

# OLE MISS

ALUMNI REVIEW

WINTER 2023

## ADVERTISE In the Alumni Review

### 4 ISSUES PER YEAR

Winter, spring, summer  
and fall

### INTERACTIVE DIGITAL MAGAZINE

Allows click-throughs  
to your website

### REACH A LOYAL FANBASE

Over 80% of readers  
reside in Mississippi

### OVER 20,000 ISSUES EACH QUARTER

Reach over 20,000 affluent,  
college-educated readers



# 2024 PUBLICATION CALENDAR

## WINTER 2024

Publish: February  
Reserve: Dec. 6  
Artwork: Dec. 13

## SPRING 2024

Publish: April  
Reserve: Feb. 15  
Artwork: Feb. 29

## SUMMER 2024

Publish: August  
Reserve: May 9  
Artwork: May 23

## FALL 2024

Publish: November  
Reserve: Aug. 14  
Artwork: Aug. 28

FOR MORE INFO CONTACT ANNIE RHOADES AT  
ANNIE@OLEMISSALUMNI.COM OR 662-915-8816.

### DIGITAL MEDIA REQUIREMENT

All artwork must be print-ready in CMYK mode and saved as a PDF with a minimum 266 dpi (resolution). Publisher cannot guarantee quality if submitted otherwise.

### FILE DELIVERY INSTRUCTIONS

Email all print-ready digital PDF ad files to  
annie@olemissalumni.com.

### CANCELLATIONS

Neither the advertiser nor its agent may cancel after the space reservation deadline. If materials are not received by the deadline, the publisher may repeat the most recent ad or publish nothing, billing the space reserved.

### BILLING AND PAYMENT

Payment is due within 30 days of receipt of invoice. Recognized agencies are entitled to a 15% commission. A service charge of 1.5%/month is added to accounts 30 days delinquent. The advertiser and agency are jointly liable for charges. Accounts not paid within 90 days will be turned over to an attorney for collection. Prepayment is required for all first-time advertisers.

