



**DISPLAY ADVERTISING REQUEST**  
ACADEMIC YEAR 2013-14

**ADVERTISER INFORMATION**

Organization/Firm name: \_\_\_\_\_

Address: \_\_\_\_\_

Billing address (if different than above): \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Signer's name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

U-M Shortcode (if applicable) \_\_\_\_\_

Signature: \_\_\_\_\_

*As an authorized agent for the advertiser named, I agree to abide by the conditions set forth in the University Record Display Advertising Guide, comprising the contents of this document and material contained at [ur.umich.edu/advertising\\_guide](http://ur.umich.edu/advertising_guide).*

Please circle ad size

**A B C D E F G H**  
**J K L M N O P Q**

Black and white

Color   
(\$100/insertion)

Total number of insertions: \_\_\_\_\_

Cost per insertion: \_\_\_\_\_

Requested insertion date(s): \_\_\_\_\_

This agreement covers advertising submissions to the University Record (Record) by the organization or firm (advertiser) signing the contract for the period September 1, 2013 through August 31, 2014.

Single insertion advertisements may be requested by transmitting this signed agreement to the University Record. Advertisers seeking frequency discount rates must transmit this request to the University Record to initiate creation of a signed advertising contract based on acceptance of discount terms outlined at [ur.umich.edu/advertising\\_guide](http://ur.umich.edu/advertising_guide). Inserted advertisements will be billed monthly. Advertiser will be liable for payment for all agreed-upon insertions, notwithstanding actual insertion status (unless non-insertion is the fault of the Record, in which case only the affected insertion will be excused from payment). Unused insertions equaling the minimum required number of insertions in any given discount category will be billed in August 2014. Additional requested insertions require a separate signed contract.

Materials deadlines and single-insertion deadlines are 7 days prior to the publication date. Frequency discount contract deadlines are eleven days prior to the first insertion date. Space reservations should be made as far as possible in advance.

The advertiser shall indemnify and hold harmless the Regents of the U-M, its agents and employees, from and against any and all actions, claims, liabilities, demands, damages, costs and expenses, including court costs and attorney fees from the publication in the Record of advertising material furnished by the advertiser.

The Record will not accept advertising for political candidates or issues, tobacco or alcohol products, or items in contradiction of the University's mission. Ad placement is at the editor's discretion. The Record is not responsible for non-publication of late advertising submissions. Publication does not imply endorsement. The Record reserves the right to reject or cancel any advertisement. Advertisers assume all responsibility for content. Ads must be clearly recognizable as such, or they will be labeled "Paid Advertisement."