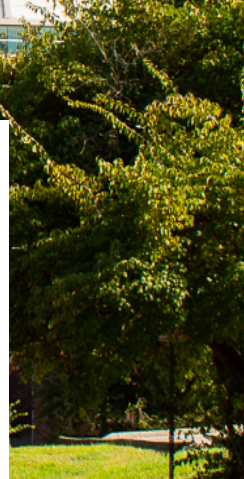
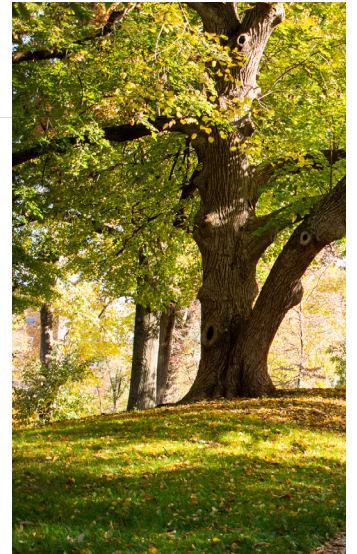


# THE DAILY BEACON

## MEDIA SALES 2022-2023

digital | video | print





# 31,701

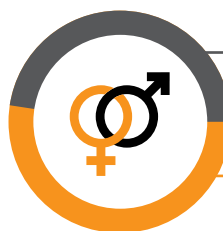
ENROLLED

25,067

UNDERGRADUATE

6,634

GRADUATE

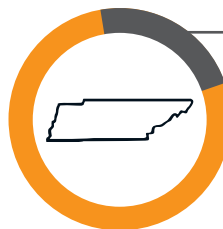


45%

Male

55%

Female



26%

Out-of-State

74%

In-State



25%

On-Campus Living

75%

Off-Campus Living

Information compiled from The University of Tennessee's 2021-2022 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 College Media Association.

Lumos Media Services is the digital production powerhouse at the Office of Student Media. The production group crafts photography, videography, interviews, and entertainment.

## Let's Have a Conversation

### Daily Beacon

Aubrey Bishop  
admanager@utk.edu  
(865) 974-5206

### Billing Inquiries

(865) 974-5206

### Lumos Media Services

studentmedia@utk.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

# 70,000

Users per Month\*

# 100,000

Page Views per Month\*

\*2021 Average

## PRINT

# 50+

Pick-up Locations

# 12

Digital Racks on Campus



# DIGITAL SOLUTIONS

The Daily Beacon online edition is 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 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](mailto:admanager@utk.edu).

## Top Leaderboard Ad

### DIGITAL AD SIZE

### RATE

Top Leaderboard (728x90) \_\_\_\_\_ \$345

\$125/week (2 week minimum)

Top Story Ad (300 x 250) \_\_\_\_\_ \$355/month

Rail Ad 1 (300 x 250) \_\_\_\_\_ \$340/month

Rail Ad 2 (300 x 250) \_\_\_\_\_ \$345/month

Rail Ad 3 (300 x 250) \_\_\_\_\_ \$295/month

Rail Ad 4 (300 x 250) \_\_\_\_\_ \$160/month

Rail Ad 5 (300 x 250) \_\_\_\_\_ \$155/month

\$125/week (2 week minimum)

