



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 www.studentemployment.umich.edu website and messaging for the Office of Financial Aid Digital Lobby Sign for a fee, billed through U-M shortcode.

WEBSITE ADVERTISING:

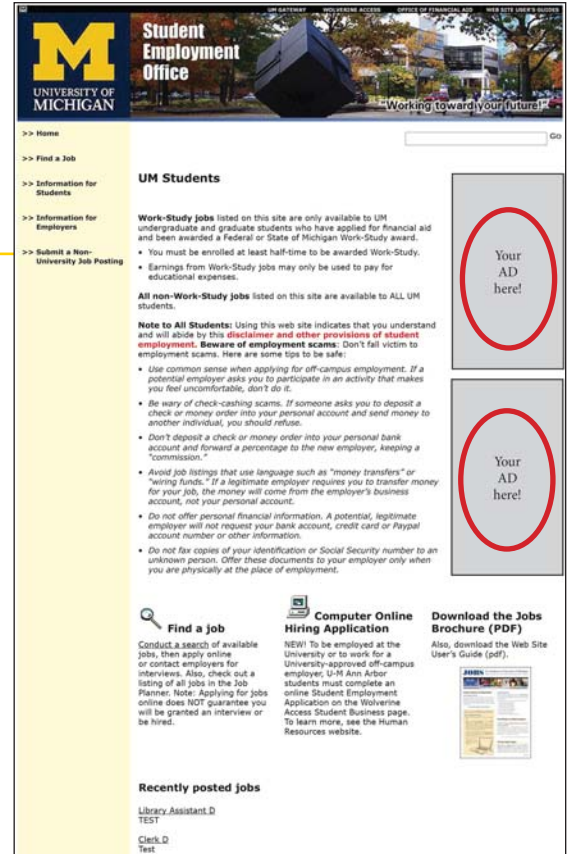
Messages may rotate with other advertisers; upper/lower placement on the page may change. Design your message to meet the specs below and e-mail it to ofa.seo.ads@umich.edu; ad layout service is available for an additional fee of \$50.

WEBSITE AD SPECIFICATIONS:

- jpg format
- Size: 200 (w) x 319 (h) pixels (2.777" x 4.431")
- 72 dpi (dots per inch)
- RGB color format

SEO WEBSITE AD RATES:

- \$100/week or \$1,200 per semester
- Minimum reservation: One week (7 days from Monday-Sunday) up to a maximum of one semester.



OFA LOBBY DIGITAL SIGN MESSAGING:

Students and families visiting the Student Activities Building, the Office of Financial Aid and the Student Financial Services lobbies will view these messages, rotated with monthly highlights from the Office of Financial Aid and Student Employment and, potentially, other U-M partners. Screens are operational during regular business hours Monday-Friday. A text message example can be seen at left. *(Subject to Office of Financial Aid style.)*



OFA LOBBY DIGITAL SIGN MESSAGING RATES:

- \$200/month or \$800 per semester
- Minimum reservation: One month 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.

DIGITAL ADVERTISING REQUEST

Please attach artwork or copy with instructions with your request. Materials and contract deadlines and are 7 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

U-M Unit/Department Name: _____

Campus Address: _____

Phone: _____ Fax: _____

e-mail: _____ @umich.edu

Staff member responsible for placing ad: _____

Title: _____

U-M Shortcode: _____

Choose one: SEO Website advertisement

OFA digital message on Financial Aid Lobby screen

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 or the OFA digital lobby sign.

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 or OFA lobby sign. 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? <input type="checkbox"/> YES (\$50 additional charge) <input type="checkbox"/> NO	Approval rec'd from SEO/OFA AD: _____
	Amount to be billed to U-M short code: \$ _____	
	Notes: _____	