The Daily Beacon, an editorially independent newspaper operating within the Department of Student Publications, has served the University of Tennessee Knoxville campus as the official newspaper since 1906. The 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 a member of Associated Collegiate Press, College Media Advisers, College Newspaper Business and Advertising Managers, and Southern University Newspapers. Publishing of a daily newspaper is one of the oldest student traditions at the University of Tennessee.
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) ................................................................. 753,846
Median age .................................................................................. 38
Earnings (annual average pay) ...........................................$30,901
Cost of Living Ranking (US average of 100)........................ 87
Income arising from UT Athletics Dept. .......................$62 million

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

*Knoxville Area Chamber Partnership

DEMOGRAPHICS*

17,172 students are from Tennessee
2,450 students are from out-of-state
765 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
7,247 students live on-campus (26%)

STUDENT ENROLLMENT

Undergraduate ..............................................................21,475
Graduate .....................................................................6,264
TOTAL ........................................................................27,739

STUDENT ENROLLMENT

Undergraduate ..............................................................21,475
Graduate .....................................................................6,264
TOTAL ........................................................................27,739

FACULTY AND STAFF

Full and Part-time ...........................................................9,308
TOTAL MARKET ..........................................................37,047

*UT Fact Book, Fall 2008

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
7,500 Tuesday and Friday

Subscriptions

Yearly ..............................................................................$200.00
One Semester (Fall or Spring) ...........................................$100.00
Summer Semester ...........................................................$22.50
Subscriptions are mailed First Class each publishing day.

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

*Knoxville Area Chamber Partnership
Retail Advertising Rates
Minimum ad size is three column inches.

**NATIONAL DISPLAY**
Net rate for all non-local advertisers.

Open Rate .................................................. $14.75 per column inch

Contract Rates: Available for 2009-2010 academic year

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>250-499</td>
<td>$14.00/CI</td>
</tr>
<tr>
<td>500-749</td>
<td>$13.30/CI</td>
</tr>
<tr>
<td>750-999</td>
<td>$12.55/CI</td>
</tr>
<tr>
<td>1,000+</td>
<td>$11.80/CI</td>
</tr>
</tbody>
</table>

**LOCAL DISPLAY**
Net rate for advertisers having a business location in the Knoxville/Knox County area.

Open Rate .................................................. $11.25 per column inch

Contract Rates: Available for 2009-2010 academic year

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>250-499</td>
<td>$10.05/CI</td>
</tr>
<tr>
<td>500-749</td>
<td>$9.65/CI</td>
</tr>
<tr>
<td>750-999</td>
<td>$9.20/CI</td>
</tr>
<tr>
<td>1,000-1,499</td>
<td>$8.75/CI</td>
</tr>
<tr>
<td>1,500-1,999</td>
<td>$8.20/CI</td>
</tr>
<tr>
<td>2,000+</td>
<td>$7.60/CI</td>
</tr>
</tbody>
</table>

Semester Contract Rates: Available to local advertisers for either Fall 2009 or Spring 2010 semester.

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>150-249</td>
<td>$10.70/CI</td>
</tr>
</tbody>
</table>

**New Client Discount ..................................................10%
Available to new clients of The Daily Beacon, first ad only.**

**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
Photography .......................................................$25/Hour (minimum)

**CREATIVE SPACES**

**Front Page Advertisements**
Earned rate for space (6 col. x 2") plus color charge, plus 50% placement charge

**Sudoku Puzzle Advertisements**
Earned rate for space (1 col. x 3.5" BW only) plus 20% placement charge

**Crossword Puzzle Advertisements**
Earned rate for space (3 col. x 2" BW only) plus 20% placement charge

**Coupons**
Published every Wednesday
2 col. x 1.5" BW .................................................. $30.00

**DISCOUNTS**

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

**Run the same ad at least three times in ten 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**
Full color (CMYK) is available on a per column inch basis:

