2017-2018 DISPLAY AD RATES

**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