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 34,800 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 to 100 locations throughout the UT campus and surrounding community. One copy of The Daily Beacon is free to each member of the University community. Additional copies are valued at $1.00 each. Bulk distribution is the responsibility of the Department of Student Publications. Direct inquiries to 865-974-5206.

Fall and Spring Semester
13,000 Monday through Friday
Summer Semester
9,000 Tuesday and Friday

On the cover:
Tyson Alumni Center
Subscriptions
Yearly..........................................................$200.00
One Semester (Fall or Spring) ......................$100.00
Summer Semester ..........................................$22.50
Subscriptions are mailed First Class each publishing day.

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

Market Profile and Readership

DEMOGRAPHICS*
82% of students are from Tennessee
14% of students are from out-of-state
4% are international students
49% of students are male
51% of students are female
60% of students are 21 and over
Over 6,000 students are 25 and older
40% of students are under 21
30% of students live on-campus
70% of students live off-campus

STUDENT ENROLLMENT
Undergraduate - 20,435 ..................................77%
Graduate - 6,041 .........................................23%
TOTAL .................................................26,476

FACULTY AND STAFF
Full and Part-time...........................................8,325

TOTAL MARKET ........................................34,800

*UT Fact Book, Fall 2006
Retail Display Advertising Rates

Minimum ad size is three column inches.

**National Rate** .................$14.20 per column inch
Net rate for all non-local advertisers.

**Local Rate** ......................$10.90 per column inch
Net rate for advertisers having a location in the
Knoxville/Knox County area.

**Annual Contract Rates (Local Rate Only)**
Available for the fall and spring semester, 2008-09.

- 250-499 column inches .................... $9.80/CI
- 500-749 column inches .................... $9.40/CI
- 750-999 column inches .................... $9.00/CI
- 1,000-1,499 column inches .............. $8.60/CI
- 1,500-1,999 column inches .............. $8.20/CI
- 2,000 column inches or more ............ $7.60/CI

**University Rate** ....................... $9.00 per column inch
Available to all university academic and administrative
departments.

**Student Organization Rate** $8.50 per column inch
Available to officially recognized university-based student
organizations.

**ADDITIONAL CHARGES**
Guaranteed Placement ..................... 20% or $20 minimum
Remake Charge ............................ $15 minimum

**DISCOUNTS**
Prepayment ........................................ 5%
Frequency ......................................... 5%
Run the same ad at least three times in eight
publishing days.

**Monday/Tuesday or Monday/Thursday Combo**
25% Off Combo Ad
Run an ad any consecutive Monday and Tuesday or Monday
and Thursday and receive 25% off the Tuesday/Thursday 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.

**Deadlines:**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THURS.</th>
<th>FRI.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space/Copy</td>
<td>4pm</td>
<td>4pm</td>
<td>4pm</td>
<td>4pm</td>
<td>4pm</td>
</tr>
<tr>
<td>Proof</td>
<td>2pm</td>
<td>2pm</td>
<td>2pm</td>
<td>2pm</td>
<td>2pm</td>
</tr>
</tbody>
</table>

*Ads cancelled after the space and copy deadline will be assessed a 50% spacing fee.

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 constraints, a second proof cannot be provided.
**Mechanical Specs**

**BROADSHEET**

**Retail Broadsheet Columns**

- Maximum Ad Depth: 20”
- Column Width
  - 1 Column: 1.5625”
  - 2 Columns: 3.25”
  - 3 Columns: 4.9375”
  - 4 Columns: 6.625”
  - 5 Columns: 8.3125”
  - 6 Columns: 10.0”
  - Double Truck: 13 Columns: 21.0”

**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, 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

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**Example of Sizes**

**FULL PAGE AD**

- 6 columns x 20” = 120 column inches
- 120 column inches x $10.90 local rate
- $1308.00 per day

**HALF PAGE AD**

- 3 columns x 20” = 60 column inches
- 60 column inches x $10.90 local rate
- $654.00 per day

**QUARTER PAGE AD**

- 3 columns x 10” = 30 column inches
- 30 column inches x $10.90 local rate
- $327.00 per day

**EIGHTH PAGE AD**

- 2 columns x 7.5” = 15 column inches
- 15 column inches x $10.90 local rate
- $163.50 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
### Preprints/ Inserts

**Distribution (full-run only)**
- Fall and Spring semester: 13,000
- Summer semester: 9,000

**Insert Pages**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Cost /Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 Pages</td>
<td>$60.00</td>
</tr>
<tr>
<td>5-16 Pages</td>
<td>$90.00</td>
</tr>
<tr>
<td>17-24 Pages</td>
<td>$120.00</td>
</tr>
</tbody>
</table>

**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

**Specifications**
- Maximum number of pages: 24
- Minimum size: 5" x 8"
- Maximum size: 9" x 12"
- Pager Weight (minimum): 67#

**NOTE:** Partial Runs are not available: full-runs only

### 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.

### NewsNotes

The Daily Beacon now has the availability to offer NewsNotes each publishing day.

