

UNO

MAGAZINE

2025 ADVERTISING MEDIA KIT

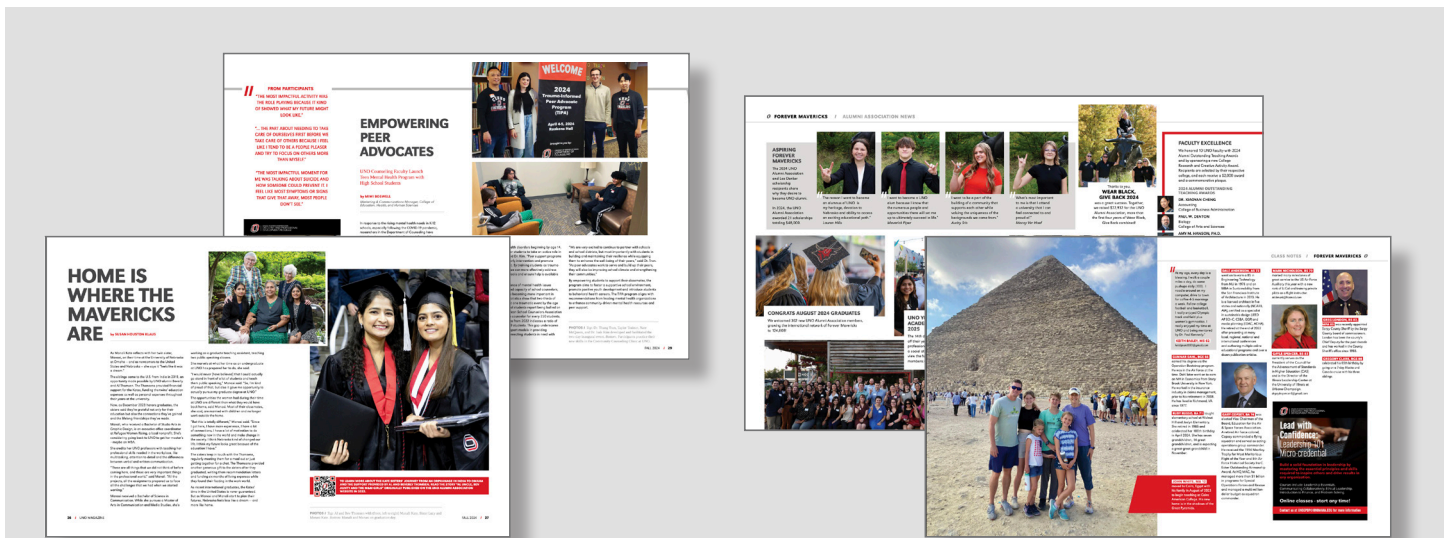


UNIVERSITY OF NEBRASKA AT OMAHA

UNO MAGAZINE

UNO Magazine is the flagship publication of the University of Nebraska at Omaha and is as a collaborative effort of UNO, the University of Nebraska Foundation and the UNO Alumni Association. This magazine **embodies the Maverick Spirit** by encompassing the traditions, values and achievements of the university and **promotes a sense of community and belonging among alumni, students, faculty, staff, friends and parents.**

INSIDE THE MAGAZINE



Features on educational issues and trending topics including insights and expert opinions of the university and its alumni and friends.

UNO Alumni Association news, alumni updates and Class Notes.



Spotlights on how philanthropic support furthers UNO's mission.



Stories about innovative advancements and achievements of UNO and Omaha Athletics.

AUDIENCE

Published three times per year, UNO Magazine is distributed to alumni, donors, faculty, staff, students and friends.

