

## **2017-2018 DISPLAY AD RATES**

effective 8.21.2017

• Local/Open Volume Rates (based on monthly billing cycle)

1-50"	\$9.50 per column inch
51-100"	\$9.10 per column inch
101-200"	\$8.65 per column inch
201-500"	\$8.15 per column inch
501" +	\$7.65 per column inch

- University/Non-profit Rate \$8.70 per column inch
- National/Agency Net Rate \$9.50 per column inch

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

- Color Charges (per ad): Spot color (per color) . . . . \$100.00 Process color . . . . . . \$200.00
- 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.
  Requests will be honored if possible.
- Circulation 9,000 Monday, Wednesday-Friday (August - May)

Display ads must be **prepaid** unless a charge account has previously been established with the Student Media Center. Checks, MasterCard and Visa are accepted.

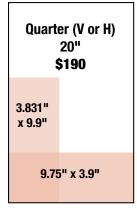
MAIL TO: Advertising Department, The Daily Mississippian Student Media Center, 201 Bishop Hall, PO Box 1848 University, MS 38677

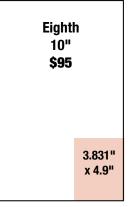
**OR CALL:** 662.915.5503 **OR FAX:** 662.915.5703

OR E-MAIL: dmads@olemiss.edu

## **Modular Ad Sizes/Rates**

Full 80" \$760 \$380 9.75" x 15.9" 9.75" x 7.9"





Business Card 4" \$38

3.831" x 1.9"