

THE DAILY BEACON
MEDIA SALES 2019-2020
print | digital | video



services **summary**



PRINT

ADVERTISING & SPONSORSHIPS

- Advertise in the iconic Daily Beacon newspaper
- Sponsor the Crossword and Sudoku puzzles in the Daily Beacon
- Target niches on campus through advertising in special issues of the Daily Beacon
- Target new students by way of On Rocky Top magazine ads
- Cash in on lucrative ad spaces in the Fall and Spring Housing Guide magazines
- Add your business's free-standing inserts to the Daily Beacon



DIGITAL

ADVERTISING

- Advertise on the Daily Beacon website
- Advertise on the highly influential Daily Beacon Twitter page
- Utilize the Daily Beacon digital newsstands that are strategically placed in high-traffic areas around campus
- Target students, parents, and alumni by advertising in the Daily Beacon newsletter



VIDEO & PHOTO

ADVERTISING & MEDIA SERVICES

- Utilize Student Media's video and photo team, Lumos, for capturing your next event or celebration
- Target specific areas of the region, city, or even campus for video advertising on media platforms such as YouTube
- Enhance your footage using the Lumos team's professional video services

market profile & readership

Circulation

Papers are distributed to over 54 locations throughout the UT campus and surrounding community. The Daily Beacon is free to each member of the University community.

Fall and Spring Semester.....4,000 copies Wednesday*

Additional copies are valued at \$1.00 each. Bulk distribution is the responsibility of the Office of Student Media. Direct inquiries to 865-974-5206.

* See publication calendar on the back cover for more details

Enrollment*

Undergraduate 22,815

Graduate 6,079

TOTAL 28,894

FACULTY AND STAFF

Full and Part-time (Knoxville)..... 9,580

TOTAL MARKET 38,474

*UT Fact Book, Fall 2018-19

The Daily Beacon is the campus newspaper serving The University of Tennessee Knoxville campus and surrounding community since 1906. It is an editorially independent news organization within the Office of Student Media and is entirely written, produced and managed. It is one of the oldest student traditions at the University of Tennessee by students.

The Daily Beacon is a member of the Associated Collegiate Press, College Media Advisers, and College Media Business and Advertising Managers. The students, faculty and staff rely upon The Daily Beacon for up-to-date news, sports and entertainment coverage, locally and nationally.



Contact Information

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

Retail Advertising Office
Phone: 865-974-5206
Fax: 865-974-5569
E-mail: admanager@utk.edu
Billing inquires:
billing@utdailybeacon.com
Website: utdailybeacon.com
Office Hours: 8 a.m. - 5 p.m.
Monday - Friday

print advertising rates 2019 - 2020

Rates are based on the whole space of the ad rather than rates per inch and are priced as black/white or full color.

RATES

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.

UTK Rate: Applies to UTK academic and administrative departments.

AD SIZES		Open	Local	UTK
Full Page	Color	\$1,270	\$1,000	\$850
Half Page (H or V)	Color	\$681	\$550	\$450
Quarter Page (H, V or S)	Color	\$340	\$300	\$250
Eighth Page (H or V)	Color	\$170	\$165	\$150

VOLUME CONTRACT RATES

AD SIZES		5+ Issues	10+ Issues	15+ Issues
Full Page	Color	\$1,000	\$885	\$737
Half Page (H or V)	Color	\$580	\$500	\$417
Quarter Page (H, V or S)	Color	\$290	\$250	\$208
Eighth Page (H or V)	Color	\$155	\$135	\$109

