

THE DAILY

MISSISSIPPIAN

ADVERTISING | 201 BISHOP HALL UNIVERSITY, MS 38677 | TEL: 662-915-5503- FAX: 662-915-5703 | DMADS@OLEMISS.EDU

2011-2012 DISPLAY AD RATES

- Rates effective 8/22/11-5/7/12
- Deadline for space reservation, copy, and payment is 2 p.m., 2 business days in advance for a regular issue. Ad placement is neither sold nor guaranteed. Requests will be honored if possible.
- Local/Open Volume Rates (based on monthly billing cycle)

1-50"	\$9.05 per column inch
51-100"	\$8.65 per column inch
101-200"	\$8.20 per column inch
201-500"	\$7.70 per column inch
501" +	\$7.25 per column inch
- University/Non-profit Rate \$8.25 per column inch
- National/Agency Net Rate \$9.05 per column inch
 - Full Page = 80" \$724.00 net
 - 1/2 Page = 40" \$362.00 net
 - 1/4 Page = 20" \$181.00 net
 - 1/8 Page = 10" \$90.50 net
 - Color Charges (per ad):
Spot color, per color = \$100.00
Process color = \$200.00
- Circulation 14,000 Monday-Friday (August 2011-May 2012).
Display ads must be prepaid unless a charge account has previously been established with the Student Media Center. MasterCard and Visa are accepted.

SEND TO: Advertising Department
The Daily Mississippian
Student Media — 201 Bishop Hall
University, MS 38677
Office: 662-915-5503
Fax: 662-915-5703
E-mail: dmads@olemiss.edu