

To All UTSA Departments:

I'm writing to make you aware of the upcoming, fifth annual edition of the **University of Texas-San Antonio Official Visitor's Guide**. Attached for your review is information about the Guide, including advertising opportunities.

The University designs, writes and distributes the Guide to students, parents and visitors. The Guide's editorial content is for and about the University, and is designed to be an important resource for the UTSA community. The Guide is an important part of our marketing efforts throughout the year, and is a powerful, credible platform for your department's or organization's marketing message. Campus Publishers, our partner on the Guide, sells advertising and prints the magazine on behalf of the University. Advertising from local San Antonio businesses is also included in the Guide.

We have created an UTSA Department Advertising Discount of 20% off the rates in the attached media kit. Please note that this rate includes the creation of your ad if necessary. Please take a look at the attached media kit; a Campus Publishers representative may contact you in the coming weeks to determine your interest in advertising in this unique UTSA publication, and to answer any questions you might have. For more information, you can also contact Randy Goldner, Associate Publisher, at (800) 807-1013 x102.

There is also a companion web site for the Official Visitor's Guide, with additional opportunities to promote your department or organization. Make sure you ask your Campus Publishers contact about digital marketing opportunities.

Thanks for your consideration of this important University of Texas/San Antonio publication. Feel free to contact me at (210) 458-4600 if you have any questions.

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