

2011-2012 ADVERTISING RATES

THE DAILY MISSISSIPPIAN

THEDMONLINE.COM

REBEL RADIO 92.1

NEWSWATCH CHANNEL 99

THE UNIVERSITY OF MISSISSIPPI
S. GALE DENLEY STUDENT MEDIA CENTER



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2011-2012 Advertising Rates and Information

The Daily Mississippian is the award-winning, editorially independent campus newspaper of The University of Mississippi in Oxford. Founded in 1911, it is the only daily college newspaper in the state. The DM is published Monday through Friday during the academic year when the University is in session during the academic year.

While theDMonline.com is the online version of our print edition, it also contains exclusive content not found in The Daily Mississippian and is the place to turn to for breaking news affecting Ole Miss. Accessible from anywhere in the world, theDMonline.com has proven to be especially popular with alumni, prospective students and their parents. Page views average up to 360,000 a month. Established in 1996.

WUMS-FM 92.1 Rebel Radio is a commercial college radio station with a Top 40 format. The student-run station broadcasts 24 hours a day, 7 days a week and boasts a signal stretching nearly 40 miles across North Mississippi. Established in 1989.

NewsWatch is the only live, daily student-produced newscast in the state of Mississippi. Established in 1980, NewsWatch is distributed through the local cable company on channel 99 to all customers in Lafayette County. The 30-minute program airs live at 5:30 p.m., Monday through Friday, with a repeat broadcast at 10:00 p.m. on channel 99. NewsWatch is the area's only local television news broadcast.

Multiple advertising opportunities are available through Student Media with The Daily Mississippian, Rebel Radio, NewsWatch and theDMonline.com. Rates are competitive, and advertising sales are handled by a student sales force.

Prospective customers should consult the applicable rate card and other related materials created for each medium for specific information concerning costs, sizes, schedules, etc.

Advertising rates and publication/broadcast schedules are available from The Student Media Center located in 201 Bishop Hall, University, Mississippi 38677 or online at: www.theDMonline.com

Print Advertising

According to a 2008 Alloy Media survey:

- 79% of college students have been motivated to take some sort of action by an article or advertisement.*
- 78% of all college students use coupons or promo codes, with use being the highest among women and senior students.*

Demographics

Fall 2010 Enrollment - Oxford campus: 15,505

Total Faculty & Staff: 2,720

- 21% minority (includes African-American & all other ethnicities)
- 49% female
- 51% male
- Undergrad: 83%
- Grad/Prof: 17%
- 64% of students are Mississippi residents
- One third of the student body is Greek-affiliated

Nationwide, 82% of college students read their campus newspaper.*

and...

82% of Ole Miss students regularly read the campus newspaper, The Daily Mississippian.**

A Rebel Radio survey found that 43% of Ole Miss students regularly listen to the campus radio station, WUMS. **

Ole Miss is the largest employer in Lafayette County. There are 2,503 full-time employees on the Oxford campus, including 1774 full-time staff. (That translates into 71% staff and 29% faculty.) Faculty, staff and students at Ole Miss spend \$184 million annually on local retail services.***

* Alloy Media & Marketing, New York, April 2008

** WUMS-FM Rebel Radio survey, University of Mississippi, Spring 2009

*** Angelou Economics, Austin, Texas, May 2006

Local Rate

Open Rate — \$9.05 per column inch

Available to all local advertisers.

University/Non-profit Rate — \$8.25 per column inch

Available to University of Mississippi departments, recognized university student organizations and non-profit organizations with documented 501(c)(3) status.

Local Volume Discounts

Available to all local advertisers based on volume of display inches run during each monthly billing cycle.

- 1 - 50 inches \$9.05 pci
- 51 - 100 inches \$8.65 pci
- 101 - 200 inches \$8.20 pci
- 201 - 500 inches \$7.70 pci
- 501 inches + \$7.25 pci

National Rate

Open Rate — \$10.65 per column inch
National display advertising rate applies to all national (non-local) advertisers, their agencies and representatives.
Rates are commissionable.

Color

Spot Color: \$100.00 (per color, per ad)
Process Color: \$200.00 (per ad)

Circulation

Fall & Spring
14,000 copies
Monday – Friday
August 2011 – May 2012

Summer

6,000 copies
Tuesday – Friday
June 2012 – July 2012

Puzzle Sponsorships

Sponsorships are available for The Daily Mississippian crossword and Sudoku puzzles. These puzzles are extremely popular features in The DM, and advertisers can have their name and message right next to them.

