

Website Advertising Agreement

Date: _____

University Department/Administrative Unit: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Fax: _____

External Agency/Organization: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Fax: _____

Advertiser: _____ Brand: _____

Start Date: _____ End date: _____ Term: ____ weeks

Location of Ad (page URL): _____

(for multiple locations please use separate agreements)

Type of ad (check one):

- ☐ Logo hotlink – 180 x 150 pixels
 ☐ Logo hotlink listed under “Advertising Partners” – 180 x 150 pixels
☐ Leaderboard ad in body block – 450 x 120 pixels
 ☐ Leaderboard ad in right sidebar – 240 x 120 pixels

NET AGREEMENT VALUE (____ weeks x \$200) = _____

13% HST: _____

TOTAL AGREEMENT VALUE: _____

A separate invoice will be issued. Payment due upon receipt.

Signatures:

John Coleman, Director of Public Affairs & Communications

External Agency/Organization Representative

Date: _____

Date: _____

Advertising artwork must be sent to the UWindsor contact listed above two weeks prior to its scheduled start date. Web-ready completed artwork must be submitted digitally, either by email or on disk. Artwork must be submitted in a .jpg, .gif (non-animating) or .png format with a resolution of 72dpi. All artwork must match the dimensions listed in this agreement. UWindsor reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic specifications. UWindsor cannot guarantee click-through on any ad.

The External Agency/Organization and/or Advertiser agrees to indemnify and save harmless UWindsor and/or its agents from any liability, loss and expense of any nature arising out of the display of any artwork supplied by the External Agency/Organization and/or Advertiser.