“The U-M faculty and staff are an important part of our client base. The University Record is the most focused means for us to reach that client base. We like our results.”

—K. Larry Hastie, managing director Retirement Income Solutions, Inc.

When you want to reach the diverse U-M professional community—you reach them through the Record.

Every week during the academic year, and bi-weekly in the summer, the Record delivers news and features to—and about—tens of thousands of active and retired U-M faculty and staff.

More than 20,000 copies of the Record are distributed across the Ann Arbor, Flint and Dearborn campuses on racks, and through campus mail and the U.S. Postal Service.
To Advertise:

- Our advertising agreement is flexible; you’re not bound to a specific ad size or number of insertions.

- The publication deadline is 5pm Monday, one week prior to the issue in which you want your ad to appear.

- Easily submit your ads as pdf files via e-mail.

- Ads are available in 1, 2, 3, 4 and 5-column widths, with a 4-column-inch minimum.

- Full-page ads (5 columns x 15 inches) also are available.

- Visit www.umich.edu/urecord/advertise.shtml for complete advertising information.

- Call (734) 764-4342 or e-mail urecord@umich.edu to reserve space.
Details:

- U.S. postal regulations require a higher postal rate when ads related to travel, insurance or credit cards are printed in the Record. The advertiser must pay the additional mailing costs incurred by the insertion of such ads.

- The Record will not accept advertising for political candidates or issues, tobacco or alcohol products, or items that contradict the University’s mission.

- Ad placement is at the editor’s discretion.

- The Record is not responsible for 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 clearly be recognizable as such, or they will be labeled “Paid Advertisement.”
Advertising deadlines are 7 days prior to publication dates.