About The Daily Beacon

The Daily Beacon, the official newspaper of the University of Tennessee in Knoxville, has been serving the University’s main campus since 1906. More than 33,400 students, faculty and staff rely upon The Daily Beacon for up-to-date news, sports and entertainment coverage, locally and nationally.

The Daily Beacon is an editorially independent newspaper, operating within the Department of Student Publications, and is one of the oldest student traditions at the University of Tennessee.

Contact Information

Department of Student Publications

The Daily Beacon
11 Communications Building
University of Tennessee
Knoxville, TN 37996-0314

Retail Advertising Office: 865-974-5206
Classified Advertising Office: 865-974-4931
Editorial Office: 865-974-3226
Fax: 865-974-5569
Office Hours:
8am-5pm Monday - Friday

Retail Advertising E-mail:
beaconads@utk.edu
Classified Advertising E-mail:
orderad@utk.edu
Web Site:
http://dailybeacon.utk.edu

Circulation

Papers are distributed free to 100 locations throughout the UT campus and surrounding community, ensuring advertisements receive the maximum exposure every day.

Fall and Spring Semester
15,000 Monday through Friday

Summer Semester
9,000 Tuesday and Friday
DEMOGRAPHICS*
Over 33,400 students, faculty, and staff comprise the community within the University of Tennessee campus:

85% of students are from Tennessee
13% of students are from out-of-state
2% are international students
48% of students are male
52% of students are female
58% of students are 21 and over
42% of students are under 21
Over 6,000 students are 25 and older
24% live on-campus
76% live off-campus

STUDENT ENROLLMENT
Freshman.................................................................17%
Sophomore..............................................................18%
Junior......................................................................16%
Senior......................................................................24%
Graduate....................................................................24%
TOTAL......................................................................24,652

EMPLOYEES
Regular and term .....................................................8,748

TOTAL MARKET ......................................................33,400

READERSHIP*
94% of readers have read The Daily Beacon in the past 24 hours
37% stated that more than one person read their copy of The Daily Beacon
41% live in their college town year round
11% have an average monthly income of $2,000

KNOXVILLE AREA STATISTICS*
The metropolitan Knoxville area is ranked the “best place to live in the U.S...” among cities with a population of fewer than 1 million.

Population (MSA)......................................................728,708
Median age...............................................................38
Earnings (annual average pay)...............................$30,901
Cost of Living Ranking (US average of 100).............87.5
Income arising from UT Athletics Dept....................$62 million

The University of Tennessee, Knoxville is the second largest employer in the Knoxville MSA.

*Knoxville Area Chamber Partnership

*Student Data Resources, Spring 2006

*Pulse Research, 2002
Retail Display Advertising Rates

Minimum ad size is three column inches.

National Rate ………………….. $14.20 per column inch
Non-commissionable rate for all non-local advertisers.

Local Rate ………………….. $10.70 per column inch
Non-commissionable rate for advertisers having a location in the Knoxville/Knox County area.

Annual Contract Rates
Available to local advertisers only for the fall and spring semester, 2006-07.
- 250-499 column inches ................... $9.60/CI
- 500-749 column inches ................... $9.20/CI
- 750-999 column inches ................... $8.80/CI
- 1,000-1,499 column inches ............... $8.40/CI
- 1,500 column inches or more .............. $8.00/CI

University Rate ……………...... $8.80 per column inch
Available to all university academic and administrative departments.

Student Organization Rate ……………….. $8.30 per column inch
Available to officially recognized university-based student organizations.

DEADLINES
Ad copy and space ..................... 4 pm three publishing days prior
Cancellation deadline ................ 5 pm three publishing days prior

Ads cancelled after the deadline will be assessed a 50% spacing fee.

Proof deadline ................................. 2 pm one day prior

All advertisers will be furnished a proof for verification. Ads can be released for publication by returning the proof, indicating any corrections, via fax (865-974-5569) or by calling the Advertising Office (865-974-5206).

If notification is not given by the deadline, the ad will automatically be released for publication. Due to time restraints, a second proof cannot be provided.

ADDITIONAL CHARGES
Guaranteed Placement ............... 10% or $10 minimum
Late Ad ........................................ 10% or $10 minimum
Remake Charge ......................... $15 minimum

DISCOUNTS
Prepayment ........................................ 5%
Frequency ........................................ 5%

Run the same ad at least three times in eight publishing days.

Monday/Tuesday Combo .................... 25%
Run an ad any consecutive Monday and Tuesday and receive 25% off the Tuesday ad (same size and copy).

