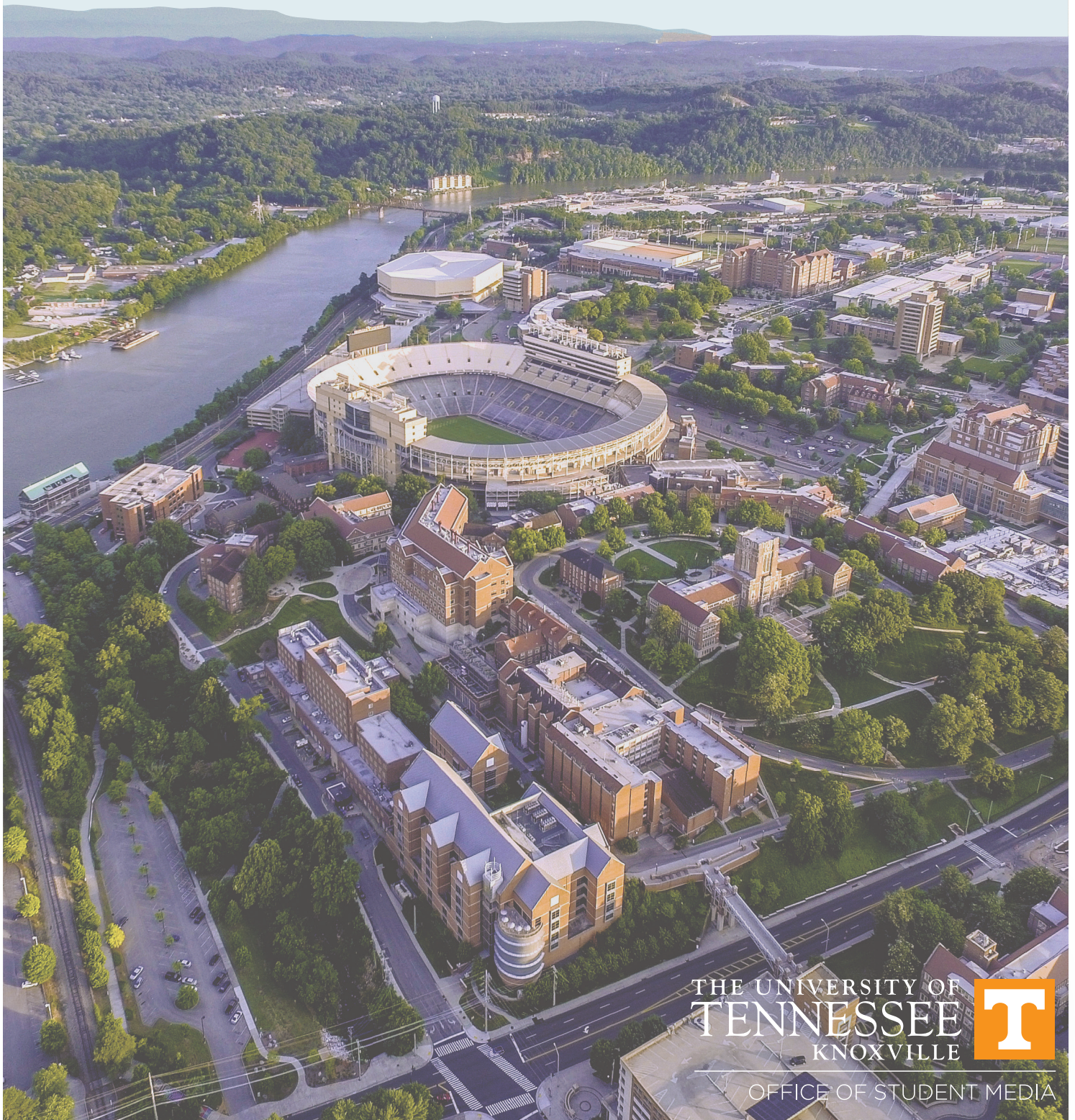


THE DAILY BEACON

MEDIA SALES 2021-2022

digital | video | print



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE



OFFICE OF STUDENT MEDIA

30,559

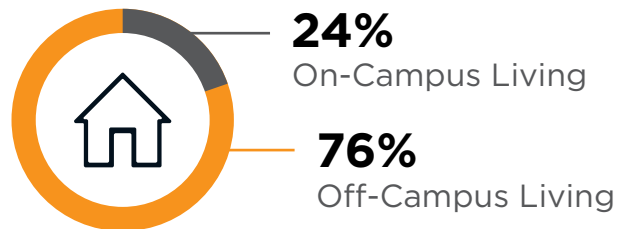
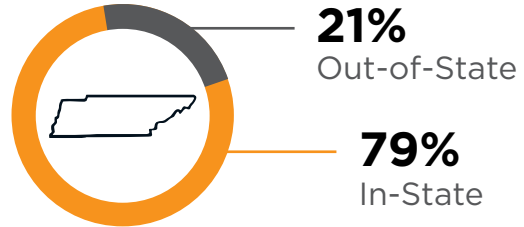
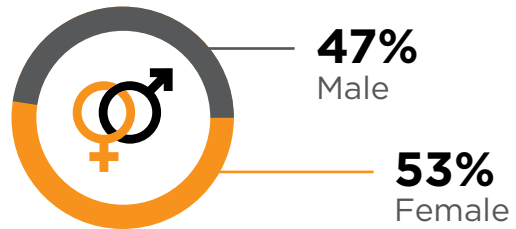
ENROLLED

24,254

UNDERGRADUATE

6,305

GRADUATE



Information compiled from The University of Tennessee's 2020-2021 Fact Book

The Office of Student Media houses separate departments of publication; The Daily Beacon, Lumos Media Services, Phoenix Magazine, and Honey Magazine

The Daily Beacon newspaper has served The University of Tennessee's Knoxville campus and surrounding community since 1906. It is written, produced, and managed entirely by students, making it one of the oldest traditions at the university. The Daily Beacon is a member of the Associated College Press, College Media Association, and College Media Business and Advertising Managers.

Lumos Media Services is the digital production powerhouse at the Office of Student Media. Everything to photography, videography, interviews, entertainment, and media production is crafted by Lumos Media Services.

Let's Have a Conversation

Daily Beacon

Brynn Close
admanager@utk.edu
(865) 974-5206

