

MILESTONES

General Announcements

General announcements are printed in the **Milestones** section of The Ann Arbor News on Sunday. The fee is based on amount of space used.

Payment must be made prior to publication. Please send a check payable to The Ann Arbor News for the correct amount. Payment may also be made at our front desk during business hours, from 8:30 a.m. to 5 p.m.

The deadline is 4 p.m. the Monday prior to Sunday publication.

Ad submission Options:

1) Mail completed form and photo to:

**Ann Arbor News Milestones
Advertising Department
340 E. Huron St.,
Ann Arbor, MI 48106-1147**

2) You may fax the completed form to (734) 994-6725 and email a high-quality photo in JPG format to: milestones@annarbornews.com

3) If you would like to email both the photo and the ad information the form on page two of this document can be used as a guideline for what kind of information to include. See page 3 of this document for word count instructions using Microsoft Word. If you do not have access to Microsoft Word, you may have another word processor that provides word count. Once you have completed your copy to the appropriate word count copy/paste it into an email, attach your high quality photo in jpeg format, and email both to "milestones@annarbornews.com." Please include a phone number in your email so we can call you to arrange your method of payment. If you prefer to fill out page one and two of this document, and mail it to us along with your photo, please estimate your word count as accurately as possible by manual count.

RATES FOR MILESTONES ANNOUNCEMENTS

1-column by 4 inches, color photo.....	\$35
2-column by 2 inches, color photo.....	\$35
1-column by 5 inches, color photo.....	\$45
1-column by 6 inches, color photo.....	\$55
2-column by 3 inches, color photo.....	\$55
2-column by 4 inches, color photo.....	\$80
2-column by 5 inches, color photo.....	\$100
2-column by 6 inches, color photo.....	\$120

*Photos will be 1.5x 1.5 inches unless a 3.25 x 1.5 or 3.25 x 2 inch photo is requested.

Desired publication date: _____

Name : _____

Address: _____

Phone: _____ Email: _____

Ad size: _____ Ad cost: _____ Photo size: _____

If paying by credit card complete the following information: VISA Mastercard Discover AMEX

Cardholder name: _____ Card exp. date: _____

Card #: _____ Security PIN #: _____

Some reminders:

- Write clearly on form if hand-written.
- If submitting a photo in print form, please include a self-addressed, stamped envelope for return of the photo.
- Questions? Feel free to call our Classified Department at (734) 994-6711.



COMMITTED ▪ CONNECTED ▪ COMPLETE

1.5 x1.5 photo

1X4 Ad with
a small photo
Up to 70 words

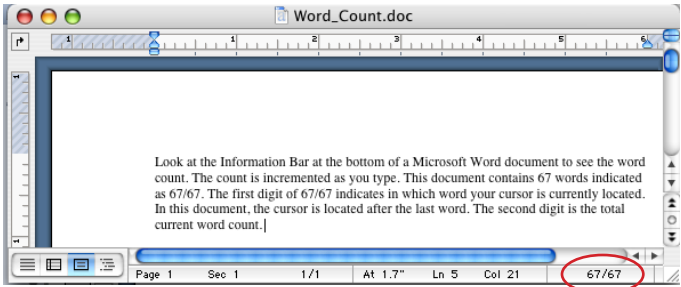
1X1 Ad No photo
Up to 25 words

1.5 x1.5 photo

1X6 Ad
with a small photo
Up to 90 words

1.5 x1.5 photo

1X5 Ad with
a small photo
Up to 80 words



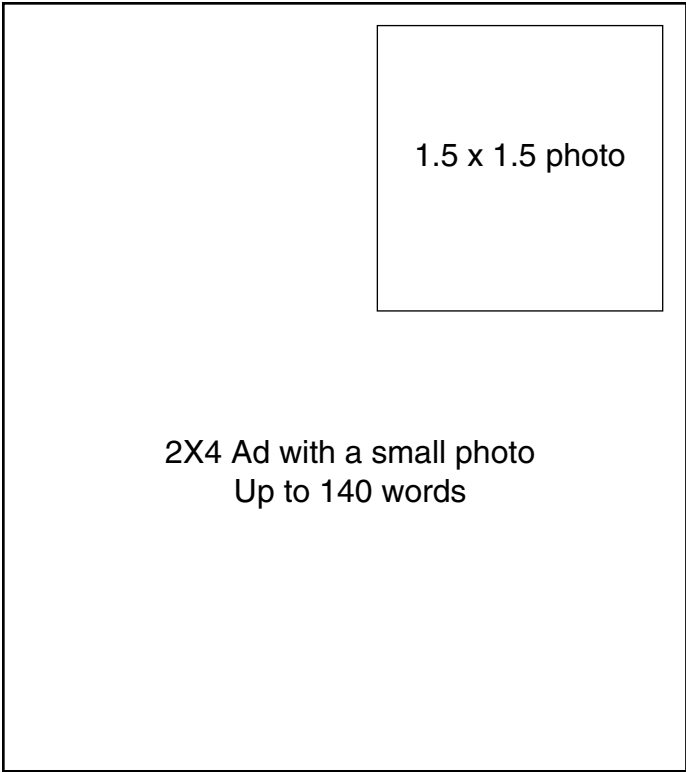
You can easily estimate the word count for your format by typing your copy into a new, blank, Microsoft Word document and look at the Information Bar at the bottom to see the word count. The count is incremented as you type. This document contains 67 words indicated as 67/67. The first digit of 67/67 indicates in which word your cursor is currently located. In this document, the cursor is located after the last word. The second digit is the total current word count.

