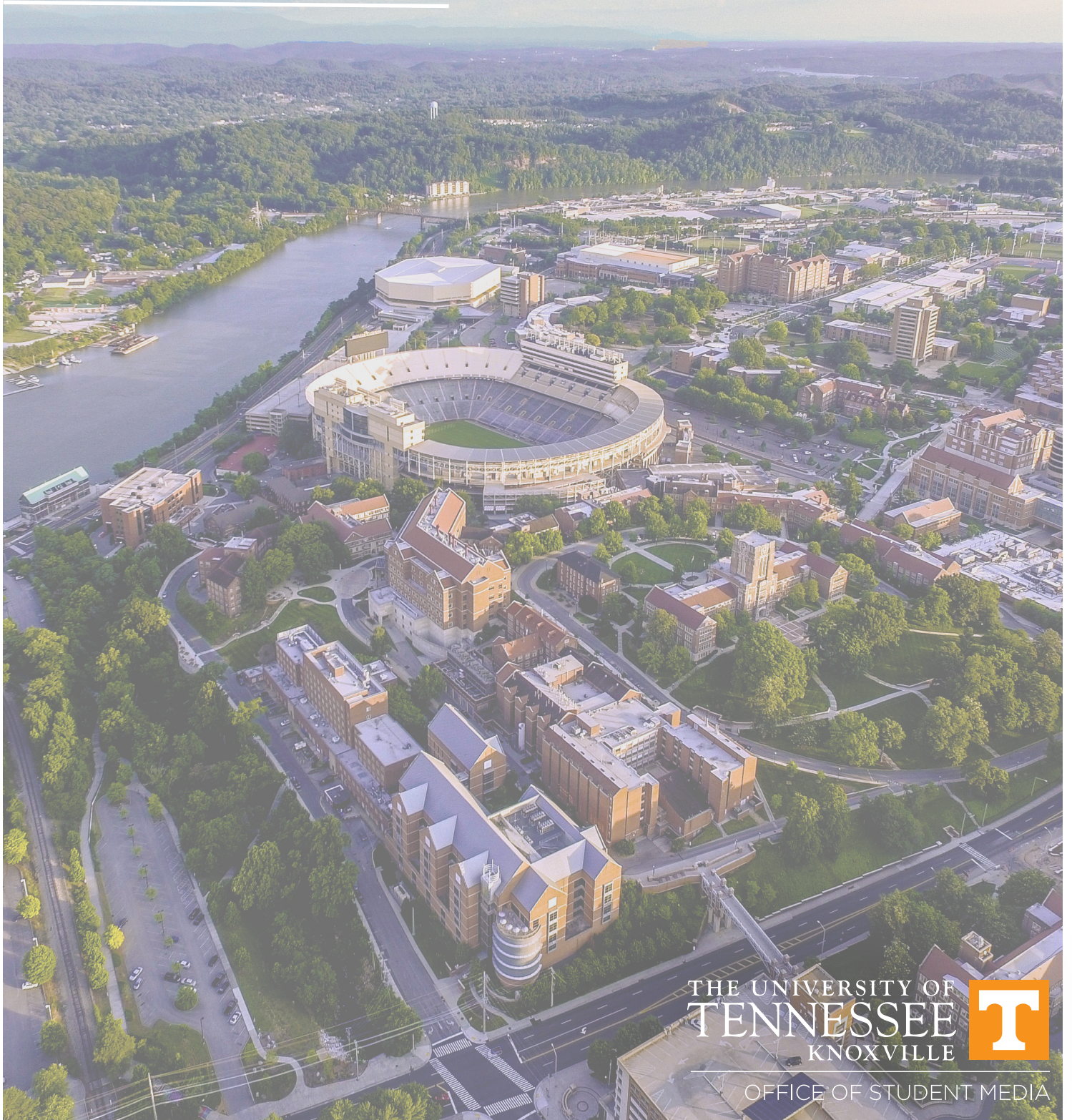


# THE DAILY BEACON

## MEDIA SALES 2020-2021

digital | video | print

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THE UNIVERSITY OF  
**TENNESSEE**  
KNOXVILLE



OFFICE OF STUDENT MEDIA



# 27,308

ENROLLED

22,320

UNDERGRADUATE

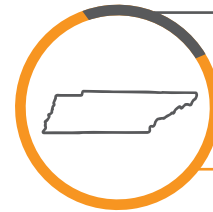
4,988

GRADUATE



47%  
Male

53%  
Female



21%  
Out-of-State

79%  
In-State



24%  
On-Campus Living

76%  
Off-Campus Living

Information compiled from The University of Tennessee's 2019-2020 Fact Book.

**The Office of Student Media** houses separate departments of publication. The Daily Beacon, Lumos Digital Media, and Phoenix Magazine.

The Daily Beacon is the newspaper serving 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 Digital Media is the digital production powerhouse at the Office of Student Media. Everything from photography, videography, interviews, entertainment, and media production is crafted by Lumos Digital Media.

