 hour advance notice required.	
Photos for use in The Ann Arbor News publications only.	
Studio Hours: 8:30-9:30 am and 4:30-5:30 pm daily.	

PROOF SERVICE

Easy ad web proofing	Free of charge
Ask your sales representative for details	
Proof service delivery to your place of business	\$25.00

TEARSHEET SERVICE

Convenient online tearsheet retrieval now available. To sign up go to www.annarbornews.com/mediakit

ADVERTISING ART DEPARTMENT

The award-winning Advertising Art department is dedicated to assisting the Retail and Classified Advertising sales staff in creating customized advertising products for its clients. The department's primary goal is to improve the effectiveness and appearance of advertisements to help advertisers meet the challenges of today's marketplace.

FREE SERVICES

Advertising Budget Planning, Co-op Store Audits, Advertisement Design, Marketing Services.

DAILY AND FULL RUN SUNDAY

SIZES	1 to 3x	4 to 11x	12x or 500M
Card, Slipsheet*	\$33.71	\$33.38	\$31.90
4 Tab	\$38.39	\$38.03	\$38.03
4 Full / 8 Tab	\$61.50	\$58.34	\$54.30
6 Full / 12 Tab	\$73.22	\$69.94	\$65.51
8 Full / 16 Tab	\$92.21	\$88.55	\$82.23
10 Full / 20 Tab	\$104.80	\$100.81	\$95.92
12 Full / 24 Tab	\$108.64	\$104.87	\$98.89
14 Full / 28 Tab	\$112.26	\$108.21	\$102.91

SUNDAY PARTIAL RUN

SIZES	1 to 3x	4 to 11x	12x or 500M
Card, Slipsheet*	\$34.02	\$33.70	\$32.23
4 Tab	\$38.78	\$38.39	\$38.39
4 Full / 8 Tab	\$62.12	\$58.93	\$54.96
6 Full / 12 Tab	\$73.96	\$70.64	\$66.17
8 Full / 16 Tab	\$93.14	\$89.42	\$83.06
10 Full / 20 Tab	\$105.86	\$101.86	\$96.87
12 Full / 24 Tab	\$109.72	\$105.93	\$99.88
14 Full / 28 Tab	\$113.39	\$109.29	\$103.95

- **Polybag** Monday thru Saturday \$85.00 NET CPM
- **Polybag** Sundays & holidays \$105 NET CPM
- **Polybag Sample** Custom pricing based on sample \$150-\$250 CPM
- Zip code distribution available Monday thru Saturday
- Sunday minimums apply. See your sales representative
- Rates for larger inserts available upon request. Minimum order: 7,500
- Preprints accepted any day, subject to availability
- Monday inserts include MMC if that area is selected
- Secure reservations, quantity, and distribution availability 3 days in advance daily, 10 days in advance for Sunday
- Preprint lineage credited toward R.O.P. Contract fulfillment at 126" standard page, 63" tabloid page, 31 1/2" mini-tab page, and 21" catalog page. (Zoned inserts are credited for percent of full run)
- All preprints are inserted mechanically in-plant
- Maximum page size is 11 5/8" by 11" deep (full page size 11 5/8" wide x 22" deep must be folded)
- Minimum width and height of inserts is 5"x7" Minimum 60 lb. text stock; 7" width on lead edge required
- Postal indicia on preprints not accepted
- Brick pile on disposable skids; double band on all 4 sides; do not bundle higher than 5-1/2 ft.; maximum weight each: 4,000 lbs. Do not double tier in shipment
- Do not strap or tie individual bundles
- Ship prepaid (to arrive 7 days prior) to:
Attention: Mailroom Foreman
The Ann Arbor News, 5690 Hines Dr., Ann Arbor, MI. 48108
Receiving Hours: 7:30 am to 3:30 pm Monday - Friday.
For information call (734) 827-3710

INSERT SLEEVE (Kraft Wrapper)

\$3,900-1x contract, \$3,600-3x contract, \$3,450-12x contract for Sunday preprint package. Two sided full color. Image area is 10.875" x 21"
NOTE: Half-tones require 85 line screen Stand-by: \$2500, publisher's option