

THE DAILY MISSISSIPPIAN

THE STUDENT NEWSPAPER OF THE UNIVERSITY OF MISSISSIPPI SERVING OLE MISS AND OXFORD SINCE 1911 Visit theDOnline.com @thedm_news

2017 SPRING DISPLAY AD RATES

effective 1.23.2017R

• **Local/Open Volume Rates** (based on monthly billing cycle)

1-50"	\$9.50 per column inch
51-100"	\$9.10 per column inch
101-200"	\$8.65 per column inch
201-500"	\$8.15 per column inch
501" +	\$7.65 per column inch

• **University/Non-profit Rate** \$8.70 per column inch

• **National/Agency Net Rate** \$9.50 per column inch

Full Page = 80"	\$760.00 net
1/2 Page = 40"	\$380.00 net
1/4 Page = 20"	\$190.00 net
1/8 Page = 10"	\$95.00 net

• **Color Charges** (per ad): Spot color (per color) \$100.00
Process color \$200.00

• **Deadline** for space reservation, copy, and payment is 2 p.m., two (2) business days in advance for a regular issue. Ad placement is neither sold nor guaranteed. Requests will be honored if possible.

• **Circulation 10,000 • Monday-Friday**
(January - May)

Display ads must be **prepaid** unless a charge account has previously been established with the Student Media Center. Checks, MasterCard and Visa are accepted.

MAIL TO: Advertising Department, The Daily Mississippian
Student Media Center, 201 Bishop Hall, PO Box 1848
University, MS 38677

OR CALL: 662.915.5503

OR FAX: 662.915.5703

OR E-MAIL: dmads@olemiss.edu

Modular Ad Sizes/Rates

<p>Full 80" \$760</p> <p style="font-size: small;">9.75" x 15.9"</p>	<p>Half 40" \$380</p> <p style="font-size: small;">9.75" x 7.9"</p>
<p>Quarter (V or H) 20" \$190</p> <p style="font-size: small;">3.831" x 9.9"</p> <p style="font-size: x-small;">9.75" x 3.9"</p>	<p>Eighth 10" \$95</p> <p style="font-size: x-small;">3.831" x 4.9"</p>
<p>Business Card 4" \$38</p> <p style="font-size: x-small;">3.831" x 1.9"</p>	