Advertising Agreement and Insertion Order for Nonprofits

Terms of Service

- ☑ All advertisements and orders are subject to approval. The Historical Society of Michigan (HSM) reserves the right to reject any advertising without cause or prior notice. Appearance of ads in HSM publications does not constitute endorsement of the advertiser, its products, or its services. HSM reserves the right to edit advertisements when necessary.
- ☑ A first-time nonprofit advertiser is required to supply a copy of its IRS 501(c)3 designation letter.
- ☑ All orders accepted by HSM for *Michigan History* and *Chronicle* are subject to the terms and provisions of the current rate card.
- ☑ Inside front and back covers are available at the printed rate plus 20 percent. Please inquire about position availability before submitting your order.
- ☑ It is agreed between the parties of this agreement that a cancellation will be accepted once HSM has received written notice from the advertiser prior to the appropriate closing date.
- ☑ A tear sheet will be sent to the advertiser after the issue has been published. HSM is not responsible for any financial costs advertisers may incur as a result of advertiser error.
- ☑ The advertiser may change materials with any insertion but authorizes the previous advertisement to be repeated if new materials are not furnished by the issue closing date. All advertising changes must be made in writing.
- ☑ The liability of HSM for inadvertently failing to publish an advertisement in the issue specified will be limited to publishing the advertisement in a subsequent issue at the printed rate less 10 percent.
- ☑ Claims for adjustment due to error must be made within 30 days of release date.
- ☑ Ads are invoiced or charged after publication. Invoice terms: net 30. Make checks payable to the Historical Society of Michigan or charge to American Express, Discover, MasterCard, or Visa.
- ☑ Advertisers who have not paid for an insertion within 45 days of the invoice date will be subject to a suspension of the remaining insertions on their contract. Advertisers will be charged a 1.5% interest charge per month on invoices not paid within 60 days.

ORGANIZATION NAME: University of Michigan/Bicentennial office	
CONTACT NAME: Kim Clarke	TITLE: Communications Director
ADDRESS: 210 Washtenaw Ave., #3413	E-MAIL: kdclarke@umich.edu
CITY, STATE, ZIP: Ann Arbor MI 48109-2214	PHONE: (734) 764-4804

☑ I have read and agree to the Terms of Service

SIGNATURE: Kim Clarke	DATE: 9-29-14

Michigan History

☒ Jan/Feb 2016	Size	1/4 page	Rate	$581
☒ Mar/Apr 2016	Size	"	Rate	"
☐ May/Jun 2016	Size		Rate	
☒ Jul/Aug 2016	Size	"	Rate	"
☒ Sep/Oct 2016	Size	"	Rate	"
☐ Nov/Dec 2016	Size		Rate	

Subtotal $2,324.00

Chronicle

☐ Winter 2016	Size		Rate	
☐ Spring 2016	Size		Rate	
☐ Summer 2016	Size		Rate	
☐ Fall 2016	Size		Rate	

Subtotal $2,324.00

Grand Total $2,324.00

CREDIT CARD NUMBER	EXP. DATE	SECURITY CODE	PAYMENT METHOD ☐ Check enclosed ☒ Please invoice ☐ Credit card (see form on left)
SIGNATURE	BILLING ZIP CODE		

Submit insertion orders and ad materials to:
Historical Society of Michigan • 5815 Executive Drive • Lansing, MI 48911
Phone: (517) 332-1828 • Fax: (517) 324-4370 • advertising@hsmichigan.org