## Let's Have A Conversation

### Advertising

**Emelia Sandreuter**

admanager@utk.edu  
(865) 974-5206

### Billing Inquires

billing@utdailybeacon.com  
(865) 974-5206

### Lumos Digital Media Inquiries

studentmedia@tennessee.edu  
(865) 974-5206



The Daily Beacon is the number one source of 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



DailyBeacon

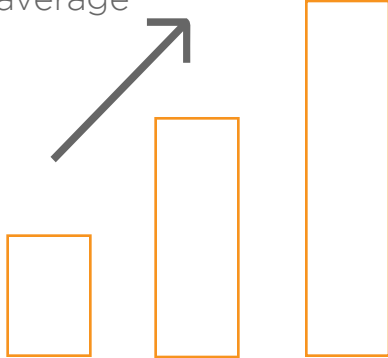


## DIGITAL

Users per month: 44,115

Page views per month: 76,127

\*2019 average



## PRINT



50+

Pick-up Locations

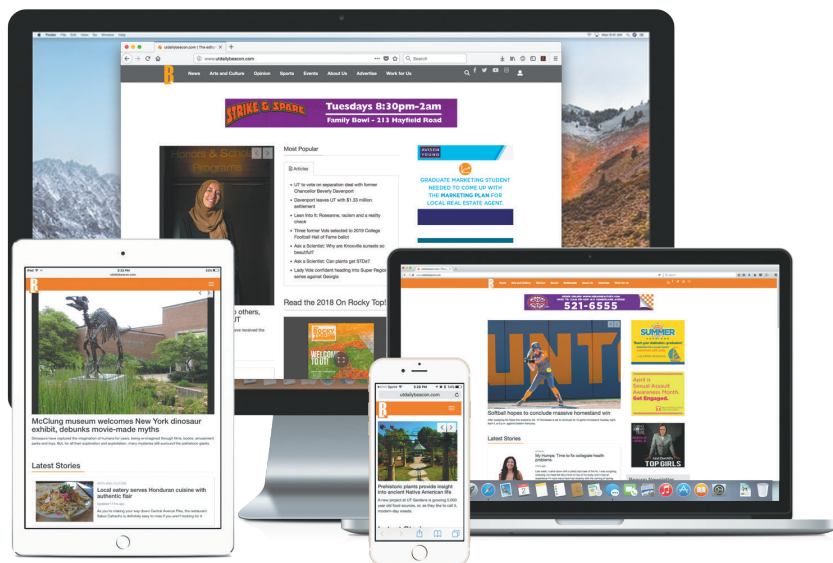
12

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) as well as content from the week's print issue. Online content includes 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.



\*Acceptable formats are JPG, GIF, and PDF. Please include the URL of the page you want linked to your ad. Ads can be emailed to [admanager@utk.edu](mailto:admanager@utk.edu)

## Top Leaderboard Ad

### DIGITAL AD SIZES

### RATE

Top Leaderboard (728x90) .....	\$340/month \$125/week; 2 week minimum
Rail Ad 1 (300x250) .....	\$330/month
Rail Ad 2 (300x250) .....	\$305/month
Rail Ad 3 (300x250) .....	\$285/month
Rail Ad 4 (300x250) .....	\$150/month
Rail Ad 5 (300x250) .....	\$150/month \$125/week; 2 week minimum
Mid Story Ad .....	\$350/month