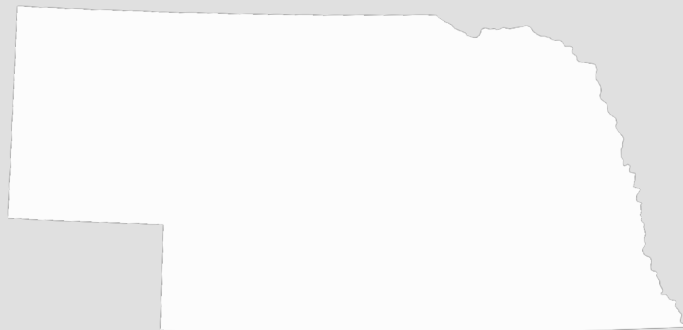
Spring and Summer

40,000+ in Nebraska

Winter

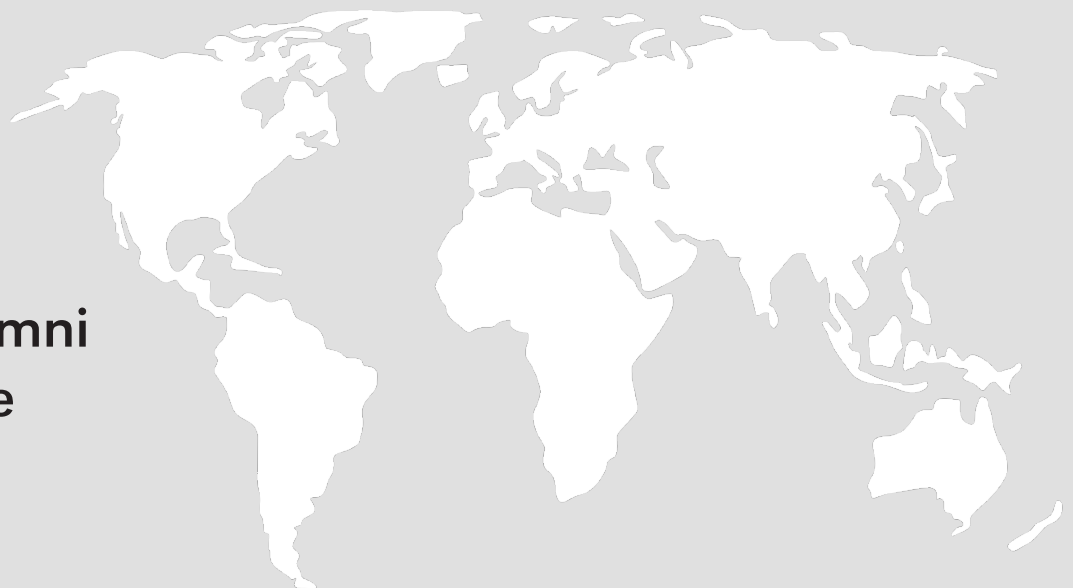
99,000+ across the United States

UNO ALUMNI*



67,295 Graduates
in Omaha Metro

73,492 Graduates
in Nebraska



124,808
Living alumni
worldwide

*As of October 2024

UNO MAGAZINE ADVERTISING

Positioning	1x or 2x	3x
Inside Covers*	\$3,500	\$2,800
Full Page*	\$2,900	\$2,400
1/2 Page	\$2,000	\$1,600
1/3 Page	\$1,600	\$1,300
1/4 Page	\$1,100	\$900
1/6 Page	\$800	\$650

*University of Nebraska entities receive a 20% discount.
Nonprofit organizations may be eligible for a 20% discount.*

MATERIALS

File Format: High-quality print-ready PDF or original InDesign file package.

File Specs: All images and art must be 300 DPI at 100% print size. This must be submitted in CMYK format (no RGB or spot color). Do not submit artwork with crop or bleed marks. See specs for file dimensions.

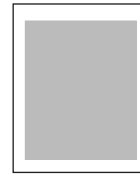
File Delivery: Submit all ad materials to davina.schrier@unoalumni.org. Please include the name of your business and the ad size in the file name.

AD DIMENSIONS

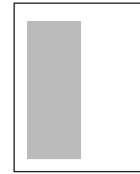


**Inside Cover/
Full Page**
Bleed
8.625" x 11.125"

Trim:
8.375" x 10.875"
Safe Area:
7.125" x 8.875"



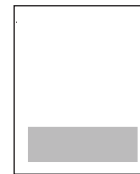
**Inside Cover/
Full Page**
No Bleed
7.125" x 8.875"



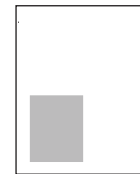
1/2 Page
Vertical
3.24375" x
8.875"



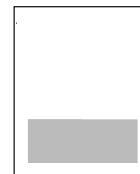
1/2 Page
Horizontal
7.125" x 4.3125"



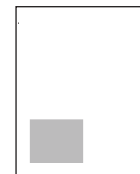
1/4 Page
Horizontal
7.125" x 2.25"



1/4 Page
Vertical
3.4375" x
4.3125"



1/3 Page
Horizontal
7.125" x 2.8"



1/6 Page
3.4375" x 2.8"

EDITORIAL SCHEDULE AND MATERIAL DEADLINES*

ISSUE:	RESERVATION DATE:	ADS RECEIVED BY:	MAIL DATE:
Spring	February 28	March 14	April 21
Summer	June 13	June 27	August 11
Fall	October 3	October 17	November 24

SALES/INQUIRIES: Contact Gary Domet at gmd6@cox.net or 402-995-1918

*NOTE: On average, magazines are delivered within seven to ten days after the mail date. UNO Magazine reserves the right to alter this schedule at any time, particularly to accommodate important or time-sensitive news. All dates and rates are subject to change.

UNO Magazine cannot accept personal ads or advertising for alcoholic beverages, tobacco, gaming, or certain personal hygiene products; advocacy positions (political, philosophical, religious, moral, etc.); contributions to organizations or for purposes not directly affiliated with or benefiting UNO or the Alumni Association. The positioning of the advertisement is at the discretion of the publisher.

UNO MAGAZINE

2025 ADVERTISING CONTRACT

AD PLACEMENT	1x or 2x	3x	TOTAL <small>(Including applicable discount)</small>
<input type="checkbox"/> Inside Cover	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$2,800	_____
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$2,400	_____
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,600	_____
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,300	_____
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$900	_____
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$650	_____

University of Nebraska entities receive a 20% discount. Nonprofit organizations may be eligible for a 20% discount.

EDITORIAL SCHEDULE AND MATERIAL DEADLINES*:

ISSUE:	RESERVATION DATE:	ADS RECEIVED BY:	MAIL DATE:
<input type="checkbox"/> Spring	February 28	March 14	April 21
<input type="checkbox"/> Summer	June 13	June 27	August 11
<input type="checkbox"/> Fall	October 3	October 17	November 24

**All dates and rates are subject to change.*

ADVERTISER

PRIMARY CONTACT

MAILING ADDRESS

PHONE

EMAIL

DATE

SIGNATURE

Send a signed contract and artwork to UNO Magazine Managing Editor Davina Schrier at davina.schrier@unoalumni.org. Invoice will be sent after each publication. Make all ad payments to: University of Nebraska Foundation. 35% cancellation fee applies. UNO Magazine retains the right of final layout placement.