

# THE UNIVERSITY RECORD

For Faculty and Staff of the University of Michigan  
ur.umich.edu

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

## 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 recordads@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, 2009 through August 31, 2010.

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/Color/Schedule

Tentative ad size (# of columns x vertical inches): \_\_\_\_\_

Black and white

Color (add \$300)

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."