

2017 Summer Advertising Rates & Publication Schedule

Summer Ad Rate
 reduced to **\$8.00 pci**
 per column inch

Color Charges

Spot color add \$100 Full color add \$200

Summer Circulation
 4,000 copies on campus and
 throughout Oxford

Head count enrollment on Oxford campus during each summer term is approximately 4,000 students.

JUNE 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				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	

Ad Deadline

12 noon 2 days in advance

Sample Ad Sizes

<p>Full \$640</p> <p>9.75" x 15.9"</p>	<p>Half \$320</p> <p>9.75" x 7.9"</p>	<p>Quarter (V or H) \$160</p> <p>3.831" x 9.9"</p> <p>9.75" x 3.9"</p>	<p>Eighth \$80</p> <p>3.831" x 4.9"</p>	<p>Business Card \$32</p> <p>3.831" x 1.9"</p>
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2017 June Orientation Sessions

June 5-6	June 20-21
June 8-9	June 22-23
June 12-13	June 26-27
June 15-16	June 29-30

CLASSIFIED ADVERTISING

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