# UWyo Media Kit 2020-21

# 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 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 12,000 students from all 50 states and 88 countries. UW is a nationally recognized research institution with accomplished faculty and world-class facilities. Offering 195 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.

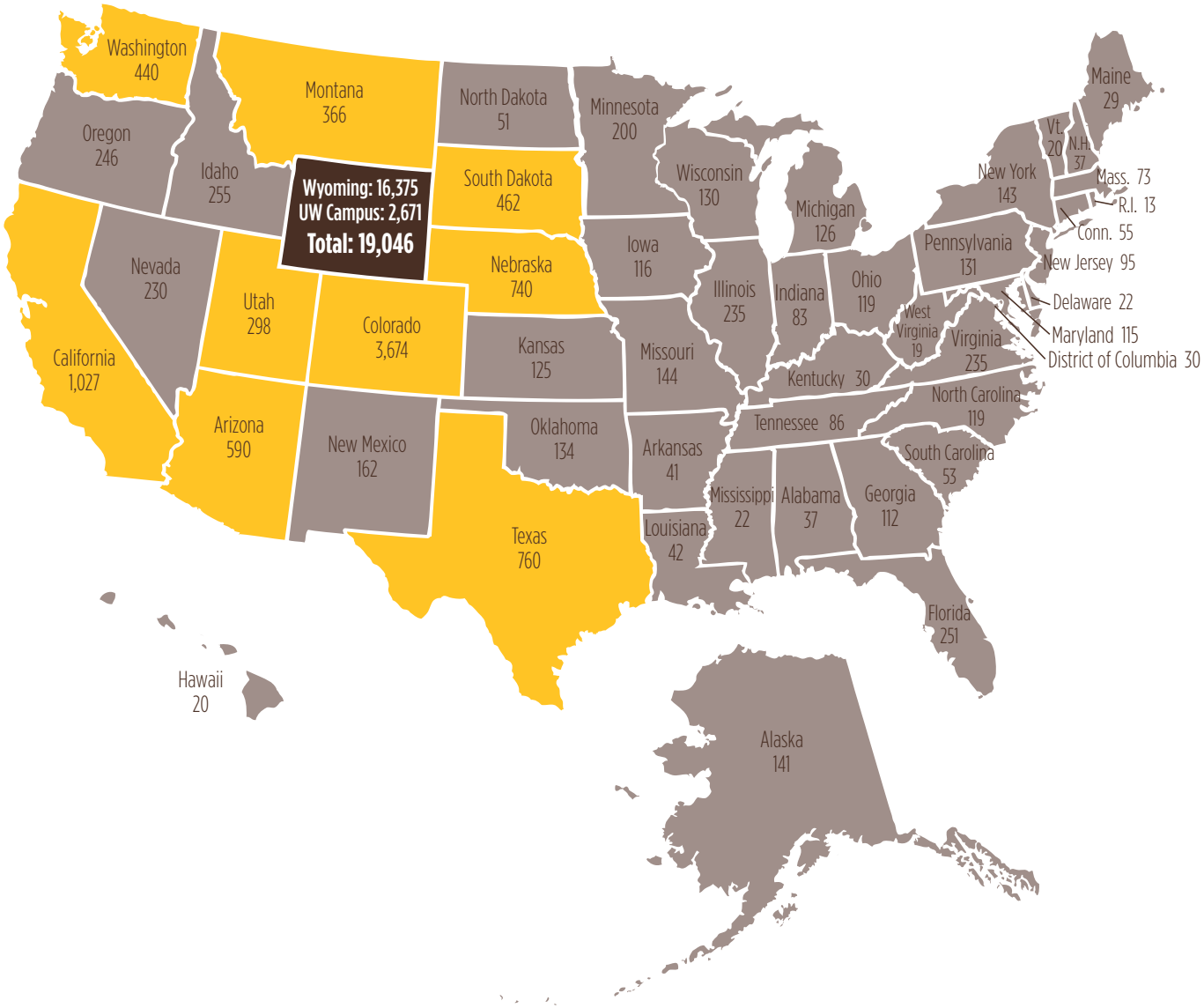
Limited advertising space of 15% ads to 85% editorial content ensures the value of your message.

