



MEDIA KIT

(Revised January ,)



About Us

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

Our products include *The Student Printz* newspaper, sm-media.com, Southern Miss Radio (WUSM 90.1 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.

Please feel free to contact us:

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Advertising Rates for *The Student Printz*

AD SIZE	DIMENSIONS	COST (PER ISSUE)
Full Page	W by H	\$
Half Page	W x H	\$
Quarter Page	Vertical: W x H Horizontal: W x H	\$
Eighth Page	W x H	\$
Business Card	W x H	\$

All ads include full process color.

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



Advertising Rates for sm2media.com

AD SIZE	DIMENSIONS	COST (PER DAY)
Leaderboard	pixels wide by pixels tall	\$.
Footer	pixels wide by pixels tall	\$.
Homepage Sidebar	pixels wide by pixels tall	\$.

Web advertisements must run for at least one month.



Partnership/Sponsorship Rates for Southern Miss Radio

PROGRAMMING	ITEM	COST
Morning Drive (M F - A)	Sponsorship recognition	\$. per item
Afternoon Drive (M F - P)	Sponsorship recognition	\$. per item
Run of Schedule (M SUN - A Midnight)	Sponsorship recognition	\$. per item
Program Sponsorship	See below	\$. each

Program Sponsorship includes four mentions and a second recognition in that program.

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



Advertising Rates for Southern Miss TV

PROGRAMMING	LENGTH	COST
Commercials	second commercial	\$. each
Program Sponsorship	See below	\$. each

Program Sponsorship includes four mentions and a second commercial in that program.



Southern Miss
Media Student |