

THE DAILY MISSISSIPPIAN

YOUR AUDIENCE IS HERE.

5,000 PRINT CIRCULATION Campus and greater Oxford	28,000+ NEWSLETTER SUBSCRIBERS Including every Ole Miss student	2× WEEKLY MORNING BRIEFING Delivered twice each week	1.7M+ THEDMONLINE.COM More than 1.7 million page views
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Reach the Ole Miss community across the platforms they use every day. Build a focused print campaign or combine print, digital, the Morning Briefing newsletter, Rebel Radio, and social media for greater frequency, visibility, and impact.

PRINT AD SIZES & RATES

FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE	BUSINESS CARD
\$895	\$680	\$450	\$185	\$105
80 column inches	40 column inches	20 column inches	10 column inches	Compact placement

DISCOUNT PACKAGES

4-WEEK FREQUENCY	WHOLE SEMESTER
10% OFF	20% OFF
Save 10% on any ad size when the ad runs for four weeks.	Save 20% on the entire run when booked for the whole semester.

MULTI-PLATFORM PACKAGES AVAILABLE

Build a coordinated campaign across Student Media platforms. Combine print, TheDMonline.com, the Morning Briefing newsletter, Rebel Radio, and social media. We can create a package around your audience, timing, goals, and budget.

2026–27 PRINT PUBLICATION SCHEDULE

August 2026 24	September 2026 3, 10, 17, 24	October 2026 1, 8, 15, 22, 29
November 2026 5, 12, 19	December 2026 3	January 2027 19, 28
February 2027 4, 11, 18, 25	March 2027 4, 18, 25	April 2027 1, 8, 15, 22, 29

REBEL RADIO • WUMS-FM 92.1

3,000 WATTS	LIVE WORLDWIDE	MUSIC + SHOWS
Full-power commercial FM signal reaching Lafayette County and beyond.	Streams live worldwide on the RadioFX app, extending advertiser reach beyond the FM signal.	Top 40 pop, rock, and R&B, plus nationally syndicated shows and podcast shows. Ask about sponsoring specialty music, news, or talk shows.

PUT YOUR BUSINESS IN FRONT OF OLE MISS & OXFORD
662-915-5503 • dmads@olemiss.edu

