



UWI TODAY

THE UNIVERSITY OF THE WEST INDIES · ST. AUGUSTINE CAMPUS

ALIGN YOUR BRAND



■ PREMIUM PARTNER



■ SOCIAL RESPONSIBILITY



■ REGIONAL DEVELOPMENT



■ HIGHER EDUCATION

UWITODAY and You

UWI Today appears on the last Sunday of each month within the pages of the Guardian Newspaper. While it emanates from the St Augustine Campus of The University of the West Indies, it is more than a campus newspaper, in that it deliberately targets a mass international audience through its wide distribution locally and its online presence.

Its format is mainly feature driven, with articles, interviews and campus news presented in an uncluttered, sophisticated design. It seeks to inform the public of research, initiatives and accomplishments of The UWI in a lively and engaging manner.

As an advertiser with **UWI Today**, there are many benefits to be gained, particularly if you see it as an investment in enhancing your own business profile and position in the region.

ALIGN YOURSELF



■ PREMIUM PARTNER

Advertisers in **UWI Today** benefit from the alignment with the region's most dominant and respected brand: The University of the West Indies. The UWI is recognised, accredited and respected in regional and international circles, and is synonymous with the concept of being West Indian.



■ REGIONAL DEVELOPMENT

Advertisers will be associated with UWI's pioneering research and development work—continuously highlighted in the **UWI Today**—and may strategically link their own lines of business with the featured products, demonstrating involvement and emphasizing support for regional development.

■ SOCIAL RESPONSIBILITY

Corporations are anxious to demonstrate that they are socially responsible citizens, and with the constant reinforcement of The UWI's core values, civic-minded messages and pursuit of research that seeks to improve the quality of life, **UWI Today** provides a perfect forum to show how good you are.



■ HIGHER EDUCATION

UWI Today features many success stories from projects and people, discusses new works, interesting lines of study and careers, and altogether constantly sends the message that with education all things are possible. Align your brand to that concept by showing how it is one of the prize goals to be achieved.



UWI Today welcomes advertisers whose brands are attuned to the values and principles upheld by The UWI. Our audience constitutes current and prospective students for whom your products will be appealing, we also reach our very influential alumni globally, and a significant number of the region's leaders and decision-makers. The potential returns are enormous, and your advertisement should not be seen as a monthly cost—we encourage partnerships of a longer duration—but as an investment in building your brand and entering a premium partnership.

To align yourself with **UWI Today**, please contact Mr Anthony Durrant, Account Executive, Trinidad Publishing Co. Ltd.
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