



**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 — in both print and digital formats. Each issue is sent to an average of 20,000 readers per issue plus a 118,000 email list.

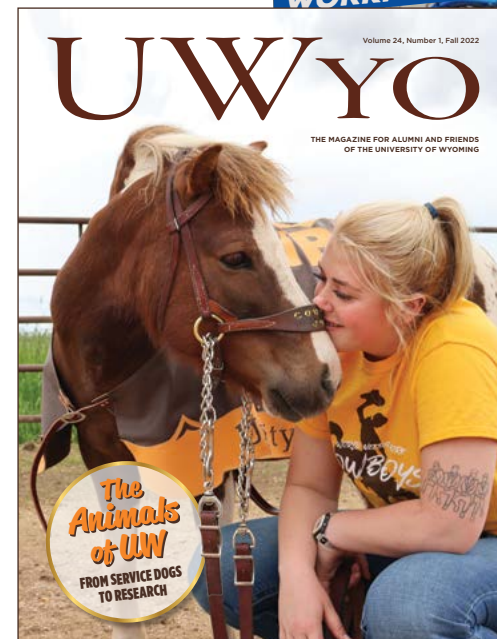
UWyo magazine brings to life the people and stories of UW. The publication is dedicated to advancing the mission, vision and goals of the University of Wyoming, and fostering pride, tradition and excellence by cultivating relationships with the UW community. Through meaningful communication and promotion 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.

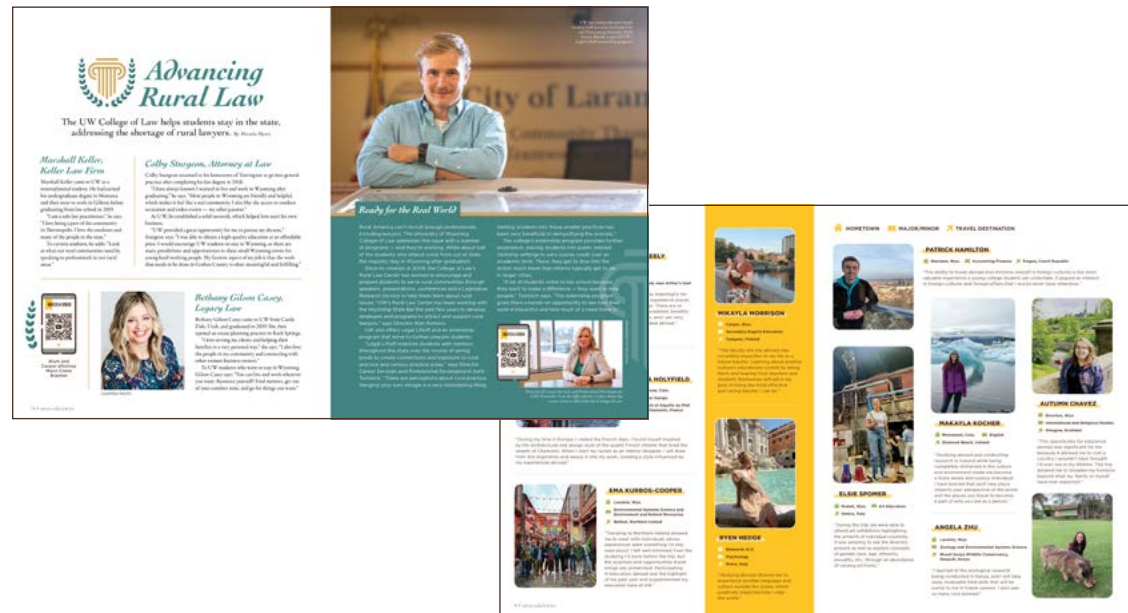
With an average of only 20-22% ad space per issue, readers are sure to see your message.



# 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. Starting in Fall 2024, UWyo will be returning to three printed issues per year. A digital flip version of each issue will also be available.

ISSUE	RESERVATIONS	ARTWORK DEADLINE	SIZE	RATES
Fall 2024	June 14, 2024	July 12, 2024	Front Inside Cover	\$898
Winter 2025	Oct. 21, 2024	Nov. 22, 2024	Back Inside Cover	\$898
Spring 2025	Feb. 21, 2025	March 14, 2025	Full Page	\$665
Fall 2025	June 16, 2025	July 14, 2025	Half Page	\$515
			Third Page	\$424



# 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](mailto: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.

