



Southern Miss
Student Media

FALL 2023 MEDIA KIT

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Southern Miss
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About Us

We are proud to be the voice of the Southern Miss student community.

Our products include *The Student Printz* newspaper, sm2media.com, Southern Miss Radio (WUSM 88.5 FM), Southern Miss TV, social media channels, and a variety of podcasts and special programming. Come by and see us; our operations are located in College Hall on the Hattiesburg campus.

Your investments will be used to further the work of the Southern Miss Student Media Center and to educate future media professionals.

Thank you!



Advertising Rates for *The Student Printz*

AD SIZE	DIMENSIONS	COST (PER ISSUE)
Full Page	9.875" W by 13.75" H	\$570.00
Half Page	9.875" W x 6.875" H	\$285.00
Quarter Page	Vertical: 4.9375" W x 6.875" H; Horizontal: 9.875" W x 3.4375" H	\$143.00
Eighth Page	4.9375" W x 3.4375" H	\$71.00
Business Card	4.9375" W x 1.7188" H	\$29.00

If you buy in more than one issue, your total cost will be reduced by 10%.

All ads include full process color.

You may supply your own ad, or we can build it for you.

Design rates are as follows:

- Full Page: \$30.00 per ad
- Half Page: \$15.00 per ad
- Quarter Page: \$7.50 per ad
- Eighth Page: \$3.75 per ad
- Business Card: \$2.00 per ad

The design rate includes one revision. Additional revisions are \$5.00 per revision.



Advertising Rates for sm2media.com

AD SIZE	DIMENSIONS	COST (PER DAY)
Leaderboard	728 pixels wide by 90 pixels tall	\$7.50
Footer	728 pixels wide by 90 pixels tall	\$6.50
Homepage/Sidebar	300 pixels wide by 250 pixels tall	\$6.00

Web advertisements must run for at least one month.

If you buy for all three months, your total cost will be reduced by 10%.

Monthly rates are:

Leaderboard

- September: \$225.00
- October: \$232.50
- November: \$225.00
- All three months: \$614.00

Footer

- September: \$195.00
- October: \$201.50
- November: \$195.00
- All three months: \$532.00

Homepage/Sidebar

- September: \$180.00
- October: \$186.00
- November: \$180.00
- All three months: \$491.00

You may supply your own ad, or we can build it for you. The design rate includes one revision. Additional revisions are \$5.00 per revision.

Design rates are as follows:

- Leaderboard and Footer: \$30.00 per ad
- Homepage/Sidebar: \$25.00 per ad



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Partnership/Sponsorship Rates for Southern Miss Radio

PROGRAMMING	LENGTH	COST
Morning Drive (M-F: 6-11A)	30-second partnership spot	\$6.00 per spot
Afternoon Drive (M-F: 2-7P)	30-second partnership spot	\$6.00 per spot
Run of Schedule (M-SUN: 6A-Midnight)	30-second partnership spot	\$3.75 per spot
Program Sponsorship*	See below	\$56.00 each

* Program Sponsorship includes four mentions and a 30-second partnership spot in that program. If you sponsor more than six programs, you receive a 10% discount off the total price.

If you partner with us for 25 or more spots in Morning Drive, Afternoon Drive or Run of Schedule times, you receive a 10% discount off your total price.

You may supply your own audio recording, or we can record it for you for free!



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Advertising Rates for Southern Miss TV

PROGRAMMING	LENGTH	COST
Commercials	30-second commercial	\$150.00 each
Program Sponsorship*	See below	\$200.00 each

* Program Sponsorship includes four mentions and a 30-second commercial in that program. If you sponsor more than six programs, you receive a 10% discount off the total price.

If you purchase six or more commercials, you receive a 10% discount off the total price.

You may supply your own video, or we can produce it for you for \$300.00. You then own the video.

This price includes one revision; additional revisions are \$25.00 each.



Promotion Sponsorships

Each month, our Public Relations team comes up with promotions to promote SM2 and draw in student interest from across the university community.

You may sponsor one of these promotions for \$1,000. There are three opportunities: September, October and November.

For your cost, you receive:

- “Sponsored by...” credits in every mention across all platforms, including social media
- One full-page ad in *The Student Printz*
- 45 drive-time partnership spots for Southern Miss Radio
- A produced 30-second Southern Miss TV commercial to air in each week’s broadcast that month
- One social media “takeover,” where you can promote your business and products
- A combination of header, footer and other web ads



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Advertising Packages

We will work with you to build packages for every budget, but here are some pre-packaged items:

Awesome Package: \$500.00 per month (three-month commitment: \$1,500.00)

- *The Student Printz*: Quarter page ad in all editions
- Web: Leaderboard ad all month
- Radio: 30 partnership spots during drive times plus two mentions per show
- TV: One commercial per show
- Social Media: Weekly recap sponsorship mention and tag

Saver Package: \$335.00 per month (three-month commitment: \$1,005.00)

- *The Student Printz*: Eighth page ad in all editions
- Web: Footer ad all month
- Radio: 20 partnership spots during drive times plus one mention per show
- TV: One commercial per week
- Social Media: One featured post per week

Budget Package: \$168.00 per month (three-month commitment: \$504.00)

- *The Student Printz*: Business card ad in all editions
- Web: One homepage/sidebar ad all month
- Radio: 15 partnership spots during drive times
- TV: One mention as sponsor in each show