



# THE NEWSPAPER

## Overview:

Since 1928, The Pacer stands as the independent student voice of the University of Tennessee at Martin and as its official newspaper. Throughout the years, by displaying high journalism standards and thinking ahead of the curve, The Pacer has established itself as a respectable weekly news publication widely read by the students, faculty, staff and members of the greater Martin community.

## Selected Accolades:

No. 1 College Newspaper in the South - 2005  
No. 1 Best Newspaper Web Site - 2005  
22 individual awards from the Southeast Journalism Conference since 1993  
Summit Award for Outstanding Service and Contributions to UTM - 2003  
Pacemaker Award recipient from the Associated Collegiate Press - 1973

## UT MARTIN BY THE NUMBERS

Total Enrollment - 6,893  
Full Time - 5,212  
Part Time - 1,681  
Male - 2,712  
Female - 3,608  
Students Living on Campus - 1,855\*

Total Faculty and Staff - 716  
Faculty - 214  
Staff - 502

Amount of refunds given to students in 2006 - \$7 million

\* Number does not include University Village on-campus apartments

UT Martin is also only 50 miles to Jackson, Tenn., 60 miles to Paducah, Ky., 116 miles to Memphis, and 146 miles to Nashville, Music City USA. Students frequently drive to all these cities for shopping and recreation.

## GETTING THE WORD OUT

### ■ Circulation:

Our total circulations vary from week to week, but typically are between 3,000 and 4,000 issues per week during the academic year. On special editions like homecoming or graduation, have a circulation as high as 5,000. Our Web site [utmpacer.com](http://www.utmpacer.com) receives an average of 100,000 readers every month.

### ■ Distribution:

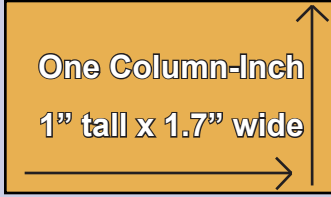
Copies of *The Pacer* are distributed free on the UTM campus and at many local advertisers' place of business. We have 11 bins station around campus in high-traffic areas, eating places, classroom buildings and residence halls.

For a detailed map of where our newspaper can be picked up on campus, please visit our Web site at <http://www.utmpacer.com>

*There's no more effective way to reach your college market than through college media.*

## RATES

National Rate: \$7.00 per column-inch  
Local Rate: \$4.50 per column-inch



One Column-Inch  
1" tall x 1.7" wide

## SIZES

We base our prices by a column inch:

One column inch is 1" tall x 1.7" wide

To calculate price based on size, simply multiply columns by inches, then by your ad rate (either \$7.00 or \$4.50). This will show your total price.

You may purchase an ad as small as 1x1 or as large 6x21 — and everything in between. The column to the right has several examples of standard recommended sizes.

## COLOR

We offer full process color for a fee of \$100. Our printer does not offer spot color. This service is subject to limited availability. Placement of the ad on an inside page may incur additional fees.

## DISCOUNTS

Our ad discounts are the best in the area. Not only are our rates already highly competitive, but our frequency discounts can be added to prepay discounts for deep savings. You can receive a total of **30% off** ad prices by combining discounts. What a great deal! And our combination Web and print Multimedia Package is just a steal!

### Display Ad Discounts:

**10% off** if ad is prepaid

**15% off** if ad runs every other week for the entire semester (minimum 7 weeks)

**20% off** if ad runs every week for the entire semester (13-14 issues)

**XX% off** if ad runs every week for the entire semester along with Web ads

## INSERTS

For a flat fee of \$100 for the entire press run, you can purchase a pre-printed flier. Most must be at least the size and weight of a piece of copy paper. Please send a sample so that we may verify it meets our printer's specifications.

## WEB SITE [www.utmpacer.com](http://www.utmpacer.com)

The Pacer Online Edition, read by thousands of local and national Internet users every week, affords you the best return on investment we offer. Our Web site contains far more than just an Internet version of the weekly printed edition; on the site, we offer breaking news throughout the week, archives, photo slide shows, videos, links to national and international news, audio files, an online discussion board and much more. We also e-mail subscribers notices of breaking news, increasing your ad's visibility.

And what's better, is your ad appears on every page online, something print-only advertisers can only dream of. Furthermore, we limit the number of Internet ads we allow to boost your visibility.

