

# 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.

#4) Desired publication date: \_\_\_\_\_

Name : \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ad size: \_\_\_\_\_ Ad cost: \_\_\_\_\_ Photo size:  1.5 x 1.5  3.25 x 2  3.25 x 2.5

### 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

\* If your ad is 1 column or 2x3 and smaller it will have a 1.5 x 1.5 inch photo. For ads 2 x 4 or larger a 3.25 x 2 or 3.25 x 2.5 photo is available, please use the check boxes in #4 below to choose your photo size.

### Payment information:

Please note that all ads must be paid in full before they will be published in the newspaper. Using the information you have provided above, we will contact you to arrange for payment. If we cannot reach you prior to your desired publication date, indicated above, your announcement will not be published on that date. Our business hours are M-F 8:30 a.m. to 5:00 p.m., so please be sure that you can be reached at the phone number you indicate during those hours.

### 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.

== THE ==  
**ANN ARBOR NEWS**

COMMITTED ▪ CONNECTED ▪ COMPLETE



1.5 x1.5 photo

1X4 Ad with a small photo  
Up to 70 words

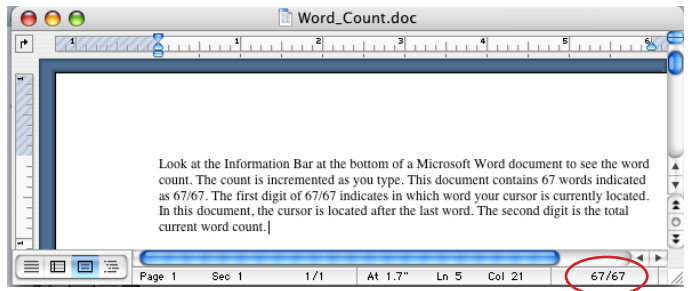
1X1 Ad No photo  
Up to 25 words

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



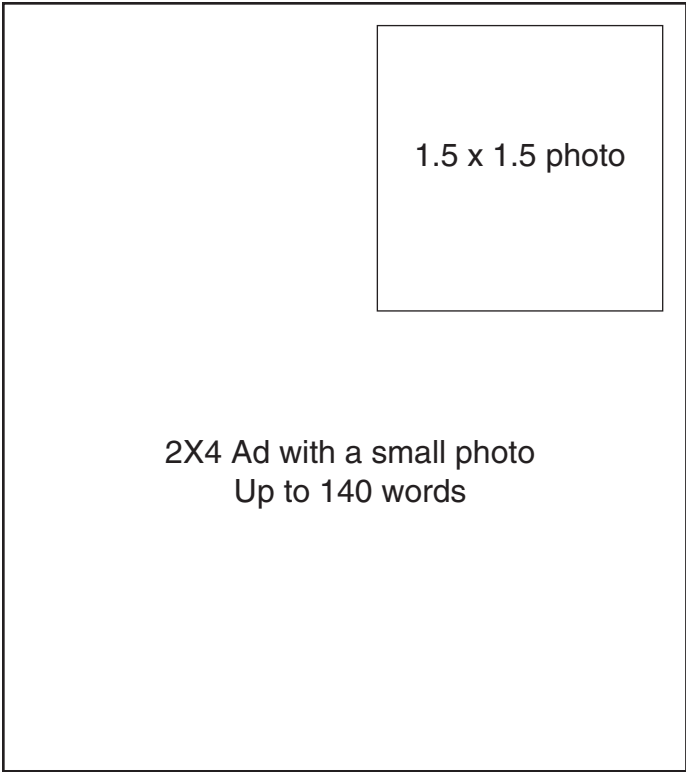
You can easily estimate the word count for your format by typing your copy into a new, blank, Microsoft Word document and look at the Information Bar at the bottom to see the word count. The count is incremented as you type. This document contains 67 words indicated as 67/67. The first digit of 67/67 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

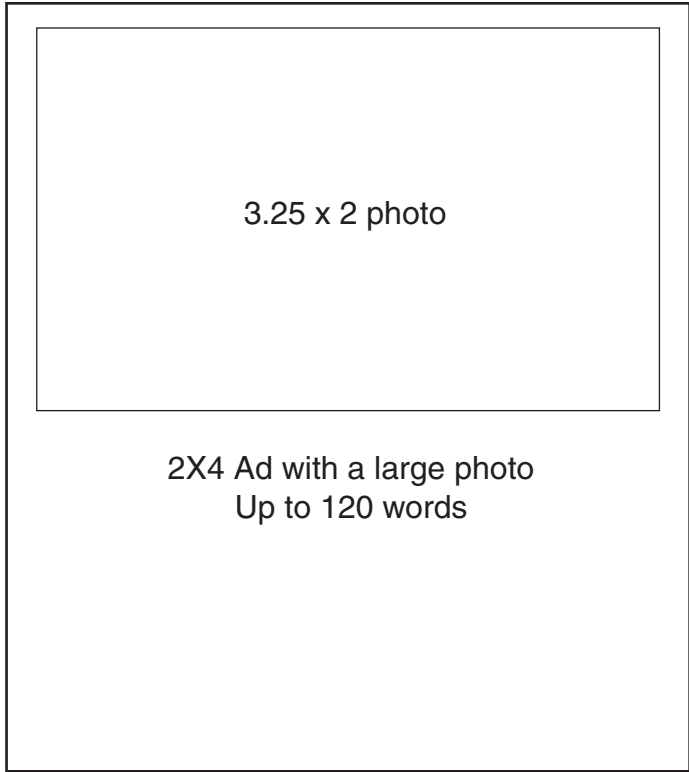
2X3 Ad with a small 1.5 x 1.5 photo and  
Up to 120 words



