The University RECORD

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

FY17 OVPGC Co-Op Advertising Application

Date: Feb. 10, 2017

Unit: U-M Bicentennial Office Shortcode: 42/381

Unit Contact: Kim Clarke

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

Email: kdclarke@umich.edu

Phone: 734-764-4804 Fax: 734-764-4053

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~~ 2017 - June 30, ~~2016~~ 2017 (for co-op purposes)

Kimberly J Clarke 2-14-17

Unit contact signature & printed name / Date

THE UNIVERSITY RECORD Todd McKinney sales manager 412 Maynard St Ann Arbor, MI 48109-1399 voice: 734-764-4342 | fax: 734-764-7084

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Todd McKinney for the Record / Date

Andrea Lahodny 2-28-17

Co-op administrator signature & printed name / Date

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