



Ann Arbor JOURNAL

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Ann Arbor JOURNAL
A2

"THE FACE OF ANN ARBOR"



Spotlight
A look backstage at the tough life of a stand-up comedian.
Page 1-B

A2 MORE INSIDE

On the spot: Mayor John Hietje talks goals, desserts. Page 13-A

Ann Arbor Live: She's only 14, but Anna Schwartz can sing. Page 5-B

A2journal.com **Thursday, July 9, 2009 75¢**



HOME RUN SERVICES

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You are who we are

A2 Journal will focus on families, schools and everything Ann Arbor

Inside
Read about the editors, writers and photographers eager to put a face on Ann Arbor.
Page 3-A

On the RAIL



SECOND FRONT
Vicki Honeyman is an artist and business owner who operates with her own unique style.
Page 13-A

Walgreens headed to



ADVERTISING RATES

Effective July 2009

CENTRAL OFFICE

One Heritage Drive • Suite 100
Southgate, Michigan 48195
main: (734) 246-0800
fax: (734) 284-2117
www.Heritage.com

LOCAL OFFICE

106 W. Michigan Ave.
Saline, Michigan 48176
main: (734) 429-7380
fax: (734) 429-3621
www.A2journal.com

ADVERTISING RATES

A2 Ann Arbor JOURNAL

Local Office:

106 W. Michigan Ave.
Saline, Michigan 48176

Advertising: 734.429.7380 • Fax: 734.429.3621
www.A2journal.com

Central Office:

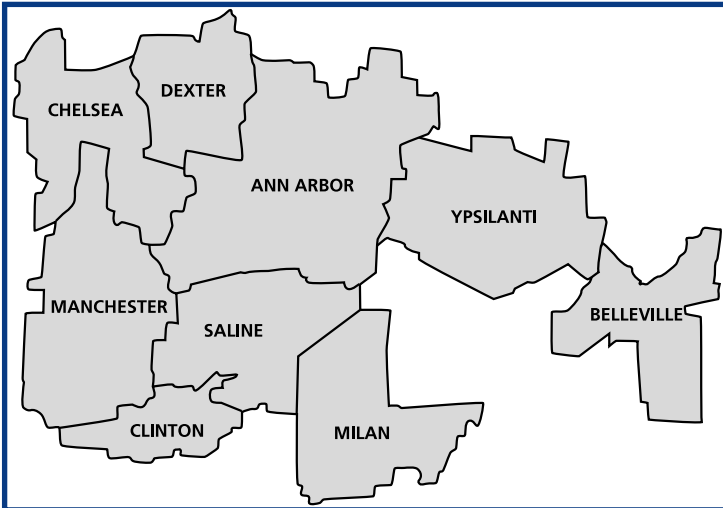
One Heritage Drive, Suite 100
Southgate, Michigan 48195

Advertising: 734.246.0800 • Fax: 734.284.2117
www.Heritage.com

Personnel:

Publisher – James K. Williams, Jr.

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THE A2 JOURNAL

Closes Monday at 12 Noon

OPEN RATE

Column Inches	Open Rate – \$36.00			Church Rate – \$27.36		
	13 Editions	26 Editions	52 Editions	13 Editions	26 Editions	52 Editions
2 to 10	\$28.80	\$25.50	\$21.60			
11 to 30	27.36	23.94	20.52			
31 to 60	24.48	21.42	18.36			
61 & over	21.60	18.90	16.20			

SPECIAL PICKUP RATES

Any pickup advertisers from any publication **\$10.00**

COLOR RATES

Full Run

Spot Color - \$5 per column inch;
Full Color - \$7 per column inch

PRE-PRINTED INSERTS

Folded size is no larger than 10.5" x 12". Inserts to be delivered to Heritage Newspapers, 106 W. Michigan Ave., Saline 48176, no later than five (5) working days prior to insertion date. Rates are based per insertion, per thousand.

Quantity	Price
5,000 - 9,999	47
10,000 - 14,999	43
15,000 - 19,999	41
20,000 and over	39

Frequency Discount – 6 to 12 times = 10%; 13 to 25 times = 15%; 26 times or more within 12 months = 20%

MECHANICAL REQUIREMENTS

All Heritage Newspapers' broadsheet newspapers are printed on a 48 inch web. Advertisements 18½ inches deep or more will be centered and charged the full 20 inches depth. Minimum size is 2 column inches. Offset reproduction required. Halftone screen, 85 line

Display Advertising Broadsheet –

6 column x 20 inches = 120 inches

	Inches	Picas
1 column	1.751"	10p6
2 column	3.628"	21p9
3 column	5.504"	33p0
4 column	7.381"	44p3
5 column	9.257"	55p6
6 column	11.134"	66p9

Display Classified Advertising Broadsheet –

10 column x 20 inches = 200 inches

	Inches	Picas
1 column	1.038"	6p3
2 column	2.160"	12p11
3 column	3.281"	19p8
4 column	4.403"	26p5
5 column	5.525"	33p1
6 column	6.647"	39p10
7 column	7.769"	46p7
8 column	8.890"	53p4
9 column	10.012"	60p0
10 column	11.134"	66p9

CLASSIFIED DISPLAY ADVERTISING

All Other - Private Party

(Transportation, Pets, Merchandise)

\$1.00 per line - just A2 Journal
\$1.00 flat for internet
\$4.78 per line - Western Group
\$3.17 flat for internet

All Other - Commercial

(Real Estate, Service Directory)

\$1.90 per line - just A2 Journal
\$1.00 flat for internet
\$5.88 per line - Western Group
\$3.17 flat for internet

Employment

\$7.45 per line - Western Group
\$62.00 flat for 30 days on Yahoo! HotJobs