<table>
<thead>
<tr>
<th>CI</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-20</td>
<td>$4.50 per column inch</td>
</tr>
<tr>
<td>21-40</td>
<td>$4.00 per column inch</td>
</tr>
<tr>
<td>41-60</td>
<td>$3.25 per column inch</td>
</tr>
<tr>
<td>61-80</td>
<td>$2.75 per column inch</td>
</tr>
<tr>
<td>81-120</td>
<td>$240.00 Flat Rate</td>
</tr>
</tbody>
</table>

**DEADLINES**

<table>
<thead>
<tr>
<th>Date</th>
<th>4pm Wed.</th>
<th>4pm Thurs.</th>
<th>4pm Fri.</th>
<th>4pm Mon.</th>
<th>4pm Tues.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
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<td>Wednesday</td>
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<td>Thursday</td>
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<tr>
<td>Friday</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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.

Ads cancelled after the space and copy deadline will be assessed a 100% spacing fee.
Mechanical Specs

RETAIL BROADSHEET COLUMNS

Maximum Ad Depth: .................................................. 20"
Column Width Inches
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"

Submission Guidelines

E-mail address .......................................................... beaconads@utk.edu
Please state client name and date ad is to run in the subject line.

Preferred formats (print) .............................. PDF, JPG, TIFF
Fonts and graphics must be embedded in the PDF. We do not accept Publisher, Word, Excel or PowerPoint files; please convert to PDF before submitting.

Color ................................................................. CMYK only
Do not submit RGB color as it will not reproduce.
Convert Pantone or spot color to CMYK before submitting.

General Quality Guidelines:

• Avoid text below 6 points in size
• Reversed and/or multicolored text below 12 points may not reproduce well
• Hairlines below .25 will not reproduce well
• Use grayscale values between 10% and 75%
• Scan images to final size and avoid scaling scanned images
• Use “Type 1” fonts only. “TrueType” fonts will not reproduce

Example of Sizes

Full Page
6 columns x 20" = 120 column inches
120 column inches x $11.25 local rate
$1350.00 per day

Half Page
6 columns x 10" = 60 column inches
3 columns x 20" = 60 column inches
60 column inches x $11.25 local rate
$675.00 per day

Quarter Page
3 columns x 10" = 30 column inches
30 column inches x $11.25 local rate
$337.50 per day

Eighth Page
3 columns x 5" = 15 column inches
2 columns x 7.5" = 15 column inches
15 column inches x $11.25 local rate
$168.75 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
Online Advertising

Each ad position is sold as run of site and will rotate with other ads within a placement. All online advertising requires a one month minimum schedule.

Available Sizes:
- Full Banner 468 x 60 pixels $200/month
- Med. Rectangle 300 x 250 pixels $150/month
- 3:1 Rectangle 300 x 100 pixels $110/month
- Skyscraper 120 x 600 pixels $75/month
( front page only; depth can vary)

Preferred Formats:
Acceptable formats are JPG, GIF, PNG and Flash. Please include the URL of the page you want linked to your ad. See page 5 for Submission Guidelines.

Preprinted Inserts

Distribution (full-run only)

- Fall and Spring semester ...............................................13,000
- Summer semester .............................................................7,500

Insert Pages Cost /Thousand
1-4 Pages ...........................................................................$60.00
8-16 Pages ...........................................................................$90.00
20-24 Pages .......................................................................$120.00

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

NewsNotes

Available each publishing day.

Cost* $75.00/thousand for one color
$95.00/thousand for four color
*includes printing

Colors Available
PMS Book and/or CMYK

Production Time: 10 Business Days

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

Minimum Run
13,000 Fall and Spring
7,500 Summer (One color only; four color not available)
See page 5 for submission guidelines
General Policies and Terms

1. All advertising orders are subject to the terms and conditions of the current rate card. The Daily Beacon publishes in accordance to the State of Tennessee fiscal policies and guidelines, and is considered a not-for-profit newspaper. Our rates reflect that status.

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 100% spacing fee; advertiser will be responsible for any production charges incurred.

8. Rates and deadlines are subject to adjustments without individual notice.

9. In an effort to be environmentally conscious, tearsheets, invoices and statements can be sent via e-mail. Please supply a correct address for receipt of these documents.

