

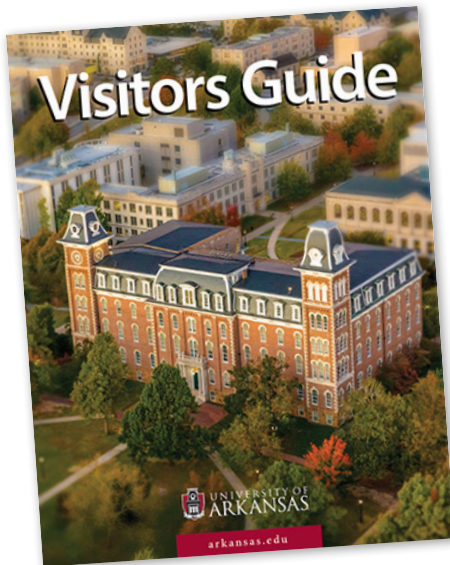


UNIVERSITY OF ARKANSAS

OFFICIAL VISITORS GUIDE **MEDIA KIT** 2020-2021

FULL-COLOR PRINT MAGAZINE • WEBSITE

Next Issue: August 2020 | Total Readership: 92,000



CampusVisitorGuides.com/UARK

GROW YOUR BUSINESS

If your success depends on sales to the University of Arkansas community, then you need to be in the school's only Official Visitors Guide. Thousands of students, parents, faculty, staff and alumni drive the U of A economy — and the guide is one of the most requested publications on campus! The guide is an invaluable, cost-effective way to target the U of A community, and is also an important early opportunity to make an impression on future students and their parents.

ECONOMIC IMPACT

The U of A community is a major driver of spending and growth in Arkansas. The U of A community spends tens of millions of dollars locally each year on housing, food, clothing, transportation, entertainment and many other products and services.

Your ad reaches its target market year-round; the guides are saved and distributed at key events and occasions. The school uses the guide to help new and existing students acclimate to campus life, making it first and best way to grow sales to these active consumers.

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DISTRIBUTED TO

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- Visitors
- Parents
- Student Body
- Campus Tour Groups
- Faculty & Staff
- Seminar Groups
- Alumni
- Advertisers

DISTRIBUTED AT

- New Student Orientation
- Admissions/Enrollment Services Office
- Arkansas Alumni Association
- Campus Information Centers
- Registrar's Office
- Student Union
- Bookstores
- University Relations
- Student Housing
- Human Resources

THE OFFICIAL VISITORS GUIDE

Print Magazine

This beautiful full-size, four-color magazine helps to enhance the on-campus experience for the University of Arkansas community. The Visitors Guide provides useful and informative material for the entire university population. The guide is free to everyone and is available at the various distribution points and events listed on the left of this page. The guide is one of the most requested print publications on campus, making it one of the best ways to reach the university community.

Website

There is also a website edition of the University of Arkansas Visitors Guide. All of the editorial content in the guide appears on the website; the online edition of the guide also features live links that direct traffic to official University of Arkansas and advertiser web pages. The website expands your reach to the university community, and also includes multiple additional resources.





UNIVERSITY OF ARKANSAS

Division of University Advancement
University Relations

Dear Area Business Owner/Manager:

The University of Arkansas has contracted with Momentous Campus Media to produce the eighth annual University of Arkansas Visitors Guide. The Office of University Relations will produce the guide, which will feature highlights of the campus and community. Maps, directories and listings of attractions will help guests explore the campus. Articles will feature some of the things that make the University of Arkansas so special.

The guide is published by Momentous Campus Media and distributed free of charge to prospective students and their parents, new and existing students, new faculty and staff, and visitors, alumni, friends and supporters of the university. It is a vibrant full color publication that includes many photos of our scenic campus. University Relations endorses this Visitors Guide and will make sure the content is of the highest caliber.

According to the latest economic impact data, it's estimated that our students spend more than \$250 million yearly on local purchases. And that doesn't include the purchases made by their parents, family and friends while visiting the area. We feel this is a great way to expose your business or service and we hope that you'll be able to participate.

Thank you,

Mark Rushing
Assistant Vice Chancellor
Office of University Relations