ADVERTISING RATES
2012-2013

Magazine for the alumni of the University of Tennessee, including campuses at Knoxville, Chattanooga and Martin; the UT Health Science Center based in Memphis; and the statewide institutes of agriculture and public service.

WHY ADVERTISE IN THE TENNESSEE ALUMNUS?

The Tennessee Alumni is a reputable publication and a trusted link between the University of Tennessee and its readers. Since 1917, the Tennessee Alumni has been reaching out to UT supporters with stories about our campuses and institutes, our students and faculty and the many successes we have seen as Tennessee’s flagship public research institution.

PUBLICATION:
Three times a year – winter, summer and fall.

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

DEADLINES:

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<td>May 20, 2013</td>
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DISCOUNTS:

- 20% off for UT departments
- 10% off when purchasing more than one ad per year

CONTACT:
Elizabeth Davis
University of Tennessee
P265 Andy Holt Tower
Knoxville, TN 37996-0142
elizabeth.davis@tennessee.edu
(865) 974-5179
SUBMISSION GUIDELINES:

Preferred formats are PDF and JPEG. Fonts and graphics must be embedded in the PDF package.

All ads should be high resolution, at least 300 dpi, press quality and 100 percent size PDFs with all printer’s marks.

Ads may be placed on CD and sent to:
Elizabeth Davis
University of Tennessee
P265 Andy Holt Tower
Knoxville, TN 37996-0142

Ads may be sent as attachments to:
elizabeth.davis@tennessee.edu

POLICIES

1. The University of Tennessee does not accept advertising for services and products including but not limited to alcohol, drugs, tobacco, political messages, gambling or sex-related material.

2. Advertising of a discriminatory, fraudulent or deceptive nature will not be accepted.

3. Ad space is limited. Ads are sold on a first-come, first-served basis.

4. Placement of advertising is at the editor’s discretion except where stated in the contract.

5. All products containing licensed UT names or logos must be registered.

6. The advertiser 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: person’s names and pictures; testimonials; copy-righted or trademarked material.

7. Submission of advertising materials constitutes agreement on the part of the advertiser to indemnify and hold harmless the University of Tennessee and the Tennessee Alumnus against any resulting loss, claim liability, damage and/or expenses of any nature.

8. The University of Tennessee is not responsible for errors in material provided by the advertiser.

9. Advertisers must submit payment by the payment due date specified. Checks should be made payable to the University of Tennessee.

10. Ad space confirmed after ad space reservation date may be subject to a late charge.

11. Cancellation after the reservation deadline will result in the advertiser being billed for half the cost of the reserved space. Cancellation after the payment deadline will result in full charge for the reserved space.

12. Payments are considered late 30 days past the payment deadline. Late payments of more than 60 days past the payment deadline will result in a 15 percent 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 will be responsible for all monies due including collection agency fees and reasonable attorney fees.

13. Discounts of any kind become void if contract agreements are not met.