

# THE DAILY MISSISSIPPIAN ADVERTISING RATES

## UNIVERSITY/ NON-PROFIT RATE



Open 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 RATE



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

## 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 commission-able.



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

## COLOR

**Spot Color:** \$100.00 (per color, per ad)  
**Full Color:** \$200.00 (per ad)

## CIRCULATION

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

9		1
?	5	
2		?

## 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.**

# THE DAILY MISSISSIPPIAN ADVERTISING INFORMATION

## 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](mailto: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.

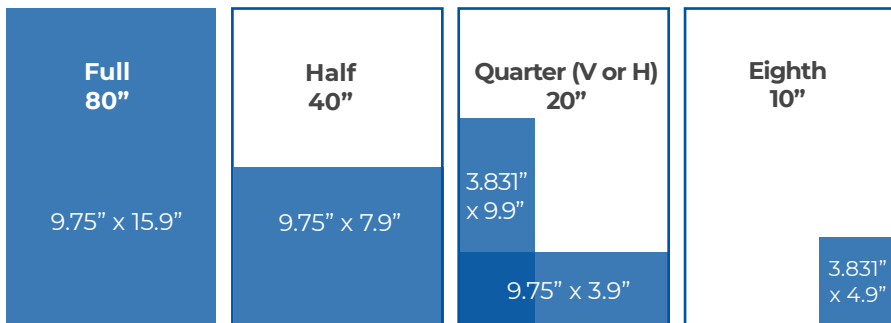
By placing an ad, the advertiser represents to the newspaper that it has full legal authority to use any photographs, logos, trademarks, service marks or other product and service identifiers that may be included.

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.