2X2 Ad with a small
photo
Up to 70 words

1.5 x 1.5 photo

1.5 x 1.5 photo

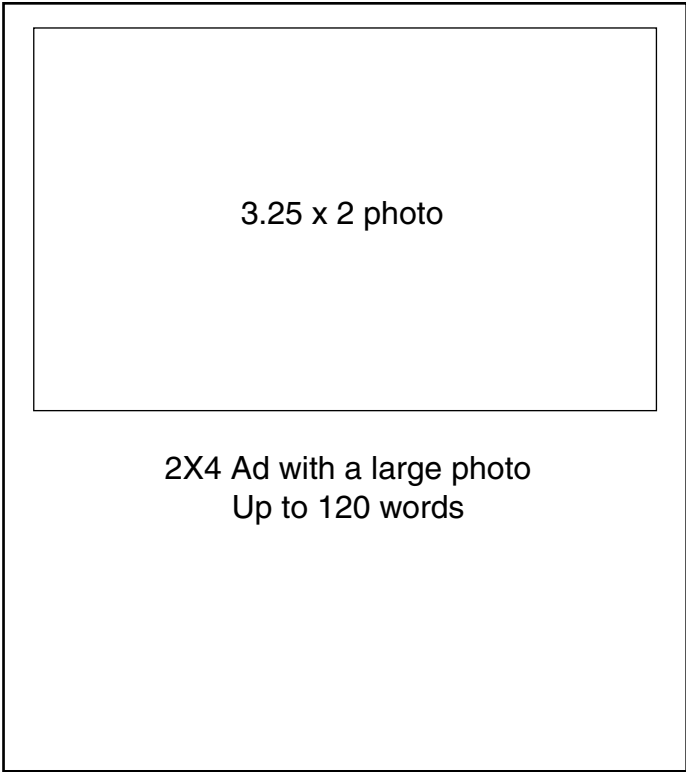
2X3 Ad
with a small 1.5 x 1.5 photo and
Up to 120 words



1.5 x 1.5 photo

2X4 Ad with a small photo
Up to 140 words

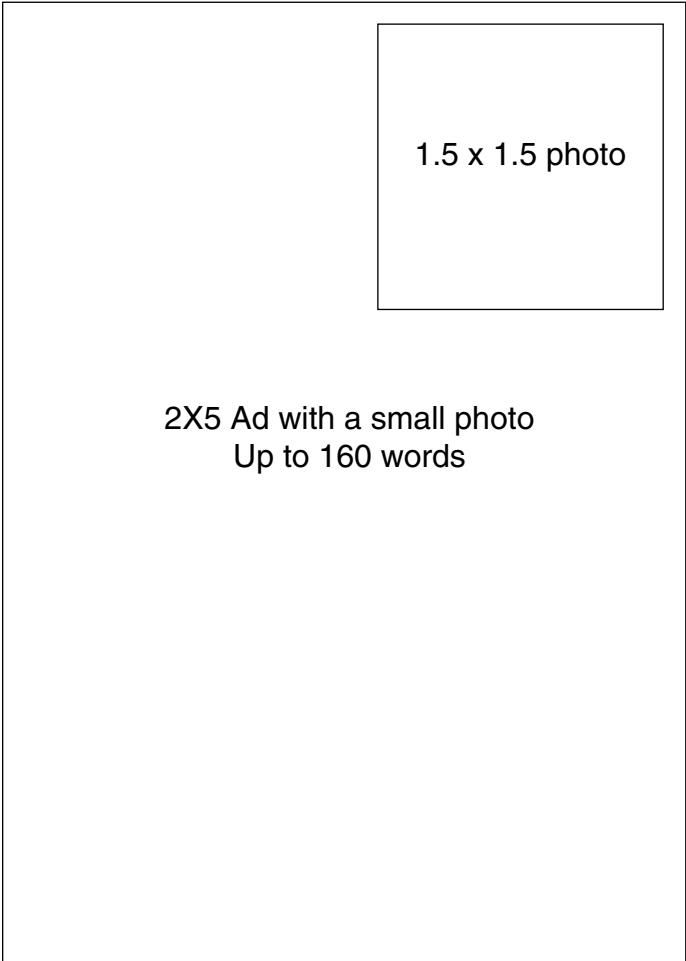
This diagram shows a 2x4 advertisement layout. It features a large outer rectangle representing the ad. In the top right corner, there is a smaller rectangle labeled "1.5 x 1.5 photo". Below this photo, centered in the lower half of the ad, is the text "2X4 Ad with a small photo" followed by "Up to 140 words".