We offer a wide range of Internet advertisements, ranging from small text links for \$20 per week to large animated ads for about \$70. As always, we offer frequency discounts and offer complimentary design for your custom-made solution. **Just ask about our exclusive MULTIMEDIA PACKAGE, which makes advertising in both our print and Web editions our absolute best offer!**

**Full Page**  
6 x 21

Local \$567  
National \$882

**Image Size**  
11" wide  
21" deep

**Half Page**  
6 x 10

Local \$270  
National \$420

**Image Size**  
11" wide  
21" deep

**Quarter Page**  
3 x 10

Local \$135  
National \$210

**Image Size**  
11" wide  
21" deep

**Eighth Page**  
3 x 5

Local \$67.50  
National \$105

**Image Size**  
11" wide  
21" deep

**Sixteenth Page**  
3 x 5

Local \$36  
National \$56

**Image Size**  
11" wide  
21" deep

# HITTING NEWS STANDS ON:

## SPECIAL EDITIONS

January 16

Welcome Back Students Issue

February 6

Softball Preview

February 13

Valentine's Day Issue

February 20

Baseball Preview

March 6

Spring Break Issue

April 3

Rodeo Preview

April 24

Graduation Issue

<b>'07</b> <b>January</b>	<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
		1	2	3	4	5	6
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			

<u>Date</u>	<u>Description</u>	<u>Issue</u>
1/16	First Spring Issue	14
1/23	Regular Issue	15
1/30	Regular Issue	16

<b>February</b>	<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28			

<u>Date</u>	<u>Description</u>	<u>Issue</u>
2/6	Softball Preview	17
2/13	Valentine's Day Issue	18
2/20	Baseball Preview	19
2/27	Regular Issue	20

<b>March</b>	<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31

<u>Date</u>	<u>Description</u>	<u>Issue</u>
3/6	Spring Break Issue	21
3/20	Regular Issue	22
3/27	Regular Issue	23

<b>April</b>	<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30					

<u>Date</u>	<u>Description</u>	<u>Issue</u>
4/3	Rodeo Preview	24
4/10	Regular Issue	25
4/17	Regular Issue	26
4/24	Spring Finals Issue	27

Don't forget, The Pacer has fresh Web content every day at [utmpacer.com](http://utmpacer.com)

# FREQUENTLY ASKED QUESTIONS

## 1. How much does it cost to run an ad in The Pacer?

Depends on the size and what options you would like to go with it. On page three of the packet are some examples of common ad sizes and their respective prices.

## 2. How often does the newspaper print?

With few exceptions, every Tuesday during the semester. For your convenience, a publication schedule appears on the previous page.

## 3. Does my student organization get free or reduced-price ads?

Because of the high demand for ad space and because The Pacer is a free publication, we are unable to offer free or reduced price ads. Organizations can take advantage of our pre-payment discount.

## 4. I am ready to place an ad. Who do I contact to set up an account?

Great! Please call 731-881-7780 or send an e-mail to [pacer\\_ads@utm.edu](mailto:pacer_ads@utm.edu). If you have a specific Ad Representative, you may contact that person as well. When you call our office, please be aware that because we are students, we are often in class! We will return your message as soon as possible.

## 5. What are my payment options?

You may prepay, pay per ad, or be billed at the end of each semester. A 10 percent discount goes into effect if ads are prepaid. We are unable to process credit cards as of this publication.

## 6. How will I know my ad ran in the newspaper?

We provide complimentary tearsheets (original page of the newspaper that your ad appeared on) with each invoice.

## 7. Can I place an ad anytime?

Of course! However, bear in mind that the advertising deadline of each week in Thursday at Noon. If you place an ad after that time for the following Tuesday's paper a late fee will be assessed.

## No Ad? NO PROBLEM!

Our staff uses the latest design software to create stylish, creative ads. So let us do the work!



## Tech Specs

### Mechanical Specifications

1 col. ....	1.6944 in
2 col. ....	3.5556 in
3 col. ....	5.4167 in
4 col. ....	7.2778 in
5 col. ....	9.1389 in
6 col. ....	11.0000 in

### File Formats

*Preferred:* EPS, PDF, TIFF

*Accepted:* Any industry-standard format.

### Color

CMYK (preferred)  
We also accept RGB and RAW.

We do not have a separate rate for spot color.

### Delivery

Files under 3 MB may be e-mailed to [pacer\\_ads@utm.edu](mailto:pacer_ads@utm.edu).

Larger files may need to be sent via CD or DVD.

## Questions?

Just contact us! We're glad to help.

## CONTACT

Advertising Manager: Jon-Michael St. Amant

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E-mail: [pacer\\_ads@utm.edu](mailto:pacer_ads@utm.edu)

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Martin, TN 38238

# THE PACER

*The independent voice of the University of Tennessee at Martin*  
setting the pace of news since 1928