Billing Inquiries

billing@utdailybeacon.edu
(865) 974-5206

Lumos Media Services

studentmedia@tennessee.edu
(865) 974-5206

DAILY BEACON



The Daily Beacon is the number one source for campus news and the best way to reach the University of Tennessee market. The Daily Beacon website is updated daily with fresh content and breaking news is posted as it occurs. The Beacon print edition is published weekly on Wednesdays during the spring and fall semesters and is available at over 50 pickup locations



@UTKDailyBeacon



@utkdailybeacon



DailyBeacon

DIGITAL

44,115

Users per Month

76,127

Page Views per Month*

*2019 Average

PRINT

50+

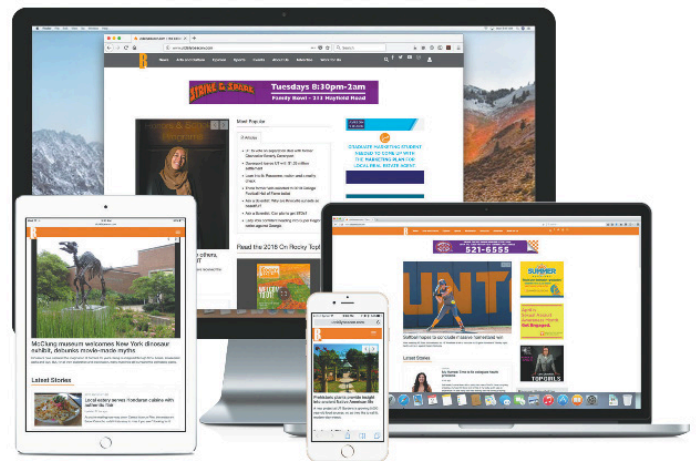
Pick-up Locations

12

Digital Racks on Campus

DIGITAL SOLUTIONS

The Daily Beacon online edition is now a fully responsive website that features unique content (videos, slideshows, and feature content) in addition to digital publication of articles published in print editions. Online content includes photos, searchable archives, plus a digital flipbook of the print edition (with all advertising included). The site is updated daily as well as throughout the day as breaking news develops.



The Daily Beacon's Facebook, Twitter, Instagram, and YouTube accounts are all directed to the site.

