

Print Sales

January 23, 2023



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

OFFICE OF STUDENT MEDIA

Print Advertising

The Daily Beacon prints 2,700 copies once per week during the fall and spring semesters. During breaks and summer semesters the Beacon is published online only.

The Daily Beacon is a FREE publication and has 54 racks around the UT campus.

Print Advertising

The Daily Beacon print edition offers 4 sizes in both horizontal and vertical orientation.

Pricing is based on 3 different levels:
Open, Local and Campus.

Print Advertising

FULL PAGE

A Full-Page ad in the print edition of the Daily Beacon is 9.5" wide X 9.75" tall

The current price of a Full-Page Ad is:

\$1,005 Open Rate

\$805 Local Rate

\$705 Campus Rate



WE'RE HERE FOR YOU!

As you begin one of the most exciting times in your life, we want you to know alumni are here to support you, and we're cheering for you along the way.

We encourage you to get involved in our student alumni programs, and to know that the Office of Alumni Affairs isn't just for alumni—we're here to support students too.

T ALUMNI

Wear orange on Big Orange Fridays, participate in programs and events, and follow us on social media.

[f](#) [i](#) [t](#) [i](#) [v](#) [@tennalum](#)

Check out our student events at
alumni.utk.edu/students



Print Advertising

HALF PAGE (Vertical)

A Half-Page vertical ad in the print edition of the Daily Beacon is
4.68" wide X 9.75" tall

The current price of a Half-Page Ad is:

\$555 Open Rate

\$455 Local Rate

\$405 Campus Rate



A vertical advertisement for Papa John's Pizza. The top section features the Papa John's logo with a green banner above it that says "PIZZA". Below the logo is a green banner with the text "LIFE'S BETTER WITH PIZZA" and a red banner with "WE'RE BETTER WITH YOU". A large red banner with white text reads "NOW HIRING!". Below this, the text "Hiring Part-Time or Full-Time for all Positions" is followed by details: "Drivers earn \$400 - \$900 and up including tips", "Hiring In-Store help 16 years old and up", and "Also hiring Managers-In-Training". It also mentions "Competitive pay based on experience" and "Health insurance plans available for full-time employees". A QR code is provided for scanning, with the text "Scan the code or visit harri.com/homerun to apply!". The bottom section is a green banner with the text "Visit us online at WWW.PAPAJOHNS.COM to see more special offers!".

PIZZA
PAPA JOHN'S

LIFE'S BETTER WITH PIZZA

WE'RE BETTER WITH YOU

NOW HIRING!

Hiring Part-Time or Full-Time for all Positions

Drivers earn \$400 - \$900 and up including tips
Hiring In-Store help 16 years old and up
Also hiring Managers-In-Training

Competitive pay based on experience
Health insurance plans available for full-time employees
Papa John's is an EOE

Scan the code or visit
harri.com/homerun
to apply!

Visit us online at
WWW.PAPAJOHNS.COM
to see more special offers!

Print Advertising

A Half-Page horizontal ad in the print edition of the Daily Beacon is 9.5" wide X 4.975" tall

HALF PAGE (Horizontal)

The current price of a Half-Page Ad is:

\$555 Open Rate

\$455 Local Rate

\$405 Campus Rate




A NEW STYLE OF
STUDENT LIVING
IN KNOXVILLE
1 & 2 BEDROOM
FLOOR PLANS



FLAGSHIP
| KERN'S

 @FLAGSHIPKERN'S
[FLAGSHIPKERN'S.COM](https://www.flagshipkerns.com)

**CONTACT US TO SCHEDULE
YOUR TOUR TODAY!
(865)470-6373**



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Print Advertising

QUARTER PAGE (Vertical)

A Quarter-Page vertical ad in the print edition of the Daily Beacon is
2.28" wide X 9.75" tall

The current price of a Quarter-Page Ad is:
\$305 Open Rate
\$255 Local Rate
\$205 Campus Rate



Print Advertising

QUARTER PAGE (horizontal)

A Quarter-Page horizontal ad in the print edition of the Daily Beacon is
4.68" wide X 4.87" tall

The current price of a Quarter-Page Ad is:
\$305 Open Rate
\$255 Local Rate
\$205 Campus Rate



Print Advertising

EIGHTH PAGE (Vertical)

A Eighth-Page vertical ad in the print edition of the Daily Beacon is
2.28" wide X 4.87" tall

The current price of a Quarter-Page Ad is:
\$130 Open Rate
\$130 Local Rate
\$105 Campus Rate



Emerald Youth
FOUNDATION

JOIN US!

