



**UWyo
Media Kit
2024-25**

UWYO

THE MAGAZINE FOR ALUMNI AND FRIENDS OF THE UNIVERSITY OF WYOMING



UWYO WHO WE ARE

UWyo magazine, the award-winning, flagship publication for the University of Wyoming, is published three times a year — two print and one digital-only. The Fall and Winter print issues are sent to an average 20,000 readers per issue plus an 118,000 email list. The Spring digital edition is sent through email to 118,000 recipients.

UWyo magazine brings to life the people and stories of UW. The publication is dedicated to advancing the mission, vision and goals of the University of Wyoming, and fostering pride, tradition and excellence by cultivating relationships with the UW community. Through meaningful communication and promotion of the university's highlights and goodwill, UWyo aims to have a direct impact on giving, alumni and trustee relations, student and faculty recruitment, and public and government relations.

UW provides quality undergraduate and graduate education to more than 10,000 students from all 51 states/territories and 72 countries. UW is a nationally recognized research institution with accomplished faculty and world-class facilities. Offering 217 areas of study, UW provides an environment for success!

Why advertise in UWyo?

Advertising in UWyo offers a unique and targeted opportunity to reach UW alumni, donors, recent graduates, families, educators, state and federal legislators, business leaders, UW Board of Trustees members, UW Foundation Board directors, and UW staff and faculty.

With an average of only 20-22% ad space per issue, readers are sure to see your message.



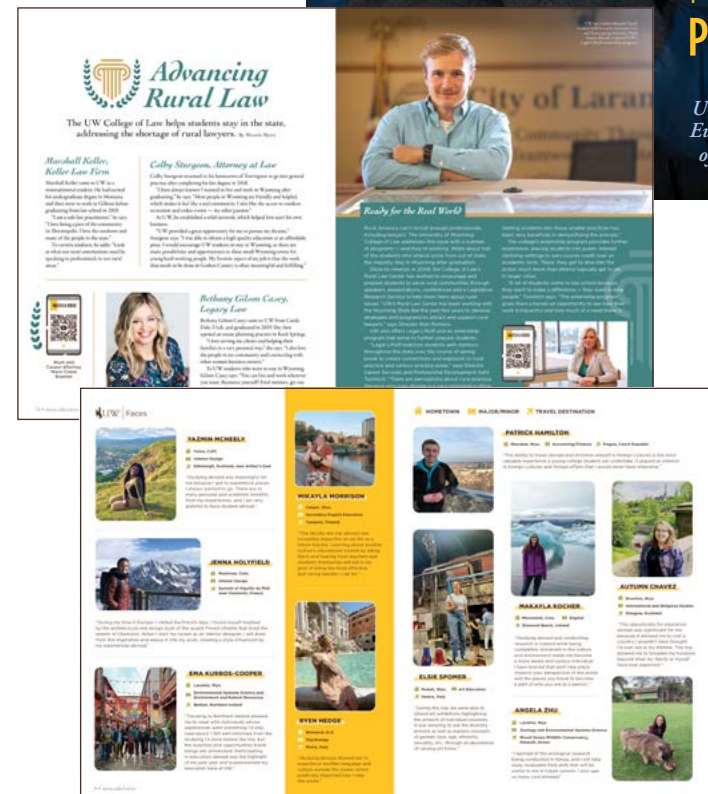
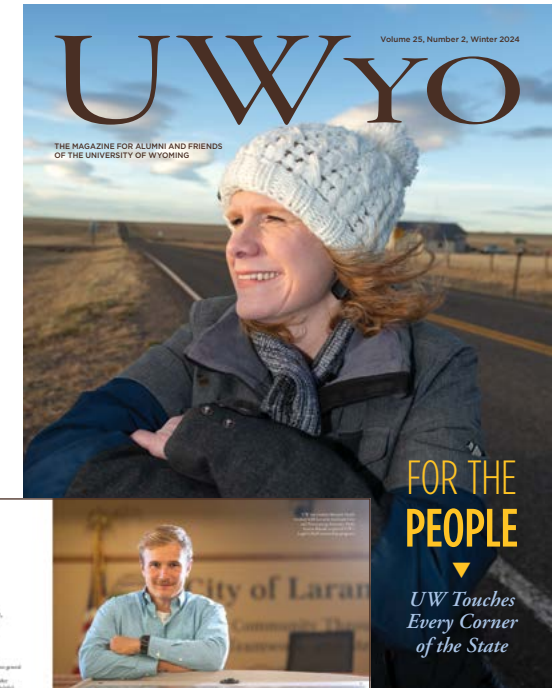
UWYO DATES & RATES

UWyo magazine's print schedule is based on a fiscal calendar, not a calendar year, and is published three times a year to correspond with beginning and end of semesters.