Acceptable Formats: JPG and PDF
Please include the URL of the page linked in your ad. Ads can be emailed to admanager@utk.edu

Top Leaderboard Ad

DIGITAL AD SIZE

RATE

Top Leaderboard (728x90)	\$340
\$125/week (2 week minimum)	
Top Story Ad (300 x 250)	\$350/month
Rail Ad 1 (300 x 250)	\$335/month
Rail Ad 2 (300 x 250)	\$310/month
Rail Ad 3 (300 x 250)	\$290/month
Rail Ad 4 (300 x 250)	\$155/month
Rail Ad 5 (300 x 250)	\$150/month
\$125/week (2 week minimum)	
Mid Story Ad (300 x 250)	\$335/month

Rail 1

Rail 2

Rail 3

Rail 4

Rail 5

DIGITAL SOLUTIONS

Social Media



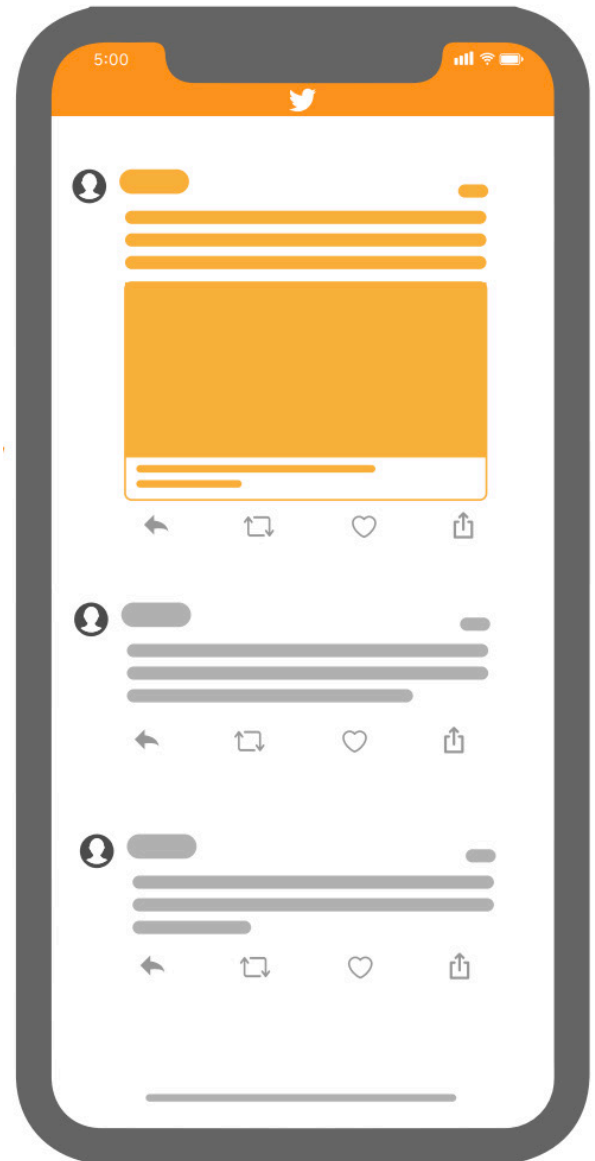
Twitter Advertising

Social Media has become essential for advertising campaigns. Get your message tweeted by @UTKDailyBeacon to more than 12,000 weekly impressions and 8,000 followers. This affordable medium delivers your message directly to the target market on a platform they interact with daily. We would be more than happy to help you begin a marketing campaign through Twitter, offering design and content solutions



Facebook and Instagram

Supplement your social media reach by posting ads published on the Daily Beacon's Facebook and Instagram pages, with over 5,450 followers on Facebook and over 3,500 followers on Instagram. This medium reaches further than just students by targeting alumni and adults who keep up with current events on campus.



SOCIAL MEDIA ADS

RATE

1 Tweet _____ \$50

5 Tweets _____ \$100

10 Tweets _____ \$160

30 Tweets _____ \$360

Add photo \$5/tweet

1 Facebook or Instagram Post _____ \$100

5 Facebook or Instagram Posts _____ \$400

MEDIA SERVICES

The Office of Student Media offers media production services to our clients access to a full-service media production group. Lumos Media Services is a student-led production team that provides campus and the greater Knoxville area with high-quality video production, photography, animation, graphic design, and post-production services.



Ask your media sales representative for a custom quote, or call us at (865) 974-5206 if you have questions.

Lumos Media Service's staff of skilled multimedia students are here and ready to build or expand your business media footprint.