Sponsorship of the crossword puzzle is available by the semester. Sudoku sponsorship is available by the week, month or semester. All sponsorships are \$25.00 per day.

Get Noticed!

Get out in front! Deliver your message on the front page of The Daily Mississippian in full color at an affordable rate. For just \$200 per issue, this premium positioning for your message will reach more than 14,000 readers daily. Rate includes ad design and full color at no additional cost. See example, right, for a 5 col. x 1 in. ad.

Reservation dates accepted on a first-come, first-served basis.



Electronic Submission Guidelines

We accept electronic ad submissions to dmads@olemiss.edu or by DVD or CD in the following formats: PDF, high-quality JPEG, high-quality TIFF, EPS.

When submitting an Adobe PDF file:

- All fonts should be embedded and images should be color-corrected to CMYK or Grayscale color spacing.
- Black & White and Color images must be 300 dpi/ppi or higher to insure proper reproduction.

We do not accept images in the following formats: Microsoft™ Publisher, Word, Excel or PowerPoint. (Microsoft™ Word documents are accepted for text purposes only.)

By placing an ad, the advertiser represents to the newspaper that it has full legal authority to use any photographs, logos, trademarks, service marks or other product and service identifiers that may be included.

The Student Media Center is not responsible for the reproduction quality of any ads that do not conform to the requirements specified. For further information, please contact our Creative Services staff at 662.915.5503.

The Daily Mississippian is a 5 column x 16 inch tabloid.

Full page ad: 10.4" x 16" Half page: 10.4" x 8"
Quarter page: 10.4" x 4 Eighth page: 4.092" x 5"

Inserts

The Daily Mississippian accepts one insert per issue. Reservation dates are accepted on a first-come, first-served basis. Inserts require acceptance of a sample copy by The Daily Mississippian before scheduling.

Single Sheet, Single Advertiser \$80.00/Thousand
Multiple Pages, Multiple Advertisers \$110.00/Thousand

Sizes: Maximum: 8.5 inches x 11 inches
Minimum: 8.5 inches x 5.5 inches
Maximum Page Count: 32

Inserts must be pre-folded if necessary
Quantities: Maximum: 14,000
Minimum: 7,000

Inserts should be delivered one week prior to insertion and are accepted Monday - Friday, 8 a.m. - 4:30 p.m.

Deliver to:
Signature Offset
Attn: The Daily Mississippian
10666 Ridgewood Drive
Olive Branch, MS 38654
Tel: 662-895-0303

The Daily Mississippian
2010 - 2011 publication schedule

AUGUST 2011							SEPTEMBER 2011							OCTOBER 2011							
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN
	1	2	3	4	5	6				1	2	3								1	
7	8	9	10	11	12	13	4	5	6	7	8	9	10							2	
14	15	16	17	18	19	20	11	12	13	14	15	16	17							9	
21	22	23	24	25	26	27	18	19	20	21	22	23	24							16	
28	29	30	31				25	26	27	28	29	30								23	
																				30	
																				31	

NOVEMBER 2011							DECEMBER 2011							JANUARY 2012							
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN
		1	2	3	4	5				1	2	3									1
6	7	8	9	10	11	12	4	5	6	7	8	9	10								8
13	14	15	16	17	18	19	11	12	13	14	15	16	17								15
20	21	22	23	24	25	26	18	19	20	21	22	23	24								22
27	28	29	30				25	26	27	28	29	30	31								29
																					30
																					31

FEBRUARY 2012							MARCH 2012							APRIL 2012							
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN
			1	2	3	4				1	2	3									1
5	6	7	8	9	10	11	4	5	6	7	8	9	10								8
12	13	14	15	16	17	18	11	12	13	14	15	16	17								15
19	20	21	22	23	24	25	18	19	20	21	22	23	24								22
26	27	28	29				25	26	27	28	29	30	31								29
																					30

MAY 2012						
SUN	MON	TUE	WED	THUR	FRI	SAT
		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		

The Daily Mississippian
2010 - 2011 Special publications schedule

Fall 2011

Back-to-School Guide
Football Season Preview
Halloween Theme Pages
Holiday Guide
Finals Frenzy

Ad Deadline

Fri 8/12/11
Fri 8/26/2011
Wed 10/26/11
Fri 11/11/11
Thurs 12/1/11

Publication

Mon 8/22/11
Fri 9/2/11
Fri 10/28/11
Thurs 11/17/11
Mon 12/5/11

Spring 2012

Welcome Back
Valentine's Theme Pages
Housing Guide
Finals Frenzy

Ad Deadline

Wed 1/18/12
Wed 2/8/12
Fri 3/9/12
Thurs 5/3/12

Publication

Mon 1/23/12
Fri 2/10/12
Thurs 3/22/12
Mon 5/7/12

TBD

2012 Double Decker Guide
Summer 2012 Orientation Guide

Ad Deadline

TBD (April)
TBD (April)

Publication

TBD (April)
TBD (May)

Rebel Radio
92.1 FM

Research indicates that radio is the last medium to which a consumer is exposed before making a buying decision, whether listeners are at home or at work, riding in their cars, or hearing the radio while they shop.

