

# THE DAILY BEACON



***MEDIA SALES 2024-2025***



# ABOUT US

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.



## CONTACT

**CULLEN ASKEW**

Daily Beacon Ad Manager  
[admanager@utk.edu](mailto:admanager@utk.edu)

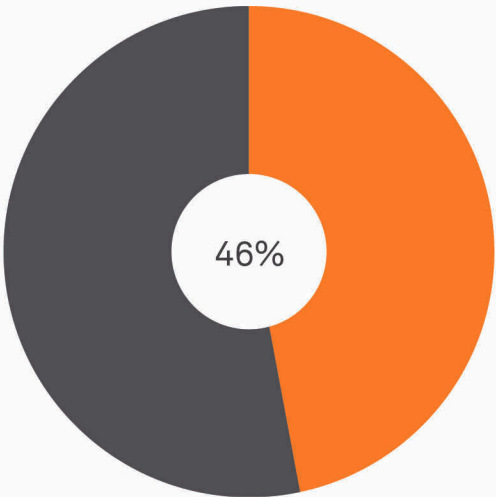
**BILLING INQUIRIES**

(865)- 974- 5206

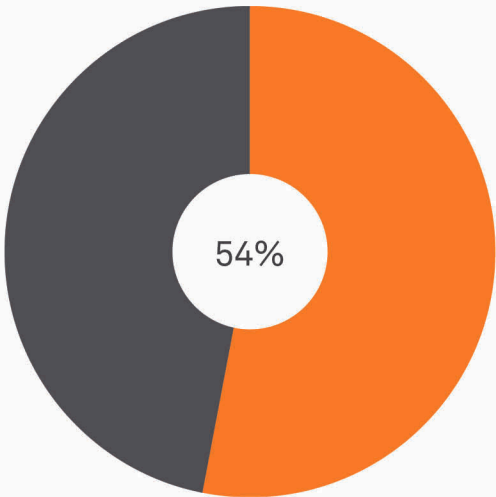


# DEMOGRAPHICS

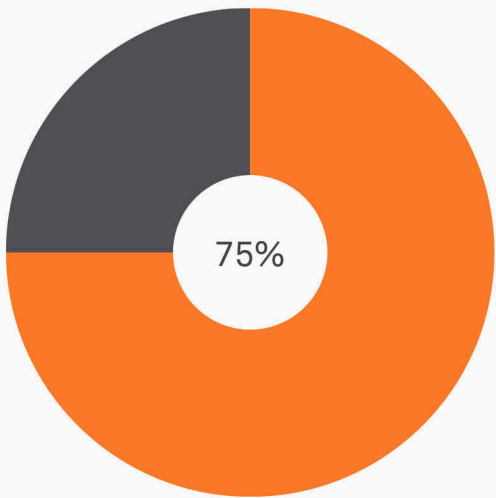
|                    |        |
|--------------------|--------|
| Enrolled.....      | 36,304 |
| Undergraduate..... | 28,883 |
| Graduate.....      | 6,617  |



