The University Record
412 Maynard St.
Ann Arbor, MI 48169-1399
phone: 734-764-0105
fax:734-764-7084

Kim Clarke
U-M Bicentennial Office
919 South University
Ann Arbor, MI 48109-1185

University Record advertising proposal

Dear Kim,

Our university's bicentennial offers a wonderful opportunity for a partnership between The University Record and the U-M Bicentennial Office. We'll publish full-page ads at the beginning of each of the four major festival periods, and another for the faculty and staff 'Thank you' in December; three half-page and four quarter-page ads are scheduled throughout the year to focus on specific events and exhibits across campus and beyond.

Your office's investment in promoting these worthy activities and initiatives will be dramatically leveraged by applying a 1:2 funding increase through the OVPGC Co-op Advertising Program. Further, these advertisements are discounted by 10% through our frequency discount program. The total value of the schedule is $10,285 ... but the co-op portion of that total will be $3,428. Your total investment will be $6,857.

Thank you for your partnership.

--Todd

Issue	Ad Size	Frequency	Ad Name	Net	Amount
23_170313	D (Quarterpage vert)	11-17 / 10%	First Class	$343.00	$343.00
24_170320	A (Fullpage)	11-17 / 10%	Spring Festival	$1,371.00	$1,371.00
25_170327	D (Quarterpage vert)	11-17 / 10%	Book Distribution	$343.00	$343.00
25_170327	C (Halfpage square)	11-17 / 10%	Museum on Main Street	$686.00	$686.00
26_170403	C (Halfpage square)	11-17 / 10%	Feast of Ideas Spring	$686.00	$686.00
33_170619	A (Fullpage)	11-17 / 10%	Summer Festival	$1,371.00	$1,371.00
34_170703	D (Quarterpage vert)	11-17 / 10%	Detroit Historical Museum	$343.00	$343.00
36_170814	D (Quarterpage vert)	11-17 / 10%	First Class	$343.00	$343.00
08_171023	C (Halfpage square)	11-17 / 10%	Feast of Ideas Fall	$686.00	$686.00
14_171211	A (Fullpage)	11-17 / 10%	Thank You	$1,371.00	$1,371.00
02_170911	A (Fullpage)	11-17 / 10%	Detroit Festival	$1,371.00	$1,371.00
07_171016	A (Fullpage)	11-17 / 10%	Fall Festival	$1,371.00	$1,371.00
Your investment					**$10,285.00**

Advertising Terms & Conditions

This agreement covers advertising submissions to the University Record (Record) by the organization or firm (advertiser) signing the contract for the period January 1, 2017 through December 31 31, 2017. Materials deadlines and single-insertion deadlines are 7 days prior to the publication date. Space reservations should be made as far as possible in advance. Single insertion advertisements may be contracted by transmitting this signed agreement to the University Record. Advertisers seeking frequency discount rates must transmit this signed agreement to the University Record to be co-signed for acceptance of terms based on discount rates found at record.umich.edu/advertise#frequency. 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 ad insertions in any given discount category will be billed in February 2018. Additional requested insertions require a separate signed contract. The advertiser shall indemnify and hold harmless the Regents of the 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."

U-M Bicentennial Office	Date	Todd McKinney	Date

Please digitally sign and return by email to recordads@umich.edu, or fax to 734-764-7084.