

**THE S. GALE DENLEY
STUDENT MEDIA CENTER**

MEDIA KIT



The UNIVERSITY of MISSISSIPPI

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, Wednesday-Friday 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. Established in 1996.

WUMS-FM 92.1 Rebel Radio is a commercially licensed college radio station with a Top 40 format. The student-run station broadcasts 24 hours a day, 7 days a week, 365 days a year 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 p.m., Monday through Friday, and is live-streamed on thedmonline.com with a repeat broadcast at 10 p.m. on the local cable system and is available throughout Lafayette County. 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 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 or online at: www.theDMonline.com

TO CONTACT

By phone - 662.915.5503

By fax - 662.915.5703

By email - dmads@olemiss.edu

By mail - S. Gale Denley Student Media Center, 201 Bishop Hall, PO Box 1848,
University, MS 38677

Ole Miss enrollment is at an all-time high growing by 59% in the past 10 years. Current student population on the Oxford campus is more than 20,000 of which:

- 18,084 are undergraduate students
- 2,027 are graduate students
- 55% are female
- 45% are male
- 20% are minorities (13.4% are African-American, 3.8% Asian, 3.1% Hispanic)
- 60% are from Mississippi
- Approximately one-third are Greek-affiliated

Ole Miss is the largest employer in Lafayette County and its faculty, staff and students spend nearly \$200 million annually on local retail services.

Lafayette County has 51,318 residents

According to the 2010 U.S. Census:

- 45% have an Associate Degree or higher
- \$37,706 Median Household Income
- 39% of households have incomes of \$50,000 or higher
- 14% of households have incomes of \$100,000 or higher



WHY YOU SHOULD BE ADVERTISING IN A COLLEGE NEWSPAPER

America's 22 million college students represent more than \$400 billion in buying power and they read their school paper.

- 93% of students on a campus with a college paper report reading it.
- 60% of students say they prefer their school's print edition while 24% say they read both print and digital equally. Only 16% say they prefer the online edition.
- And they read often: 69% say they have read their school paper in the last week.
- They spend time with their paper: The average amount of time spent reading the paper by students is 14 minutes and 68% read the entire paper. 63% share their copy with at least one other person for an average of 2.7 readers per copy.
- 41% of students report using their school newspaper to look for jobs.



STUDENTS USE THE PAPER FOR BUYING DECISIONS

When making purchase decision one in three students say they use their college newspaper as a source of information and 26% say their college newspaper influenced a purchase of a product or service within the past month.



- 33% mention an ad to a friend
- 33% go to a website mentioned in an ad
- 32% clip a coupon
- 28% attend an event featured in an ad
- 23% save an ad for future reference
- 19% visit or call a store mentioned in an ad
- 16% purchase an advertised product or service

86% of school newspaper readers look at ads in print with display ads the most noticed (72%) by readers.

THE DAILY MISSISSIPPIAN 2018 SPRING PUBLICATION SCHEDULE

JANUARY 2018

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	31			

FEBRUARY 2018

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			

MARCH 2018

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	31

APRIL 2018

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					

MAY 2018

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	31		

Circulation: 9,000 copies

THE DAILY MISSISSIPPIAN ADVERTISING RATES

THE DAILY MISSISSIPPIAN ADVERTISING INFORMATION

LOCAL RATE

Open Rate – \$9.50 per column inch
Available to all local advertisers.

UNIVERSITY/NON-PROFIT RATE – \$8.70 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 \$9.50 pci
- 51 - 100 inches \$9.10 pci
- 101 - 200 inches \$8.65 pci
- 201 - 500 inches \$8.15 pci
- 501 inches+ \$7.65 pci

Monthly billing cycle:

Jan.-Feb.	June	Oct.
March	July	Nov.-Dec.
April-May	Aug.-Sept.	

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)
Full Color: \$200.00 (per ad)

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 \$30 per day.

CIRCULATION

Fall and Spring (August – May)
9,000 copies
Monday, Wednesday – Friday

AD DEADLINE

Deadline for space reservation, copy, and payment is 2 p.m., two (2) business days in advance for a regular issue.

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.
- All 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 and Excel documents are accepted for text purposes only.