3.25 x 2 photo

2X4 Ad with a large photo
Up to 120 words

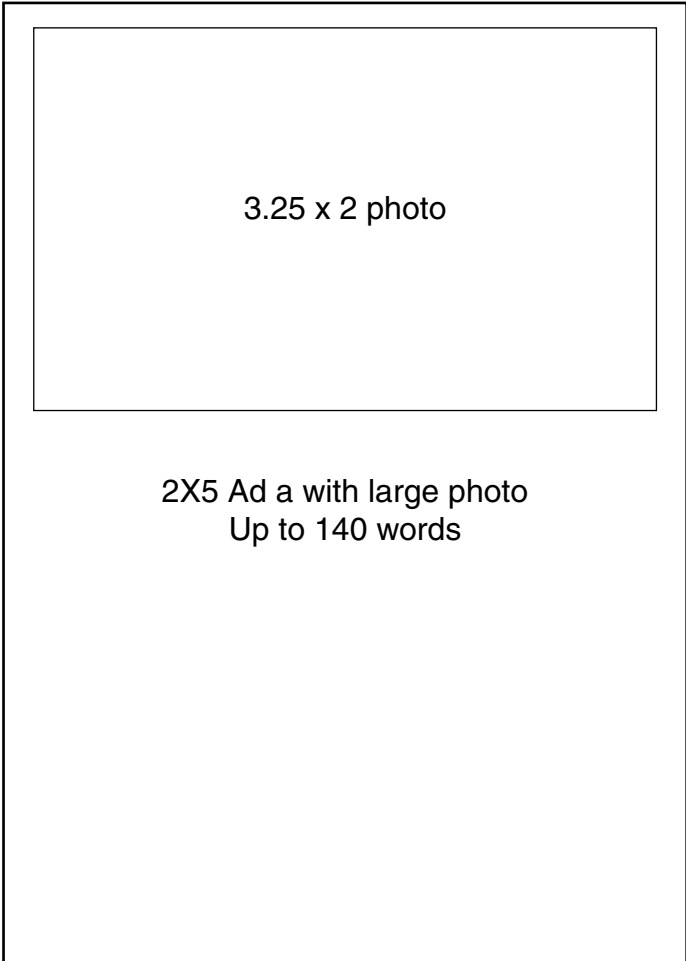
This diagram shows a 2x4 advertisement layout. It features a large outer rectangle representing the ad. In the top half, there is a large rectangle labeled "3.25 x 2 photo". Below this photo, centered in the lower half of the ad, is the text "2X4 Ad with a large photo" followed by "Up to 120 words".



1.5 x 1.5 photo

2X5 Ad with a small photo
Up to 160 words

This diagram shows a 2x5 advertisement layout. It features a large outer rectangle representing the ad. In the top right corner, there is a smaller rectangle labeled "1.5 x 1.5 photo". Below this photo, centered in the lower half of the ad, is the text "2X5 Ad with a small photo" followed by "Up to 160 words".



3.25 x 2 photo

2X5 Ad with a large photo
Up to 140 words

This diagram shows a 2x5 advertisement layout. It features a large outer rectangle representing the ad. In the top half, there is a large rectangle labeled "3.25 x 2 photo". Below this photo, centered in the lower half of the ad, is the text "2X5 Ad with a large photo" followed by "Up to 140 words".

3.25 x 2 photo

2X6 Ad with a large photo
Up to 160 words

1.5 x 1.5 photo

2X6 Ad with a small photo
Up to 180 words