CREATIVE SPACES

Front Page Advertisements

9.5" x 2" CMYK.....\$400/day

Sudoku Puzzle Sponsorship

4.6875" x 1" (x2) Color\$50/week


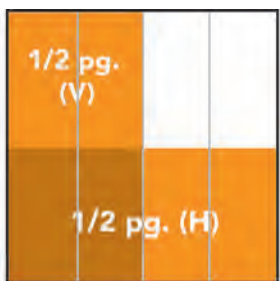
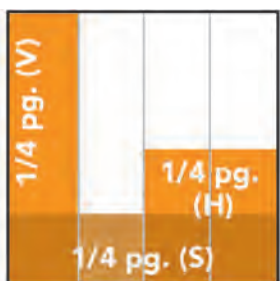
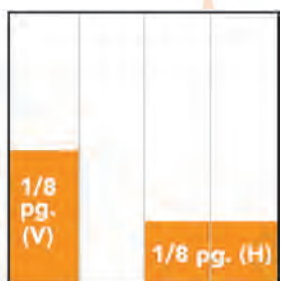
Crossword Puzzle Sponsorship

4.6875" x 3.5" Color\$50/week

print advertising sizes 2019 - 2020

As a tabloid, we sell page impact, 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.

Ads are sold by modular unit and portion of the page.

			
FULL PAGE 9.5"w x 9.75"d	HALF PAGE H 9.5"w x 4.875"d V 4.6875"w x 9.75"d	QUARTER PAGE H 4.6875"w x 4.875"d V 2.28"w x 9.75"d H Strip 9.5"w x 2.375"d	EIGHTH PAGE H 4.6875"w x 2.375"d V 2.28"w x 4.875"d

SUBMISSION GUIDELINES

E-mail addresses.....admanager@utk.edu

Please state client name and date ad is to run in the subject line.

Preferred formats..... PDF, JPG

Fonts and graphics must be embedded in the PDF package.

Color.....CMYK only

Resolution..... 300dpi

- All text should be converted to outlines
- Photos and raster art should be at least 300dpi at full size
- Black and white ads should be saved as grayscale
- No text smaller than 6pt
- No 72dpi web graphics or photos
- No rich black, use process black (100%K)
- Maximum ink density = 240%

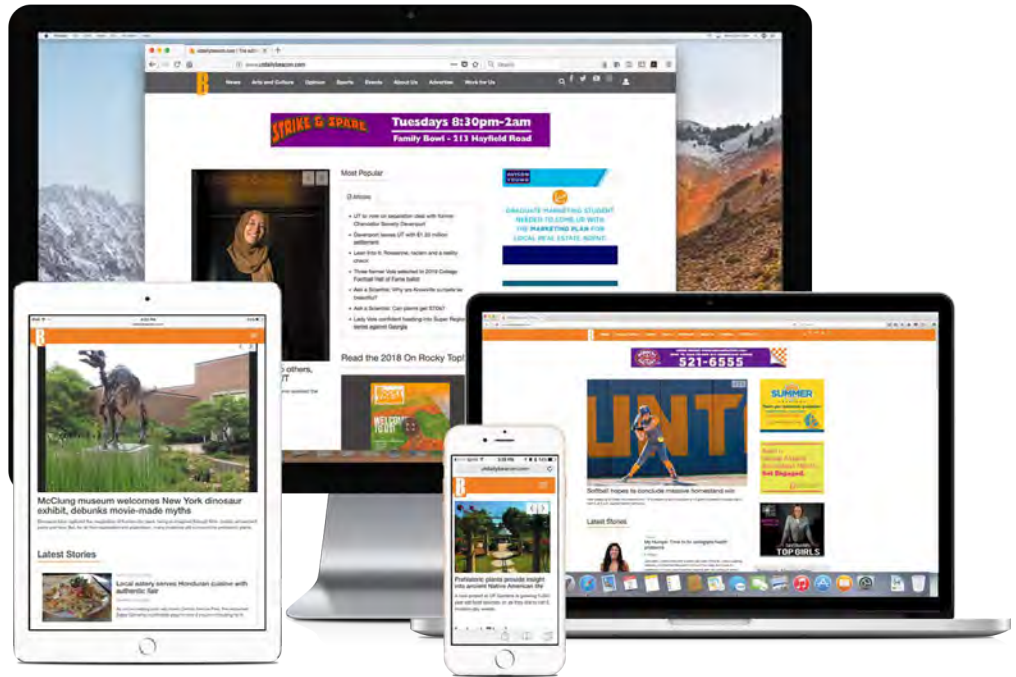
general policies and terms

To review our latest advertising policies, please visit www.utdailybeacon.com > advertise > advertising policies and terms or contact your media sales representative.

www.utdailybeacon.com

The Daily Beacon online edition is a fully responsive website which features unique content (videos, slide shows, and feature content) as well as content from the week's print issue including photos, searchable archives, plus a page-flipping version 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 followings are all directed to the site.



