



For Alumni and Friends of Michigan State University

Advertising Terms and Conditions

GENERAL TERMS AND CONDITIONS

- All advertisements for manufactured products, financial services or anything that uses the registered name, mark, or symbol of Michigan State University must be licensed with MSU's University Licensing Programs, (517) 355-3434.
- All advertising content is subject to approval. The MSUAA reserves the right to reject or cancel any advertisement, insertion order, or space reservation at any time. All advertising is subject to visual, graphic and mechanical approval.
- Ads for tobacco, alcohol and certain personal products, as well as political or issue ads, will not be accepted.
- All advertisements are subject to provisions of the current rate card. Rates are subject to change. Rates are guaranteed for the duration of the original contract (multiple insertion contracts are guaranteed for one year). In the event of a rate increase, all contract advertisers will be given prior notice.
- The advertiser is responsible for claims and conditions printed in the advertisements, as well as completeness and correctness of the ad, including phone numbers, addresses, prices, etc.
- The MSUAA will not be liable for costs or damages if an advertisement is not published when scheduled.

MAGAZINE ADVERTISING TERMS AND CONDITIONS

- Cancellations or changes in specifications may not be made by the advertiser after the closing date to reserve space.
- If camera-ready copy is not received by the stated deadline, the ad will be canceled and the advertiser must still pay the contracted space rate. The MSUAA will not accept camera-ready copy that conflicts with provisions of the rate card.
- All advertisers must pay in full by the deadline for ad space reservation. Frequency advertisers, who contract for ads in four consecutive issues, must pay for each ad by the reservation deadline for that issue. The total frequency discount will be applied to the fourth ad.
- The MSUAA reserves the right to discontinue or decline any further advertising for any reason.

BANNER ADVERTISING TERMS AND CONDITIONS

- MSU Alumni Association accepts ads with the understanding that the advertiser has the right to display the contents in the banner. The advertiser and/or its agency agree to hold the online publisher harmless against any loss as a result of any claims arising out of online publication.
- Banners should be changed (graphically) at least monthly to help keep the MSU Alumni Association site appealing.
- Banner click-throughs are not guaranteed. Banner views are determined by the total number of banners in the pool. Monthly reports will be provided that detail click-throughs and views of your banner.

@MSU NEWSLETTER TERMS AND CONDITIONS

- The advertiser holds the online publisher harmless against any loss as a result of any claims arising out of online publication.
- The headline description is limited to text only; no graphics are to be used. The editor reserves the right to edit all text for space purposes.
- The web link description is located in the Side Notes section of the e-newsletter; other placement is non-negotiable.
- The web link is subject to all requirements and regulations of advertising with the MSU Alumni Association and shall include no additional linkages.