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 36,000 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

Retail Advertising E-mail: beaconads@utk.edu
Classified Advertising E-mail: orderad@utk.edu
Web Site: http://dailybeacon.utk.edu
Office Hours: 8am-5pm Monday -Friday

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 36,800 students, faculty, and staff comprise the community within the University of Tennessee campus:
- **82%** of students are from Tennessee
- **14%** of students are from out-of-state
- **4%** are international students
- **48%** of students are male
- **52%** of students are female
- **65%** of students are 21 and over
- **35%** of students are under 21
- Over 3,000 students are 32 years of age and older
- **24%** live on-campus
- **76%** live off-campus

**STUDENT ENROLLMENT**

- Freshman ..........................................................................18%
- Sophomore ........................................................................16%
- Junior ..................................................................................16%
- Senior ................................................................................25%
- Graduate ............................................................................25%
- TOTAL ............................................................................27,764

**EMPLOYEES**

- Regular and term ............................................................9,040

**TOTAL MARKET ...........................................................36,804**

**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) ...........................................................704,431
- Cost of Living Ranking (US average of 100) ......................89
- Retail Sales .........................................................................$9.4 billion
- Retail Establishments .......................................................3,553
- Business Establishments .................................................18,508
- Shopping Centers ...............................................................150
- Movie Theatres .................................................................86
- Earnings (annual average pay) ...........................................$27,330
- Median age ..........................................................................37
- Income arising from UT Athletics Dept.........................$62 million

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

*UT Fact Book, Fall 2004

*Knoxville/Knox County Census, 2002 and Knoxville Chamber of Commerce

*Pulse Research, 2002
Minimum ad size is three column inches.

**National Rate** $13.50 per column inch
Non-commissionable rate for all non-local advertisers.

**Local Rate** $10.50 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, 2005-06.
- 250-499 column inches $9.40/CI
- 500-749 column inches $9.00/CI
- 750-999 column inches $8.60/CI
- 1,000-1,499 column inches $8.20/CI
- 1,500 column inches or more $7.80/CI

**University Rate** $8.65 per column inch
Available to all university academic and administrative departments.

**Student Organization Rate** $8.15 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 - 30 CI $4.00 per column inch
- 31 CI - 60 CI $3.00 per column inch
- 61 CI - 90 CI $2.25 per column inch
- 91 CI - 120CI $225.00 flat rate

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

**BROADSHEET**

Retail Broadsheet Columns

<table>
<thead>
<tr>
<th>Maximum Ad Depth: ( \ldots \ldots .20'' )</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column ..................................................1.833''</td>
</tr>
<tr>
<td>2 Columns ..................................................3.792''</td>
</tr>
<tr>
<td>3 Columns ..................................................5.750''</td>
</tr>
<tr>
<td>4 Columns ..................................................7.708''</td>
</tr>
<tr>
<td>5 Columns ..................................................9.667''</td>
</tr>
<tr>
<td>6 Columns ..................................................11.625''</td>
</tr>
</tbody>
</table>

**TABLOID**

Retail Tabloid Columns

<table>
<thead>
<tr>
<th>Maximum Ad Depth: ( \ldots \ldots .11.25'' )</th>
</tr>
</thead>
<tbody>
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<td>5 Columns ..................................................9.667''</td>
</tr>
</tbody>
</table>

**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, 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 ppi

**FULL PAGE AD**

6 columns x 20” = 120 column inches

120 column inches 
\( \times \$10.50 \) local rate 
\( \$1260 \) per day

**HALF PAGE AD**

6 columns x 10” = 60 column inches

3 columns x 20” = 60 column inches

60 column inches 
\( \times \$10.50 \) local rate 
\( \$630.00 \) per day

**QUARTER PAGE AD**

3 columns x 10” = 30 column inches

30 column inches 
\( \times \$10.50 \) local rate 
\( \$315.00 \) per day

**EIGHTH PAGE AD**

3 columns x 5” = 15 column inches

2 columns x 7.5” = 15 column inches

15 column inches 
\( \times \$10.50 \) local rate 
\( \$157.50 \) 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.
**Inserts**

One page, single advertiser .................................. $60/1,000
Multiple page, multiple advertiser ...................... $110/1,000

**Distribution**

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 .................................................. $0.29/word per day
6-10 days ............................................... $0.26/word per day
11-15 days ............................................. $0.23/word per day
16-20 days ............................................. $0.19/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 ........................................... $10.75 per column inch

All rates are non-commissionable. Minimum ad size is one column inch.
Frequency Discount ............................................. 5%

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 classifieds 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** ........................................... $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.
2005-06 Publication Calendar

FALL

August 2005

S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

September 2005

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

October 2005

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

November 2005

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

December 2005

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

SPRING

January 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

February 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

March 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

April 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

SUMMER

June 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

July 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

August 2006

S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

2005 UT Football Schedule

ALABAMA, B’HAM Sept. 3
at Florida Sept. 17
at LSU Sept. 24

MISSISSIPPI Oct. 1
GEORGIA Oct. 8
at Alabama Oct. 22

SOUTH CAROLINA Oct. 29
at Notre Dame Nov. 5

MEMPHIS Nov. 12 (HC)
VANDERBILT Nov. 19
at Kentucky Nov. 26

Bold indicates home game

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

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