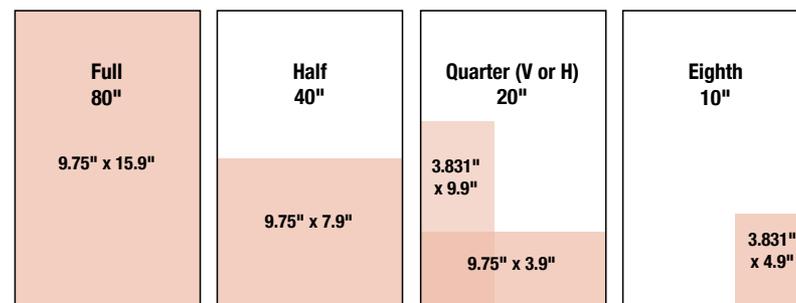
By placing an ad, the advertiser represents to the newspaper that it has full legal authority to use any photographs, logos, trademarks, service marks or other product and service identifiers that may be included.

The Daily Mississippian is not responsible for the reproduction quality of any ad that do not conform to the requirements specified above. For further information, please contact the Creative Services staff at 662.915.5503.

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

1 column	1.858"	4 columns	7.777"
2 columns	3.831"	5 columns	9.75"
3 columns	5.804"		

Measurements for common ad sizes:



Other ad sizes available.

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

Dimensions: Maximum: 8.5 inches x 11 inches
Minimum: 8 inches x 5.5 inches

Maximum Page Count: 32

Paper Requirements: 80# paper or above is preferred
70# gloss text is minimum requirement

Inserts must be pre-folded if necessary

Quantities: Maximum: 9,000
Minimum: 7,000

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

Deliver to: Tupelo Daily Journal
Attn: The Daily Mississippian
1242 South Green Street
Tupelo, MS 38804



During the academic year, NewsWatch airs Monday – Friday, live at 5 p.m. and is rebroadcast at 10 p.m., on the local cable system and is available throughout Lafayette County. 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.

NewsWatch
Program Advertising – 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 Advertising – 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.



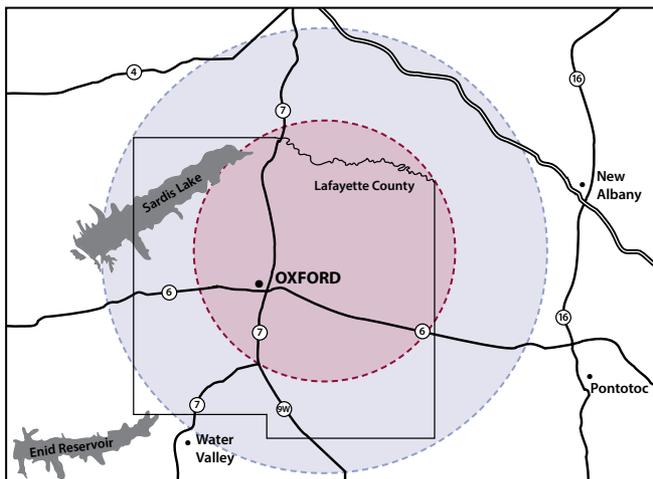
**“The Voice of Ole Miss”
but not your typical college radio station**



WUMS-FM 92.1 is a full-power commercial radio station with a signal that goes far beyond the Ole Miss campus to reach all of Lafayette County and beyond.

When you support Rebel Radio you are supporting Ole Miss students. Rebel Radio is part of the University's Student Media Center and is a stand-alone operation, staffed and run by students and supported in part by advertising revenue.

Coverage Area



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. For a complete list of sponsorship opportunities, ask your account executive.

Advertising Rates

DAY PART	:30 COMMERCIAL	:60 COMMERCIAL
MORNING DRIVE 6-11am • MON-FRI	\$8 ⁰⁰	\$10 ⁰⁰
AFTERNOON DRIVE 2-7pm • MON-FRI	\$8 ⁰⁰	\$10 ⁰⁰
RUN OF SCHEDULE (ROS) 6am-MIDNIGHT • MON-SUN	\$5 ⁰⁰	\$8 ⁰⁰

NOTE:
ALL RATES ARE NET TO STATION. RATES ARE PER COMMERCIAL
DISCOUNTS AVAILABLE WHEN YOU PURCHASE 25 COMMERCIALS OR MORE

