

# Why Advertise in HWI?

*Human–Wildlife Interactions* (HWI) is an online open access scientific journal dedicated specifically to research, management case studies, and policy perspectives that enhance the professional management of human–wildlife conflicts. HWI is published 3 times per year by the Jack H. Berryman Institute (BI) at Utah State University. We accept full-color online advertisements in each issue.

## Benefits of Advertising in HWI

**Global Reach** – Your linked ad image is placed on HWI’s current issue webpage, which receives approximately 10,000 visits annually from a worldwide audience.

**Digital Distribution** – Linked ad images are also displayed in HWI issue distribution communications sent to approximately 5,000 personal, agency, and organization email subscribers. HWI’s email open rates and click rates exceed the industry average.

**Increasing Exposure** – HWI is now indexed in the Directory of Open Access Journals, which will extend visibility of content and increase HWI web traffic.

**Relevant Readership** – HWI readers include wildlife managers, university faculty, students, researchers, and other professionals who fit the target demographic for your organization’s products or services.

**Affordable Options** – Two display ad sizes are available for placement in single or multiple issues of HWI, creating the opportunity to reach your target base at a low cost per site visitor or email recipient.

**Additional Opportunities** – The BI, publisher of HWI, annually sponsors and hosts international and national conferences, which increases your global reach. In 2020, the BI hosted a virtual Wild Pig Conference via YouTube with >3,300 registered participants from 23 countries and 3 U.S. Territories and had >7,000 views within 2 weeks of launching. Advertisers are notified of upcoming sponsorship opportunities.

## Sizing and Placement

Button advertisements in HWI are 125 x 125 pixels, and horizontal advertisements are 250 x 125 pixels. Priority placement higher on the webpage is given to horizontal ads and in the order that completed contracts are received by HWI (ad artwork may be submitted separately at a later date). Ad run dates are in 4-month increments that align with the publication and promotion timeframe of HWI’s spring issue (April to July), fall issue (August to November), or winter issue (December to March).

- Button Advertisement (1 issue, 4-month run: \$175)
- Button Advertisement (2 issues, 8-month run: \$300)
- Button Advertisement (3 issues, 12-month run: \$450)
- Horizontal Advertisement (1 issue, 4-month run: \$300)
- Horizontal Advertisement (2 issues, 8-month run: \$500)
- Horizontal Advertisement (3 issues, 12-month run: \$750)

## Ad Order Form

Complete the [ad order form](#) and email it to the HWI managing editor at [hwi@usu.edu](mailto:hwi@usu.edu).

Thank you for considering HWI for your advertising. We look forward to your partnership.