**Cost**
- $60.00/thousand for one color
- $80.00/thousand for four color

**Colors Available**
- PMS Book and/or CMYK

**Production Time**
- 10 Business Days

**Specifications**
- Size: 3x3 Rounded Corners
- Material Available: Uncoated Yellow and White Semi-Gloss

**Minimum Run**
- 13,000 Fall and Spring
- 9,000 Summer
**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** ................. $12.75 per column inch
Non-commissionable rate for non-local advertisers.

**Local Rate** ............................. $9.50 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.

9 Issue Contract ...................... $9.00 per column inch
18 Issue Contract ..................... $8.50 per column inch

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

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**Classified Advertising**

**Classified Line Ads**

<table>
<thead>
<tr>
<th>Days</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5 days</td>
<td>$0.30/word per day</td>
</tr>
<tr>
<td>6-10 days</td>
<td>$0.27/word per day</td>
</tr>
<tr>
<td>11-15 days</td>
<td>$0.24/word per day</td>
</tr>
<tr>
<td>16-20 days</td>
<td>$0.20/word per day</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxed ad</td>
<td>$1 per day</td>
</tr>
<tr>
<td>Headline</td>
<td>$1/line per day</td>
</tr>
<tr>
<td>In-column logos</td>
<td>$5 per day</td>
</tr>
<tr>
<td>Extra lines</td>
<td>$1/line per day</td>
</tr>
</tbody>
</table>

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

**Classified Display Ads**

One day rate ..................... $11.50 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 4 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 1.153”.

**To place a classified ad**

Phone ........................................... 865-974-4931
Fax .............................................. 865-974-5569
Email .......................................... 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 classifieds ads after the first insertion; and will not be responsible for minor typographical errors or omissions. If you see an error, please call our office (865-974-4931) before 1 pm so we may correct the error for the next publishing day.
2008-09 Publication Calendar

**FALL SEMESTER PUB DATE**
Welcome Back Aug. 16

**DEADLINE BY SECTION:**
- **Sports** June 27
- **Entertainment** July 3
- **Student Life** July 11
- **Main News** July 18

First day of classes Aug. 20
DEADLINE: Aug. 15

Football Preview Sept. 12
DEADLINE: Aug. 22

Last Day of Class Dec. 2
DEADLINE: Nov. 25

**SPRING SEMESTER PUB DATE**
First Day of Class Jan. 7
DEADLINE: Jan. 2

Stu. Appreciation Day Feb. 20
DEADLINE: Feb. 13

Last Day of Class April 24
DEADLINE: April 21

**SUMMER PUB DATE**
Orientation May 28
DEADLINE: May 28

First Day of Class June 2
DEADLINE: June 2

Last Day of Class Aug. 4
DEADLINE: July 30

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2008 UT FOOTBALL SCHEDULE

**at UCLA** Sept. 1

**UAB** Sept. 13

**Florida** Sept. 20
at Auburn Sept. 27

**Northern Illinois** Oct. 4
at Georgia Oct. 11

**Mississippi State** Oct. 18

**Alabama** Oct. 25
at South Carolina Nov. 1

**Wyoming (HC)** Nov. 8
at Vanderbilt Nov. 22

**Kentucky** Nov. 29

Bold indicates home game

**FOOTBALL FRIDAY**

**Special Issues**

**FALL SEMESTER**

<table>
<thead>
<tr>
<th>Sport</th>
<th>Pub Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Back</td>
<td>Aug. 16</td>
<td></td>
</tr>
<tr>
<td>Sports</td>
<td>June 27</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>July 3</td>
<td></td>
</tr>
<tr>
<td>Student Life</td>
<td>July 11</td>
<td></td>
</tr>
<tr>
<td>Main News</td>
<td>July 18</td>
<td></td>
</tr>
</tbody>
</table>

**SPRING SEMESTER**

<table>
<thead>
<tr>
<th>Event</th>
<th>Pub Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Day of Class</td>
<td>Jan. 7</td>
<td>Jan. 2</td>
</tr>
<tr>
<td>Stu. Appreciation Day</td>
<td>Feb. 20</td>
<td>Feb. 13</td>
</tr>
<tr>
<td>Last Day of Class</td>
<td>April 24</td>
<td>April 21</td>
</tr>
</tbody>
</table>

**SUMMER**

<table>
<thead>
<tr>
<th>Event</th>
<th>Pub Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation</td>
<td>May 28</td>
<td>April 9</td>
</tr>
<tr>
<td>First Day of Class</td>
<td>June 2</td>
<td>May 28</td>
</tr>
<tr>
<td>Last Day of Class</td>
<td>Aug. 4</td>
<td>July 30</td>
</tr>
</tbody>
</table>

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2008 UT FOOTBALL SCHEDULE

at UCLA Sept. 1

UAB Sept. 13

Florida Sept. 20
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at Vanderbilt Nov. 22

Kentucky Nov. 29

Bold indicates home game

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

**BASKETBALL SCHEDULES** will be available in September

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