Mid Story Ad (300 x 250) \_\_\_\_\_ \$340/month

*Rail 1*

*Rail 2*

*Rail 3*

*Rail 4*

*Rail 5*



# DIGITAL SOLUTIONS

## Social Media



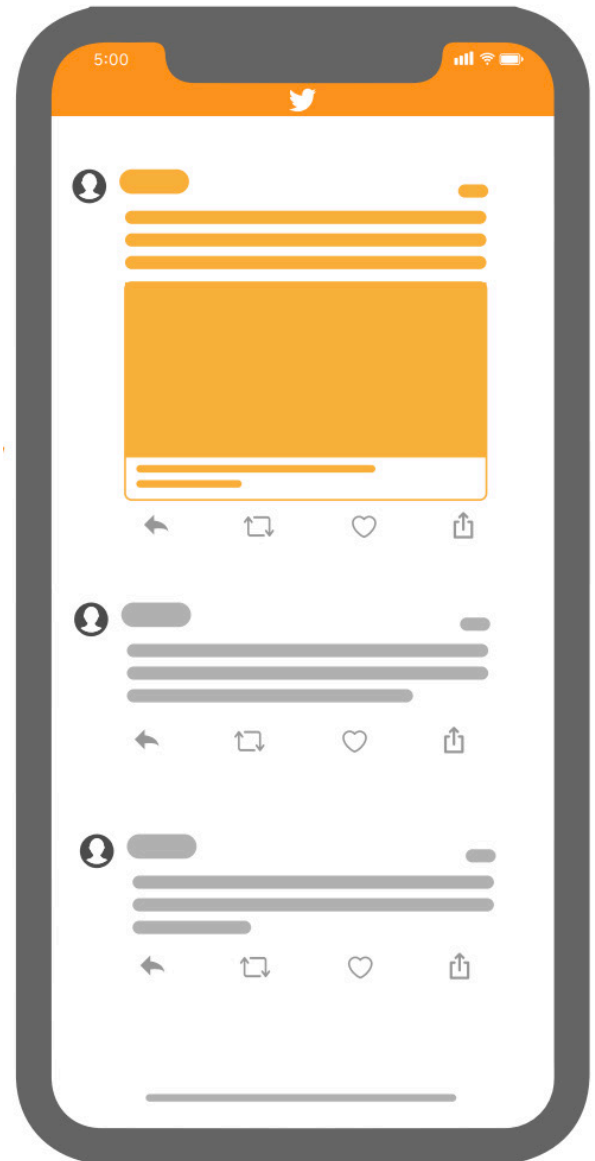
### Twitter Advertising

Social Media has become essential for advertising campaigns. Get your message tweeted by @UTKDailyBeacon to more than 12,000 weekly impressions and over 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 5,800 followers on Facebook and over 4,000 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 \_\_\_\_\_ \$55

3 Tweets \_\_\_\_\_ \$100

10 Tweets \_\_\_\_\_ \$200

Add photo \$5/tweet

1 Facebook or Instagram Post \_\_\_\_\_ \$100



# MEDIA SERVICES

The Office of Student Media offers media production services, giving 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 Services' 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 consulting
- 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
<b>30 Second Video</b>	\$1200 - \$1600	\$500 - \$750
<b>60 Second Video</b>	\$1500 - \$2000	\$750 - \$1500
<b>2 Minute Video</b>	\$1750 - \$2500	\$1200 - \$1800
<b>5 Minute Video</b>	\$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 3,700 subscribers, this option puts your business in touch with active readers 5 days a week.

## RATES

Top: \$130 ..... 1 month

Middle: \$120 ..... 1 month

Bottom: \$80 ..... 1 month



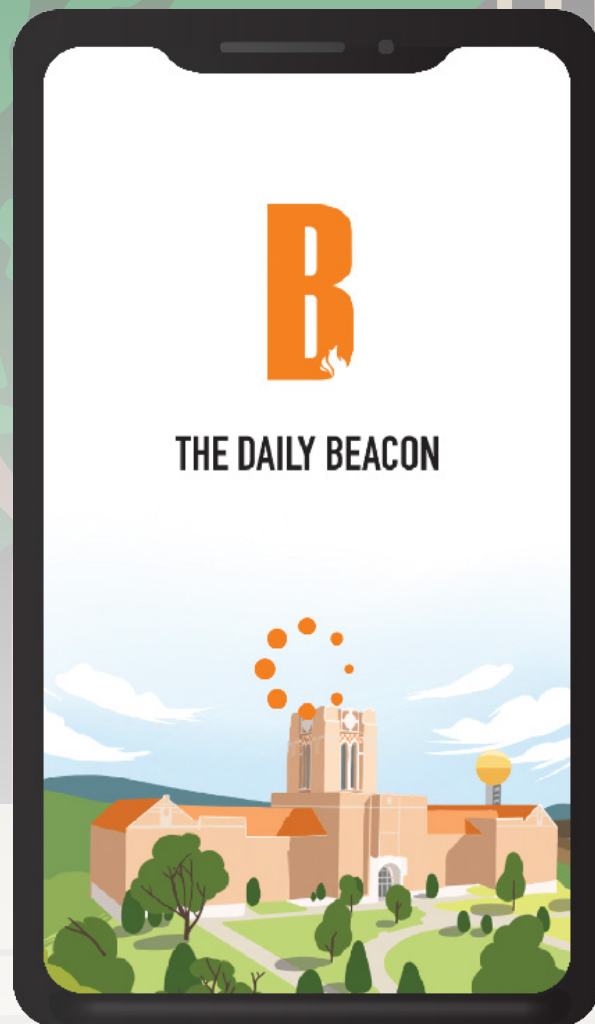
# DAILY BEACON PHONE APP

Get the top stories from campus and around Knoxville!

**Block Ad** ..... \$100/month

**Opening Screen** ..... \$250/month

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 and Google Play.



**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.

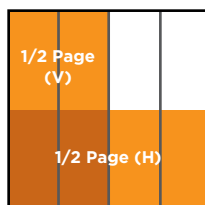
**Local Rate:** Applies to locally-owned and operated companies conducting business in the Knoxville metro area.

**Campus Rate:** Applies to UT academic and administrative departments



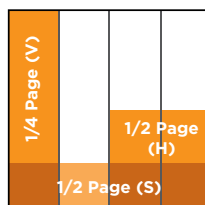
FULL PAGE

9.5"w x 9.75"L



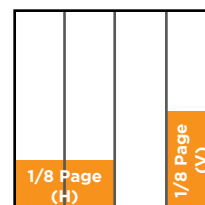
HALF PAGE

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	\$1,005	\$555	\$305	\$130
LOCAL	\$805	\$455	\$255	\$130
CAMPUS	\$705	\$405	\$205	\$105

# SPECIAL ISSUES

Every fall, the University of Tennessee welcomes over 30,000 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 of 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:

*Welcome Back*  
*Homecoming*  
*Basketball and Football Previews*



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

# 2022 PUBLICATION SCHEDULE

## August 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			

## September 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	

## October 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					

## November 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			

## December 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



# 2023 PUBLICATION SCHEDULE

## January 2023

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 2023

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 2023

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	

## April 2023

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						

## May 2023

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			