A few of the services offered by the Lumos team are:

- 15-second commercials
- 30-second commercials
- 1-5 minute branded video
- Product photo shoots
- Event photo coverage
- Social media coconsulting
- Social media management
- Graphic/Visual art services

EQUIPMENT & CAPABILITIES

2x Adobe Premiere Edit Systems
4x Canon Camera Systems
2x Nikon Camera Systems
4x Portfolio Studio Lights
3x LED Battery Powered Light Panels
Manfrotto Shoulder Rig
Telephoto Lenses
Interview Lenses
Axler Camera Slider
GoPro 360 video and photo camera
GoPro Hero5 and Karma Gimble
DJI Osmo Study Cam with Facebook Live
DJI Mavic Air Drone
Green Screen Capability
Portable Lightroom Photography Studio

VIDEO RATE RANGE*



Video Type	Local Rate	Campus Rate
30 Second Video	\$1200 - \$1600	\$500 - \$750
60 Second Video	\$1500 - \$2000	\$750 - \$1500
2 Minute Video	\$1750 - \$2500	\$1200 - \$1800
5 Minute Video	\$3000 - \$4500	\$2000 - \$3500

*PLEASE NOTE:

Video production services are priced specifically per project. For more information, please call 865-974-5206 or email studentmedia@utk.edu today!

DIGITAL SIGNAGE

The Daily Beacon has added a new highly visible form of digital advertising to its product line. Digital newspaper racks are being added in prime locations around campus featuring real-time updates, campus and local news, as well as opportunities to advertise. These digital monitors can display both static and video advertisements in a 16"x 9" hi-resolution display area.

RATES

\$300/month 3 racks

\$400/month All digital racks (12)



DIGITAL NEWSLETTER

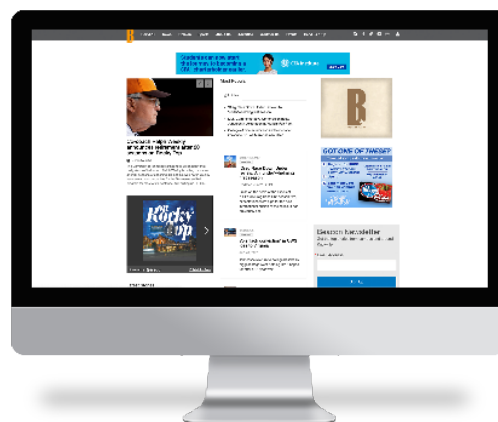
The Daily Beacon offers advertising space on its digital newsletter. The newsletter is delivered directly to subscriber inboxes every morning Monday through Friday. With over 3,500 subscribers, this option puts your business in touch with active readers 5 days a week.

RATES

Top: \$125 1 month

Middle: \$115 1 month

Bottom: \$75 1 month



DAILY BEACON PHONE APP

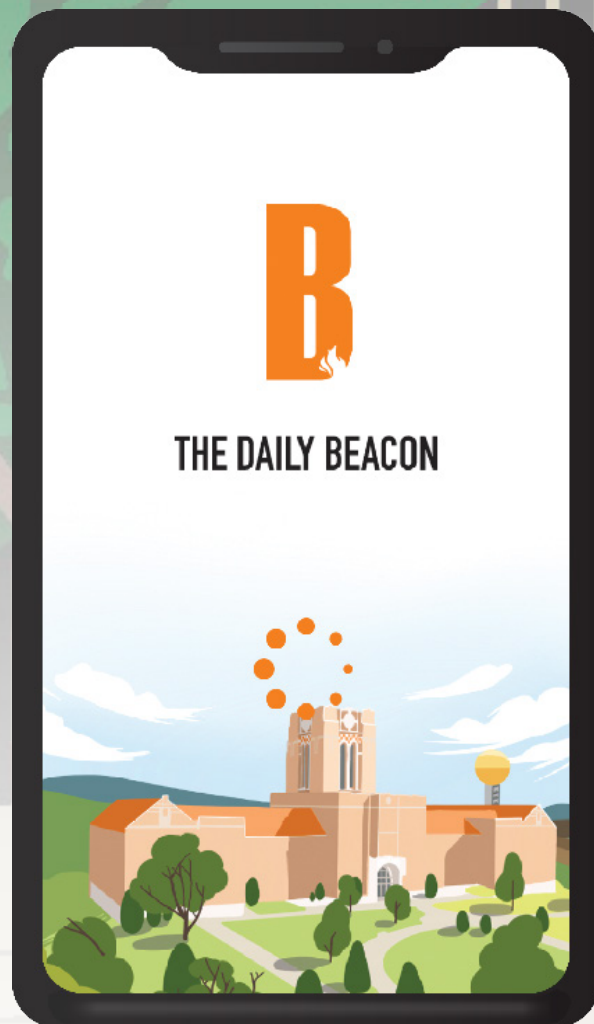
Get the Top Stories from Campus and around Knoxville!

