

# #1 IN THE COUNTRY.

Media Audit data indicates that, relative to market size, AnnArbor.com/MLive.com is the #1 reaching local news site in the country.\*

## WE JUST KEEP GROWING.

Our daily unique visitors increased 68% year over year!

## REACH OVER 69% OF WASHTENAW COUNTY'S ADULT POPULATION.

AnnArbor.com/MLive.com + AnnArbor.com Newspaper reaches over 69% of the adult 18+ population of Washtenaw County, which is unparalleled by any other medium. This compares to only 62% generated by The Ann Arbor News.\*

\*Source: Media Audit data released (November 2009 - January 2010). Online data reflects past month cume. Newspaper data reflects past week cume. The Ann Arbor News data collected Nov -Dec 2008. \*\*Third party tracking provided by Omniture Aug. 2009 - Jan. 2010.

 ANN ARBOR.COM

24/7 ONLINE  
OFFICE // MONDAY TO FRIDAY 9AM TO 5PM  
301 E Liberty, Ann Arbor, MI 48104

734.623.4620

#1 REACH IN  
WASHTENAW COUNTY!

 ANN ARBOR.COM

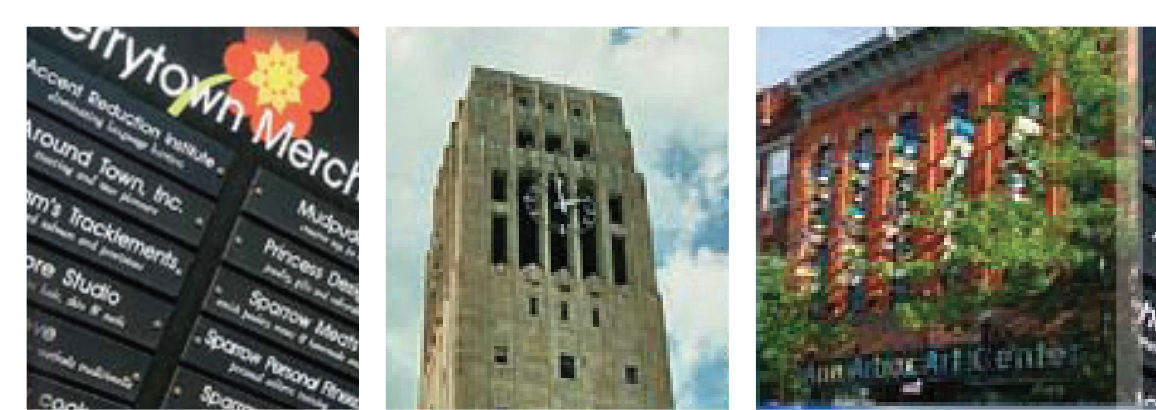
2.0 DEALS



visit us online at  
[www.ANNARBOR.com](http://www.ANNARBOR.com)



for more information email  
[advertisinginfo@annarbor.com](mailto:advertisinginfo@annarbor.com)



BY COMBINING  
PRINT & ONLINE  
YOUR MARKETING  
MESSAGE WILL  
REACH **68%** OF  
WASHTENAW COUNTY!

LOWEST COST  
PER THOUSAND  
**#1 REACH IN  
WASHTENAW COUNTY!**

**COMBO RATES. BEST VALUE.  
GET PRINT AND ONLINE.**

Maximize your marketing exposure by advertising in both print and online! All combination packages include a full color print ad in both Thursday and Sunday newspapers as well as an Affiliate online component on AnnArbor.com, at a discounted price.

**COMBINATION SUN & THURS plus ONLINE**

**Up to 50% discount compared to  
single insertion rates**

	COMBO	COMPARE TO
1/8th pg FULL COLOR (5.387" x 5.25") INCLUDES AFFILIATE (\$350 value)	<b>\$1045</b>	<b>\$1693</b>
1/4 pg FULL COLOR (5.387" x 10.5") INCLUDES AFFILIATE (\$350 value)	<b>\$1724</b>	<b>\$3010</b>
1/2 pg FULL COLOR (5.387" x 21" or 10.875" x 10.5") INCLUDES AFFILIATE (\$350 value)	<b>\$3098</b>	<b>\$5939</b>
FULL PAGE FULL COLOR (10.875" x 21") INCLUDES AFFILIATE (\$350 value)	<b>\$5686</b>	<b>\$10,591</b>
GUARANTEED PLACEMENT "WELL AD" SUNDAY A-2/A-3 FULL COLOR 2 column x 6.75" INCLUDES SPONSOR (\$125 value)	<b>\$635</b>	<b>Add THURSDAY for only \$77*</b>