Rail 1

Rail 2

Rail 3

Rail 4

Rail 5



# DIGITAL SOLUTIONS

## @social\_media



### twitter advertising

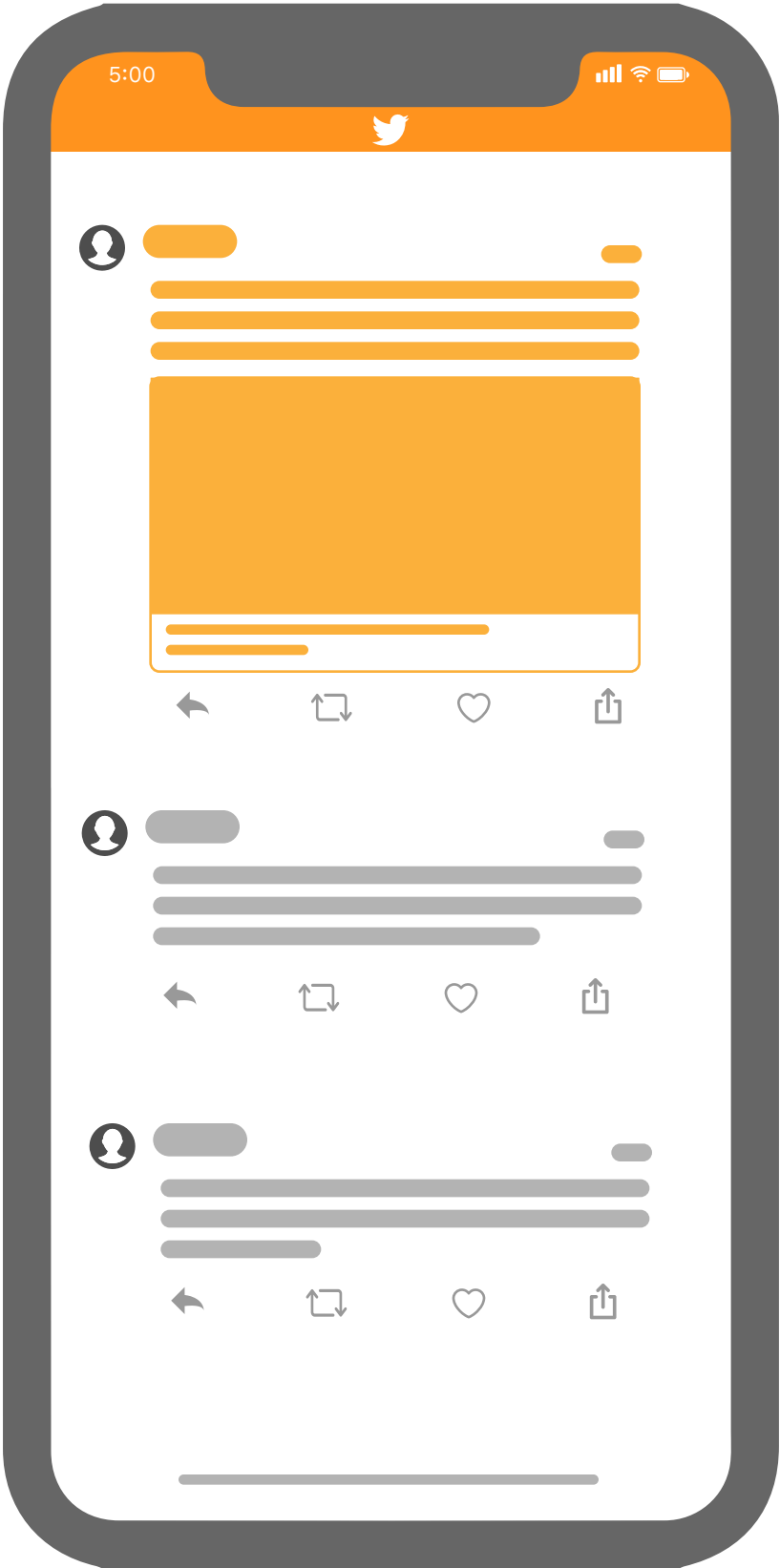
Social media has become essential for advertising campaigns. Get your message tweeted by @UTKDailyBeacon to more than 12,000 weekly impressions. This affordable medium delivers your message directly to the UTK student target market on a platform they interact with daily. We would be more than happy to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



### facebook and instagram advertising

Supplement your social media reach by posting ads published on the Daily Beacon's Facebook and Instagram pages, with over 5,400 followers on Facebook and over 3,300 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 .....	\$175
25 Tweets .....	\$300
Add photo \$5/tweet	
1 Facebook or Instagram Post .....	\$100
5 Facebook or Instagram Posts .....	\$400



# MEDIA SERVICES

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.



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 DroneGreen 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 - \$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](mailto:studentmedia@tennessee.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 the UT campus featuring real-time updated screens with campus and local news as well as advertising. These digital monitors can display both static and video advertisements in a 16" X 9" hi-res 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 our subscriber’s email inboxes every morning M-F. With over 3,300 subscribers, this option puts your business in touch with active readers 5 days a week!



## RATES

- \$115.....1 month
- \$75.....1 week

# PRINT MEDIA



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

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.

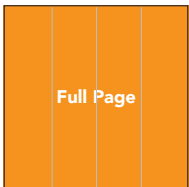
Ads are sold by modular unit and portion of the page.

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

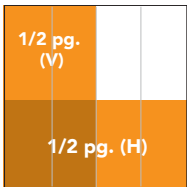
Local Rate: Applies to locally-owned and operated companies conducting business in the Knoxville metro area.

Campus Rate: Applies to UT academic and administrative departments.

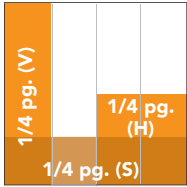
Rates are based on the whole space of the ad rather than rates per inch and are priced as black/white or full color.



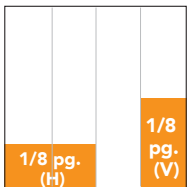
FULL PAGE  
9.5"w x 9.75"d



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

## 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

### INSERTS

1 - 4 PAGES	CIRCULATION
\$550	2,500



# SPECIAL ISSUES



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:

- 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 charge.
- 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 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

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

Past issues have included:

- *Parents Guide (Distributed on family weekend)*
- *Homecoming Edition*
- *Basketball and Football Previews*
- *Election Guide*
- *Welcome to Knoxville*

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



## 2020 PUBLICATION SCHEDULE

August 2020							September 2020						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			
30	31												

October 2020							November 2020						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					



= Election Guide



= Homecoming Special Issue

## 2021 PUBLICATION SCHEDULE

January 2021							February 2021						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28						
31													

March 2021							April 2021						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

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

