

R.O.P. DIMENSIONS

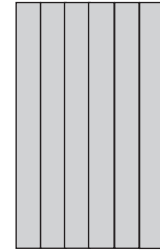
R.O.P. DEPTH REQUIREMENTS

Full depth 21". Copy exceeding 19" charged for full depth.

MECHANICAL REQUIREMENTS

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

Width	Inches
1 col	1.729"
2 col	3.558"
3 col	5.388"
4 col	7.217"
5 col	9.046"
6 col	10.875"



Full Page 6 columns x 21"

TABLOID PAGES

5 column format. Page size: 9.046" x 10 3/4" (53.75 column inches). Widths same as for standard page. Double Truck (2 facing pages & gutter): 19.549" x 10 3/4". Ads more than 9.5" in depth will be charged for full page depth of 10 3/4"

MODULAR SIZES

Full page:	10 1/8" x 10 3/4"
1/2 page H:	10 1/8" x 5 5/16"
1/2 page V:	5" x 10 3/4"
1/4 page:	5" x 5 5/16"

SPECIAL SERVICES

Affidavits	\$5.00
Artwork Original	\$25.00/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
Proof service delivery to your place of business will be chargeable. (electronic and fax proofs no charge)	\$25.00
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 is provided to correct typographical errors and deviations from original layout - not for alterations, changes or additions of new copy.**

CO-OP SERVICES

Assistance and advice is available for auditing accrual funds by manufacturer, development of a spending program, and tearsheets and invoice documentation. For additional information, contact Barb Montgomery at 994-6876.

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. Market profiles, background information, and the advertisers concept of the product, are combined with the creative resources of the artists to produce professional quality advertising materials. In addition to the design of ads for newspaper publication, the department offers a variety of creative services including advertising campaigns, logo design, maps, copywriting and photo illustration.

FREE SERVICES

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