

THE REBEL GUIDE

Summer
2021

THE REBEL GUIDE IS...

A vital guide to Ole Miss in terms of **introducing your business or organization** to the new student market early, **when buying habits are first established**.

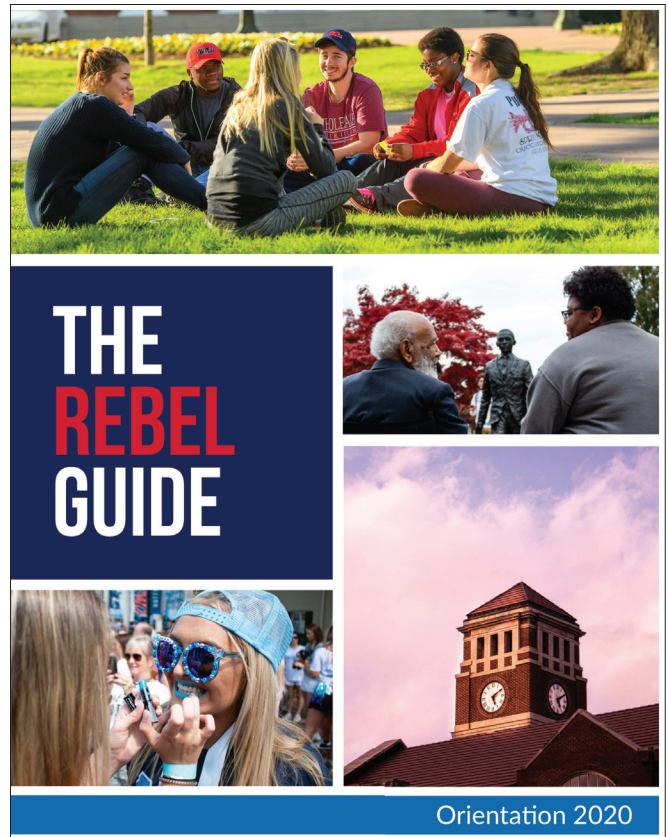
Full of information about dorm living, campus life, where to find food and entertainment, sports and all the other benefits Oxford and the University have to offer, it's packed with useful information, unique finds and timeless traditions.

TARGET STUDENTS AND PARENTS DIRECTLY

The Rebel Guide will be distributed directly to students and their parents during each of the orientation sessions this summer. Newly admitted students are required to attend an orientation session. **You can tailor your ad to target both incoming students and their parents.**

DISTRIBUTION

- 3,500 copies
- Distributed to incoming freshmen, transfer students and their parents
- Included with the official packets that students and parents receive at each orientation session
- 23 total sessions (May-August)
- The Rebel Guide will also be available online all summer long at thedmonline.com



*Be part of the Student Media Center's
award-winning orientation booklet!*

	Full Page 7.2" x 9.75"	1/2 Page 7.2" x 4.875"	1/4 Page 3.6" x 4.875"	Centerspread 15.125" x 9.75"
B&W	\$550	\$400	\$275	\$1200
One Color	\$625	\$450	\$300	\$1325
Full Color	\$725	\$550	\$400	\$1500

Premium Placement

Full Page Inside Front or Inside Back Cover.....\$825
Full Page Back Cover.....\$875

AD DEADLINE: Thursday, April 1 at 2 pm **CONTACT:** Contact your account executive or call 662.915.5503