S. GALE DENLEY
STUDENT MEDIA CENTER

media kit

The Student Media Center, located on the second floor of Bishop Hall, is home to:

The Daily Mississippian, theDMonline.com, Rebel Radio WUMS 92.1, NewsWatch, and The Ole Miss annual

Multiple advertising opportunities are available through Student Media.

662.915.5503 **dmads@olemiss.edu** **662.915.5703**

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

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THE S. GALE DENLEY STUDENT MEDIA CENTER

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, the DM publishes every Thursday when the University is in session during the academic year.

theDMonline.com is our online news source that 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.

WUMS-FM 92.1 Rebel Radio is a commercially licensed college radio station. 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. ***myrebelradio.com***

NewsWatch is the only live, daily, student-produced newscast in the state of Mississippi. 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. ***newswatcholemiss.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

DEMOGRAPHICS

Ole Miss enrollment has grown by 59% in the past 10 years. Current student population on the Oxford campus is more than 20,000 of which:

UNDERGRADUATE
17,418

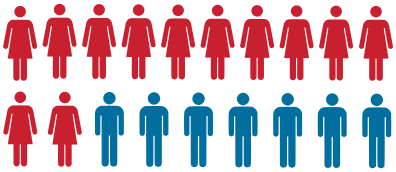
GRADUATE
2,153

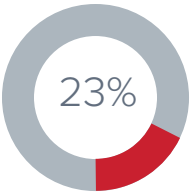
LAW
366

PHARM D
337

56% female

44% male





are **minorities**

are from **MS**

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.

54,374 residents in Lafayette County

ACCORDING TO THE 2010 US CONSENSUS:

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

WHY YOU SHOULD ADVERTISE
WITH THE STUDENT MEDIA CENTER

The Student Media Center has multi-platform advertising opportunities that cover a broad range of demographics. Whoever your target audience may be, we can help you reach them through **print, online, TV and radio** advertisements. SMC offers discounts for advertisers who bundle some of their packages. See pg. 16.

PRINT
Print = Increased Engagement

When a consumer has a newspaper in their hands, they stop all other activities and focus on that content. This length of attention is rare these days and very valuable.

ONLINE
Online = Measurable

Online analytics tools can help show what's working for you and what's not, allowing further targeting of your marketing spend. It can also provide priceless data on what your ideal customer looks like - allowing you to further target your advertising to your most lucrative audiences.

TELEVISION
TV = Personable

Advertising on TV allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility. It also gives you an opportunity to be creative and attach a personality to your business, which can be particularly effective for businesses that rely on repeat customers.

RADIO
Radio = Reach

Listeners usually tune in at work or while driving or exercising — situations where they are usually alone and all ears. They can be reached when they're away from home and ready to buy. Radio advertisements are able to engage with audiences in a personal and unique way.

MULTI-PLATFORM
ADVERTISING BUNDLES

THEDMONLINE • THE DAILY MISSISSIPPIAN • REBEL RADIO

Print + Digital

Digital + Print Package includes 300x250 rectangle ad for 7 days along with B&W Print Ad

Eighth Page	$150
Quarter Page	$240
Half Page	$420
Full Page	$780

Color: +$100 for ad sizes 1/8 & 1/4
+$200 for Half and Full Pages

BONUS

Add 35 radio commercials on Rebel Radio WUMS-FM92.1 for just an additional $100- that's $2.85 per radio commercial (regular spot rate $5)

$100
($175 if bought separately)

We can also customize any multi-platform ad package for you.

Call 662-915-5503 for more information

SOCIAL MEDIA
ADVERTISING PACKAGES

Facebook • Twitter • Instagram

The Daily Mississippian offers social media sponsorship options for our Twitter, Facebook and Instagram accounts. We offer an 'influencer package' as well as an 'agency package' to get your message out on our robust social platforms.

INFLUENCER PACKAGE

PLATFORM	Single Post	3-month contract	6-month contract	12-month contract
	$30	$150 2 posts/ month	$550 4 posts/ month	$1,950 7 posts/ month
	$20	$90 2 posts/month	$180 2 posts/month	$650 3 posts/month
	$15	$70 2 posts/month	$150 3 post/month	$540 4 posts/month
Bundle & Save (All 3)	$50	$350 6 posts/month	$750 9 posts/month	$2,640 14 posts/month

AGENCY PACKAGE

PLATFORM	Single Post	3-month contract	6-month contract	12-month contract
	$50	$250 2 posts/ month	$800 4 posts/ month	$3,200 7 posts/ month
	$40	$180 2 posts/month	$320 2 posts/month	$920 3 posts/month
	$35	$140 2 posts/month	$270 3 post/month	$1,040 4 posts/month
Bundle & Save (All 3)	$100	$480 6 posts/month	$1,200 9 posts/month	$4,160 14 posts/month

We can animate your ads for an additional $100-$500 depending on your package selection.

