



OUR TENNESSEE

UNIVERSITY OF TENNESSEE SYSTEM MAGAZINE Knoxville | Chattanooga | Southern | Martin | Health Science Center | Institute of Agriculture | Institute for Public Service

Put your business in front of 60,000+ UT alumni!

**SPACE IS LIMITED,
SECURE YOURS TODAY**

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ADVERTISING DEADLINES

MAGAZINE ISSUE

Fall 2025
Winter 2026
Spring 2026
Summer 2026
Fall 2026
Winter 2027

AD RESERVATION

Aug. 1, 2025
Oct. 31, 2026
Feb. 6, 2026
May 1, 2026
Aug. 3, 2026
Oct. 2, 2026

AD ARTWORK & PAYMENT

Aug. 8, 2025
Nov. 7, 2025
Feb. 13, 2026
May 8, 2026
Aug. 10, 2026
Oct. 9, 2026

IN-HOME DATE

Oct. 17, 2025
Jan. 16, 2026
April 17, 2026
July 17, 2026
Oct. 16, 2026
Jan. 15, 2027

ACCEPTED PRINT ARTWORK FILE TYPES: 300dpi, CMYK | .eps, .jpg, .pdf (convert text to outlines) | No Microsoft Office files

ACCEPTED WEB ARTWORK FILE TYPES: 72-144ppi, RGB | .png, .jpg

Put your business in front of 60,000+ UT alumni!

Our Tennessee (formerly *Tennessee Alumnus*) is the flagship publication of the University of Tennessee System, including campuses at Knoxville, Chattanooga, Pulaski and Martin; and the UT Health Science Center based in Memphis.

Our Tennessee offers advertisers the only opportunity to reach the smart, affluent decision makers that comprise the UT alumni community.

READERSHIP & MAGAZINE PROFILE:

60,000+ readers receive *Our Tennessee* directly in their homes.

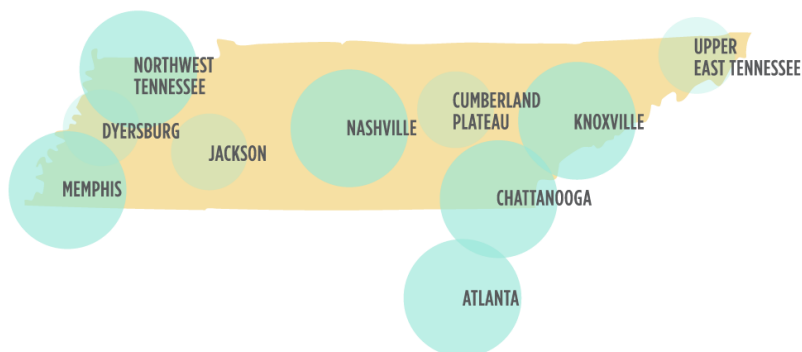
Educated & Affluent Audience

- 99% Alumni
- Donors to the university
- Many hold graduate degrees (physicians, lawyers, business, nursing, tech, etc.)

Established Publication with a Loyal Following

- 82% keep the magazine for one month or longer
- 71% read most of the magazine cover to cover
- 69% read every issue
- In print since 1917
- Readers share a common interest in the stories and success of the university

READERSHIP PRIMARY LOCATIONS



PRINT AD SPECIFICATIONS

Provided artwork must include bleed if applicable.

Two Page Spread \$2,200

Bleed: 18.25" x 11.125" (.125")
Trim Size: 18" x 10.875"

Content Safety zone: 0.375" of trim dimensions

1x - \$2200 | 2x - \$1980 | 3x - \$1870 | 4x - \$1600

Full Page \$1,200

(inside front, inside back or full page)

Bleed size: 9.25" x 11.125" (.125")

Page trim size: 9" x 10.875"

Content safety zone: 0.375" of trim dimensions

1x - \$1200 | 2x - \$1080 | 3x - \$1020 | 4x - \$900

Back Cover \$1,800

Bleed size: 9.25" x 7.125" (.125")

Page trim size: 9" x 7"

Content safety zone: 0.375" of trim dimensions

1x - \$1800 | 2x - \$1620 | 3x - \$1300 | 4x - \$1020

Half Page \$650

Size: 8" x 4.6875" no bleed

Size: 3.75" x 4.6875" no bleed

1/4 Page \$350

1/2 Page: 1x - \$650 | 2-4x - \$585

1/4 Page: 1x - \$350 | 2-4x - \$300

WEBSITE ADVERTISING

We're happy to include UTM tracking codes in your ad links to support performance monitoring; however, advertisers are responsible for tracking their own engagement metrics. Once your artwork and links are approved by your organization, please package and send them to our digital advertising manager for placement.

