Suggested Policy on Announcing Research Studies or Non-MSU, Non-MSURA Events in MSURA Newsletter

--Al LeBlanc, 8-29-14, updated after input from the board meeting of 9-3-14

Two options available: Courtesy Announcement or Paid Announcement

Courtesy Announcement:

1. Subject to acceptance by Editor and availability of space in the next newsletter. Requests will be evaluated on their potential interest to or benefit to MSU retirees.
2. Announcement must be very brief and should refer interested participants to a phone number and/or e-mail address and/or web site. Announcement subject to editing.
3. Priority given to university sponsored research or events and research or events focused on seniors.
4. There is no charge for this.

Paid Announcement:

1. Subject to acceptance by Editor and availability of space in the next newsletter. Requests will be evaluated on their potential interest to or benefit to MSU retirees.
2. Can submit content in article form in Microsoft Word or in “advertisement” form as a high quality jpg file.
3. Priority given to university sponsored research or events and research or events focused on seniors.
4. The following charges will apply: (these charges represent a considerable discount; and are subject to future revision)
	1. Run one third page “ad” one time $ 175.00 (Credit Union pays $ 2,500.00 to run seven times)
	2. Run one half page “ad” one time $ 250.00
	3. Run one full page “ad” one time $ 500.00 (MSU Office of Gift Planning pays $ 2,000.00 to run two times)
5. If we accept a paid announcement, we will guarantee that it will run in the next newsletter.

Requesters can submit requests and content to the MSURA Electronic Communications Editors, who will exercise their own editorial judgment and apply the policies of their own media.