This School Year or
Next Summer

Competitively **PAID**
Opportunities Available

 **AmeriCorps**

LEARN MORE & APPLY NOW
emeraldyouth.org/ameriCorps

Print Advertising

EIGHTH PAGE (Horizontal)

A Eighth-Page horizontal ad in the print edition of the Daily Beacon is
4.68" wide X 2.375" tall

The current price of a Quarter-Page Ad is:
\$130 Open Rate
\$130 Local Rate
\$105 Campus Rate



FOOD CITY COME SEE WHAT WE HAVE IN STORE!

READY-TO-EAT FOOD SERVICE INCLUDING
Fresh pizza, sushi, salads, wings, bakery items
and so much more!

THE FRESHEST MEAT & SEAFOOD
THE FRESHEST PRODUCE

Logos: Starbucks, Food City go2it CURBSIDE PICKUP, Home Delivery, Food City PHARMACY, CASIN GO, FUEL DUCKS

OFFICIAL SUPERMARKET OF THE VOLS  **WE ACCEPT RED CARD & VOLCARD**
5941 KINGSTON PIKE • 1950 WESTERN AVE

Print Advertising

Special Issues

The Daily Beacon prints 6-7 special issues during the Spring and Fall semesters. Special issues can be great selling points to certain clients that fit well into the subject matter of the issue.

It also prints a summer orientation magazine called ***On Rocky Top*** that is mailed out to the homes of incoming Freshmen during the first week of June. ***On Rocky Top*** is highly popular publication and generates more advertising revenue than any other student media publication.

Print Advertising

Special Issues

Some examples of special issues include: *(Issues vary each semester)*

Welcome Back

Football Preview

Homecoming

Basketball Preview

Halloween

Housing Guides *(Knoxville Housing)*

Health and Wellness

Alumni and Graduation Guide

Parent's Survival Guide

In-Frame *(photos)*

On Rocky Top *(summer magazine)*



On Rocky Top

On Rocky Top magazine is printed in early June and mailed to incoming freshmen. In 2022 there were 8,500 issues printed. About 6,500 are mailed and the remainder are placed around campus at high-traffic locations. In 2022 there was approximately \$42,000 in advertising revenue generated by this issue.



On Rocky Top

On Rocky Top magazine is a premium printed product. Its colors are stunning on the high-gloss pages for both photographs and advertisements.



On Rocky Top

On Rocky Top magazine prices and sizes are different than the newspaper. The high-quality paper, magazine format and mailing costs require us to charge a higher price.

AD SIZE	LOCAL RATE	CAMPUS RATE
FULL PAGE 8"W X 9.125"H	\$1,650	\$1,440
HALF PAGE 4" W X 9.125"H VERT 8"W X 4.5"H HORIZ	\$881	\$764
QUARTER PAGE 4"W X 4.5"H	\$471	\$415
EIGHTH PAGE 4"W X 2.25"H	\$255	\$230

Welcome Back Editions

The Daily Beacon Fall and Spring Welcome Back editions are the second most popular issues for advertisers. These first issues of the semester welcome back new and returning students. They offer a great opportunity for advertisers to reach students during the first week of school each semester.

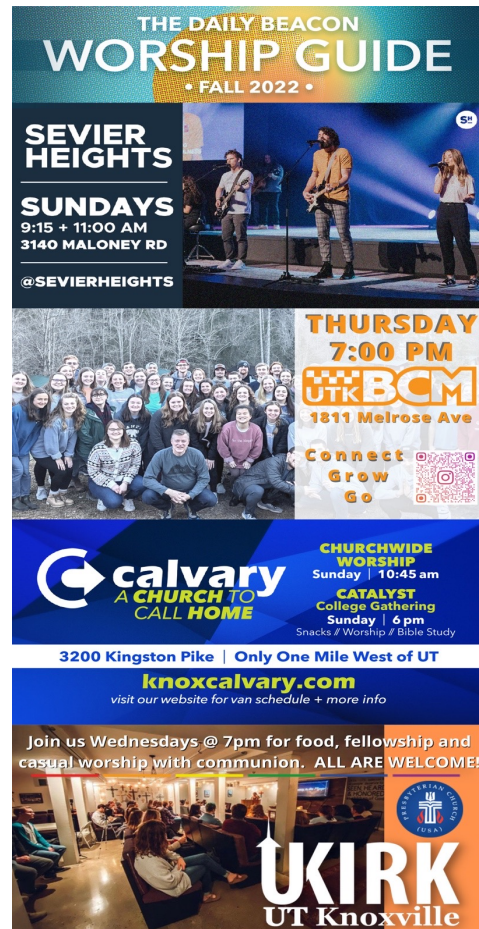


Worship Guide

The Daily Beacon's Worship Guide is designed for church or ministries to list service times, location plus any related campus-focused event or weekly meeting.

The Worship Guide runs in 7 issues during the spring and fall semesters for \$260 for the entire semester.

