



U-M Media Co-op Advertising Program overview / FY18

OVERVIEW

The U-M Media Co-op Advertising Program (Program) provides University of Michigan Schools/Colleges/Units (SCUs) the opportunity to promote their events and messages in The University Record (Record) while maximizing results with cooperative funding support from the Office of the Vice President of Communications (OVPC).

SCUs that **have not** advertised in the Record for 18 months prior to the first intended publication date of the new schedule are eligible for 100% matching funds to be applied to their media campaign. SCUs that **have** advertised in the Record within 18 months prior to the first intended publication date of the new schedule are eligible for 50% matching funds to be applied to their media campaign.

SCUs must commit at least \$1,500 to promote a U-M event, activity, program or brand awareness campaign to appear in the Record between July 1, 2017 and June 30, 2018.

Total matching funds available for any SCU's Program agreement may not exceed \$15,000.

PROCEDURE

- 1) SCU and the Record sales manager collaborate on a suitable advertising schedule.
- 2) A completed application is forwarded by the Record sales manager to the Program administrator for review and approval.
- 3) The Record publishes the advertisements based on the contracted schedule and in compliance with all Record advertising stipulations.
- 4) At the end of each month, the Record initiates service unit billing statements. These will reflect the appropriate percentages of funds to be charged to the SCU and Program shortcodes.

ADVERTISING FUND DETAILS

OVPC will create an advertising fund available to approved SCUs during the period of July 1, 2017 – June 30, 2018. The availability of these funds is on a first come/first served basis. Should the total allocation of the funds be committed before the end of the fiscal year, no extensions or additional funding will be available.

ADVERTISING PERIOD

Ads printed in The University Record must run between July 1, 2017 and June 30, 2018; all Program funds must be billed to the Program account before June 30, 2018.



The University RECORD

U-M Media Co-op Advertising Program application / FY18

Date: _____

SCU: _____ Shortcode(s): _____

SCU Contact: _____

Address: _____

Email: _____

Phone: _____ Fax: _____

Advertisements will promote the following (check all that apply):

- U-M campus event U-M activity U-M academic program promotion/registration
 U-M branding message / visual brand identity

Last SCU ad insertion date: _____ First scheduled SCU ad insertion date: _____

Idle months: _____ Resulting funding percentage: 50% 100%

Total cost of proposed schedule: \$ _____

Unit contribution \$ _____ Program contribution \$ _____

Media campaign date range: _____

SCU contact signature & printed name / Date

Record sales manager signature & printed name / Date

Program administrator signature & printed name / Date