



## U-M Student Employment Digital Messaging & Rates

Digital advertising is accepted from University of Michigan Work-Study employers for placement on the U-M Students page of the [studentemployment.umich.edu](http://studentemployment.umich.edu) website. We charge a fee, billed through U-M shortcode.

### WEBSITE ADVERTISING:

Messages may rotate with other advertisers; upper/lower placement on the page may change. Design your message to meet the specs below and e-mail it to [ofa.seo.ads@umich.edu](mailto:ofa.seo.ads@umich.edu); ad layout service is available for an additional fee of \$50.

#### WEBSITE AD SPECIFICATIONS:

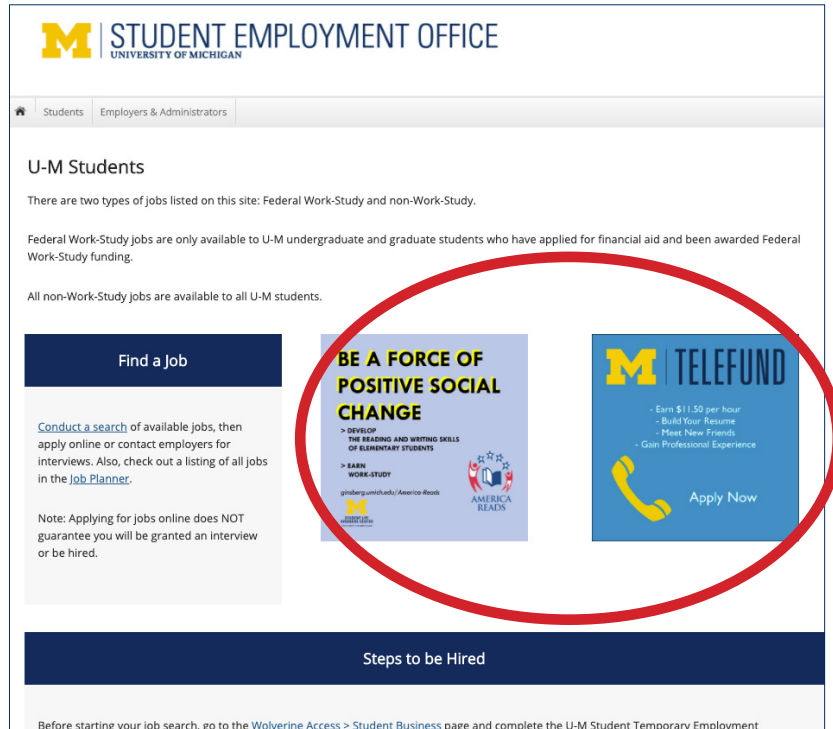
- jpg format
- Size: 510 x 510 pixels
- 72 ppi (pixels per inch)
- RGB color format

#### SEO WEBSITE AD RATES:

- \$100/week or \$1,200 per semester
- **Minimum reservation:**  
 One week (seven days from Monday-Sunday) up to a maximum of one semester.

**RESERVATION DEADLINES:** All contracts with artwork or message must be in our office seven days before your preferred advertising date. If layout is needed for website ads, deadline is two weeks prior to ad start date. For website space, ad space is limited and is available on a first-come, first-served basis to our U-M partners.

*Note: The U-M Office of Financial Aid and U-M Student Employment Office reserve the right to modify content and will have final decision-making over messages.*



► Complete Digital Advertising Request on page 2

# DIGITAL ADVERTISING REQUEST

Please attach artwork or copy with instructions with your website ad request. Materials and contract deadlines are due seven days prior to publication date. Space reservations should be made as far as possible in advance. Email all requests for advertising space and related artwork to: [ofa.seo.ads@umich.edu](mailto:ofa.seo.ads@umich.edu)

U-M Unit/Department Name: \_\_\_\_\_

Campus Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_@umich.edu

Staff member responsible for placing ad: \_\_\_\_\_

Title: \_\_\_\_\_

U-M Shortcode: \_\_\_\_\_

Please provide date range and/or indicate full month/semester:

*I agree to the conditions as explained in this document and understand that all content and messaging is subject to final approval by the U-M Office of Financial Aid and the U-M Student Employment Office. Advertisements will be billed through shortcodes (via journal entry) as orders are received. All messages will be published on the "UM Students" page of the SEO website.*

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

*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 from the publication on the U-M Office of Student Employment website. At this time, we do not accept advertising from off-campus employers and will not advertise anything that contradicts the university's mission. Ad/message placement is at the editor's discretion. Publication does not imply endorsement of any job posting. The U-M Office of Financial Aid and U-M Student Employment Office reserve the right to modify content and will have final decision-making over messages. Advertisers assume all responsibility for content. The U-M Office of Financial Aid or the U-M Student Employment Office is not responsible for non-publication of late submissions.*

**OFFICE  
USE  
ONLY**

Staff member accepting ad: \_\_\_\_\_ Date: \_\_\_\_\_

Ad design needed? YES (\$50 additional charge) NO Approval rec'd from SEO/OFA AD: \_\_\_\_\_

Amount to be billed to U-M short code: \$ \_\_\_\_\_

Notes: \_\_\_\_\_