DIGITAL AD SIZES:

	RATE
Top Leaderboard - 728x90	\$340/month
	\$120/week; 2 week minimum
Rectangle 1 - 300x250	\$330/month
Rectangle 2 - 300x250	\$305/month
Rectangle 3 - 300x250	\$280/month
Rectangle 4 & 5 - 300x250	\$150/month
	\$120/week; 2 week minimum

2018-19 STATS

306,682 users
1,371,286 page views
137,128 monthly average

Acceptable formats are JPG, GIF, PNG and Flash. Please include the URL of the page you want linked to your ad. Ads can be emailed to admanager@utk.edu



social media



twitter advertising

Social media has become essential for advertising campaigns. Get your message tweeted by @UTKDailyBeacon to more than 7,700 followers. This affordable medium delivers your message directly to the UTK student target market on a platform they interact with daily.



digital signage

digital display stands

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 the UT campus featuring real-time updated screens with campus and local news as well as advertising. These digital moni-tors can display both static and video advertisements in a 16" X 9" hi-res display area.

Call your sales rep at 865-974-5206 today for more information.

print/digital bundles

Silver Package

- 1 ~ Quarter-page full color print ad
- 2 ~ Eighth-page full color print ads
- 1 ~ Right Rail 3 rectangle digital ad for two weeks
- 1 ~ Two weeks digital display stand ad
- 1 ~ Two weeks digital newsletter ad

\$800 (\$1,205 Value/You save \$405)

Gold Package

- 3 ~ Quarter-page full color print ads
- 3 ~ Eighth-page full color print ads
- 1 ~ Right Rail 2 rectangle digital ad for one month 1 ~ One month digital display stand ad
- 1 ~ 1 Month digital newsletter ad

\$1,665 (\$2,408 Value/You save \$743)

Frequency is key to an effective advertising campaign.

By purchasing one of our new print/digital bundles, you will not only save money, but also be able to take full advantage of our print, web, and social media outlets to promote your message!

Platinum Package - BEST VALUE!

- 1 ~ Full-page full color print ad
- 2 ~ Half-page full color print ads
- 2 ~ Quarter-page full color print ads
- 4 ~ Eighth-page full color print ads
- 1 ~ Leaderboard digital ad for six months
- 1 ~ Six months Digital Display Stand Ad
- 30 ~ Tweets within six month window
- 1 ~ Digital Newsletter Ad for six months

\$5,025 (\$8,423 Value/You save \$3,398)



digital newsletter

Daily Beacon digital newsletter

The Daily Beacon offers advertising space on its digital newsletter. The newsletter is delivered directly to our subscriber's email inboxes. With approximately 2,000 subscribers, this option puts your business in touch with active readers 5 days a week!

preprinted inserts

Distribution (full-run only)
Fall and Spring Semester4,000

Insert Pages	Cost /Thousand
4 Pages or less	\$105
6 Pages or more	\$130
Deadline	5 days prior

All inserts must be approved for acceptance by The Daily Beacon in advance of insertion.

Specifications

Maximum number of pages	16
Minimum size	5" x 8"
Maximum size	9" x 12"
Paper Weight (minimum).....	67#

Shipping Address:

News Sentinel
ATTN: Beacon Inserts
2332 News Sentinel Drive
Knoxville, TN 37921-5761

Call your sales rep at 865-974-5206 today for more information.

housing guide



THE DAILY BEACON

HOUSING GUIDE

The Daily Beacon Housing Guide is a once-a-semester standalone magazine that offers an opportunity to directly reach the University of Tennessee's 28,000 students and showcase your property.