\*Rates based on 12 time contract

**PATRON**

HOME PAGE Placement in "the well" & Footer of ALL pages across the site. You will experience over **1,500,000** impressions of your ad and choice of a daily newsletter. Limited to 8 units.

**\$745<sup>00</sup>/WEEK  
7 DAYS**

**\$48  
CPM!**

**AFFILIATE**

Targeted by Topic. Placed on Topic Landing Pages in "the well" and along the right rail PLUS on ALL corresponding article pages. These units appear (1) at top, (3) at left rotating between placements. Limited to (4) units per Topic. Includes logo/image, 60 character headline, 30 word body copy.

**\$350<sup>00</sup>/WEEK  
7 DAYS**

Topic Selections: Calendar, Government, Crime, Business Review, Ypsilanti, Health, Food, Parenting, Home, Comics, Faith, Education, Opinion, UM Basketball, Prep Sports, Shopping, Milestones, The Deuce, Books and Pets.

**\$495<sup>00</sup>/WEEK  
7 DAYS**

Topic Selections: News, Sports, UM Football or Entertainment.  
Over 1,000,000 page views per month!

**SPONSOR**

Targeted by Topic. Text ads on the right rail of Topic Landing Pages and on the left side of all related article pages within the topic. Limited to (3) units per topic, these will always appear under the affiliates on the article pages. Includes logo/image, 60 character headline, 30 word body copy.

**\$125<sup>00</sup>/WEEK  
7 DAYS**

Topic Selections: Government, Crime, Business Review, Ypsilanti, Health, Food, Parenting, Home, Comics, Faith, Pets, Education, Opinion, UM Basketball, Prep Sports, Shopping, Milestones, The Deuce and Books.

**\$250<sup>00</sup>/WEEK  
7 DAYS**

Topic Selections: News, Sports, UM Football or Entertainment.

**HALF BANNER/SKYBOX\***

Targeted by Topic. Image ads located at the top of Topic landing page AND on all corresponding article pages in the left rail next to comments. We will rotate up to (3) of your messages and track the results of each to determine the most effective.

**\$200<sup>00</sup>/WEEK  
THURS-WED**

Topic Selections: Government, Crime, Ypsilanti, Health, Food, Parenting, Home, Comics, Faith, Pets, Education, Opinion, Prep Sports, Shopping, Milestones, The Deuce and Books.

**\$300<sup>00</sup>/WEEK  
THURS-WED**

Topic Selections: News, Sports, UM Football, Business Review, UM Basketball or Entertainment.

\* Frequency Discount Rates available.

**300 x 250 BILLBOARD & 160 X 600 SKYSCRAPER**

Available on all Topic Pages. Sold on impression basis. Variable pricing based on Topic Choice. Flash ready with just one click. We can rotate up to (3) of your messages and track the results of each to determine the most effective.

**\$12<sup>00</sup>/PER  
THOUSAND**

Target by topic, with purchase of Affiliate or Patron. Topic Selections: News, Sports, Entertainment, Government, Crime, Business Review, Ypsilanti, Health, UM Football, Food, Parenting, Home, Comics, Faith, Pets, Education, Opinion, UM Basketball, Prep Sports, Shopping, Milestones, The Deuce and Books.

**\$15<sup>00</sup>/PER  
THOUSAND**

Stand Alone Purchase. Target by topic. Topic Selections: News, Sports, Entertainment, Government, Crime, Business Review, Ypsilanti, Health, UM Football, Food, Parenting, Home, Comics, Faith, Pets, Education, Opinion, UM Basketball, Prep Sports, Shopping, Milestones, The Deuce and Books.

**"REACH MORE FOR LESS!"**

In less than 6 months AnnArbor.com became the most cost effective & affordable media company in Washtenaw County.\*\*

All photos courtesy of the Ann Arbor Area CVB.