Radio is a medium in which quantity and frequency are your keys to success.

NOTE: ALL RATES ARE NET TO STATION. RATES ARE PER COMMERCIAL

DAY PART	:30 COMMERCIAL	:60 COMMERCIAL
MORNING DRIVE 5:30 AM – 10 AM MON – FRI	\$8 ⁰⁰	\$10 ⁰⁰
MID-DAY 10 AM – 3 PM MON – FRI	\$10 ⁰⁰	\$12 ⁰⁰
AFTERNOON DRIVE 3 PM – 7 PM MON – FRI	\$8 ⁰⁰	\$10 ⁰⁰
EVENINGS 7 PM – 12 AM MON – SUN	\$7 ⁰⁰	\$9 ⁰⁰
WEEKEND DAYTIME 6 AM – 7 PM SAT & SUN	\$10 ⁰⁰	\$12 ⁰⁰
RUN OF SCHEDULE (ROS) 6 AM – MIDNIGHT MON – SUN	\$7 ⁰⁰	\$9 ⁰⁰
BEST TIME AVAILABLE (BTA) 24 HOUR ROTATOR EQUAL ALL DAYPARTS	\$8 ⁰⁰	\$10 ⁰⁰

* DISCOUNTS AVAILABLE WHEN YOU PURCHASE 25 COMMERCIALS OR MORE.

Rebel Radio
Sponsorships

WUMS-FM 92.1 Rebel Radio offers a variety of advertising options to ensure you receive maximum exposure to your targeted audience in the most cost effective manner. The station's Top 40 format is designed to target a listening audience ages 18 to 34. Popular local programs include the All Request Drive-Thru Lunch, Thacker Mountain Radio and The Hotty Toddy Hotline (SEC Sports Talk). For a complete list of sponsorship opportunities, ask your account executive.

Rebel Radio After Dark (9 p.m. until Midnight, Monday – Friday)

- Live business/name mention during each break
- 3 :30 produced commercials during the show mention
- 21 :30 produced commercials, airing Monday – Sunday
- \$200 per week
- Sold by the week



All Request Drive-Thru Lunch (11 a.m. until 1 p.m., Monday – Friday)

- Live business/name mention during each break
- 2 :30 produced commercials during each sponsored hour
- 21 :30 produced commercials, airing Monday – Sunday
- \$150 per day
- Sold by the day of the week

Rebel Radio on Location (Remote)

- Rebel Radio personalities broadcast live from your business
- 4 live commercials during sponsored hour
- 10 :30 produced commercials, Monday through Friday between 6 a.m. and Midnight
- \$150 per hour
- 1 hour of 2-hour live Pre-

Ole Miss Football Pre and Post-Game Show

- 2-hour live remote in the Grove before an Ole Miss home game and 1-hour post-game show
- 30 live mentions the week preceding the game
- 4 live commercials during the sponsored hours
- 20 :30 produced commercials to run the week before the game
- \$200 per sponsorship; includes 1 hour of remote time and post-game show
- Show times dependent upon home game times

NewsWatch Channel 99

Sponsorships

During the academic year, NewsWatch airs Monday – Friday, live at 5:30 p.m. and is rebroadcast at 10 p.m., on local cable channel 99/OMTV. It is available to approximately 3,400 students living on campus, as well as all residents of Oxford and Lafayette County, Mississippi who have basic cable service. The total population of Lafayette County is 57,744.

NewsWatch

Program Sponsorship — Semester

- 69 :30 Commercials (1 per day)
- Name mention at top and end of each show
- Logo at the end of the show - \$700

Weather or Sports Sponsorship — Semester

- 69 :30 Commercials (1 per day)
- Name mention before Weather or Sports segment
- Logo at the end of the show - \$500

Commercials

- \$10 per commercial (minimum 5 day run)
- :30 Commercial

Scroll

- \$5 per spot (minimum 5 day run)
- :10 Spot

\$100 production fee for commercials created by our production team.

