

The Daily Mississippian

Advertising Rates

Ad Deadline

For space reservation,
copy, & payment
**Friday at 2:00 pm of
each week**

Circulation

4,000 copies every
Thursday in Fall/Spring
Semesters

Modular Ad Sizes & Rates

Full 80"
\$895
9.75" x 15.9"

Half 40"
\$680

9.75" x 7.9"

Quarter (V or H) 20"
\$450
3.83" x 9.9"

Eighth 10"
\$185

9.75" x 3.9"

3.83" x
4.9"

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



Rebel Radio **Advertising Rates**

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 18-34. For a complete list of sponsorship opportunities, ask your account executive.

Radio Advertising Rates

Morning Drive

6:00 a.m.-11:00 a.m.
Monday-Friday

:30 Commercial

\$10.00

:60 Commercial

\$14.00

Afternoon Drive

2:00 p.m.-7:00 p.m.
Monday-Friday

\$12.00

\$16.00

Run of Schedule

6:00 a.m.-Midnight
Monday-Sunday

\$8.00

\$10.00

Rebel Radio Remotes

Live Remotes

\$150/hr

- 4 Live commercials
- Ten 30-second commercials
- Monday-Friday
- Rebel Radio personalities broadcast live from your location.

Sponsorships

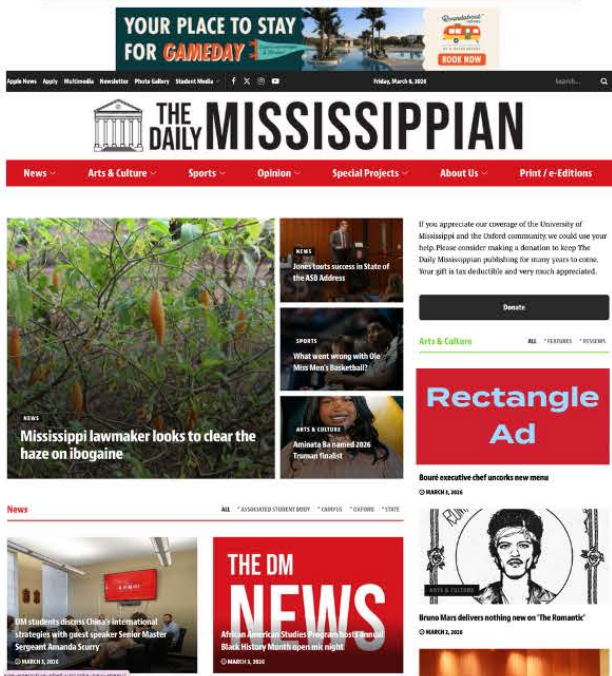
• \$75

- Ten 30-second commercials
- Monday-Friday
- Four business/name mentions per sponsored hour during program

TheDMOnline.com

Advertising Rates

Leaderboard Ad



Leaderboard Ad

728 px wide x 120 px high

\$175/week

or

\$500/month

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

Rectangle Ad

300 px wide x 250 px high

\$135/week

or

\$410/month

Newsletter Ads

728 px wide x 120 px high

\$210 2x/week



The Morning Briefing

10% Discount on multiple month purchases

15% Discount on multiple media purchases (online & radio)

thedmonline.com generates

1.7 Million

page views per year.



Mississippi lawmaker looks to clear the haze on ibogaine



Mississippi House Bill 314, introduced by Representative Samuel Creekmore IV, seeks to conduct a clinical trial to study the psychedelic. Having passed the state house, it now awaits a senate vote.

Social Media Advertising Rates



11k followers



14.9k followers



11.9k followers

The Daily Mississippian offers social media sponsorship options for our Facebook, X, and Instagram accounts. We offer either a “Your Choice” or a “Pick Two” option for packages outlined below.

Your Choice: 1 Social Platform

1 Month	3 Month	6 Month
\$90 2 posts/month	\$225 2 posts/month	\$460 3 posts/month

Pick 2: 2 Social Platforms

3 Month	6 Month	12 Month
\$150 2 posts/month	\$260 3 posts/month	\$650 4 posts/month *all 3 platforms

Call **662-915-5503** for information!

THE DAILY MISSISSIPPIAN

YOUR AUDIENCE IS HERE.

5,000

PRINT CIRCULATION
Campus and greater Oxford

28,000+

NEWSLETTER SUBSCRIBERS
Including every Ole Miss student

2x WEEKLY

MORNING BRIEFING
Delivered twice each week

1.7M+

THEDMONLINE.COM
More than 1.7 million page views

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

