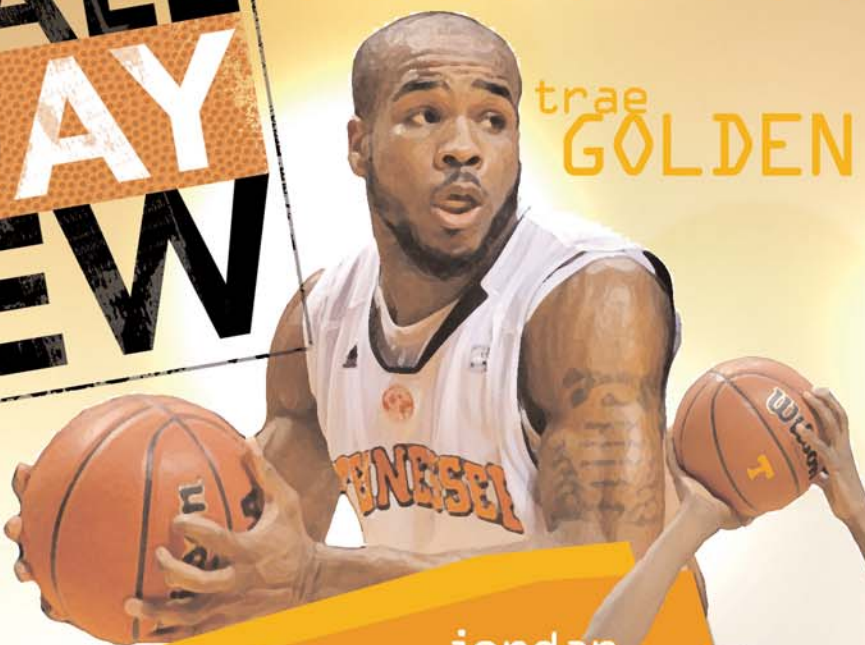


# BASKETBALL GAMEDAY PREVIEW

# 2012



trae  
GOLDEN

jordan  
McRAE



cameron  
TATUM

## For seven key matchups of the 2012 season,

The Daily Beacon is offering advertising space on a special Gameday Preview page featuring articles and photos of the Tennessee Volunteers and their SEC opponent.

The Gameday Preview will be available the following dates/games:

Publishing Date	Opponent
1. Friday, January 20	Connecticut
2. Friday, January 27	Auburn
3. Friday, February 3	Georgia
4. Wednesday, February 8	South Carolina
5. Wednesday, February 15	Arkansas
6. Wednesday, February 22	Ole Miss
7. Friday, March 2	Vanderbilt

**SPECIAL**  
**Order 5 ads**  
and receive a 5%  
frequency discount  
off EACH ad!  
**SPECIAL**

## Advertising Size and Rate

**Ad Specs:**  
Eighth Page: 3col. (4.94") x 5" = 15 col. in. • Plus Color

**Open Rate:**  
\$236.25 (Prices may vary due to applicable advertising contracts and discounts)

Space is limited. Please reserve your ad early.

## THE DAILY BEACON

11 Communications Building  
University of Tennessee, Knoxville, TN 37996-0314 Phone: 865-974-5206 / Fax: 865-974-5569  
E-mail: beaconads@utk.edu