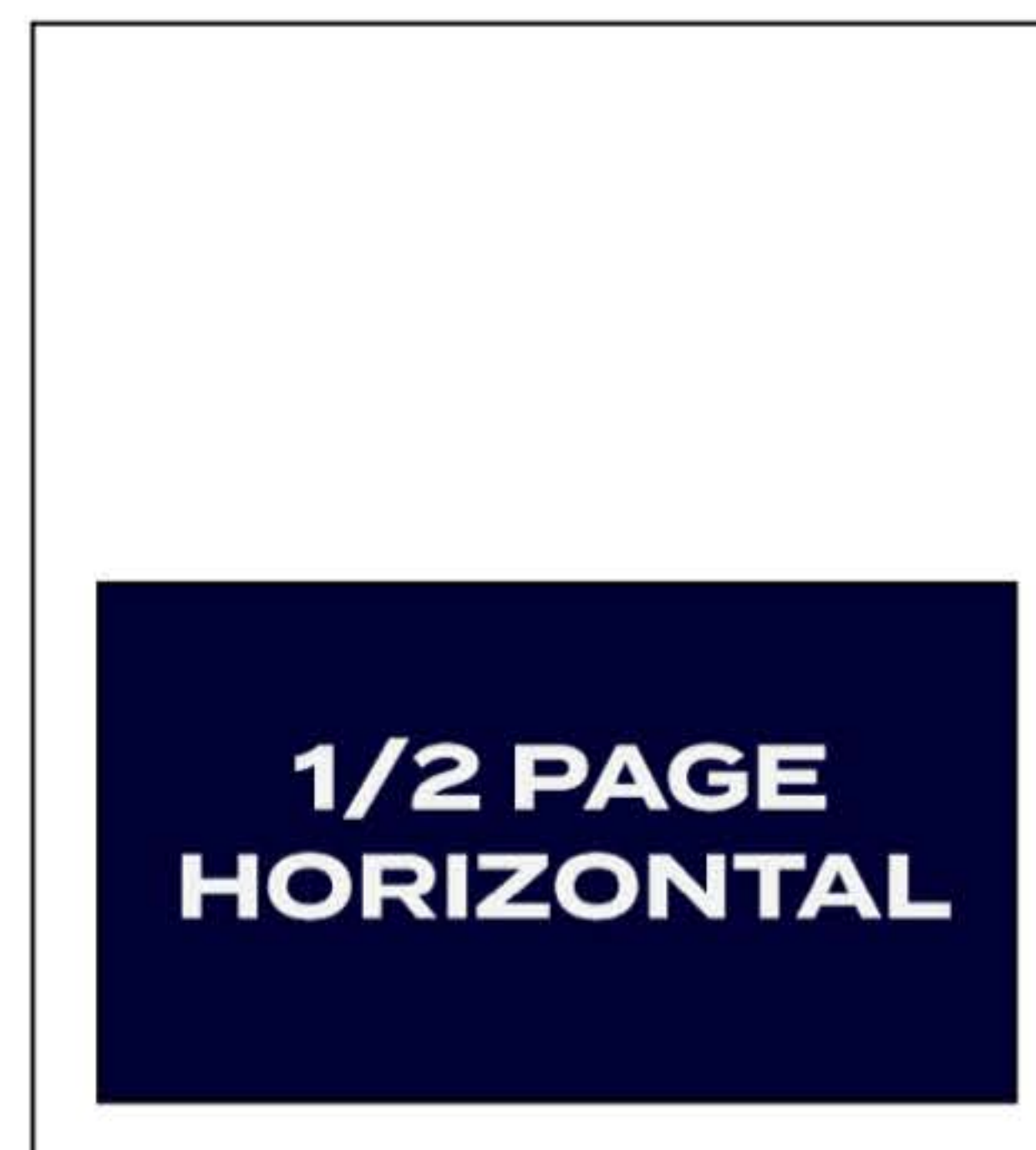


<b>FULL PAGE</b>	
7" x 9.75" (no bleed)	
1x	\$1,890
2x	\$1,650
3x	\$1,490
4x	\$1,337



