

The University of the West Indies  
St. Augustine Campus

**Guidelines for Advertising in St. Augustine News (STAN)**

**Introduction**

The St. Augustine Newsletter (STAN) is one of the fundamental tools used by our institution to communicate internally with campus staff & students; externally with staff & students on the other two campuses; alumni; and other important stakeholders. The St. Augustine News is a high-gloss, quarterly, 44-page, 8 ½ x 11 publication. The style is fresh, innovative, current and informal.

**Objectives**

The objectives of STAN are:

1. To inform and update staff on current campus and university activities and community events through news stories, feature articles and interviews.
2. To create a mutually rewarding, informative, open and creative dialogue among management, faculty, staff and students.
3. To reflect the views, news and ideas of all staff and students through articles and art.
4. To share the vision and core values of The University of the West Indies.
5. To gain feedback from the campus community and other stakeholders through polls and letters to the editor.

**Feedback Mechanisms**

The written and oral feedback that we have received from our target audiences on the previous eight issues has been extremely positive. We will continue to encourage feedback and strive to incorporate constructive suggestions into the newsletter.

**Distribution and Advertising Ratio**

The newsletter has a print run of 15,000 and circulation of approximately 75,000. Locally the newsletter is distributed to:

- UWI Students
- All High Schools (in Trinidad & Tobago)
- Alumni
- Staff
- Faculty Members
- Ministers of government
- Permanent secretaries
- Corporate sponsors and donors

In addition to local distribution, the newsletter is distributed **regionally** to:

1. Ministers (and their ministries) of government in our contributing countries.<sup>i</sup>
2. Resident representative centres in non-campus contributing countries.
3. Faculty members and university management of the other two campus countries – Barbados and Jamaica.
4. Halls of residence on the other two campuses.
5. International donors and multilateral agencies.

**Format of the Ad**

The advertisement must have a connection to the education sector or education support services and therefore the advertising of alcohol, cigarettes or nightclubs will not be permitted. It must be tastefully done and embody the values of the university, namely:

1. Maintaining a commitment to the pursuit of excellence
2. Assisting students to develop a capacity for independent thought and critical analysis
3. Stimulating self awareness and social awareness

4. Nurturing a keen sense of individual and social responsibility
5. Building respect for cultural diversity and rule of law
6. Promoting Caribbean identity and sovereignty, together with the development and protection of nationhood
7. Cultivating multidisciplinary and interdisciplinary collaboration
8. Preserving a climate of intellectual freedom
9. Engendering in students a commitment to personal growth
10. Fostering ethical values attitudes and approaches
11. Encouraging community service and involvement, and dedication to the development of the region

STAN is a full colour publication and the ad must therefore be in full colour. Advertisements must be provided as a Macintosh Illustrator / Freehand EPS file. All fonts must be outlined and all images CMYK. A colour print of the ad should also be provided for reference. Artwork must be provided on CD or Zip-disk only and must be Macintosh compatible.

### **Costing & Frequency**

**A company that commits to two (2) advertisements will benefit from our special price of \$6,500.00. Ads will also be available as follows**

- **Inside back cover (8 ½ x 11) @ \$10,500 per issue**
- **Inside full page (8 ½ x 11) @ \$8,500 per issue**
- **Inside half page (vertical – 4 x 10 ½ / horizontal – 8 1/4 x 5 1/4) @ 5,500 per issue**

The company will have a choice as to the issue date of the ad. Advertisements for insertion in the April-June 2006 issue, must be received by **23<sup>rd</sup> June**.

### **Contact**

Persons interested in advertising should contact:

The Marketing & Communications Department  
The University of the West Indies  
St. Augustine Campus  
Tel: 645-3232 or 662-2002 exts. 2013, 2014, 2315  
Tel/Fax: 645-6396 or Fax: 662-3858  
e-mail: [markcom@admin.uwi.tt](mailto:markcom@admin.uwi.tt)

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### **<sup>i</sup> List of contributing countries**

Antigua & Barbuda  
The Bahamas  
Barbados (*campus country*)  
Belize  
British Virgin Islands  
Dominica  
Grenada  
Jamaica (*campus country*)

Monsterrat  
St. Christopher & Nevis  
St. Lucia  
St. Vincent & the Grenadines  
Turks & Caicos