Emma Grace Pytko
epytko@vols.utk.edu

HOMEPAGE AD OPTIONS

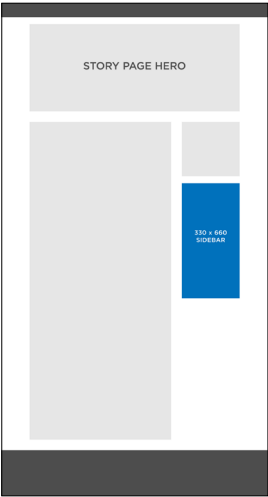
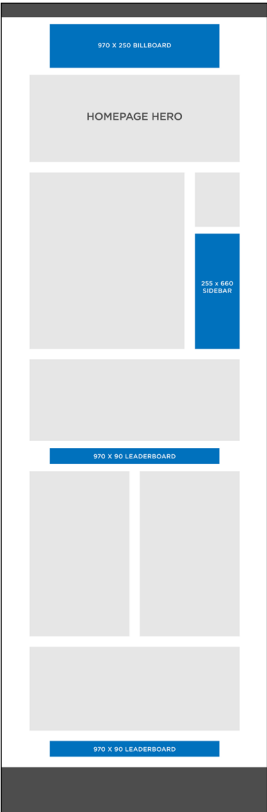
Ad Type & Location	Ad Size, pixels (width x height)	Single Issue Rate	2x Issue Rate (per issue)	3-4x Issue Rate (per issue)
Billboard – top of page	970 x 250	\$300	\$250	\$200
Leaderboard – middle of page	970 x 90	\$100	\$90	\$80
Leaderboard – page footer	970 x 90	\$90	\$80	\$70
Sidebar – middle of page	255 x 660	\$200	\$190	\$180

** Billboard and sidebar ads are served on a rotation with other advertisers, with a maximum of four ads in rotation at any given time for each space.*

FEATURE PAGE AD OPTIONS

Ad Type & Location	Ad Size, pixels (width x height)	Single Issue Rate	2x Issue Rate (per issue)	3-4x Issue Rate (per issue)
Sidebar – middle of page	330 x 660	\$200	\$190	\$180

**Feature sidebar ads are served on a rotation with other advertisers, with a maximum of four ads in rotation at any given time for each space. Ad appears on all story pages (feature stories, campus news, President's Desk, Historically Speaking and The Last Word).*



WEBSITE PERFORMANCE SNAPSHOT (JUL 2024-25):

Average performance per issue:

- Total views: 16,403
- Unique Visitors: 10,936
- Avg. Session Duration: 1 min.

Sessions by traffic (last 12 months):

- Organic Search: 21,891
- Direct: 13,361
- Email: 11,752
- Organic Social: 2,823
- Referral: 1,600



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BUSINESS & BILLING CONTACT INFORMATION

Organization Name:

Name of Person Placing Order:

Address:

City:

State:

Zip:

Phone:

Email:

AD PLACEMENT RESERVATION

Please select the ad size(s) and frequency you would like to reserve.

Ad Type & Location	Ad Size	Single Issue Rate	2x Issue Rate (per issue)	3x Issue Rate (per issue)	4x Issue Rate (per issue)
PRINT – Two Page Spread	18.25" x 11.125"	\$2,200	\$1,980	\$1,870	\$1,600
PRINT – Full Page	9.25" x 11.125"	\$1,200	\$1,080	\$1,020	\$900
PRINT – Back Cover	9.25" x 7.125"	\$1,800	\$1,620	\$1,300	\$1,020
PRINT – Half Page	8" x 4.6875"	\$650	\$585	\$585	\$585
PRINT – 1/4 Page	3.75" x 4.6875"	\$350	\$300	\$300	\$300
WEB – Billboard, top of homepage	970 x 250 px	\$300	\$250	\$200	\$200
WEB – Leaderboard, middle of homepage	970 x 90 px	\$100	\$90	\$80	\$80
WEB – Leaderboard – bottom of homepage	970 x 90 px	\$90	\$80	\$70	\$70
WEB – Sidebar, homepage	255 x 660 px	\$200	\$190	\$180	\$180
WEB – Sidebar, story pages	330 x 660 px	\$200	\$190	\$180	\$180

Requested Issue Placement: Winter Spring Summer Fall Year(s):

Additional Notes or Instructions:

Total Cost:

Pre-payment is required for all ads. Artwork and payment deadlines are listed on the front cover. See advertising policy for additional payment details.