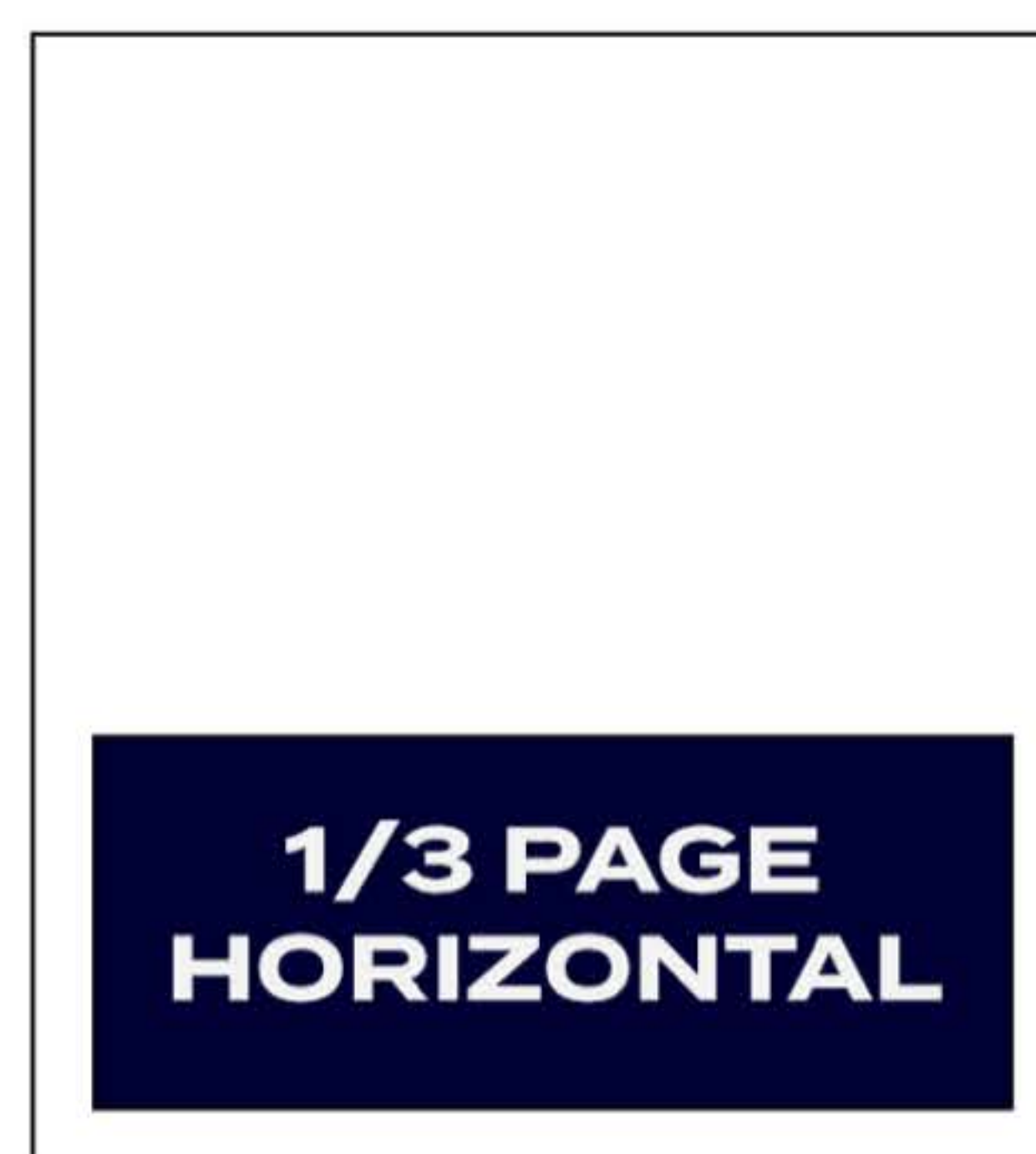
### PREMIUM COVERS INSIDE FRONT/BACK

1x	\$2,310
2x	\$2,100
3x	\$1,923
4x	\$1,763



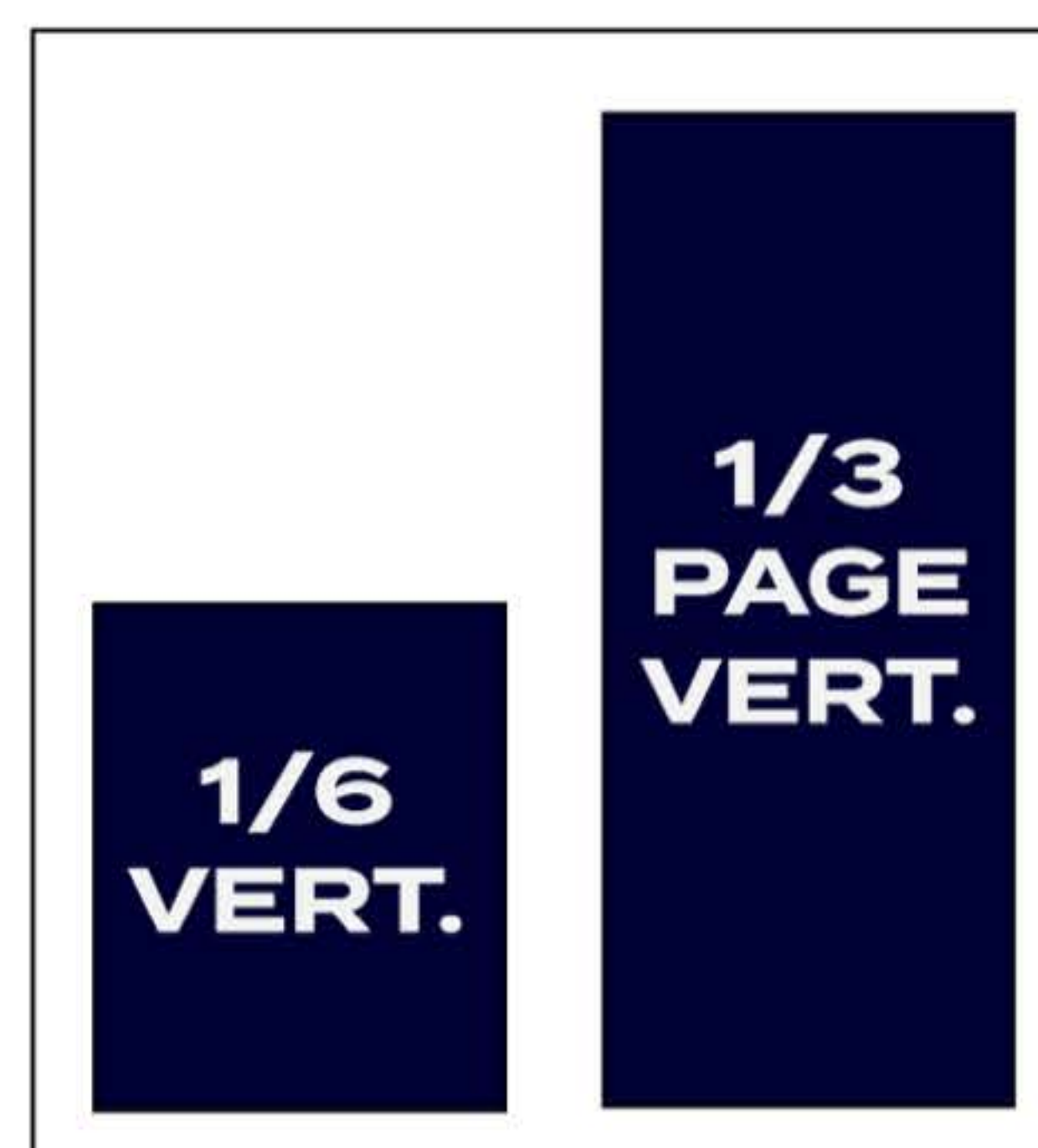
### BACK COVER

7" x 7.25"	
1x	\$2,520
2x	\$2,200
3x	\$2,000
4x	\$1,815



### 1/2 PAGE

7" x 4.75"	
1x	\$1,113
2x	\$924
3x	\$875
4x	\$786



### 1/3 PAGE

Horizontal: 7" x 3.25"  
Vertical: 2.125" x 9.75"

1x	\$798
2x	\$635
3x	\$607
4x	\$550

### 1/6 PAGE

2.125" x 4.75"	
1x	\$535
2x	\$433
3x	\$380
4x	\$314