Classified Advertising

Classified Line Ads

<table>
<thead>
<tr>
<th>Days</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>$.30/word per day</td>
</tr>
<tr>
<td>6-10</td>
<td>$.27/word per day</td>
</tr>
<tr>
<td>11-15</td>
<td>$.24/word per day</td>
</tr>
<tr>
<td>16-20</td>
<td>$.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>Description</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 .................... $11.75 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 2 columns wide and up to 4" 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
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. If you see an error, please call our office (865-974-4931) before 1pm so we may correct the error for the next publishing day.

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 ................................................. 7,500

Retail Display Advertising Rates

Minimum ad size is three column inches

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rate</td>
<td>$12.75 per column inch</td>
</tr>
<tr>
<td>Local Rate</td>
<td>$9.50 per column inch</td>
</tr>
</tbody>
</table>

Non-commissionable rate for non-local advertisers.

Summer Contract Rates

Available to local advertisers for the summer term.

<table>
<thead>
<tr>
<th>Contract Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Issue Contract</td>
<td>$9.00 per column inch</td>
</tr>
<tr>
<td>20 Issue Contract</td>
<td>$8.50 per column inch</td>
</tr>
</tbody>
</table>

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

General Policies and Terms

1. All advertising orders are subject to the terms and conditions of the current rate card. The Daily Beacon publishes in accordance to the State of Tennessee fiscal policies and guidelines, and is considered a not-for-profit newspaper. Our rates reflect that status.

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.

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### 2009-2010 Publication Calendar

#### Special Issues
- Welcome Back: Aug. 15, DEADLINE BY SECTION: Aug. 1
- Football Preview: Sept. 4, DEADLINE: Aug. 21
- Basketball Preview: Nov. 13, DEADLINE: Nov. 4
- Orientation: May 31, DEADLINE: April 7

#### Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes Begin</td>
<td>Aug. 19</td>
</tr>
<tr>
<td>Football Friday</td>
<td>Sept. 4</td>
</tr>
<tr>
<td>UT vs. W. Kentucky</td>
<td></td>
</tr>
<tr>
<td>Football Friday</td>
<td>Sept. 11</td>
</tr>
<tr>
<td>UT vs. UCLA</td>
<td></td>
</tr>
<tr>
<td>Football Friday</td>
<td>Sept. 25</td>
</tr>
<tr>
<td>UT vs. Ohio</td>
<td></td>
</tr>
<tr>
<td>Football Friday</td>
<td>Oct. 2</td>
</tr>
<tr>
<td>UT vs. Auburn</td>
<td></td>
</tr>
<tr>
<td>Football Friday</td>
<td>Oct. 9</td>
</tr>
<tr>
<td>UT vs. Georgia</td>
<td></td>
</tr>
<tr>
<td>Fall Break</td>
<td>Oct. 15-16</td>
</tr>
<tr>
<td>Football Friday</td>
<td>Oct. 30</td>
</tr>
<tr>
<td>UT vs. S. Carolina</td>
<td></td>
</tr>
<tr>
<td>Halloween</td>
<td></td>
</tr>
<tr>
<td>Football Friday</td>
<td>Nov. 6</td>
</tr>
<tr>
<td>UT vs. Memphis</td>
<td></td>
</tr>
<tr>
<td>Holiday Gift Guide</td>
<td>Nov. 18</td>
</tr>
<tr>
<td>Football Friday</td>
<td>Nov. 20</td>
</tr>
<tr>
<td>UT vs. Vanderbilt</td>
<td></td>
</tr>
<tr>
<td>Finals Issue/Classes End</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>Classes Begin</td>
<td>Jan. 13</td>
</tr>
<tr>
<td>Spring Break</td>
<td>March 8-12</td>
</tr>
<tr>
<td>Finals Issue/Classes End</td>
<td>Apr. 30</td>
</tr>
<tr>
<td>Classes Begin</td>
<td>June 3</td>
</tr>
<tr>
<td>Classes End</td>
<td>Aug. 10</td>
</tr>
</tbody>
</table>

#### Special Issues

- Football Friday
- Special Issue

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**The Daily Beacon**

The University of Tennessee

11 Communications Building

Knoxville, TN 37996-0314

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