

FALL 2020

PUBLICATION SCHEDULE

CIRCULATION: 5,000 COPIES

AUGUST 2020

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|-----------|------|-----|-------|-----|-----|
| | | | | | | 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 | | | | | |

SEPTEMBER 2020

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|-----|------|-----|-----------|-----|-----|
| | | 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 | | | |

OCTOBER 2020

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|-----|------|-----|-----------|-----|-----|
| | | | | 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 |

NOVEMBER 2020

| SUN | MON | TUES | WED | THURS | FRI | SAT |
|-----|-----------|------|-----|-----------|-----|-----|
| 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 | | | | | |

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 CHARGES (per ad)

Spot Color: \$100.00 (per color)

Full Color: \$200.00

CIRCULATION

Fall and Spring Semesters

5,000 copies

Every Thursday

| | | |
|---|---|---|
| 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 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.

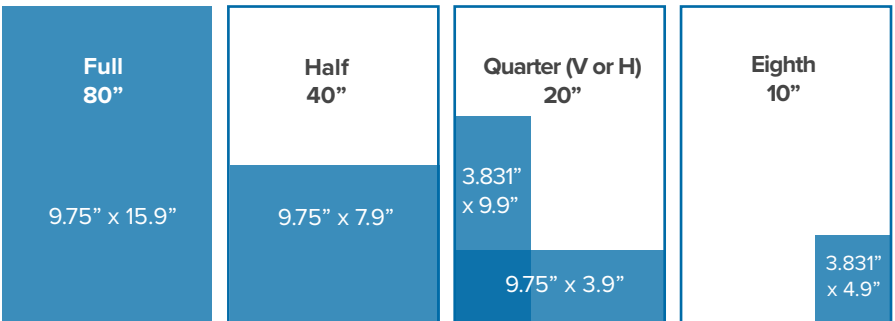
By placing an ad, the advertiser represents to the newspaper that it has full legal authority to use any photographs, logos, trademarks, service marks or other product and service identifiers that may be included.

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 | .1858" | 4 columns | .7777" |
| 2 columns | .3831" | 5 columns | .975" |
| 3 columns | .5804" | | |

Measurements for common ad sizes:



Other ad sizes available.

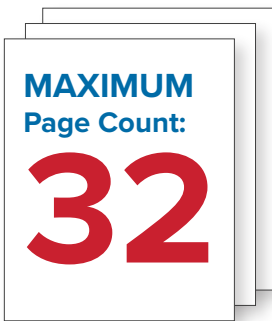
INSERTS

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.

RATES

Single Sheet, Single Advertiser
\$400.00

Multiple Pages, Multiple Advertisers
\$550.00



DIMENSIONS

Maximum:
8.5 x 11 in.

Minimum:
8 x 5.5 in.

Paper Requirements:

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

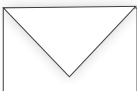
INSERTS MUST BE PREFOLDED IF NECESSARY

QUANTITIES:

5,000



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

CLASSIFIEDS ADVERTISING

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.

CLASSIFIED AD 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

BASEBALL

Rebels seek redemption with tough series in Baton Rouge

By JASE RICHARDSON

richardson@daily.com

The Ole Miss baseball team, left for the road on Monday, looking to rebound from a 1-2 start in Baton Rouge. The Rebels will face the LSU Tigers in a three-game series that begins with a game at 7 p.m. Monday at the Tiger stadium. The Rebels are looking to rebound from a 1-2 start in Baton Rouge. The Rebels will face the LSU Tigers in a three-game series that begins with a game at 7 p.m. Monday at the Tiger stadium.



The Ole Miss baseball team has been on a roller coaster in Baton Rouge since 1982. The Rebels will face the LSU Tigers in a three-game series that begins with a game at 7 p.m. Monday at the Tiger stadium.

The Rebels' half of the series will begin with the game at 7 p.m. Monday at the Tiger stadium. The Rebels will face the LSU Tigers in a three-game series that begins with a game at 7 p.m. Monday at the Tiger stadium.

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CLASSIFIEDS INFORMATION

APARTMENT FOR RENT
1 bed, 1 bath, 1 kitchen, 1 living room, 1 dining room, 1 study, 1 carport, 1 storage unit, 1 pet friendly, 1 furnished, 1 available now, 1 call 662-915-5503

CONDO FOR RENT
1 bed, 1 bath, 1 kitchen, 1 living room, 1 dining room, 1 study, 1 carport, 1 storage unit, 1 pet friendly, 1 furnished, 1 available now, 1 call 662-915-5503

MISCELLANEOUS
1 bed, 1 bath, 1 kitchen, 1 living room, 1 dining room, 1 study, 1 carport, 1 storage unit, 1 pet friendly, 1 furnished, 1 available now, 1 call 662-915-5503

HOUSE FOR RENT
1 bed, 1 bath, 1 kitchen, 1 living room, 1 dining room, 1 study, 1 carport, 1 storage unit, 1 pet friendly, 1 furnished, 1 available now, 1 call 662-915-5503

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CLASSIFIEDS INFORMATION

HOUSE FOR RENT 3208 South 18th St. Nice 3 Bedroom/2 Bath. Available August. Call 662-473-2908

2 1/2 BEDROOM 2 BATH with study. All appliances include: carport, storm shelter, garden tub, tile flooring throughout. \$800 month available August. 662-932-0117

CONDO FOR RENT TURNBERRY CONDO 3 BR, 2 BA, Great Pool, Walk to U, internet Cable. \$1250. Available now. 901-262-1855

QUARTER CONDOS 2 BR 2 1/2 Bath \$700 Deposit \$800/month. No pets. 901-272-7154

TWO BDRM / TWO BATH at The Mark. Includes major appliances, water, internet, and cable TV. \$1050/month. Available 8/5/2019. 662-456-6226

HOUSE FOR RENT 2 BLOCKS TO SQUARE 1213 Adams. 3 bedroom 2 bath, year lease parental guarantee required. \$1770 662-832-0117

HIGHPOINT CONDO Large 2 br / 2 ba No Smoking. Gated, next to pool, Wi-Fi, water, garbage Available Summer \$800 a month 601-262-1855

DESIGN GALLERY 1603 University Ave. Oxford Alterations, Custom Curtains, Blinds, Shades, Bedding, Cushions, Dorm Decoration, Designer Julie Coleman www.designgalleryoxford.com 662-955-5652

FULL-TIME PAPA JOHN'S PIZZA - Now hiring ALL POSITIONS. Apply at Carewings.com

PLACEMENT DEADLINE

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.

17th Annual Jerry Clower Festival
Saturday, May 4, 2019
10 AM - 5 PM
Arts & Crafts
Live Music
Food & Beverage
Admission: \$10
www.jerryclowerfestival.com

SUMMER IS FOR SUCCESS
Earn Transferable Credit
Affordable Tuition
Classes begin May 28
ENROLL NOW
www.southwest.ku.edu
(801) 333-5924
SOUTHWEST