Call 601-870-6880 for more information

SOCIAL MEDIA
ADVERTISING PACKAGES

Packages Explained

Influencer Package

This package allows advertisers to be posted on one or all of our social media accounts (Twittter, Facebook and Instagram) at various times depending on which contract they choose. The advertiser will choose the content to be posted as well as supply the artwork. The advertiser can opt for artwork adjustment or design free of charge.*

Agency Package

This package also allows advertisers to be posted on one or all of our social media accounts (Twittter, Facebook and Instagram) at various times depending on which contract they choose. However, content and artwork is curated by our staff and posted once approval is obtained by the advertiser. Artwork and design is also free of charge.*

*Example of single post bundle **Agency Package** for Starship Delivery:*

Cost for all of this one-time exposure: **$100**

Disclaimer: Sponsored content is not posted on the Daily Mississippian website and all artwork and content must fit within our guidelines.

***We can animate your ads for an additional $100-$500 depending on your package selection.**

Call 601-870-6880 for more information

PRINT PUBLICATION SCHEDULE

CIRCULATION: 5,000 COPIES

AUGUST 2021

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 2021

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 2021

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 2021

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				

DECEMBER 2021

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	

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 Monday & Thursday

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.

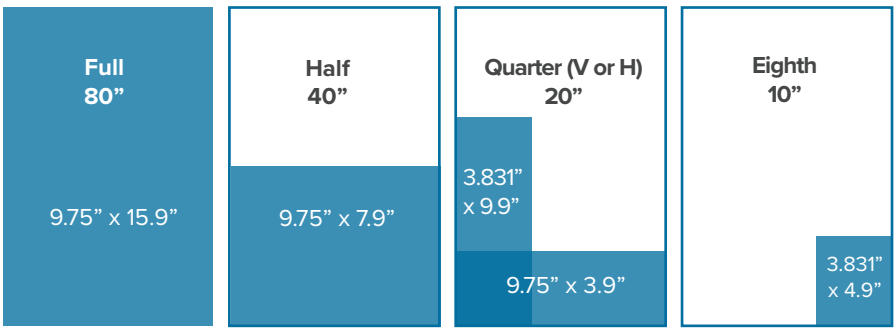
By placing an ad, the advertiser represents to the newspaper that it has full legal authority to use any photographs, logos, trademarks, service marks or other product and service identifiers that may be included.

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 . . . . . .1.858”
2 columns . . . . . .3.831”
3 columns . . . . . .5.804”
4 columns . . . . . .7.777”
5 columns . . . . . .9.75”

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.

MAXIMUM
Page Count:
32

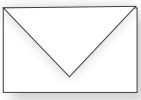
Paper Requirements:
80# paper or above is preferred
70# gloss text is minimum requirement

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

NEWSWATCH ADVERTISING

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 4,352 students living on campus, as well as all residents of Oxford and Lafayette County, Mississippi who have basic cable service.

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

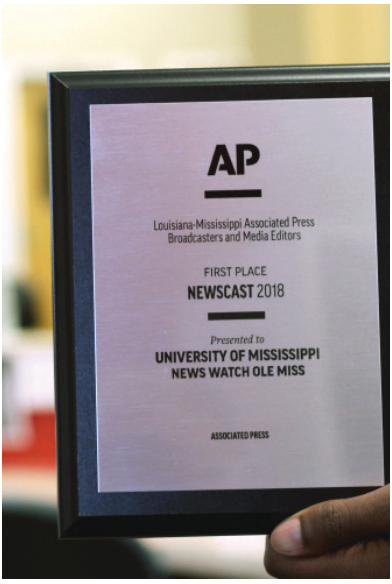
Commercials

- **$10** per commercial (minimum 5 day run)
- :30 Commercial

Scroll

- **$5** per spot (minimum 5 day run)
- :10 Spot

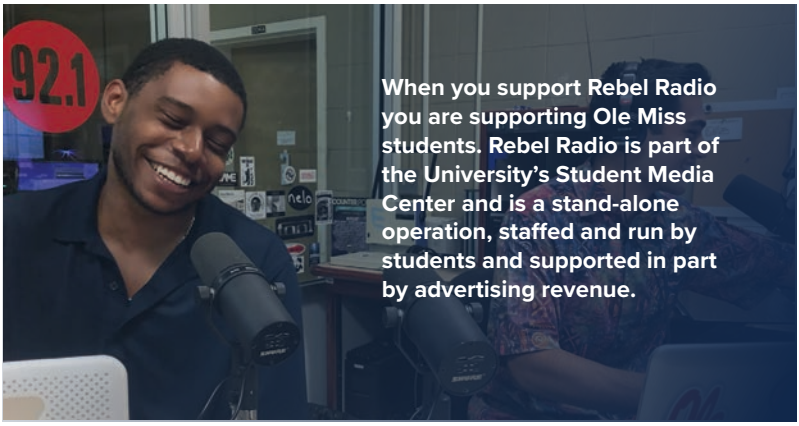
$100 Production fee for commercials created by our production team.



