

# THE DAILY MISSISSIPPIAN ADVERTISING RATES

## LOCAL/OPEN VOLUME RATES



<b>1-50"</b>	\$9.50 per column in.
<b>51-100"</b>	\$9.10 per column in.
<b>101-200"</b>	\$8.65 per column in.
<b>201-500"</b>	\$8.15 per column in.
<b>501" +</b>	\$7.65 per column in.

## UNIVERSITY/ NON-PROFIT RATE



**\$8.70 per column inch**

## NATIONAL/ AGENCY RATE



<b>Full Page = 80"</b>	\$760.00 net
<b>1/2 Page = 40"</b>	\$380.00 net
<b>1/4 Page = 20"</b>	\$190.00 net
<b>1/8 Page = 10"</b>	\$95.00 net

## COLOR CHARGES

**1/8 & 1/4 Pages:** \$100.00  
**1/2 and Full Page:** \$200.00

## AD DEADLINE

Deadline for space reservation, copy, and payment is **2 p.m., two (2) business days in advance** for a regular issue. Ad placement is neither sold nor guaranteed

## CIRCULATION

**5,000 • Mondays & Thursdays**  
*Fall & Spring Semesters*  
Display ads must be **prepaid** unless a charge account has previously been established with the Student Media Center. Checks, MasterCard, and Visa are accepted.

**MAIL TO:** Advertising Department,  
The Daily Mississippian Student Media  
Center, 201 Bishop Hall, PO Box 1848  
University, MS 38677

**OR CALL:** 662.915.5503

**OR FAX:** 662.915.5703

**OR EMAIL:** dmads@olemiss.edu

## Modular Ad Sizes/Rates

<p><b>Full 80" \$760</b></p> <p>9.75" x 15.9"</p>	<p><b>Half 40" \$380</b></p> <p>9.75" x 7.9"</p>	<p><b>Quarter (V or H) 20" \$190</b></p> <p>3.831" x 9.9"</p> <p>9.75" x 3.9"</p>
<p><b>Eighth 10" \$95</b></p> <p>3.831" x 4.9"</p>	<p><b>Business Card 4" \$38</b></p> <p>3.831" x 1.9"</p>	