ISSUE	RESERVATIONS	ARTWORK DEADLINE
Spring 2024	Feb. 22	March 20
Fall 2024	June 14	July 12
Winter 2025	Oct. 21	Nov. 22
Spring 2025	Feb. 21	March 14
Fall 2025	June 16	July 14

SIZE	REGULAR RATES	E-EDITION RATES* (Spring only)
Front Inside Cover	\$798	\$698
Back Inside Cover	\$798	\$698
Full Page	\$605	\$505
Half Page	\$468	\$368
Third Page	\$385	\$285

*The digital edition is student-focused and contains articles geared toward current and/or prospective students.



UWYO SIZES & SPECS

ALL DIMENSIONS NOTED ARE WIDTH X DEPTH

Bleed Ads: Create a page layout document to the trim size and add a .25" bleed on all four sides. Please keep critical design/type elements a minimum of .5" inside the trim space.

Non-Bleed Ads: Create page layout document to non-bleed size noted above.

Files accepted:

- Preferred format: PDF/X-1a:2001 with bleeds and no crop marks
- InDesign (with fonts converted to outlines, graphic files embedded and included, and all colors converted to CMYK)
- Illustrator (with fonts converted to outlines, graphic files embedded and included, and all colors converted to CMYK)
- Least preferred format: TIFF or JPG files

Files not accepted: Microsoft Word, PowerPoint, Publisher or Corel Draw

File submission: Files must be under 15MB and should be e-mailed to jmyers25@uwyo.edu

FULL PAGE AD

(Includes inside covers)

Trim: 8.375" x 10.875"

Live Area: 7.5" x 9.875"

Bleed Size: 8.875" x 11.375"

BACK COVER AD

Trim: 8.375" x 6"

Live Area: 7.5" x 5"

Bleed Size: 8.875" x 6.5"

HALF PAGE VERTICAL AD

3.6" x 9.675"

(No bleed)

HALF PAGE HORIZONTAL AD

7.5" x 5"

(No bleed)

THIRD PAGE VERTICAL AD

2.325" x 9.675"

(No bleed)

THIRD PAGE HORIZONTAL AD

7.5" x 3.3"

(No bleed)

UWYO GUIDELINES

UWyo will accept both commercial and UW-affiliated advertising with the following restrictions:

Advertising Content Approval

Space reservation is contingent upon approval.

All artwork and copy provided by advertiser is subject to approval by UWyo staff.

Advertiser shall be solely responsible for the content of its advertisement and shall indemnify, defend and hold harmless the University of Wyoming, its governing board, employees and agents from any liability arising from the advertisement.

No advertising of political or religious nature.

No advertising of sexually explicit material.

No advertising of tobacco and alcohol products.

All advertised manufactured products or advertisements using the registered name, mark or symbol of the University of Wyoming must be cleared by UW Trademark Licensing (trademrk@uwyo.edu).

UWyo Advertising Sales
 Institutional Marketing
 Attn: Joe Myers | jmyers25@uwyo.edu | uwyo.edu/uwyo-mag
 1000 E. University Ave, Dept. 3226 | Laramie, WY 82071-2000

University of Wyoming Consideration

Preference shall be given to institutional advertising.

Commercial ads that may cause a conflict of interest with UW programs are subject to review and approval.

Postal Guidelines

To maintain non-profit mailing status:

UWyo may not carry ads for credit cards/interest rates/incentives.

UWyo may not carry ads for travel promotions/deals.

UWyo may not carry ads for insurance promotions/deals.

The collage consists of several magazine pages from 'LEADERS AND CREATORS'. The top left page is titled 'Bringing the Past to Life' and features a photo of a person working with ancient artifacts. The top right page is titled 'LARAMION BUSINESS & TECH SOLUTIONS' and features a photo of two men standing in front of a building. The middle left page is titled 'STUDYING ENTREPRENEURSHIP' and features a photo of a person. The middle right page is titled 'MELANIE WUPPILER, LENHART, HAYSON & ASSOCIATES' and features a photo of a woman. The bottom of the collage features the title 'LEADERS AND CREATORS' in large, stylized letters.