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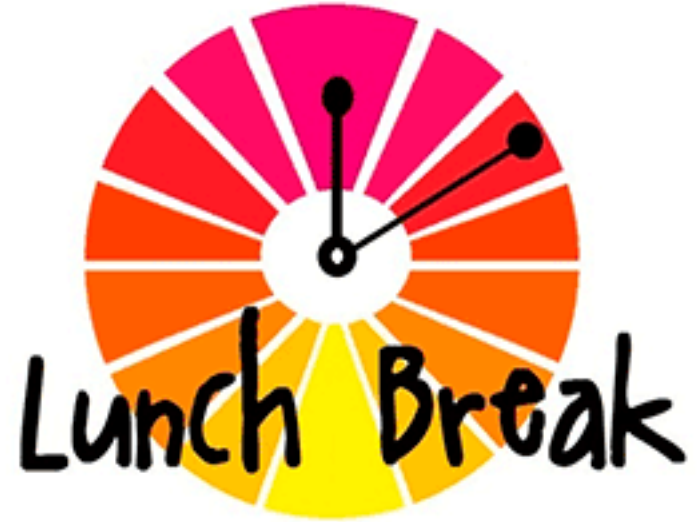


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Lunch Break

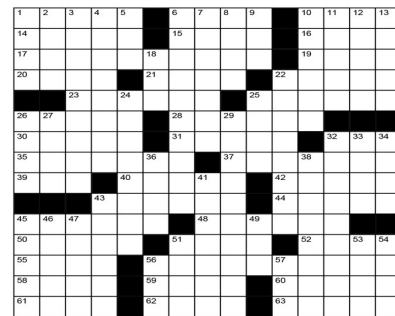
The Daily Beacon's Lunch Break is designed for restaurants, food trucks, to list menus, locations, prices, etc. Lunch Break runs in 7 issues during the spring and fall semesters as well as an online ad for \$500 for the entire semester.

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Crossword Sponsorship

The Daily Beacon's Study Break is weekly crossword puzzle that gives reader's a chance to



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ACROSS

- 1 Dieter's lunch
6 Church area
10 Cry from a crib
14 Brady housekeeper
15 Calc. prerequisite
16 Black, in poetry
17 Putting on the ballot
19 Alliance est. in 1949
20 Title of property
21 Garden lane
22 Spiked, as punch
23 Laundry item
25 Take on
26 Big name in blenders
28 Leader of a procession
30 Lethal loop
31 Promotion basis
32 Kitchen meas.
35 Artist's composite
37 Mixed-breed dog
39 Compass heading
40 Starter home, for some
42 Athletic venue
43 Baggage handler
44 Unlike vegan fare
45 Pace
48 Conical quarters
50 Split-second
51 Ghana money
52 Sculptor's subject
55 Insurer's calculation
56 Like some circles
58 Biblical shepherd

- 24 Seattle's 206, e.g.
25 Three on stage
26 "It's _____, I'm buying"
27 Any day now
29 Brinks vehicle
32 Money manager
33 On its way
34 Wiggle room
36 Reason for an R rating
38 Chinese brew
41 Thaw in hostilities
43 Predicament
45 Animal bedding
46 Sioux, e.g.
47 Stair separator
49 Diner staple
51 Chicken enclosure
53 Casino cubes
54 Genuine, in Germany
56 Cloak-and-dagger org.
57 SNL network

DOWN

- 1 Ocean liner?
2 Moisturizer additive
3 Quarry rock
4 Conclusive trial
5 Lion's lair
6 Email file
7 Please, to Shakespeare
8 Hyperbolic trig. function
9 _____ roll
10 Word in a "Star Wars" prequel title
11 Way to be taken
12 "Psycho" setting
13 Positive terminal
18 30-day mo.
22 Pitt or Pacino, e.g.

Answers to Last Week's Crossword:

C	O	R	G	I	F	E	E	S	L	A	S	S
A	D	O	R	N	L	A	M	E	E	C	H	O
N	O	V	I	A	S	C	O	T	T	A	S	C
T	R	E	M	O	L	O	T	W	O	S	O	M
S	A	S	H	A	V	E	F	A	R	M	A	V
T	T	O	R	S	N	E	E	R	A	T	T	E
A	G	O	G	O	T	H	E	R	L	O	S	T
F	U	R	O	D	I	U	M	V	E	N	U	E
F	R	E	E	B	O	R	N	T	E	A	S	E
H	A	I	R	T	E	A	R					
S	H	O	R	T	L	I		T	R	A	P	E
N	O	U	N	E	U	H	A	N	A	S	I	A
A	P	S	E	S	L	O	R		D	R	A	G
P	E	E	R	S	E	E	R	A	D	J	S	T



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