

M-Planner Weekly Advertisement Request

We would like to request a graphical ad in the 2010-11 M-Planner (if you would like to request more than one ad, please complete a separate form for each):

Department/Office: _____

Contact person: _____

Specifications:

- 300 dpi resolution TIF or JPG image
- 3.3" (w) × 1.375" (h) or 991 × 413 pixels
- 2 colors: Pantone® 116 (yellow) & 281 (blue)

Design costs:

- No charge** – We will arrange for our own graphic design, according to the specifications above
- \$150** – We will provide advertisement information to ONSP to have graphic design completed by their designers

Placement costs:

The cost for placing your ad will depend on the type & time of year requested:

- I am advertising an event listed in the M-Planner: **\$100**

Event name(s) & date(s): _____

If we cannot accommodate this ad during one of your event(s) week(s), would you like a general ad at another time (at this discounted price)? Yes No

- I am submitting a general advertisement:

- I have no preference when my ad appears: **\$125**
- I would like our ad to run August 2009-January 2010 (list up to six choices of weeks below): **\$200**
- I would like our ad to run February-August 2010 (list up to six choices of weeks below): **\$150**

_____	_____
_____	_____
_____	_____

This request is due by January 22, 2010. Fax completed requests to 764-6291 or mail to ONSP, 1100 LSA Building, 1382. You will then be contacted with date(s) available and actual cost for approval before production & billing. Final ad graphics are due by February 12, 2010.

Estimated total cost: \$ _____ Shortcode/SOAS account to be billed: _____

Signature & date: _____

Ad placement criteria: M-Planner advertisements ideally inform undergraduate students of the variety of events and services available at the University of Michigan. As editors of the M-Planner, the Office of New Student Programs reserves the right to select advertisements that accomplish this goal and also to refuse advertisements for any reason. Advertisements for events listed in the M-Planner receive first priority in placement: Request forms are dated upon receipt and sorted by event ads and general ads. On January 25, each department/office is then issued one event ad in the order the request was received. Any department/office who requested multiple event ads will then be placed as dates are available. Next, general ads are placed for department/offices who have not already received an event ad placement in the order requests were received. Finally, any remaining general ad requests are filled as space is available. If any space remains after the placement process, available dates are listed at http://onsp.umich.edu/faculty_staff/mplannerdates.htm and are filled in the order requests are received.