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