

SINCE
1917

T E N N E S S E E alumnus

ADVERTISING

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100 YEAR
ANNIVERSARY
SPECIAL ISSUES

2017

The one magazine all University of Tennessee alumni households have in common



WHY ADVERTISE IN THE TENNESSEE ALUMNUS?

Tennessee Alumnus is the flagship publication of the University of Tennessee System, including campuses at Knoxville, Chattanooga and Martin; and the UT Health Science Center based in Memphis. *Tennessee Alumnus* offers advertisers the only opportunity to directly reach the smart, affluent decision makers that comprise the UT alumni community.

PUBLICATION:

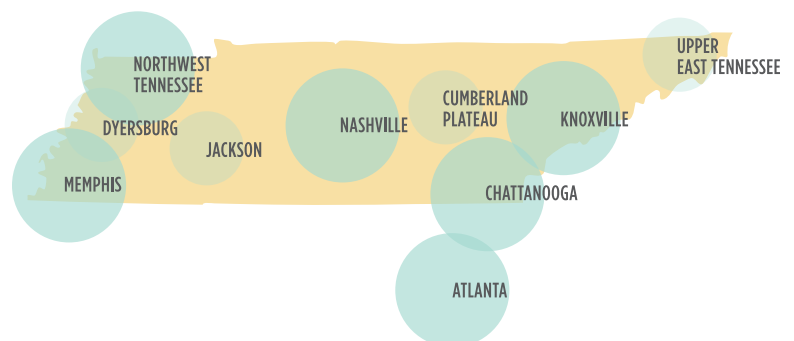
Three times a year – spring, summer and fall. Each issue of *Tennessee Alumnus* includes intriguing feature articles and is commonplace on nightstands and breakfast tables around the country.

CIRCULATION:

University of Tennessee alumni donors and all graduates of the last four years. Total: 70,000.

WHERE MOST READERS LIVE:

Atlanta: 1,692 Memphis: 5,059
Chattanooga: 8,061 Nashville: 7,654
Knoxville: 16,476



100 YEAR ANNIVERSARY
SPECIAL ISSUES

Tennessee Alumnus is turning 100. In honor of this achievement, all 2017 issues will feature special commemorative inserts. Reserve your ad space now.

DEADLINES:

Issue	Ad Reservation	Ad Materials & Payment	In-home Date
Fall 2016	July 6, 2016	July 20, 2016	Sept. 23, 2016
Winter 2017	Oct. 28, 2016	Nov. 9, 2016	Jan. 17, 2017
Spring 2017	March 7, 2017	March 21, 2017	May 22 2017
Fall 2017	July 7, 2017	July 20, 2017	Sept. 24, 2017
Winter 2018	Oct. 29, 2017	Nov. 10 2017	Jan. 18, 2018

READERSHIP & MAGAZINE PROFILE:

70,000 readers receive *Tennessee Alumnus* directly in their homes.

Educated & Affluent Audience

- 99% are alumni
- 51% are donors to the university
- 23% have graduate degrees (physicians, lawyers, business leaders, etc.)

Established Publication with a Loyal Following

- 74% keep the magazine for one month or longer
- 73% read most of the magazine cover to cover
- 68% read every issue
- In print since 1917
- Readers share a common interest in the stories and success of the university



Original photography from Winter 2013

AD SPECIFICATIONS

Two Page Spread
\$2,200

Page trim size: 18" x 10.75" Bleed: 18.25" x 11"

Content safety zone: 0.375" of trim dimensions

\$2,200 (1x) \$2,000 (2x) \$1,800 (3x)

Full Page
\$1,200 \$1,100

(inside front, inside back or full page)

Page trim size: 9" x 10.75"

Bleed on three sides: 9.125" x 11"

Content safety zone: 0.375" of trim dimensions

(1x) \$1,100 (2x) \$1,000 (3x) \$900

Back Cover
\$1,800

Size: 9" x 6.75"

Bleed on bottom and left edges only: 9.125" x 6.875"

Content safety zone: 0.375" of trim dimensions

Currently reserved

1/2 Page
\$650 \$600

Size: 8.25" x 4.875"
No bleed available

1/4 Page
\$400 \$350

Size: 4.125" x 5.00"
No bleed available

1/2 Page: \$600 (1x) \$500 (2x) \$400 (3x)
1/4 Page: \$350 (1x) \$300 (2-3x)

ACCEPTED FILE TYPES:

- eps, jpg, pdf (convert text to outlines)
- No Microsoft Office files