Online Ad Rates

Advertising Rates for theDMonline.com

Local advertisers:

Top Banner \$500/30 days

728 pixels wide x 90 pixels high

National advertisers and their agencies: \$12/CPM

Local advertisers:

Rectangle \$300/30 days

300 pixels wide x 250 pixels high

National advertisers and their agencies: \$12/CPM

Classified Advertising

Classified listings appear in the classifieds section of The Daily Mississippian newspaper and online at theDMonline.com.

To place a Classified ad:

ONLINE - visit theDMonline.com and click on "Classifieds." Follow the prompts. Customers must register as a user and log in before placing an order.

BY PHONE - 662-915-5503 - 8:00 a.m. -5:00 p.m.

IN PERSON - 201 Bishop Hall, University of Mississippi

Rates

Rates: 25¢ per word (per day),

15-word minimum, no minimum run

Additional features (Web & print)

Jumbo Headline: \$3

Big Headline: \$2

All bold - 50¢ extra per word

Other Web-only features also available

Deadlines

The deadline to place, correct or cancel a classified ad is 12 p.m., one business day in advance. Classifieds must be prepaid. Major credit cards are accepted. No refunds will be issued once an order is placed. The Daily Mississippian reserves the right to refuse any classified advertising that appears to offer unrealistic or questionable products or services.

Policies

Ad Placement Advertising placement in The Daily Mississippian is NOT guaranteed. Requests will be honored whenever possible.

Acceptance Policy To protect the interests of readers and advertisers, The Student Media Center has adopted a code of advertising acceptability standards that applies to all media under the jurisdiction of the SMC. Decisions concerning acceptability of specific content are made by the students. All advertising is subject to acceptance by The Student Media Center, which reserves the right to reject copy at its sole discretion any time prior to publication.

Alcohol Advertising All advertisements that include alcohol-related content must include a disclaimer reminding readers to "Please drink responsibly." Ads placed by establishments in which alcohol is served must specify legal age requirements for consumption.

Content Liability The advertiser assumes full liability for all advertising placed and agrees to hold The Student Media Center harmless for the content of all ads authorized for print or broadcast. The advertiser also represents that it has full authority to use any logos, trademarks, or other product and service identifiers protected by copyright.

Errors Make goods or credit adjustments will be given for the portion of the ad in error only. It is the responsibility of the advertiser to promptly notify the Advertising Department of significant errors. The Daily Mississippian will be responsible for first-run errors only. The limit of responsibility will be the total cost of the ad in which the error occurred. The Daily Mississippian assumes no financial responsibility for advertisements that do not appear in the paper.

Deadlines For regular issues, the deadline for space reservation, copy, art and payment for display advertising is 2 p.m., 2 business days in advance. The deadline to place, correct or cancel a classified ad is 12 p.m., 1 business day in advance.

SMC Discounts for Multiple Media Buys 10% discount on Radio order when you buy Print or Online in combination with Radio. 15% discount on Radio and TV orders when you buy Print or Online, and Radio and TV. Discounts do not apply to print or online orders. Advertising must be scheduled concurrently.

Payment Policies Payment for advertising is required at the time an order is placed, unless the advertiser has previously established credit with The Student Media Center. New customers desiring credit must submit a credit application and be approved by the Business Office to charge advertising before credit can be extended. New customers must have been in business for at least one year in order to apply for credit. Credit is not extended to bars and restaurants, political candidates or transient businesses.



Cash, check, VISA and MasterCard are all accepted for display advertising.

Please make checks payable to: The University of Mississippi, Student Media Center. There is a \$20.00 fee for returned checks.

Payment terms for billable accounts are net 30 days. Accounts unpaid for more than 30 days may be refused further advertising.

A service charge of 1.5% per month will be added to any past due account. After 90 days, delinquent charge accounts may be referred for collection, and a service charge of \$20.00 will be assessed.

MEMBER:

Center for Innovation in College Media
College Broadcasters, Inc.
College Media Advisers (CMA)
College Newspaper Business and Advertising Managers (CNBAM)
Mississippi Association of Broadcasters
Mississippi Press Association
National Association of Broadcasters
Newspaper Association of America
Southern University Newspapers (SUN)

THE UNIVERSITY OF MISSISSIPPI

SMC

S. GALE DENLEY STUDENT MEDIA CENTER
201 BISHOP HALL • UNIVERSITY, MS 38677 • 662-915-5503