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

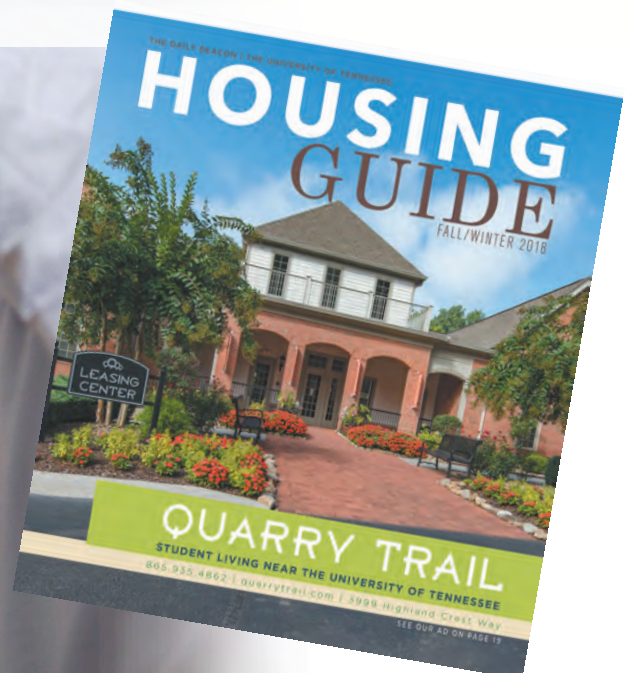
This special issue features rental tips, how-to guides and information on Knoxville resources.

Points to consider:

- 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.

Published in March and October.

Contact your media sales representative or call 865-974-5206 for more information.



special issues



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 Daily Beacon has served as a key component to connecting you to these customers.

The **WELCOME BACK** issue is one of our most popular and highly-regarded issues as it offers you the first chance 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 late 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.



On Rocky Top

Special Issues

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

Past issues have included:

- Halloween
- Guide to the Great Outdoors
- Basketball and Football Previews
- Welcome to Knoxville
- Graduation Guide

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





The Office of Student Media offers our clients access to a full-service media production group. Lumos Media Services is a student-led production team that provides both 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 if you have questions.
(865)-974-5206

available **media** services

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 videos
- Product Photo shoots
- Event photo coverage
- Social media consulting
- Social media management
- Graphic/Visual Arts services



EQUIPMENT & CAPABILITIES

2x Adobe Premiere Edit Systems
 4x Canon Camera systems
 2x Nikon Camera Systems
 4x Portable Studio lights
 3x LED Battery Powered Light Panels
 Manfrotto Shoulder Rig
 Telephoto lenses
 Interview lenses
 Axler Camera Slider
 Samsung 360 video and photo camera
 GoPro Hero5 with Karma Gimble
 DJI Osmo steady cam with Facebook live
 DJI Mavic Air Drone
 Green Screen Capability
 Portable Lightroom Photography Studio

video **services** rates

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 - \$4000	\$2000 - \$3500

*PLEASE NOTE:

Video Production Services are priced specifically per individual job. For more information or to ask about a quote, please call 865-974-5206 or email studentmedia@tennessee.edu today!



2019/2020 **publication** calendar

FALL

August 2019						
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 2019						
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 2019						
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 2019						
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

SPRING

January 2020						
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 2020						
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

March 2020						
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 2020						
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		

*publication calendar subject to change

2019-2020 IMPORTANT DATES

FALL

Classes Begin Aug. 21
Fall Break Oct. 17-18
Homecoming Nov. 6
Thanksgiving Nov. 28-29
Final Issue Nov. 27

SPRING

Classes Begin Jan. 8
Spring Break Mar. 16-20
Spring Recess April 10
Final Issue April 29

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

