

THE DAILY MISSISSIPPIAN

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

2017-2018 Policies

Ad Placement

Advertising placement is **NOT guaranteed**. Requests will be honored whenever possible.

Acceptance Policy

To protect the interests of readers and advertisers, the Student Media Center (SMC) 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 SMC, 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 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 SMC 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 services identifiers protected by copyright.

Errors

Make good or credit adjustments will be made for the portion of the ad in error. 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 and payment for display advertising is 2 p.m., two (2) business day in advance. The deadline to place, correct or cancel a classified ad is noon (12 p.m.), one (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 SMC. 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 (1) year in order to apply for credit.

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 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 will be assessed.

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UNIVERSITY OF MISSISSIPPI STUDENT MEDIA CENTER ADVERTISING POLICY

The courts have upheld the theory that a newspaper does not have to accept any advertising that is offered to it. To protect the interests of readers and advertisers, the University of Mississippi Student Media Center has adopted a code of advertising acceptability standards that applies to all media under the jurisdiction of the Student Media Center. These standards serve to protect the reader, viewers and listeners from the potentially harmful effects of misleading, inaccurate, fraudulent, doubtful, or ambiguous representation, and dishonest or unfair competitive statements. These standards also serve to prevent the effects of bad advertising from destroying reader confidence in the student media and in the good advertising which it carries. Here are the general standards which govern the acceptability of advertising by the Student Media Center:

1. SMC does not accept advertising which, in its judgment, contains attacks of a personal, sexist, racial or religious nature, or which reflects unfavorably on competitive organizations, institutions, or merchandise. No advertising will be accepted which subjugates either sex to an inferior role.
2. SMC does not accept any advertising submitted in the expectation of receiving publicity in news or feature segments.
3. SMC does not accept advertising which, in its judgement, might destroy the confidence of readers, listeners or viewers, or advertisers. This includes advertising which is misleading, deceptive, or which grossly exaggerates or makes unwarranted claims.
4. SMC does not accept advertising which evades or attempts to encourage the evasion or violation of any law, regulation or ordinance – municipal, state or federal.
5. No advertising shall be accepted which resembles news matter in media. If a type of ad resembling news is used, it will be clearly labeled as "Advertisement" at the beginning of the ad.
6. Regarding opinion advertising, the policy of SMC on advertisement of political and social views is to be available to those who wish to express a particular point of view, no matter how widely divergent it may be from that of the editorial stand of its individual media, as long as such advertising does not advocate the violent overthrow of the local, state and federal government. Full identification of the sponsors of an opinion advertisement is required. In general, names of two or more of the officers of the organization must appear or be announced in the advertisement, as well as the address of the advertiser. If the names or likenesses of other persons are to appear in the advertisement, the advertiser must furnish evidence that all such persons have given permission for the use of their names and likenesses.

The ultimate authority in determining whether or not an advertisement or series of advertisements is acceptable resides in the student advertising manager of the various publications. At the discretion of the student advertising manager, questionable advertising may be submitted to the advertising director and/or general manager, whose ruling will be final.