

Advertising Contract

Advertiser _____ Contact Name _____

Address _____

City _____ State _____ ZIP Code _____

Phone _____ Fax _____ E-mail _____

Advertising Agency _____ Contact Name _____

Phone _____ Fax _____ E-mail _____

MAGAZINE PRINT ADVERTISING

Deadlines

Issue

Summer '08

Fall

Winter

Spring

Summer

Space Reservation

April 21

July 1

October 1

January 1

April 1

Art Work Due

May 5

July 15

October 15

January 15

April 15



For Alumni and Friends of Michigan State University

Advertising must be paid in full by the deadline for ad space reservations.

All advertising materials must be accompanied by a color proof.

Description of product or service to be advertised: _____

Issue: Fall Winter Spring Summer All

Size: IFC IBC OBC Full Half Vertical Half Horizontal Quarter

Status: New Art Pick Up Issue _____ Page _____

Payment Terms: Gross Rate \$ _____ x Number of Issues _____ = _____ Total \$ _____

WEB BANNER ADVERTISING (MSUAA website - lower section)

Start Month: _____ End Month: _____

\$300 per month Payment Terms: Rate \$ _____ x Number of Months _____ = Total \$ _____

@MSU E-NEWSLETTER (Headline description limited to two lines with a web link in the Side Notes section)

Month(s): _____ (period covers first day of the month through the last day of the month)

Single Issue \$500 6 months \$400 each month 12 months \$300 each month

Payment Terms: Rate \$ _____ x Number of Months _____ = Total \$ _____

Special Instructions _____

By signing this contract I agree to the terms, policies, conditions and rates set forth by the MSU Alumni Association

Advertiser's Signature _____

Date _____

Return signed contract to:

Advertising Editor, MSU Alumni Association
242 Spartan Way, East Lansing, MI 48824-2005
Ph: (877) MSU-ALUM Fax: (517) 432-7769
E-mail: advertising@msualum.com