The University Record is the faculty and staff newspaper at the University of Michigan.

22,500 people read the Record once a week during the school year.

Copies can be picked up from more than 70 racks on U-M’s Ann Arbor, Flint and Dearborn campuses.

The Record is mailed to 6,500 faculty and staff retirees. 60% of retirees live in Washtenaw County.

To receive a copy of the Record or for advertising information, call (734) 764-4342, send e-mail to urecord@umich.edu or visit the Record online, www.umich.edu/~urecord/Advertising/ad.htm.

Advertising Deadlines:

By 5 p.m. 7 days prior to publication the Record needs camera-ready artwork and a signed contract.

Cancellations and alterations cannot be made after 5 p.m. 5 days prior to publication.
To Place an Ad:

1. Call (734) 764-4342 to reserve a space.

2. Prepare a camera-ready advertisement using a slick, a negative or a laser print (600 dpi preferred).

Drafts, including electronic files, also may be accepted. Call (734) 764-4342 for more information.

Ad widths are 1 column, 3.125 inches wide. 2 columns (6.5 inches) or 3 columns (9.75 inches) wide. Ads may be up to 10 inches tall (in half-inch increments) with a 2-inch minimum.

3. Submit the ad and a signed contract by 5 p.m. 7 days prior to publication.

Details:

The Record reserves the right to reject or cancel any advertisement.

Advertising will not be accepted for political candidates or issues, tobacco or alcohol products, or items contradicting the University’s mission.

U.S. Postal Service regulations prohibit the acceptance of ads related to travel, insurance, and financial services and instruments.

The Record is not responsible for late submissions.

Publication does not imply endorsement.

The advertiser assumes all liability for content. Ads must be clearly recognized as such. If not, they will be labeled “Paid Advertisement.”

Placement is at the editorial staff’s discretion.
Advertising Rates
2000-2001

U-M Units: $26/column inch

<table>
<thead>
<tr>
<th>Inches</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>52</td>
<td>104</td>
<td>156</td>
</tr>
<tr>
<td>2.5</td>
<td>65</td>
<td>130</td>
<td>195</td>
</tr>
<tr>
<td>3</td>
<td>78</td>
<td>156</td>
<td>234</td>
</tr>
<tr>
<td>3.5</td>
<td>91</td>
<td>182</td>
<td>273</td>
</tr>
<tr>
<td>4</td>
<td>104</td>
<td>208</td>
<td>312</td>
</tr>
<tr>
<td>4.5</td>
<td>117</td>
<td>234</td>
<td>351</td>
</tr>
<tr>
<td>5</td>
<td>130</td>
<td>260</td>
<td>390</td>
</tr>
<tr>
<td>5.5</td>
<td>143</td>
<td>286</td>
<td>429</td>
</tr>
<tr>
<td>6</td>
<td>156</td>
<td>312</td>
<td>468</td>
</tr>
<tr>
<td>6.5</td>
<td>169</td>
<td>338</td>
<td>507</td>
</tr>
<tr>
<td>7</td>
<td>182</td>
<td>364</td>
<td>546</td>
</tr>
<tr>
<td>7.5</td>
<td>195</td>
<td>390</td>
<td>585</td>
</tr>
<tr>
<td>8</td>
<td>208</td>
<td>416</td>
<td>624</td>
</tr>
<tr>
<td>8.5</td>
<td>221</td>
<td>442</td>
<td>663</td>
</tr>
<tr>
<td>9</td>
<td>234</td>
<td>468</td>
<td>702</td>
</tr>
<tr>
<td>9.5</td>
<td>247</td>
<td>494</td>
<td>741</td>
</tr>
<tr>
<td>10</td>
<td>280</td>
<td>520</td>
<td>780</td>
</tr>
</tbody>
</table>

Full page:
9.75 x 15 inches = $1050

The Record does not offer multiple insertion or agency discounts.

The University Record
Advertising deadlines are 7 days prior to publication dates.
Call (734) 764-4342.
Display Advertising Agreement

Space reservations should be made as far as possible in advance.

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, 2000 through August 31, 2001.

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.

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

[Return original of this agreement to the Record at the above address. Retain a duplicate for your records.]

Name: ____________________________________________
Title: _____________________________________________
U-M Chartfields: _____________________________________
Signature: __________________________________________
Date: ______________________________________________
Organization/Firm Name: _______________________________
Address: ___________________________________________
Phone: _____________________________________________
Fax: _______________________________________________
Billing address: _______________________________________
(if different than above) _______________________________