

# THE DAILY MISSISSIPPIAN

THE STUDENT NEWSPAPER OF THE UNIVERSITY OF MISSISSIPPI SERVING OLE MISS AND OXFORD SINCE 1911 [Visit the DMO online.com](http://www.thedm.com) [@thedm\\_news](https://twitter.com/thedm_news)

## 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

## Modular Ad Sizes/Rates

<p><b>Full</b> <b>80"</b> <b>\$760</b></p> <p>9.75" x 15.9"</p>	<p><b>Half</b> <b>40"</b> <b>\$380</b></p> <p>9.75" x 7.9"</p>
<p><b>Quarter (V or H)</b> <b>20"</b> <b>\$190</b></p> <p>3.831" x 9.9"</p> <p>9.75" x 3.9"</p>	<p><b>Eighth</b> <b>10"</b> <b>\$95</b></p> <p>3.831" x 4.9"</p>
<p><b>Business Card</b> <b>4"</b> <b>\$38</b></p> <p>3.831" x 1.9"</p>	