



The University RECORD

412 Maynard St.
Ann Arbor, MI 48109-1399
phone: 734-764-0105
fax: 734-764-7084
recordads@umich.edu

DISPLAY ADVERTISING AGREEMENT

SCU/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 record.umich.edu/advertise.

Accepted by the Record: _____

An authorized Record counter-signature necessary for agreements involving frequency discounts.

Please check ad size. Dimensions presented as width / height.

- A** full-page, 9.5" x 15.1667"
- B** 1/2-page vertical, 4.6667" x 15.1667"
- C** 1/2-page horizontal, 9.5" x 7.5"
- D** 1/4-page vertical, 4.6667" x 7.5"
- E** 1/4-page horizontal, 9.5" x 3.75"
- F** 1/8-page, 4.6667" x 3.8317"
- F** Combination Package
- G** 1/16-page, 4.6667" x 1.8317"

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, 2016 through December 31, 2017, or for one calendar year from the date of signature.

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 record.umich.edu/advertise. 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 December, 2017, or at the time of contract termination. Additional requested insertions require a separate signed contract.

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

The advertiser shall indemnify and hold harmless the Regents of 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."