

# 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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## Standards of Acceptable Advertising for Student Media Platforms

The SMC does not accept advertising, which, in its judgment, contains attacks of a personal nature or contains material that could be considered racist, sexist or otherwise offensive or reflecting unfairly on competitive organizations, institutions or merchandise.

The SMC does not accept advertising that evades or encourages the evasion or violation of any law or regulation or ordinance: municipal, state or federal

The SMC does not accept advertising that is clearly and provably false, misleading, deceptive or makes grossly exaggerated or unwarranted claims.

**Political Advertising:** The SMC accepts political advertising, including that of an opinion or advocacy nature, as long as it meets the acceptable standards outlined above. All political, opinion and/or advocacy advertising must clearly identify, by name and address, the person or organization paying for the ad. If paid for by an organization and not an individual the ad must also contain the names of at least two officers of the organization and the organization's address.

As with all advertising the SMC reserves the right to reject any political/opinion/advocacy advertising and that decision is at the sole discretion of the SMC.