

THE UNIVERSITY RECORD

For Faculty and Staff of the University of Michigan
www.umich.edu/urecord

412 Maynard Street
Ann Arbor, Michigan 48109-1399
phone: 734.764.0105
FAX: 734.764.7084
urecord@umich.edu
www.umich.edu/urecord

Display Advertising Agreement

This is an active pdf form. You may print the form, complete it by hand, and fax the complete form to (734) 764-7084, or complete the form onscreen and transmit the saved result as an e-mail attachment. Please send the electronically completed and signed document to toddmck@umich.edu.

Space reservations should be made as far as possible in advance. Deadlines for insertion are seven days prior to the publication target.

This agreement covers all advertising submissions to The University Record (Record) by the organization or firm (advertiser) signing the contract for the period September 1, 2007 through August 31, 2008.

As an authorized agent for the advertiser named, I agree to abide by the conditions set forth in The University Record Display Advertising Guide, incorporated in this agreement by this reference.

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.

Advertiser Information

Organization/Firm Name: _____

Address: _____

Billing address: (if different than above) _____

Phone: _____

Fax: _____

e-mail: _____

Signer's Name: _____

Title: _____

Date: _____

Signature: _____

Size/Schedule

Tentative ad size (column inches x vertical inches): _____

Tentative insertion dates: _____

U-M Chartfields

Short Code: _____

Business Unit: _____

Fund: _____

Dept. ID: _____

Program: _____

Project Grant: _____

Class: _____

As an authorized agent for the advertiser, I agree to abide by the conditions set forth herein and in the Advertising Guide.

- U.S. postal regulations require a higher postal rate when ads related to travel, insurance, or credit/debit cards are printed in the Record. The additional mailing costs incurred by the insertion of such ads must be paid by the liable advertiser(s).
- 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."