1.5 x 1.5 photo

2X4 Ad with a small photo  
Up to 140 words

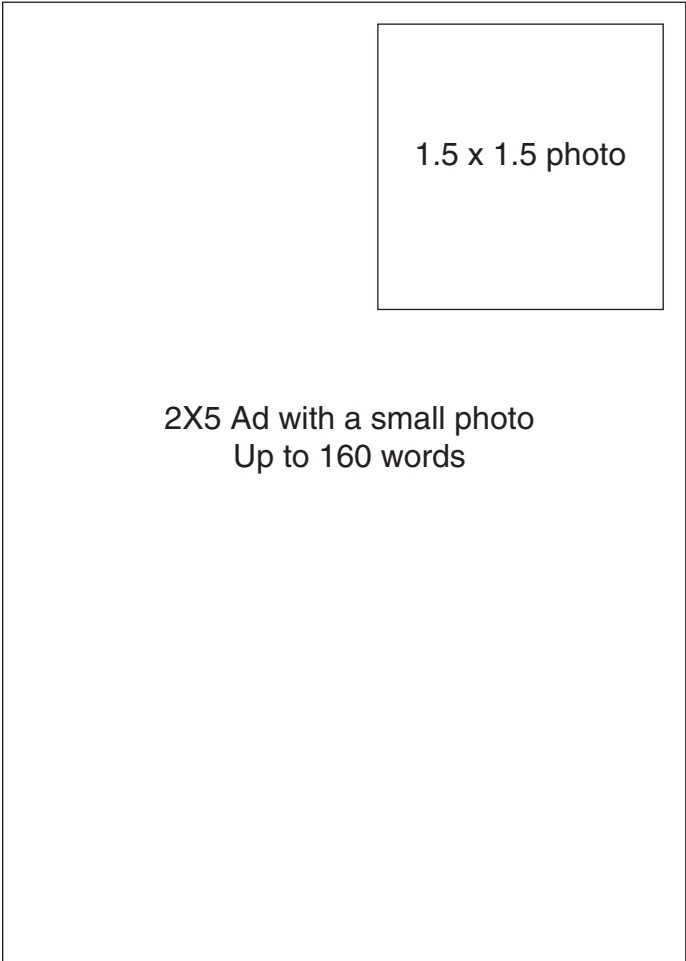
This diagram shows a large rectangular frame representing an advertisement. In the top right corner, there is a smaller square frame labeled "1.5 x 1.5 photo". Below this, centered in the main frame, is the text "2X4 Ad with a small photo" followed by "Up to 140 words".



3.25 x 2 photo

2X4 Ad with a large photo  
Up to 120 words

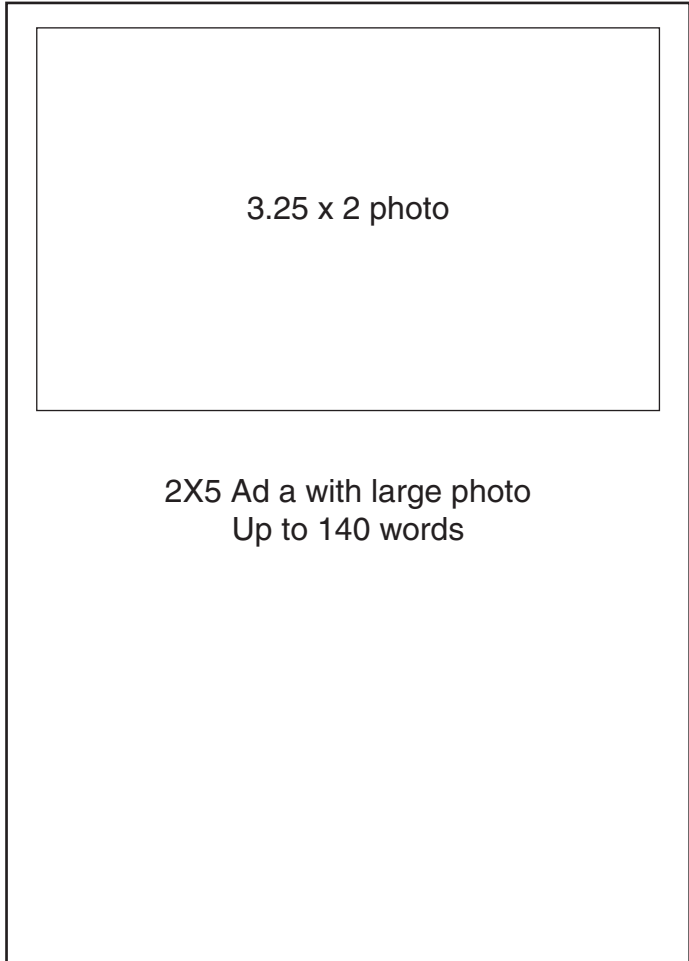
This diagram shows a large rectangular frame representing an advertisement. In the top half, there is a large horizontal rectangular frame labeled "3.25 x 2 photo". Below this, centered in the main frame, is the text "2X4 Ad with a large photo" followed by "Up to 120 words".



1.5 x 1.5 photo

2X5 Ad with a small photo  
Up to 160 words

This diagram shows a large rectangular frame representing an advertisement. In the top right corner, there is a smaller square frame labeled "1.5 x 1.5 photo". Below this, centered in the main frame, is the text "2X5 Ad with a small photo" followed by "Up to 160 words".



3.25 x 2 photo

2X5 Ad a with large photo  
Up to 140 words

This diagram shows a large rectangular frame representing an advertisement. In the top half, there is a large horizontal rectangular frame labeled "3.25 x 2 photo". Below this, centered in the main frame, is the text "2X5 Ad a with 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