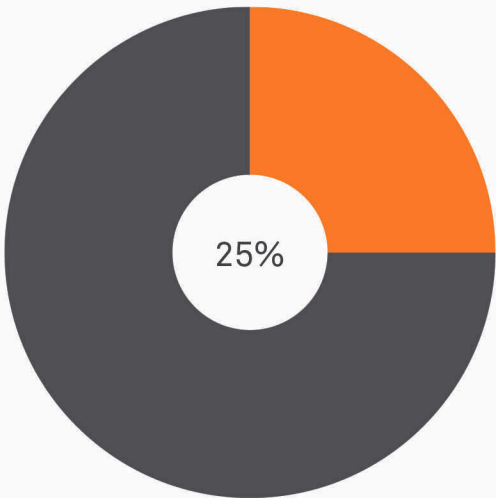
MALE



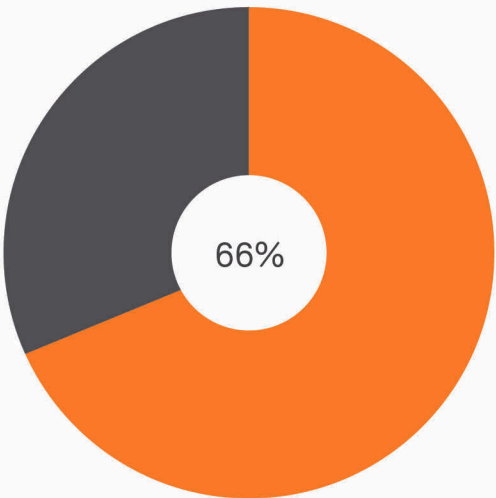
FEMALE



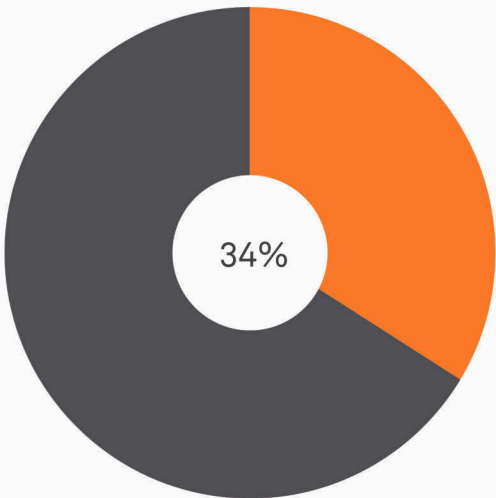
OFF CAMPUS



ON CAMPUS



IN STATE



OUT OF STATE



# ***ANALYTICS***

## DIGITAL 2023 AVERAGE

66,000 Users Per Month

94,000 Page Views Per Month





# DIGITAL SOLUTIONS

The *Daily Beacon* online edition is a fully responsive website that features unique video 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 the news develops.

The *Daily Beacon's* Facebook, X, Instagram, and Youtube accounts are all directed to the site.

Acceptable formats include, 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

|                          |  |
|--------------------------|--|
| Top Leaderboard (728x90) |  |
| IN-Story Ad (300x250)    |  |
| Rail Ad 1 (300x250)      |  |
| Rail Ad 2 (300x250)      |  |
| Rail Ad 3 (300x250)      |  |
| Rail Ad 4 (300x250)      |  |
| Rail Ad 5 (300x250)      |  |

### Rate

|                         |
|-------------------------|
| \$350                   |
| \$125/week (2 week min) |
| \$375/month             |
| \$345/month             |
| \$340/month             |
| \$295/month             |
| \$160/month             |
| \$155/month             |
| \$125/week (2 week min) |





# Print Advertising

The *Daily Beacon* prints and distributes 2,700 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



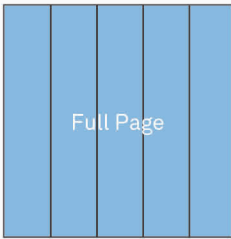
## Full Page

H 9.5" W x 9.75" L

Local Rate (Full Color) \$805

Campus Rate (Full Color) \$705

Open Rate (Full Color) \$1,005



## Half Page

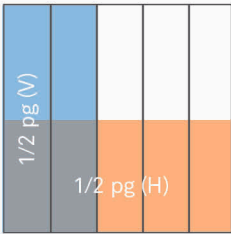
H 9.5" W x 4.875" d

V 4.6875" W x 9.75" d

Local Rate (Full Color) \$455

Campus Rate (Full Color) \$405

Open Rate (Full Color) \$555



## Quarter Page

H 4.6875" W x 4.875" L

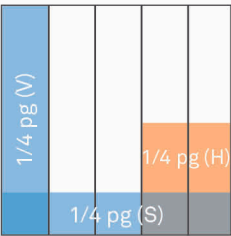
V 2.28" W x 9.75" L

S 9.5" W x 2.375" L

Local Rate (Full Color) \$255

Campus Rate (Full Color) \$205

Open Rate (Full Color) \$310



## Eighth Page

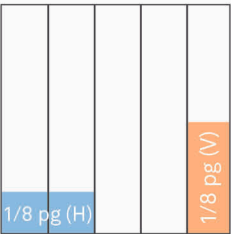
H 4.8675" W x 2.375" d

V 2.28" W x 4.875" d

Local Rate (Full Color) \$130

Campus Rate (Full Color) \$105

Open Rate (Full Color) \$135





# 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 4,000 subscribers, this option puts your business in touch with active readers five days a week

## RATES

Top \$130 ..... 1 Month





# 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 1280 x 720px hi-resolution display area.

## RATES

|             |       |                        |
|-------------|-------|------------------------|
| \$300/month | ..... | 3 Racks                |
| \$400/month | ..... | All digital racks (12) |





# PUBLICATION SCHEDULE

Spring 2025

Print Dates

January

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     |      | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     |      |     | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     |      |     | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     | 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  |



# PUBLICATION SCHEDULE

FALL 2024

Print Dates

## AUGUST

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
| 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
|     |     |      |     |      | 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

| Sun | Mon | Tues | Wed | Thur | Fri | Sat |
|-----|-----|------|-----|------|-----|-----|
| 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   |     |      |     |     |