COLOR
Using color in an ad will add impact and energy.
Full color (CMYK) is available on a per column inch basis:
- 3 CI - 20 CI ...................... $4.50 per column inch
- 21 CI - 40 CI ...................... $4.00 per column inch
- 41 CI - 60 CI ...................... $3.25 per column inch
- 61 CI - 80 CI ...................... $2.75 per column inch
- 81 CI - 120 CI .................... $240.00 Flat Rate

When creating your layout, please use only CMYK values. Spot or Pantone colors should be converted to CMYK.

FULL COLOR ADDS IMPACT

Full color (CMYK)
Grayscale (B&W)
**Mechanical Specs**

**BROADSHEET**

Retail Broadsheet Columns
- Maximum Ad Depth: ..................................................20"
- Column Width  
  1 Column..........................................................1.833"
  2 Columns ..........................................................3.792"
  3 Columns ..........................................................5.750"
  4 Columns ..........................................................7.708"
  5 Columns ..........................................................9.667"
  6 Columns .........................................................11.625"

**TABLOID**

Retail Tabloid Columns
- Maximum Ad Depth:..............................................11.25"
- Column Width  
  1 Column..........................................................1.833"
  2 Columns ..........................................................3.792"
  3 Columns ..........................................................5.750"
  4 Columns ..........................................................7.708"
  5 Columns ..........................................................9.667"

**Acceptable Transfer Methods**

E-mail address........................................beaconads@utk.edu

Space reservation must be placed directly with the Advertising Office. Please state advertiser's name and date ad is to run in the “Subject” line.

Preferred formats ..................................PDF, JPG, EPS, TIFF

Fonts and graphics must be embedded in the PDF. Do not send Publisher, Word, Excel or PowerPoint files. If creating the document in these formats, please convert to PDF before submitting.

Color Ads ....................................................CMYK only

Do not submit RGB color as it will not reproduce. Change Pantone or spot color to CMYK.

Resolution ......................................................200 dpi

**FULL PAGE AD**
- 6 columns x 20" = 120 column inches
- 120 column inches x $10.70 local rate
- $1284.00 per day

**HALF PAGE AD**
- 6 columns x 10" = 60 column inches
- 3 columns x 20" = 60 column inches
- 60 column inches x $10.70 local rate
- $642.00 per day

**QUARTER PAGE AD**
- 3 columns x 10" = 30 column inches
- 30 column inches x $10.70 local rate
- $321.00 per day

**EIGHTH PAGE AD**
- 3 columns x 5" = 15 column inches
- 2 columns x 7.5" = 15 column inches
- 15 column inches x $10.70 local rate
- $160.50 per day

**OTHER POPULAR AD SIZES**

Sixteenth page:
- 2 columns x 4" = 8 column inches

One-third page:
- 4 columns x 10" = 40 column inches

Three-quarter page:
- 6 columns x 15" = 90 column inches

Additional sizes available.
Preprints/Inserts

Single page, single advertiser ........................................ $60.00/1,000
  $900 Fall and Spring Semester
  $540 Summer Semester
Multiple page, multiple advertiser ................................ $110.00/1,000
  $1650 Fall and Spring Semester
  $990 Summer Semester
Distribution (full-run only)
  Fall and spring semester ........................................ 15,000
  Summer semester ................................................ 9,000
Deadline .............................................................. 5 days prior
All inserts must be approved for acceptance by The Daily Beacon in advance of insertion.

Shipping Address
News Sentinel
ATTN: Beacon Inserts
2332 News Sentinel Drive
Knoxville, TN 37921-5761

Restrictions
Maximum number of pages ........................................ 24
Minimum size ...................................................... 5" x 8"
Maximum size ...................................................... 9" x 12"
Pager Weight (minimum) ........................................... 67#

Subscriptions

Yearly ............................................................................. $190.00
One Semester (Fall or Spring) ................................. $85.00
Summer Semester .................................................. $60.00
Subscriptions are mailed First Class each publishing day.

