



# Ann Arbor

Please refer to [usspi.com](http://usspi.com) for the most current version of our market sheets.

	Open Inch Rate	Circulation		PRIZM Target Group
		ROP	Insert	
<b>1. Heritage Ann Arbor Group \$90.80</b>		<b>37,425</b>	<b>41,225</b>	
A. Belleville View (Th)		767	1,075	3
B. Chelsea Standard (Th)		2,800	3,200	1
C. Manchester Enterprise (Th)		1,339	1,900	2
D. Milan News-Leader (Th)		1,238	1,700	2
E. Saline Reporter (Th)		3,206	3,700	1
F. Ypsilanti Courier (Th)		5,497	6,000	3
G. Dexter Leader (Th)		2,187	2,550	1
H. Ann Arbor Journal (Th)		20,391	21,100	1

All papers are broadsheet.

<p><b>Publisher by County</b></p> <p><b>Washtenaw County</b></p> <p>1. Heritage Ann Arbor Group</p>
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In addition to USSPI's complete market package (rates below), PRIZM selected networks available on request for both ROP and pre-prints. Let us tailor a custom buy designed to reach just your targets. Call your USSPI representative for details.

## R.O.P. INFORMATION

**Circulation: 37,425**

**Inch Rate: \$90.80**

**Color Charges**

B&1C	B&2C	B&3C
\$238	\$442	\$442

### Sample Ad Sizes

Size	Cost	Size	Cost	Size	Cost	Size	Cost
Full Page	10,896.00	4x18	6,537.60	3x7	1,906.80	1xFD	1,816.00
FWx18	9,806.40	4x15.75	5,720.40	3x5.25	1,430.10	1x18	1,634.40
FWx14	7,627.20	4x14	5,084.80	2xFD	3,632.00	1x15.75	1,430.10
FWx10.5	5,720.40	4x13	4,721.60	2x18	3,268.80	1x14	1,271.20
FWx7	3,813.60	4x10.5	3,813.60	2x15.75	2,860.20	1x13	1,180.40
5xFD	9,080.00	4x7	2,542.40	2x14	2,542.40	1x10.5	953.40
5x18	8,172.00	4x5.25	1,906.80	2x13	2,360.80	PLEASE NOTE:  Smaller ad sizes accepted at 10.5" cost.	
5x15.75	7,150.50	3xFD	5,448.00	2x10.5	1,906.80		
5x14	6,356.00	3x18	4,903.20	2x7	1,271.20		
5x13	5,902.00	3x15.75	4,290.30	2x5.25	953.40		
5x10.5	4,767.00	3x14	3,813.60	2x3.5	953.40		
5x7	3,178.00	3x13	3,541.20	2x3	953.40		
4xFD	7,264.00	3x10.5	2,860.20	2x2	953.40		

Note: Sizes listed above may not be available in all newspapers; each publisher's open rate is subject to change.

ROP Material Requirements: – Call USSPI for production information.

ROP Requirements: – Ads ordered more than 18 inches deep will be charged for full depth in broadsheets.  
– Minimum ad size 10.5".

## INSERT INFORMATION

**Circulation: 41,225**

Insert rates are based on quantity.  
Please contact your sales representative for additional information.

Additional Sizes Available.

Insert circulation based on press run figures.