

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"

9.75" x 3.9"

Eighth 10"
\$185

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

\$8.00

:60 Commercial

\$10.00

Afternoon Drive

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

\$10.00

\$14.00

Run of Schedule

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

\$5.00

\$8.00

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

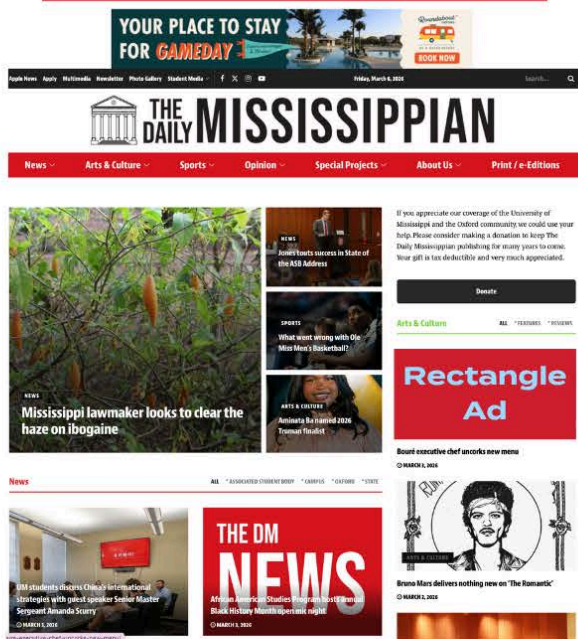
• \$75

- 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



NEWS

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.

10% Discount on multiple month purchases

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

thedmonline.com generates

1.7 Million

page views per year.

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
\$100 2 posts/month	\$250 2 posts/month	\$550 3 posts/month

Pick 2: 2 Social Platforms

3 Month	6 Month	12 Month
\$250 2 posts/month	\$550 3 posts/month	\$1250 4 posts/month

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