REBEL RADIO
WUMS-FM 92.1 FM

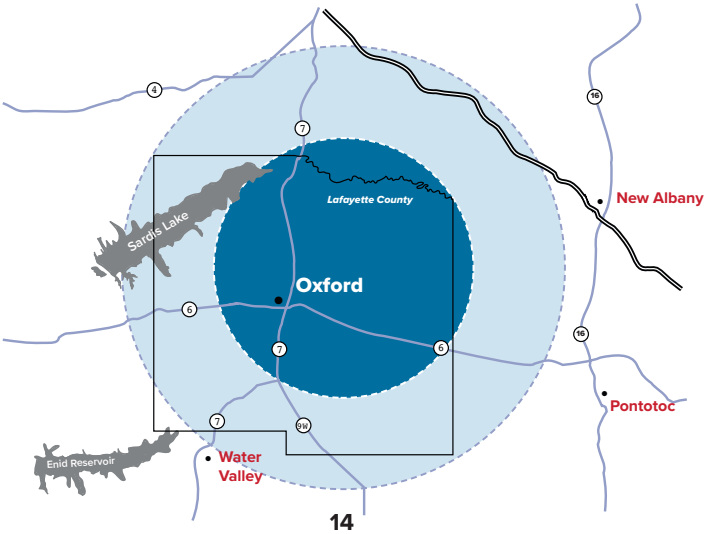
"The Voice of Ole Miss"
but not your typical college radio station

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



REBEL RADIO
ADVERTISING

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 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 6-11 am • mon-fri	**$8^{00}**	**$10^{00}**
Afternoon Drive 2-7 pm • mon-fri	**$8^{00}**	**$10^{00}**
Run of Schedule (ROS) 6 am - 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

AD RATES FOR
THEDMONLINE.COM

LEADERBOARD AD
728 px wide x 120 px high
$105/week – 7 days

All ads are located on both the home page and sub pages

RECTANGLE AD
300 px wide x 250 px high
$84/week – 7 days

$100/week for non-rotating

10% discount for multiple month purchases.

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

thedmonline.com generates

1.7 million
page views per year

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

Rebels seek redemption with tough series in Baton Rouge

CLASSIFIEDS INFORMATION

APARTMENT FOR RENT

TIRED OF ROOMMATES? 1 bedroom 1 bath w/ study. 2950 S. Lamar. Single occupancy. Ole Miss students only. $510 (662)832-0117

BRIDGE PROPERTIES is currently signing leases for the 2019-20 term. We have 1, 2 & 3 bedroom units within walking distance to the Square and the University. Please email the office for a full list of available properties. bridgepropertymgmt@gmail.com 662 234-3208

HOUSE FOR RENT

2 BLOCKS TO SQUARE 1213 Adams. 3 bedroom 2 bath, year lease parental guarantee required. $1770 (662)832-0117

HOUSE FOR RENT 320B South 18th St. Nice 3 Bedroom/2 Bath. Available August 1. Call 662 473-2506

2/3 BEDROOM 2 BATH with study. All appliances include: carport, storm shelter, garden tub, tile flooring throughout. $900 month available August. (662)832-0117

CONDO FOR RENT

TURNBERRY CONDO 3 BR, 2 BA, Gated/ Pool. With W/ D. Internet/ Cable. $1260. Available now. 901-262-1888

QUARTER CONDOS 2 BR 2 1/2 Bath $700 Deposit $900/month. No pets. (901) 270-7154

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

LARGE 2 BEDROOM 2.5 bath townhouse for rent with washer/ dryer included. Quiet atmosphere, no pets, close to campus. Deposit and 1 year lease required (662)234-0000

HIGHPOINT CONDO Large 2 bd / 2 ba No Smoking, Gated, next to pool. W/ D, water/ garbage Available Summer $880 a month (901)262-1888

MISCELLANEOUS

DESIGN GALLERY 1603 University Ave. Oxford Alterations, Custom Curtains, Blinds, Shades, Bedding, Cushions, Dorm Decoration. Designer Julie Coleman www.designgallerysoxford.com (662)655-0500

FULL-TIME

PAPA JOHN'S PIZZA - Now hiring ALL POSITIONS. Apply at Careerspg.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.

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.

POLICIES

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.

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.

MEMBER:

College Media Association (CMA)
Mississippi Association of Broadcasters
Mississippi Press Association