CLIENT AGREEMENT

I, the undersigned, acknowledge request for ad space in *Our Tennessee* as detailed on this form and attest that I am authorized to buy such space. I confirm that I have received a copy of the advertising policies form and I agree to abide by the regulations on the policies form stipulated by the University of Tennessee. I understand that cancellation after confirmation of ad space deadline will result in being billed in full charge for confirmed space. In addition, I understand that pre-payment is required and that late payments of more than 30 days past payment due date will result in a 15% penalty fee added to the balance and that I would lose any discount on the base rate price noted on this form. Additional late fees at a rate of 5% per week will accrue after 30-day grace period. After 60 days of nonpayment, collection of the original balance plus all penalty fees will be turned over to a collection agency. I understand that I will at that time be responsible for all monies due the University of Tennessee, including collection agency fees and potential attorney's fees.

Client Signature

Date

Advertising Manager Signature Date

Advertising policies are provided on the next page.

ADVERTISING POLICIES

Our Tennessee is intended to promote the University of Tennessee and its programs and to engender loyalty and enthusiasm for the institution among the university community, friends of the university and alumni. Through its advertisements, the magazine offers goods and services that might benefit and be of interest to that audience so long as the nature of the goods and services is not inconsistent with the magazine's limited purpose. The University of Tennessee reserves the sole right to determine whether an advertisement is acceptable to the university and only accepts issue-neutral advertising. The university does not accept advertising for certain services and products, including, but not limited to, political messages, obscene material, or pornography or other adult material. Further, the university does not accept advertisements from individuals or entities that discriminate against others based on the grounds of disability, age, race, color, religion, sex, national origin, veteran status or any other classification protected by Federal and/or Tennessee State constitutional and/or statutory law. Additionally, the university does not accept advertisements that it deems to be fraudulent or deceptive. The advertiser and/or their agent agree 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. *Our Tennessee* is not responsible for errors in material provided by the advertiser. Placement of advertising is at the university's discretion except where stated in the contract. Ad space is limited. Ads are sold on a first-come, first-served basis. Submission of advertising materials constitutes agreement on the part of the advertiser to indemnify and hold harmless the University of Tennessee and *Our Tennessee* against any resulting loss, claim liability, damage and/or expenses of any nature arising from or related to such advertising materials.

Payment

Pre-payment is required on all advertisements. Payment deadlines are listed on the advertising information form. Checks should be made out to the University of Tennessee. The total cost of the purchased space for advertisers purchasing one ad is due by the materials deadline for the purchased issue. Advertisers purchasing ad space for multiple issues have the option to either pay the total cost of all ad space purchased by the materials deadline for the first issue or by paying the cost of each ad purchased by the materials deadline for each issue.

Cancellation

Cancellation after the reservation ad space deadline will result in advertiser/agency being billed in full charge for confirmed space. Advertisers that have reserved ad space for multiple issues, but decide to cancel remaining space will be charged half the total cost of all ad space they have reserved unless stated otherwise by *Our Tennessee*.

Penalties

Late payments lose any discount given. Late payments of more than 30 days past payment due date will result in a 15% penalty fee added to the balance. Additional late fees at a rate of 5% per week will accrue after the 30-day grace period. After 60 days of nonpayment, collection of the original balance plus all penalty fees will be turned over to a collection agency. At that time the advertiser/agency will be responsible for all monies due the University of Tennessee including collection agency fees and potential attorneys' fees.

Use of University Logos & Trademarks

All products and/or advertisement containing University of Tennessee trademarked names or logos must be approved by the University and licensed through its agent, the Collegiate Licensing Company. The University of Tennessee's Trademark Licensing program is administered through the Office of Trademark Licensing. For more information about how to obtain an official license to use the University of Tennessee's names, logos, slogans, insignias, symbols and mascots, please visit the Office of Trademark Licensing website at <https://tennessee.edu/about/divisions/communications/licensing/> or contact (865) 974-1177.

Ad Approval

Advertisers requesting space will be informed of product approval or disapproval as soon as possible to allow for speedy submission of camera-ready or electronic materials. The advertisement submitted for publication must be of professional quality (no laser printer output), even if an agency is not employed. Advertisers and their agencies will be expected to meet the standards *Our Tennessee* has established. Advertisers/agencies should check with the advertising manager concerning rates and approval of special inserts.

Ad Reservations

To make a space reservation, contact the advertising manager to determine if space remains for a desired publication date. You should use the ad reservation form to supply written confirmation of your space request. Follow all deadlines and regulations specified in the advertising information form and contact the advertising manager early with any questions or problems. Whenever possible, preference will be given to advertisers wishing to commit to a three-issue run or longer contract.

All materials not requested for return within one year of insertion will be destroyed.