

EXTENDED MARKET COVERAGE

FOOD, FUN, FITNESS/YPSILANTI COMMUNITY NEWS/LIVINGSTON COMMUNITY NEWS

Washtenaw and Livingston County's largest-circulation weekly newspapers. Our weekly news section focuses on stories and events in and around our local communities. The free weekly products of The Ann Arbor News, are distributed each week by carrier to all daily non-subscribers of The Ann Arbor News. This product gives the advertiser an opportunity to reach virtually 100% of all households in our market. In addition to the complete classified marketplace and display advertising that is included each week, our EMC products are an ideal jacket for pre-printed inserts. They can be zoned by zip code.

Ypsilanti Community News/Food, Fun & Fitness

Retail Rates:

Open Rate	\$13.25 per inch
12x Rate	\$12.25 per inch
26x Rate	\$11.15 per inch
52x Rate	\$10.30 per inch
AAN to YCN/FFF pickups	\$7.75 per inch

- Pick up rate applies to an ad run six days before or after running in AAN.
- AAN contract accounts receive the 26x rate in YCN
- Non Contract YCN advertisers receive the 12x rate in special sections or group promotions.
- Legal notices \$10.75 per inch.
- Non-Profits receive 26x rate.

Advertising Deadline: Tuesdays, 4 p.m.

Classified Rates:

Pick-up from AAN to YCN/FFF	\$0.68 per line
YCN/FFF stand alone classified	\$1.00 per line

Rates include an ROP ad in both YCN and FFF. Separate rates available upon request.

Livingston Community News / Friday Delivery

Retail Rates	ROP	Classified
Open Rate	\$13.25 per inch	\$.57 per line
12x Rate	\$12.25 per inch	\$.53 per line
26x Rate	\$11.15 per inch	\$.48 per line
52x Rate	\$10.30 per inch	\$.44 per line
AAN to LCN pickups	\$7.75 per inch	\$.33 per line

- Pick up rate applies to an ad run six days before or after running in AAN.
- AAN contract accounts receive the 26x rate in LCN
- Non Contract LCN advertisers get the 12x rate in special sections or group promotions.
- Legal notices \$10.75 per inch.
- Non-Profits receive 26x rate.

Advertising Deadline: Display: Preceding Friday 2 p.m.
Liner Ads: Tuesday 5 p.m.

Classified Rates:

Pick-up	\$0.33 per line
Help wanted LCN only	\$1.00 per line
Private Party LCN only	\$1.00 per line
AAN private party pick up	\$1.00 per line
AAN help wanted pick up	\$0.75 per line

YCN/LCN Color Rates

Under 18" or 252 classified lines: spot or full \$140

18 1/4" up to full page.....spot \$185.00, full color \$275

Full page, full color ads \$1,750, no contract required

City	Zip Code	FFF	Monday
Ann Arbor	48103	8,912	11,617
Ann Arbor	48104	6,693	7,860
Ann Arbor	48105	5,252	8,989
Ann Arbor	48108	3,930	5,682
Dexter	48130	2,663	2,098
Chelsea	48118	2,378	2,281
Saline	48176	2,977	3,275
Manchester	48158	1,846	1,268
Milan	48160	2,050	1,684
Weekly Coverage Total		36,701	44,754

City	Zip Code	YCN	Monday
Ypsilanti	48197	14,233	5,944
Ypsilanti	48198	10,733	3,270
Weekly Coverage Total		24,966	9,214

City	Zip Code	LCN	Fri AAN	Total
Brighton	48114	6,435	280	6,715
Brighton	48116	9,154	845	9,999
Gregory	48137	818	301	1,119
Fowlerville	48836	4,177		4,177
Hamburg	48139	*	60	60
Hartland	48353	538	—	538
Howell	48843	12,807	357	13,164
Howell	48855	1,574	—	1,574
Lakeland	48143	*	71	71
Milford	48380	542	—	542
Pinckney	48169	6,711	1,338	8,049
South Lyon	48178	2,469	509	2,978
Whitmore Lake	48189	3,106	1,233	4,339
Weekly Coverage Total		48,331	4,994	53,325

*Households distributed into Pinckney, Brighton & Whitmore Lake zip codes

Preprints

Same as other pre-print rates, up to 24 page tabloid. Quantities and coverage areas may be custom designed by total market or selected zip codes to meet the advertiser's specifications.

Deadline: Acceptance is subject to Publisher's ability to handle. Early reservations recommended.