

University of Michigan Media Co-op Advertising program

The U-M Media Co-op Advertising Program (the Program) provides University of Michigan Schools/Colleges/Units (SCUs) the opportunity to promote and co-brand their event or message on U-M media entities and maximize results with cooperative funding support from the Office of the Vice President of Global Communications (OVPGC).

OVERVIEW

The Program will provide 50% matching funds to supplement the budget of U-M SCUs wishing to promote their U-M message or event on selected U-M media entities. (Michigan Radio, michiganradio.org, and/or The University Record) To be eligible, the SCU must meet three (3) criteria: 1) Have a U-M program, offering, event or activity to promote; 2) At least 13 months must have passed since the completion of a media campaign from the desired media entities; and, 3) The SCU must have a budget of at least \$2,000 to contribute towards the media campaign. Note that only media placement is considered for this match. Agency fees and design or production costs are excluded when the match amount is determined.

When an SCU wishes to air a promotional announcement or run a print display advertisement and all 3 criteria are met, the Program will help to stretch the SCU's buying power and maximize exposure by providing a 50% supplement to the budget.

EXAMPLE

Suppose your media campaign is funded by your SCU for \$2,000, the program minimum. With approved copy and your media campaign schedule, the Program will add 50%, or \$1,000, to your campaign for a media spend total of \$3,000. If you have a \$5,000 budget for a media plan from your SCU, the Program would add \$2,500 to your media campaign, for a total of \$7,500.

Note that the 50% supplement will not exceed \$10,000 for a single SCU in the program period.

PROCEDURE

- 1) U-M SCU has a U-M program, offering, event, or activity to promote;
 - 2) At least 13 months have passed since the completion of a campaign on the desired media entities;
 - 3) The SCU has a budget for the media promotion of at least \$2000;
- Criteria met and verified – SCU is eligible to apply for Co-op funds.
- 4) Submit the OVPGC Co-op Advertising Application to the Program Manager, Betsy Noren; (fax: 734 647-3488 or e-mail to bnoren@umich.edu)
 - 5) SCU notified of preliminary approval for Program participation;

- 6) Account executive from the U-M media outlet(s) selected by the SCU on the application form contacts the SCU representative;
- 7) SCU develops a media campaign with the planned media spend of at least \$3000 (SCU budget plus 50% Program supplement) with Michigan Radio and/or University Record account executive. All media placements will meet the requirements of the Co-op Program and the media outlet(s) selected;
- 8) Account executive(s) notify Program Manager that the campaign is finalized and compliant with requirements;
- 9) SCU contact person is notified of final approval of participation. The final budget is approved and noted at this time as well; (i.e., if agreed-upon media promotion requires a spend of \$3100, the split will be \$1,033 Program funds: \$2,067 SCU funds)
- 10) After the media campaign has run, whether on air, in print, or online, as evidenced by affidavit or print copy, the SCU will be invoiced for their portion of the media spend as per the final budget. Concurrently, Program funds will be transferred to the appropriate media outlet to cover the 50% supplement.

ADVERTISING CO-OP FUNDS

OVPGC will create an advertising accrual fund available to approved U-M SCUs during the period of July 1, 2014 – June 30, 2015. Funds not used by June 30, 2015 and/or not filed and approved by July 8, 2015 will expire and will not be eligible for any OVPGC media reimbursements.

ADVERTISING PERIOD

All advertising must run July 1, 2014 to June 30, 2015.

ELIGIBLE MEDIA/ ADVERTISING REQUIREMENTS

Print Advertising

THE UNIVERSITY RECORD

The University Record is published weekly during the regular academic year, except during scheduled university wide breaks. The Record serves thousands of active and retired faculty and staff with news and features covering the diverse university community. Approximately 18,000 copies of each issue are distributed via the U.S. mail, campus mail and 108 racks and drop locations on U-M's Ann Arbor, Flint and Dearborn campuses.

Under the criteria for this program, your purchase of University Record print display advertising space at the of 1/4-page-or-larger level entitles you to provide a color digital display ad (IAB Leaderboard size), with a link to your website, to appear run-of-site with those of other eligible advertisers from the current issue.

All new business orders in The University Record qualify for this co-op program. To qualify for Program reimbursement, compliance with the U-M Branding style guide and requirements are required. Learn more at <https://vpcomm.umich.edu/brand/style-guide>.

Your University Record Advertising Agreement, with ad sizes and insertion dates, countersigned by the sales manager, must accompany your Program application.

Public Radio Sponsorship

MICHIGAN RADIO (WUOM AND MICHIGANRADIO.ORG)

Michigan Radio is 'Your NPR News Station,' and the state's most-listened-to public radio service. Michigan Radio serves the state with our three radio broadcast signals: WUOM 91.7 FM in Ann Arbor/Southeastern Michigan, WFUM 91.1 FM in Flint, and WVGR 104.1 FM in Grand Rapids/West Michigan. Online, the streaming audio service of Michigan Radio also engages listeners throughout our state and across the globe. Michigan Radio delivers stories, news reports and conversations that help them understand our state, our nation, and our world ... all day, every day, all across southern lower Michigan.

Sponsors are provided an unrivaled reach to influential, well-positioned, highly educated public radio listeners. Every week underwriting announcements reach over 523,000 consumers and business decision-makers throughout southern Michigan and northern Ohio.

Web Sponsorship

MichiganRadio.org offers you the opportunity to extend your on-air message by creating visual association with the station while receiving Web traffic by posting above-the-fold click-through tile ads.

Radio Claims: A copy of each script broadcast, each bearing the appropriate, notarized documentation must be submitted for Program reimbursement. Notarized radio documentation must be completed and signed by the station management. Claimants must include a valid media invoice for an underwriting schedule on Michigan Radio, showing the length of the spot, the spot ID, cost per spot and total cost.

Digital Claims: The co-op reimbursement criteria include the eligibility of various online opportunities on michiganradio.org. The available features include display ad tiles on michiganradio.org web pages and the monthly HTML email newsletter.



OVPGC Co-Op Advertising Application

Your NPR News Station n p r

Date: _____

U-M SCU: _____

Shortcode #: _____

SCU Contact: _____

SCU Address: _____

Email: _____

Phone: _____

Fax: _____

The advertisement features the following (check all that apply):

- U-M campus event
- U-M activity
- U-M academic program promotion or registration
- U-M branding message / visual brand identity
- Other (describe) _____

The total cost of the proposed campaign/flight is \$_____

Requested co-op fund reimbursement is 50% of this total campaign / \$_____

The co-op campaign will utilize the following U-M media outlets:

- Michigan Radio – public radio sponsorship announcements / \$_____
- The University Record – print display ads/digital Leaderboard banner / \$_____

Media campaign date range: _____

Signature

Printed name of signer