General Policies and Terms

1. All advertising orders are subject to the terms and conditions of the current rate card.
2. The advertiser and/or agency assume liability for all content of ads and inserts; and also assume responsibility for any claims arising therefrom made against the publisher.
3. All advertising is subject to acceptance by The Daily Beacon which reserves the right to reject copy at its sole discretion any time prior to publication. The Daily Beacon reserves the right to regulate the typographical tone and design to comply with The Daily Beacon’s standards.
4. The Daily Beacon assumes no financial responsibility for errors or omissions of ads. Make-good space will be offered if the error is the fault of The Daily Beacon and only for the portion that is in error. The Daily Beacon will not be responsible for minor typographical errors.
5. All advertising must be prepaid unless the advertiser has first established credit. Prepayment is required for all new, political, out-of-state and transient advertisers.
6. The Daily Beacon accepts MasterCard and VISA. Checks may be made payable to The Daily Beacon.
7. Advertisements cancelled after the deadline will be assessed a 50% spacing fee; advertiser will be responsible for any production charges incurred.
8. Rates and deadlines are subject to adjustments without individual notice.
**Classified Advertising**

**Classified Line Ads**

1-5 days ..................................................$.29/word per day
6-10 days ................................................$.26/word per day
11-15 days ..............................................$.23/word per day
16-20 days ..............................................$.19/word per day

Minimum charge of 16 words per day.
Out-of-state and first-time advertisers must prepay.
Classified line ads will also appear on our web page each publishing day. View online ads at http://dailybeacon.utk.edu.

**Extra charges**

Boxed ad ....................................................$1 per day
Headline....................................................$1/line per day
In-column logos ........................................$.5 per day
Extra lines ................................................$.1/line per day

**Deadline** .............................................1 pm one day prior

**Classified Display Ads**

One day rate.............................................$11.25 per column inch

All rates are non-commissionable. Minimum ad size is one column inch.

Frequency Discount .........................................5%

Run the same ad at least three times within eight publishing days.

**Deadline** .............................................1 pm two days prior

**Ad Sizes and Specifications**

Display ads may be up to 3 columns wide and up to 6” deep. Logos, graphics and photographs are available.
Classifieds are printed in an eight column format.
Display ads are accepted in half-inch increments.
Column width is 1.356”.

**To place a classified ad**

Phone..................................................865-974-4931
Fax .....................................................865-974-5569
E-mail ................................................orderad@utk.edu

Or you may visit our office in 11 Communications Building, University of Tennessee.

View your ad online ................http://dailybeacon.utk.edu

The Daily Beacon is not responsible for errors in classified ads after the first insertion; and will not be responsible for minor typographical errors or omissions.

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**Summer Issues**

The Daily Beacon publishes Tuesday and Friday during the summer semester for approximately 10,000 students and 5,000 faculty and staff.

**Circulation** ................................................9,000

**Retail Display Advertising Rates**

Minimum ad size is three column inches

**National Rate**........................................$13.45 per column inch
Non-commissionable rate for non-local advertisers.

**Local Rate**...........................................$9.70 per column inch
Non-commissionable rate for advertisers having a location in the Knoxville/Knox County area.

**Summer Contract Rates**

Available to local advertisers for the summer term.

10 Issue Contract..............................$9.20 per column inch
20 Issue Contract..............................$8.70 per column inch

All other rates, discounts, deadlines and color charges are the same as outlined on page 4 - Retail Display Advertising Rates.
2006-07 Publication Calendar

FALL SEMESTER PUB DATE
Welcome Back Aug. 19
DEADLINE: By section:
Sports July 7
Entertainment July 14
Student Life July 21
Main News July 28
First day of classes Aug. 23
DEADLINE: Aug. 18
Football Preview Sept. 1
DEADLINE: June 28
Finals Edition Dec. 5
DEADLINE: Nov. 30
SPRING SEMESTER PUB DATE
Back to School Jan. 10
DEADLINE: Jan. 5
Student Appreciation Day Feb. 23
DEADLINE: Feb. 16
Finals Edition April 27
DEADLINE: April 24
SUMMER PUB DATE
Orientation May 31
DEADLINE: April 13
First day of classes June 5
DEADLINE: May 31
Finals Edition Aug. 10
DEADLINE: Aug. 7
2006 UT FOOTBALL SCHEDULE

CALIFORNIA Sept. 2
AIR FORCE Sept. 9
FLORIDA Sept. 16
MARSHALL (HC) Sept. 23
at Memphis Sept. 30
at Georgia Oct. 7
ALABAMA Oct. 21
at South Carolina Oct. 28
LSU Nov. 4
at Arkansas Nov. 11
at Vanderbilt Nov. 18
Kentucky Nov. 25

The Daily Beacon
The University of Tennessee
11 Communications Building
University of Tennessee
Knoxville, TN 37996-0314

Ask your Ad Rep about our
FOOTBALL FRIDAY
special issues and distribution