Todd McKinney, sales manager
The University Record
412 S. Maynard St.
Ann Arbor, MI 48109-1399
recordads@umich.edu
734-764-4342

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 (Units) the opportunity to promote and co-brand their event or message in The University Record with maximized results through cooperative funding support from the Office of the Vice President of Global Communications (OVPGC).

OVERVIEW

The Program will provide up to 50% matching funds to supplement the budget of Units wishing to promote their U-M message or event with 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 media campaign. Note that only media placement is considered for this match. Design fees, if applicable, are excluded when the match amount is determined.

3a) Has not advertised in the Record in FY16; OR

3b) Any Unit that has advertised in the Record in FY16 may qualify for the Program if their portion of the last annual contribution is increased by at least ten percent in a new schedule.

Early Responder Incentive

Ads scheduled between September 1 and November 30, 2016 will receive a 1:1 match of the value of those ads. The requirement for a $2,000 minimum investment for the entire campaign remains in effect.

Important Note: Co-op Program match may not exceed $10,000 for a single Unit in FY17.

EXAMPLE – New Media Campaign

1) A unit commits $2,000 to a Record advertising campaign. The Program will add 50% to the campaign for a media spend total of $3,000. 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 total media spend of $30,000.

EXAMPLE – Renewing Media Campaign

1) The renewing unit's portion of an FY16 advertising contract was $2,000. With a 10% increase, the total unit commitment would be $2,200. The Program will add 33%, or $726, to the campaign for a total media spend of $2,926.

2) The renewing unit's portion of an FY16 advertising contract was $2,000. With a 20% increase, the total unit commitment would be $2,400. The Program will add 50%, or $1,200, to the campaign for a total media spend of $3,600.

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EXAMPLE – Renewing Media Campaign with Early Responder Incentive
The renewing unit's portion of a FY16 advertising contract was $2,000. With a 10% increase the total unit commitment would be $2,200. The Co-op Program will add 100% of the value of those ads published between September 1, 2016 and November 30, 2016, and 33% of the value of those ads published between December 1, 2016 and June 30, 2017.

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 $2,000 for The University Record. Agency fees and production costs are excluded when the match amount is determined;
3a) At least one year has passed since the completion of a Record campaign
OR
3b) The unit purchased an ad schedule in The University Record within the past year and will qualify for the FY17 Co-op Program if their portion of the previous annual contribution is increased by 10% over the previous contract term;
4) Unit develops a qualifying media campaign with direction from Todd McKinney from The University Record (recordads@umich.edu, 734-764-4342);
5) Todd McKinney will deliver to the Co-op program manager the completed/signed Co-op Application and Record ad proposal;
6) Co-op program manager verifies the qualifying financial information and returns the signed application to Todd McKinney;
7) Unit contact person is notified of final approval.
8) The Record creates monthly Service Unit Billing statements. For ads that run within the Early Responder date range, the unit's shortcode will be charged for 50% of the cost of the ad; the remaining 50% will be charged to the Co-op Program. For all other ads, the Co-op Program will be charged for the qualifying percentage of the ad; the unit's shortcode will be charged for the remainder.

ADVERTISING PERIOD
Ads printed in The University Record must run between July 1, 2016 and August 31, 2017.

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FY17 OVPGC Co-Op Advertising Application

Date: Feb. 10, 2017

Unit: U-M Bicentennial Office Shortcode: _____

Unit Contact: Kim Clarke

Unit Address: 919 South University, Ann Arbor, MI 48109-1185

Email: kdclarke@umich.edu

Phone: 734-764-4804 Fax: _____

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

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

Unit's portion of qualifying previous Record ad schedule: $n/a

Ending date of unit's previous Record ad schedule: n/a

The total cost of the proposed schedule: $10,285.00 (either new, or recent + new %)

Early Responder total cost: $n/a

Total unit contribution: $7,857.00 Total co-op contribution: $3,428.00

Media campaign date range: March 1, 2016 - June 30, 2016 (for co-op purposes)

_____
Unit contact signature & printed name / Date

_____
Todd McKinney for the Record / Date

_____
Co-op administrator signature & printed name / Date

160330