Block Ad _____ \$100/month

Opening Screen _____ \$250/month
\$125/week

Takeover _____ \$300/month
\$250/week
\$50/day

Get access to all the latest Knoxville and University news and information from wherever you are with the Daily Beacon News App, available for phones and tablets on the Apple Store



**Download on the
Apple Store or
Google Play**

PRINT MEDIA

The Daily Beacon prints and distributes 2,500 newspapers to over 50 locations throughout campus and the surrounding community. The Daily Beacon is free for each member of the University community.

As a tabloid, ads are sold by modular unit, rather than column inches. With color on every page and a streamlined design, the tabloid offers a stronger visual presentation of editorial content and advertising.

Open Rate: Applies to national and regional advertisers and recruiting advertising. All rates are net.

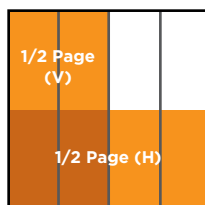
Local Rate: Applies to locally-owned and operated companies conducting business in the Knoxville metro area.

Campus Rate: Applies to UT academic and administrative departments



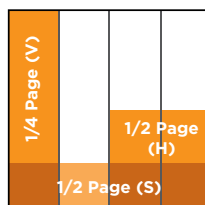
FULL PAGE

9.5"w x 9.75"L



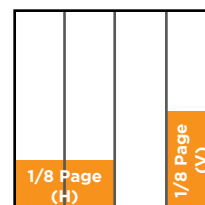
HALF PAGE

H 9.5"w x 4.975"L
V 4.6875"w x 9.75"L



QUARTER PAGE

H 4.6875"w x 4.875"L
V 2.28"w x 9.75"L
S 9.5"w x 2.375"L



EIGHTH PAGE

H 4.6875"w x 2.375"L
V 2.28"w x 4.875"L

THE DAILY BEACON

	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
OPEN	\$1,000	\$550	\$300	\$125
LOCAL	\$800	\$450	\$250	\$125
CAMPUS	\$700	\$400	\$200	\$100

PAGE INSERTS

1-4 PAGES

\$600

CIRCULATION

2,500

SPECIAL ISSUES

The Daily Beacon **HOUSING GUIDE** is a once a semester standalone magazine that offers an opportunity to directly reach the University of Tennessee's over 30,000 students and showcase your property.

The full color Housing Guide is the best source for information about student life in Knoxville.

This special issue features rental tips, how-to guides and information on Knoxville resources.

Points to Consider:

- If you purchase a full-page or half-page ad, we can also feature your business in a 250 to 300 word story and photo in the guide for a discounted rate
- The magazine will not be inserted into the paper, but will be a standalone issue placed on select Daily Beacon racks
- Your content will have a wider reach and longer shelf-life as the issue is restocked at pickup locations throughout the semester and during summer orientation months



Every fall, the University of Tennessee welcomes over 28,000 new and returning students to campus and Knoxville as they begin their academic studies for the year. The Beacon serves as a key component to connecting you to these customers.

The **WELCOME BACK** issue is one for the most popular and highly-regarded issues as it offers you the opportunity to get your message to UT students, faculty, and staff.

As a new student, coming to the University of Tennessee is a special time. It is a time when all of Knoxville welcomes the freshman class, transfer students, and parents to campus. Our **ON ROCKY TOP** magazine will be the first chance to reach these new students entering the University

With in-home delivery in mid June, **ON ROCKY TOP** is a direct link between you and thousands of potential new customers. **ON ROCKY TOP** provides a vital opportunity to generate awareness and establish your business as a Knoxville staple.



Throughout the year, The Daily Beacon publishes **Special Issues** that highlight various topics impacting the student body.

Past issues have included:

Parent's Guide (Distributed on Family Weekend)
Homecoming
Basketball and Football Previews
Election Guide
Welcome to Knoxville



Contact your sales representative to learn more about our upcoming issues!

2021 PUBLICATION SCHEDULE

August 2021						
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 2021						
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		

October 2021						
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 2021						
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	1			

2022 PUBLICATION SCHEDULE

January 2022						
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 2022						
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 2022						
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
28	29	30	31			

April 2022						
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