**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 DISTRIBUTION




## 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

# 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 2020 | Feb. 24 | March 16 |
| Fall 2020 | June 15 | July 8 |
| Winter 2021 | Oct. 19 | Nov. 11 |

| SIZE | 1X | 3X | E-EDITION* |
|---|---|---|---|
| Front Inside Cover | $998 | $798 | $698 |
| Back Inside Cover | $998 | $798 | $698 |
| Full Page | $756 | $605 | $505 |
| Half Page | $585 | $468 | $368 |
| Third Page | $481 | $385 | $285 |

***UW colleges, departments and units receive an automatic 10% discount.***

**The digital edition will be distributed in spring 2020 and will be emailed to 18,000 potential students as well as our regular readership.*

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

# 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.

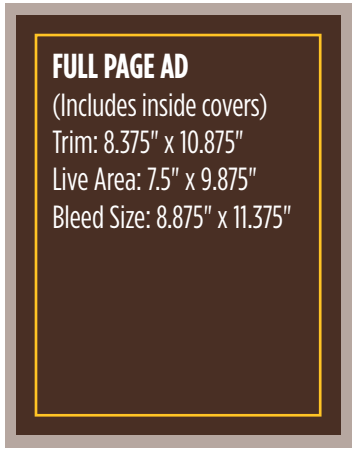
**Files accepted:**

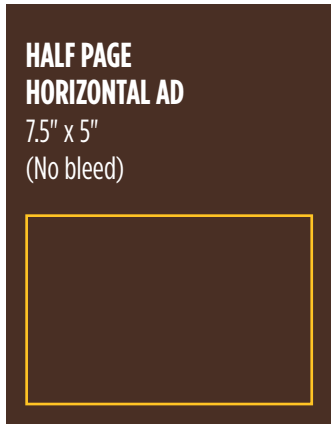
- Preferred format: PDF/X-1a:2001 with bleeds and no crops
- InDesign (with fonts converted to outlines, graphic files embedded and included, and all colors converted to CMYK)
- Illustrator (with fonts converted to outlines, graphic files embedded and included, and all colors converted to CMYK)
- Least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

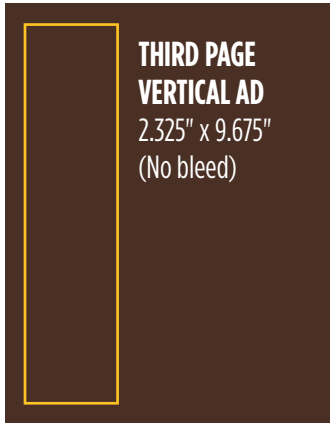
**Files not accepted:** Microsoft Word, PowerPoint, Publisher or Corel Draw

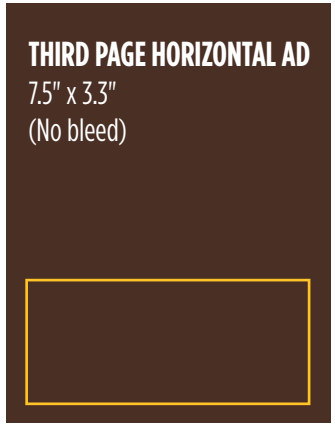
**File submission:** Files under 10mb may be e-mailed to kass7@uwyo.edu, files 10mb or greater must be provided on CD or storage device.

**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).


***UWyo* Advertising Sales**
Institutional Marketing Department
Attn: Kass Sprague | kass7@uwyo.edu | uwyo.edu/uwyo
(307) 766-2379 office | (307) 766-6729 fax
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 World Needs More
COWGIRLS
*Women in STEM fields are underrepresented, but UW aims to change that.*

RELENTLESS CURIOSITY

Constantly learning and continually striving, UW's top students lead the way.