



# Social Media Sponsorship Info

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.

## Packages Explained

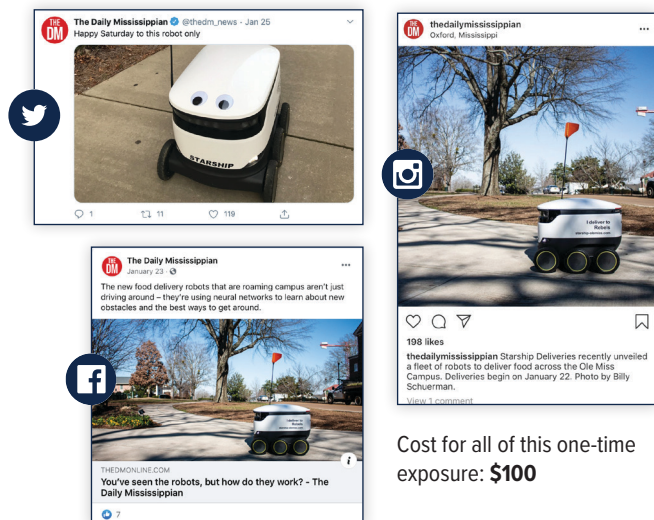
### Influencer Package

This package allows advertisers to be posted on one or all of our social media accounts (Twitter, 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 (Twitter, 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.

## Rates

### 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
<b>Bundle &amp; Save (All 3)</b>	\$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
<b>Bundle &amp; Save (All 3)</b>	\$100	\$480 6 posts/month	\$1,200 9 posts/month	\$4,160 14 posts/month

Contact your sales representative or email [rafroste@olemiss.edu](mailto:rafroste@olemiss.edu) to ask about bundling a social media package with our print and/or digital options. We also offer customized packages tailored to fit your needs.

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Tel: 662.915.5655 Fax: 662.915.5703  
**email: [dmads@olemiss.edu](mailto:dmads@olemiss.edu)**



# Social Media

## Statistics & Analytics

Listed below are statistics and analytics gathered from the Daily Mississippian's primary social media platforms: **Twitter, Facebook and Instagram.**

### YTD Statistics



#### TWITTER

- Over 2 Million Impressions
- Engagement Rate of 5%
- 27.9K Clicks
- 3.12K Retweets
- 10K Likes



#### FACEBOOK

- Over 2 Million Impressions
- Engagement Rate of 5%
- 6.4K Followers
- 3.12K Retweets
- 6K Likes



#### INSTAGRAM

- 2.6K Followers

#### **STATS EXPLAINED:**

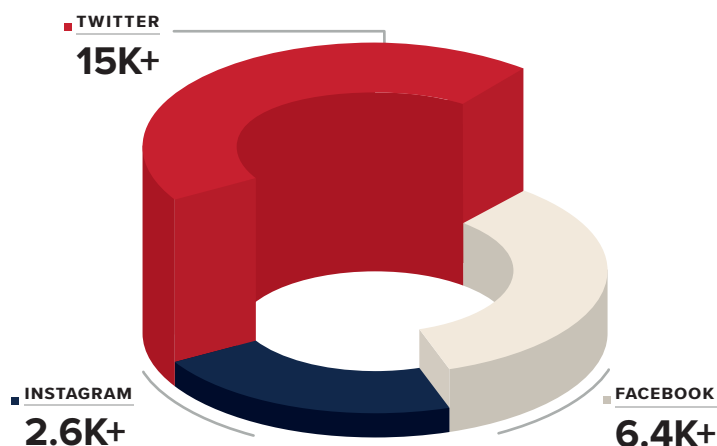
**Engagement Rate** – Retweets, Follows, Replies, Favorites, and Click-throughs That Tweets Receive

**Total Reach** – People Who've Seen It

**Engaged Users** – People Who've Interacted

**Impressions** – Content That Has Been Displayed

### Social Following Overview



### Advertising Rates

*all rates are one-time fees*

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 posts/month	\$540 4 posts/month
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*\*Influencer Package Rates*

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