



The Daily Beacon FOOTBALL PREVIEW 2011

September 2, 2011

The Daily Beacon will be publishing its annual section highlighting the 2011 season and football team. This issue allows you to take advantage of the 100,000 Tennessee fans that are on campus to cheer on the Volunteers.

The season begins Saturday, September 3, 2011 when Montana comes to play the Vols in Neyland Stadium. This special issue will be inserted in the Friday, September 2 issue of The Daily Beacon, plus an additional 2,000 copies will be distributed around campus and surrounding areas, including downtown hotels, Saturday before the game.

Advertising Rates

National Rate	\$14.75/col.in.
Local Rate	\$11.25/col.in.
University Department Rate	\$9.00/col.in.
Rates may vary depending upon applicable volume contracts.	

Broadsheet Sizes

Full Page	6 col. (10" x 20" = 120 col. in.
Half Page	6 col. (10" x 10" = 60 col. in.
Quarter Page	3 col. (4.94" x 10" = 30 col. in.
Eighth Page	3 col. (4.94" x 5" = 15 col. in.
	2 col. (3.25" x 7.5" = 15 col. in.
Sixteenth Page	2 col. (3.25" x 4" = 8 col. in.
Other sizes available. Complete mechanical specs are on page 4 of the Rate Card.	

Color Charges

Full color (CMYK) is available on a per column inch basis:

3-20 CI	\$4.50 per column inch
21-40 CI	\$4.00 per column inch
41-60 CI	\$3.25 per column inch
61-80 CI	\$2.75 per column inch
81-120 CI	\$240 Flat Rate

Advertising Deadline: August 19th, 2011

THE DAILY BEACON

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