



University of Michigan Media Co-op Advertising program

The U-M Media Co-op Advertising Program (the Co-op Program) provides University of Michigan Schools/Colleges/Units 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 Co-op Program will provide 50% matching funds to supplement the budget of U-M units wishing to promote their U-M message or event with Michigan Radio or The University Record. To be eligible, the units must meet the following criteria:

- 1) Have a U-M event, activity or program to promote;
- 2) Have a budget of at least \$2,000 to contribute towards a single media campaign for either Michigan Radio or The University Record. The \$2,000 may not be combined between the two media. Note that only media placement is considered for this match. Agency fees and production costs are excluded when the match amount is determined.
- 3a) At least 13 months must have passed since the completion of the last media campaign on the corresponding media;
OR
- 3b) Any unit that has been on the air or in print within the past 13 months may qualify for the FY2016 Co-op Program if their total annual contribution is increased by 20% over the previous 13 months

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

NEW in FY16: Early Responder Incentive

For FY16 an additional incentive for early placement is available to all qualified participants. Campaigns that are scheduled between the dates of July 1 and September 30 will receive a 1:1 match of their committed funds. The requirement for a \$2,000 minimum investment by the unit is still in effect.

Important Note: Co-op Program match may not exceed \$10,000 for a single unit in the Co-op Program period.

EXAMPLE – New Media Campaign

- 1) A unit commits \$2,000, the Co-op Program minimum, to a media campaign. With approved copy and media campaign schedule, the Co-op Program will add 50%, or \$1,000, to the campaign for a media spend total of \$3,000.
- 2) If the unit commits \$20,000, the Co-op Program will add 50%, or \$10,000 (the maximum match a single unit in the Co-op Program period), to the campaign for a media spend total of \$30,000.

EXAMPLE – Renewing Media Campaign

- 1) The total value of an advertising contract a renewing unit had during the previous 13 months was \$2,000. With a 20% increase, the total unit commitment would be \$2,400. The Co-op Program will add 50%, or \$1,200, to the campaign for a total media spend of \$3,600.
- 2) If the unit renews a \$16,667 commitment from the previous 13 months with a 20% increase for a total of \$20,000, the Co-op Program will add 50%, or \$10,000, to the campaign for a media spend total of \$30,000. Note again, that in the event of a commitment above \$16,667 by the unit, the Co-op Program will not supplement the campaign with more than \$10,000.

EXAMPLE – Early Responder Incentive Media Campaign

All qualified participants that place advertising schedules to be executed between the dates of July 1 and September 30 will receive a 1:1 match of their committed funds.

EXAMPLE – New Media Campaign with Early Responder Incentive

A unit commits \$2,000, the Co-op Program minimum, to a media campaign. With approved copy and media campaign schedule that airs between July 1 and September 30, the Co-op Program will add 100%, or \$2,000, to the campaign for a media spend total of \$4,000.

EXAMPLE – Renewing Media Campaign with Early Responder Incentive

The total value of an advertising contract a renewing unit had during the previous 13 months was \$2,000. With a 20% increase, the total unit commitment would be \$2,400. If the renewing schedule is executed between July 1 and September 30, the contract will receive a 100% match, (\$2,400) of the campaign for a total media spend of \$4,800.

PROCEDURE

- 1) U-M unit has a U-M event, activity or program to promote;
- 2) The unit has a budget for the media promotion of at least \$2000 for either Michigan Radio or The University Record. Agency fees and production costs are excluded when the match amount is determined;
- 3a) If at least 13 months have passed since the completion of a media campaign on the desired media entities
OR
- 3b) Any unit that has been placed a media schedule on either Michigan Radio or The University Record within the past 13 months may qualify for the fy16 Co-op Program if their total annual contribution is

increased by 20% over the previous 13 months. The unit then is eligible to apply for Co-op Program matching funds.

- 4) Submit the OVPGC Co-op Advertising Application to the Co-op Program Manager, Betsy Noren; (fax: 734 647-3488 or e-mail to bnoren@umich.edu) University of Michigan Media Co-op Advertising program
- 5) Unit notified of preliminary approval for Co-op Program participation;
- 6) Account executive from the U-M media outlet(s) selected by the unit on the application form contacts the unit representative;
- 7) Unit develops a media campaign with the planned media spend of at least \$3,000 (unit budget plus 50% Co-op Program match) 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 Co-op Program Manager that the campaign is finalized and compliant with requirements;
- 9) Unit 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 total spend of \$3,100, the split will be \$1,033 Co-op Program funds: \$2,067 unit funds)
- 10) After the media campaign has run, whether on air, in print, or online, as evidenced by affidavit or print copy, the unit will be invoiced for their portion of the media spend as per the final budget. Concurrently, Co-op Program funds will be transferred to the appropriate media outlet to cover the 50% Co-op Program match.

ADVERTISING CO-OP FUNDS

OVPGC will create an advertising accrual fund available to approved U-M units during the period of July 1, 2015 – June 30, 2016. Funds not used by June 30, 2016 and/or not filed and approved by July 8, 2016 will expire and will not be eligible for any OVPGC media reimbursements. The availability of these co-op funds is time-sensitive on a first come/first served basis. Should the total allocation of the funds become committed to S/C/Us before the end of the fiscal year, no extensions or additional funding would be available until the following fiscal year.

ADVERTISING PERIOD

All advertising on Michigan Radio must run July 1, 2015 to June 30, 2016. Ads printed in The University Record must run between September 1, 2015 and August 31, 2016, except for Early Responder advertisers.



ELIGIBLE MEDIA/ ADVERTISING REQUIREMENTS

THE UNIVERSITY RECORD - Print Advertising

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 1/4-page-or-larger level entitles you to provide color digital display ads (IAB Leaderboard and IAB Smartphone Leaderboard sizes), with a link to your website, to appear run-of-site with those of other eligible advertisers from the current issue.

To qualify for Co-op 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 Co-op Program application.

MICHIGAN RADIO and MICHIGANRADIO.ORG - Public Radio Sponsorship

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 500,000 consumers and business decision-makers throughout southern Michigan and northern Ohio.

Under the criteria for this program, your purchase of Michigan Radio sponsorship is based on your desired schedule and placement. UM sponsors will also receive name listing on Michigan Radio Corporate Support pages. Learn more about Michigan Radio Corporate Sponsorship <http://sponsorship.michiganradio.org>.



The University
RECORD



Your NPR News Station **npr**[®]

2016 OVPGC Co-Op Advertising Application

Date: _____

Unit: _____ Shortcode: _____

Unit Contact: _____

Unit 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/registration
- U-M branding message / visual brand identity
- Other (describe) _____

The total cost of the proposed schedule: \$_____ (either new or recent + 20%)

Unit contribution \$_____

Co-op contribution \$_____

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 ads / \$_____

Media campaign date range: _____

Unit contact signature & printed name

Media AE signature & printed name

Co-op administrator signature & printed name