

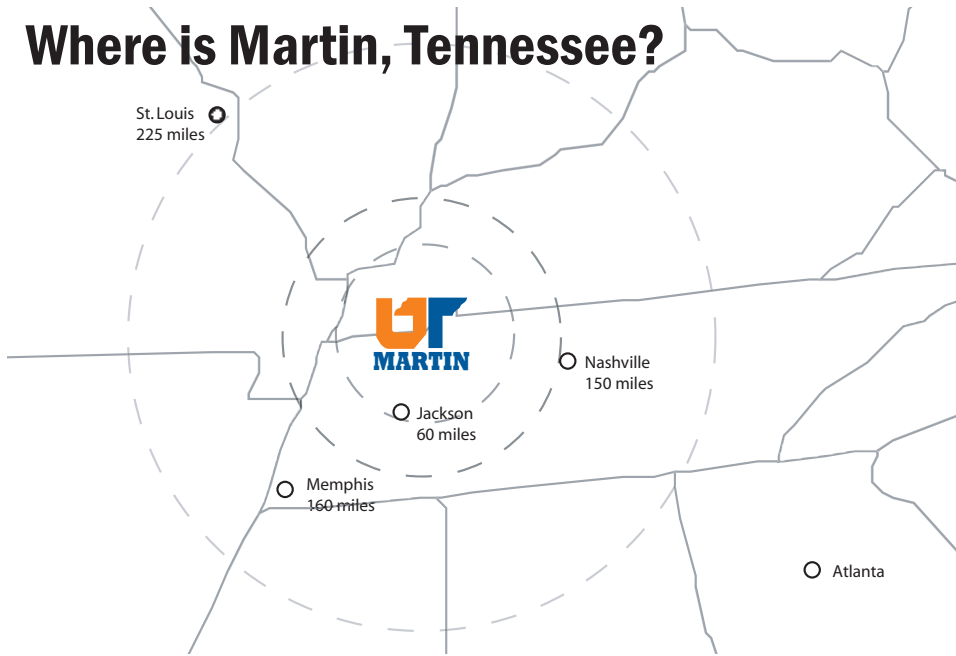
# THE PACER

**Advertising Rate and  
Publication Schedule**

**Fall 2006 & Spring 2007**



# Where is Martin, Tennessee?



## Getting the Word Out

### Circulation

Our total circulations vary from week to week, but typically are between 3,000 and 5,000 issues per week during the academic year. Special editions, such as homecoming or graduation, have a circulation as high as 6,000.

### Distribution

Distributed free on the UTM Campus and at many local advertisers' place of business. We have 11 bins stationed around campus in high-traffic areas.

For a detailed map of where our newspaper can be picked up on campus, visit our Web site at <http://pacer.utm.edu/>.

### 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. At the bottom of this page are some examples of common ad sizes and their respective prices.

Ads are sold by the column inch. The number on the left specifies the number of columns the ad spans, while the second indicates the depth (in inches) of the advertisement.

Classifieds and Web advertising, of course, are exceptions. Details for these services can be found on our Web site.

### How often does the newspaper print?

With few exceptions, every Tuesday during the semester. For your convenience, a publication schedule appears on the reverse side of this packet.

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

Because of 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 prepayment and frequency discounts.

### Can I place a color ad?

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

### OK, I'm ready to order 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 messages as soon as possible.

### What are my payment options?

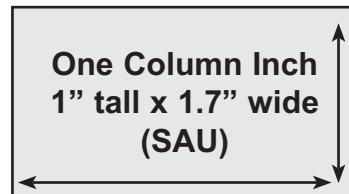
You may prepay, pay per ad, or be billed at regular intervals. A 10 percent discount goes into effect if ads are prepaid. We are unable to process credit cards as of this publication.

### Can I insert a pre-printed flier?

We charge a flat fee of \$100 for an entire press run. Most must be at least the size and weight of a piece of copy paper. Please send a sample so that we may verify that it meets our printer's specifications.

### 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.



**Full Page**  
6 x 21

Local: \$472.50  
National: \$630.00

Image Size:  
11" wide  
21" deep

**Half Page**  
6 x 10

Local: \$225.00  
National: \$300.00

Image Size:  
11" wide  
10" deep

**Quarter Page**  
3 x 10

Local: \$112.50  
National: \$150.00

Image Size:  
5.42" wide  
10" deep

**Eighth Page**  
3 x 5

Local: \$56.25  
National: \$75.00

Image Size:  
5.42" wide  
5" deep

**Sixteenth Page**  
2 x 4

Local: \$30.00  
National: \$40.00

Image Size:  
3.56" wide  
2" deep

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

# 2006 - 2007 Print Schedule

**'06**

**August**

S	M	T	W	T	F	S
	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		

Date	Description	Issue
8/23	Freshman Starter <i>Printed on Tabloid Paper</i>	FF
8/29	Football Preview	1

**September**

S	M	T	W	T	F	S
					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

Date	Description	Issue
9/5	Soccer Preview	2
9/12	Regular Issue	3
9/19	Regular Issue	4
9/26	Regular Issue	5

**October**

S	M	T	W	T	F	S
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				

Date	Description	Issue
10/3	Regular Issue	6
10/10	Fall Break Issue	7
10/24	Homecoming Issue	8
10/31	Regular Issue	9

**November**

S	M	T	W	T	F	S
		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		

Date	Description	Issue
11/7	M. Basketball Preview	10
11/14	Thanksgiving Issue	11
11/28	W. Basketball Preview	12

**December**

S	M	T	W	T	F	S
					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						

Date	Description	Issue
12/5	Fall Finals Issue	13

**'07**

**January**

S	M	T	W	T	F	S
	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			

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

**February**

S	M	T	W	T	F	S
		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			

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

**March**

S	M	T	W	T	F	S
				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

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

**April**

S	M	T	W	T	F	S
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					

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