

# Digital Sales

January 23, 2023



THE UNIVERSITY OF  
TENNESSEE  
KNOXVILLE

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OFFICE OF STUDENT MEDIA

# Web Advertisements

The Daily Beacon has several options for advertising on our website at [utdailybeacon.com](http://utdailybeacon.com). Each ad position on our website can handle up to three ads per position. All of the ads that appear on the home page are run of site (ROS) ads. They will appear on every page.

# Leaderboard Ads

The ads appearing at the top of the home page are called leaderboard ads. Leaderboard ads have high viewability rates, especially when used at the top of a web page. While leaderboard ads are often sold above the fold, you can also use them to monetize below the fold. These ads are 728 X 90 pixels.



# Leaderboard Ads

Here are some benefits of leaderboard ads:

1. Offers high visibility due to its size and on-page positioning.
2. Instant attention grabber.
3. Higher click-thru rates.
4. Easy to use.
5. Smooth user experience.
6. Ad server acceptance.



# Rail Ads

Digital Rail Ads are the rectangular shaped ads on the right side of the page. The large rectangle banner ads are most effective when placed in sidebars and main content. It is commonly preferred because it is likely to get noticed and accommodates all the necessary elements.



# Rail Ads

Digital Rail ads are run of site (ROS) and appear on every page of the website. The size (300 X 250 pixels) of rail ads friendlier to larger copy and a larger graphic than a leaderboard ad. There are positions above and below the fold for rail ads. Each position can run up to three ads.

# Top Story and Mid Story Ads

Top Story and mid story ads are rectangular ads that appear at the top of every story and middle of every story within the text of each story. The positioning offers high visibility and grabs the attention of the reader. These ads are the top performing ads on the Daily Beacon website with click thru rates 3 to 4 times higher than other ad positions.

The screenshot shows a web browser displaying the utdailybeacon.com website. The page layout includes a navigation bar with links like News, Arts & Culture, Opinion, Sports, About, and Advertise. A sidebar on the right contains a Beacon Newsletter sign-up form and a section for Most Recent Videos. The main content area features an article about restaurants near campus, with a mid-story advertisement for Hibachi Factory. The ad is a rectangular banner with a purple and orange color scheme, featuring the Hibachi Factory logo, the text "DELICIOUS & DIFFERENT... DELIVERED", "Authentic Japanese Grilled Chicken, Steak, & Seafood", "NOW HIRING", and "ORDER ONLINE TODAY @hibachifactory.com". Below the ad, the article text continues, mentioning "The Lunchbox on Market Street". The browser's address bar shows the URL utdailybeacon.com, and the macOS dock is visible at the bottom.

# Newsletter Advertisements

The Daily Beacon's daily newsletter is sent out Monday – Friday during the spring and fall semesters and once per week during breaks and summer semesters. The newsletter has over 3,830 subscribers who are loyal readers of the Beacon.



# Newsletter Advertisements

The newsletter has spots for four ad placements (top, 2 middles and bottom). Only one ad can be placed in each spot but can be linked to the client's web page same as a digital web ad. Newsletter ads are 720 X 150 pixels.

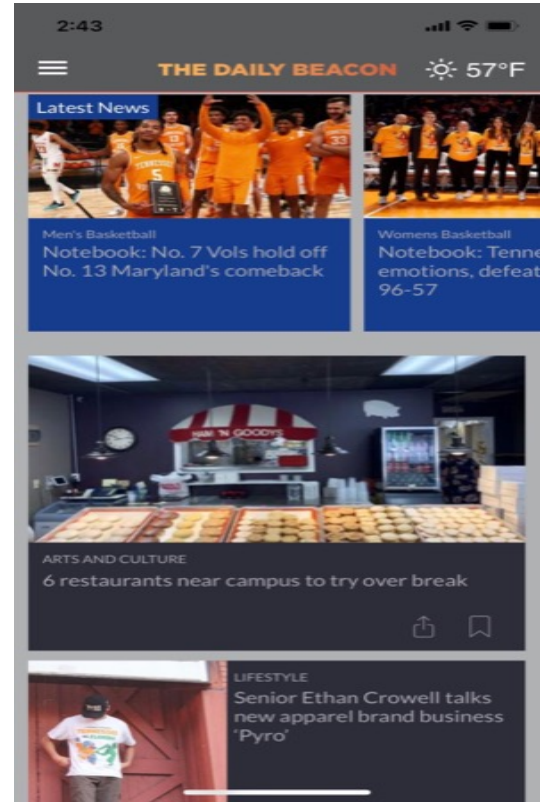
# Digital News Rack Signs

The Daily Beacon has twelve digital newspaper racks located in strategic, high traffic areas around campus. These racks have digital monitors mounted to the tops that can display advertisements or videos. 1280 X 720 pixels.



# Digital Phone App

The Daily Beacon has a downloadable phone app with around 700 subscribers. The phone app offers digital push notices for breaking news and sports scores. Ads on the phone app 300 X 250 pixels.



# Social Media

The Daily Beacon offers paid posts on their Instagram (4,650), Facebook (6,500) and Twitter (8,250) Platforms.

