UWyo magazine, the award-winning, flagship publication for the University of Wyoming, is published three times a year with more than 59,000 national and international readers.

UWyo readers are well-educated and affluent. They are professionals, family-oriented community members, and loyal UW Cowboy and Cowgirl fans. UW alumni, friends and supporters travel the globe, celebrate family and tradition, and foster investments that support their active lifestyles and communities.

UW provides quality undergraduate and graduate education to more than 12,500 students from all 50 states and almost 90 countries. UW is a nationally recognized research institution with accomplished faculty and world-class facilities. Offering 200 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.

Limited advertising space of 15% ads to 85% editorial content ensures the value of your message.

More than 60% of UWyo readers have higher education degrees
UW alumni make up more than 52% of UWyo readers
UWyo’s readership spans generations, from teenagers to senior citizens, with its largest audience composed of men and women ages 50 and older.

UWyo Advertising Sales: Kass Sprague / kass7@uwyo.edu / (307) 766-2379 / uwyo.edu/uwyo
### Top Ten States Receiving **UWyo**

1. Wyoming ..................... 16,375  
2. Colorado ...................... 3,674  
3. California ....................... 1,027  
4. Texas ................................ 760  
5. Nebraska ......................... 740  
6. Arizona ............................ 590  
7. South Dakota ................. 462  
8. Washington .................... 440  
9. Montana .......................... 366  
10. Utah ............................. 298

### Wyoming Counties Receiving **UWyo**

- Albany ............................... 5,367  
- Big Horn ................................. 187  
- Campbell ................................ 549  
- Carbon .................................. 414  
- Converse ................................ 270  
- Crook ..................................... 118  
- Fremont .................................. 685  
- Goshen ................................... 311  
- Hot Springs ................................ 79  
- Johnson .................................. 225  
- Laramie .................................. 2,655  
- Lincoln .................................... 211  
- Natrona .................................. 1,680  
- Niobrara .................................. 66  
- Park ........................................ 560  
- Platte ...................................... 240  
- Sheridan .................................. 801  
- Sublette ................................... 153  
- Sweetwater ............................ 769  
- Teton ...................................... 491  
- Uinta ...................................... 259  
- Washakie .................................. 166  
- Weston ..................................... 119

**Total Circulation**.............................. 29,500

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**UWyo** received first-place awards in the publications and magazine article categories from the Wyoming Press Association Associates in 2016.
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.

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<th>ISSUE</th>
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<td>March 15</td>
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<td>Sept. 2017</td>
<td>June 19</td>
<td>July 7</td>
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<td>Jan. 2018</td>
<td>Oct. 20</td>
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<td>Third Page</td>
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UW colleges, departments and units receive an automatic 10% discount.

*The digital edition will be distributed in April 2017, and will be emailed to 17,000 potential students as well as our regular readership.

Frequency: 3 times a year
Readership: More than 59,000

UWyo Advertising Sales: Kass Sprague / kass7@uwyo.edu / (307) 766-2379 / uwyo.edu/uwyo
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 crops
- 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 under 10mb may be e-mailed to kass7@uwyo.edu, files 10mb or greater must be provided on CD or storage device.

**Platform:** Mac or PC
**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).

**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.