REBEL RADIO REMOTES

- Rebel Radio personalities broadcast live from your location
- Sold by the hour (\$150)
- Four live commercials during sponsored hour
- 10 :30 produced commercials, airing Monday-Friday

REBEL RADIO PROGRAM SPONSORSHIP

- Sold by the hour(s) during the week: \$75 per hour
- Four business/name mentions per sponsored hour during program
- 10 :30 produced commercials, airing Monday-Sunday

ONLINE AD RATES ADVERTISING RATES FOR THEDMONLINE.COM

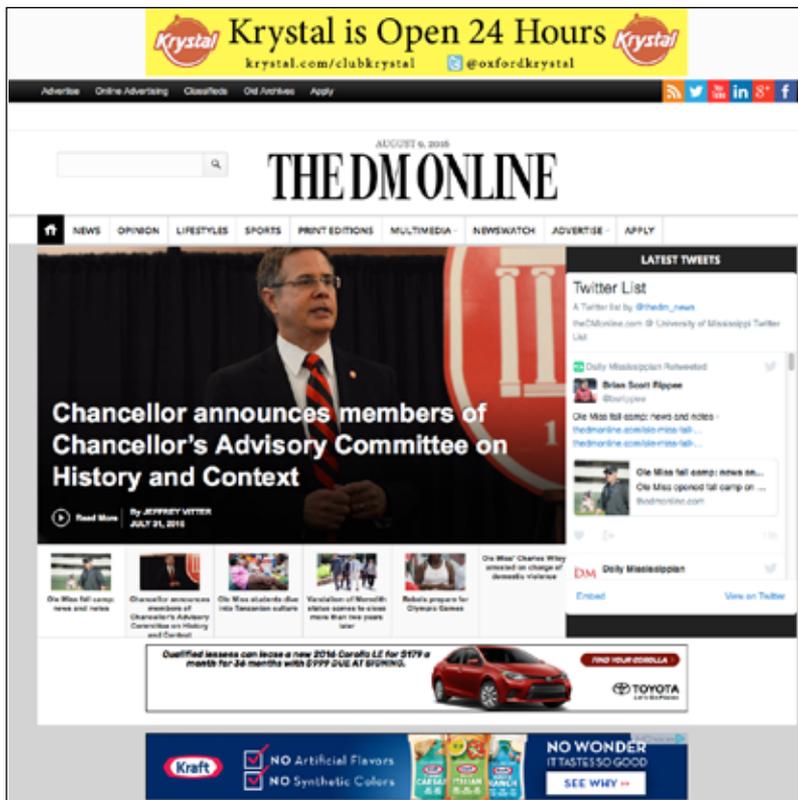
CLASSIFIEDS ADVERTISING

Top Banner:
728 pixels wide x 90 pixels high
\$10 a day/7 day minimum

Rectangle:
300 pixels wide x 250 pixels high
\$8 a day/7 day minimum

10% discount for multiple month purchases.
15% discount for multiple media purchase: online and radio.

TheDMonline.com generates over 1.7 million page views per year.



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

To place a Classified ad:

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

If you have any questions, please call 662.915.5503 Monday through Friday between 8 a.m. - 5 p.m.

RATES

Rates: 25¢ per word (per day),
15-word minimum, no minimum run
Additional features (Web and 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.



THE S. GALE DENLEY STUDENT MEDIA CENTER 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 services identifiers protected by copyright.

ERRORS

Make goods 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, 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.

MULTI MEDIA DISCOUNTS

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.

THE S. GALE DENLEY STUDENT MEDIA CENTER POLICIES

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:

College Media Advisers (CMA)
College Newspaper Business and Advertising Managers (CNBAM)
Mississippi Association of Broadcasters
Mississippi Press Association
Southern University Newspapers (SUN)

THE DAILY
MISSISSIPPIAN

THE STUDENT NEWSPAPER OF THE UNIVERSITY OF MISSISSIPPI SERVING OLE MISS AND OXFORD SINCE 1912 [Visit theDMonline.com](#) [@thedm_news](#)

THE **DM**online



TO CONTACT

By phone - 662.915.5503

By fax - 662.915.5703

By email - dmads@olemiss.edu

By mail - S. Gale Denley Student Media Center

201 Bishop Hall, PO Box 1848

University, MS 38677

The S. Gale Denley
SMC
student media center
THE UNIVERSITY OF MISSISSIPPI