

Alum^{T E N N E S S E E}nus

Do you want to sell your product or service to 68,000 affluent University of Tennessee alumni and friends?

Tennessee Alumnus is the only way to reach them.

Contact us now to place your ad in the next issue.

The Tennessee Alumnus, the official magazine of the UT Alumni Association since 1917, is issued twice a year. Recipients are University of Tennessee contributors. New graduates also receive the magazine for one year. Addresses are CASS-certified for accuracy to ensure delivery by the U.S. Postal Service.

Tennessee Alumnus has been a trusted information source for alumni and friends for more than 90 years. Many pass it along to friends or display it in their offices, adding to the number of people who will see your ad.

2009–2010 Publishing Schedule

Issue	Ad confirmation date	Ad input due	Invoice*/Distribution date
Fall 2009	July 10, 2009	July 24, 2009	September 11, 2009
Winter 2010	November 6, 2009	November 20, 2009	January 18, 2010
Spring 2010	March 12, 2010	March 26, 2010	May 14, 2010

*Payment due 30 days after invoice date

Advertising Rates

One-sixth inside page	\$ 875
One-third inside page	\$1,300
One-half inside page (horizontal only)	\$1,700
Two-thirds inside page (vertical only)	\$2,000
Full inside page	\$2,500
Full inside cover/front or back	\$2,750
Back cover	\$3,400

Specifications

- All ads are 4-color
- Ads may be received as **electronic files** on CD or as attachments to e-mails.
 - + Electronic files should be formatted for the Mac in any of these applications or formats: PDF, EPS, TIFF, InDesign, FreeHand or Photoshop.
 - + All artwork, scans, and fonts used should be included.
 - + All scans must be at least 300 dpi and saved as CMYK.

Advertising Policy

The University of Tennessee does not accept advertising for services and products including but not limited to the following:

- Any alcoholic products
- Any tobacco products or paraphernalia
- Any drugs, regardless of legal or accessible status
- Any political messages
- Any gambling devices or material
- Any sex-related material

The publisher reserves the right to decline any advertisements at any time. For more information, please contact our ad manager.

Contract and Copy Regulations

- The University of Tennessee will accept no advertising deemed to be discriminatory nor advertising which is deceptive, fraudulent or untrue.
- Advertising of a controversial or sensitive nature is subject to review and rejection by the University.
- All products containing licensed University of Tennessee names or logos must be registered with The Collegiate Licensing Company
290 Interstate North Circle, Suite 200
Atlanta, GA 30339
(770) 956-0520
- Advertisers using University of Tennessee names or logos must provide proof of registration. For further licensing information contact
Office of Trademark Licensing
The University of Tennessee
McKenzie Addition, Neyland-Thompson Sports Center
1551 Lake Loudon Blvd.
Knoxville, TN 37996-3100
(865) 974-1444
- The advertiser and/or agent agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material.
- Submission of advertising materials constitutes agreement on the part of the advertiser and/or agent to indemnify and hold harmless the University of Tennessee and *Tennessee Alumnus* against any resulting loss, claim liability, damage, and/or expense of whatever nature.
- The University is not responsible for errors in material provided by the advertiser/agent.
- Placement of advertising is at the editor's discretion except where stated in a contract.
- Advertisers wishing the return of materials must make the request in writing.
- Printer will hold film for one year for multiple run ads.
- Advertisers must submit payment at the time of the payment due date specified. Checks should be made out to the University of Tennessee.
- Cancellation after the confirmation date specified will result in advertiser/agency being billed for half the cost of confirmed space. Cancellation after ad input due date will result in full charge for confirmed space.
- Payments are late 30 days from invoice date. Late payments of more than 60 days past payment due date will result in a 15% penalty added to the original balance. After 90 days of nonpayment, collection of the original balance plus all penalties will be turned over to a collection agency. At that time the advertiser/agency will be responsible for all monies due including collection agency fees and reasonable attorney fees.
- Discounts of any kind become void if contract agreements are not met. At that time the advertiser/agency will be subject to one-time rate billing.
- Ad space is limited. Ads are sold on a first-come, first-served basis.
- Ad space confirmed after ad space confirmation date may be subject to a late charge.

Ad Dimensions



Any full page: 7.125" x 10"
May bleed on three sides; size with bleed is 8.5" x 11.125"
Page trim size is 8.25" x 10.875"
No live copy within 0.375" of trim dimensions



Back cover: 7.875" x 7.375"
Bleed off the bottom and left edges only; with bleed, size is 8.5" x 7.375"
Live copy within area no larger than 7.875" x 7.375"



Two-thirds page: 4.625" x 9.875"
May bleed on the outside right; size with bleed is 5.3" x 11.125"
Live copy within non-bleed dimensions, flush left, centered vertically



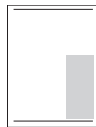
One-third page vertical: 2.25" x 9.875"
May bleed on outside right; size with bleed is 2.875" x 11.125"
Live copy within non-bleed dimensions, flush left, centered vertically



One-half page:
7.125" x 4.875"
No bleed available



One-third page horizontal:
4.625" x 4.875"
No bleeds available



One-sixth page vertical:
2.25" x 4.938"
No bleeds available

- **Bleeds—No additional charge for bleeds where they are available.**
- **Discounts—Any advertiser who purchases space more than once a year will receive a 10% discount.**
- **All ads ROP with the exception of cover ads.**

Questions?

If you need more information about advertising in the *Tennessee Alumnus*, contact

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