ADVERTISE IN
WVU MAGAZINE
Reach more than 170,000 consumers across the U.S.

OUR READERS. YOUR CUSTOMERS.

WVU Magazine is the main way that West Virginia University, the state’s flagship public University, connects with alumni and donors.

The majority of our readers are COLLEGE EDUCATED and have a mean weekly earnings of $1,227.

*according to the Bureau of Labor Statistics, 2015

Our most responsive readers of the print magazine are 45 AND OLDER.

Their interests:
ATHLETICS
SCIENCE AND TECHNOLOGY
ARTS AND CULTURE
HEALTH AND HEALTHCARE
BUSINESS AND INDUSTRY

WVU Magazine readers by state

Data from WVU Magazine survey.
AD INFORMATION

ADVERTISING RATES (Color)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$4,240.00</td>
</tr>
<tr>
<td>Inside Front/Back Cover</td>
<td>$3,175.00</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,950.00</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,925.00</td>
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<tr>
<td>1/4 Page</td>
<td>$1,175.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$600.00</td>
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</tbody>
</table>

Discount rates available for multiple ad buys. Contact us for more info.

WVU Magazine prints three times a year:
Spring (April) — the research issue —
Summer (July) and Fall (October).

2020 DEADLINES

<table>
<thead>
<tr>
<th>Season</th>
<th>Ad Reservations Due</th>
<th>Ad Art Due</th>
<th>Publication</th>
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</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>Nov. 18</td>
<td>Nov. 18</td>
<td>March 16</td>
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<tr>
<td>SUMMER</td>
<td>March 30</td>
<td>March 30</td>
<td>July 27</td>
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<tr>
<td>FALL</td>
<td>July 13</td>
<td>July 13</td>
<td>Nov. 9</td>
</tr>
</tbody>
</table>

PRODUCTION

All print ads should be submitted as a CMYK PDF with a resolution of 300 dpi.

CONTACT

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COMING SOON!
Ask us about our digital advertising opportunities.