**Student Media Advertising**

**Summary/Purpose:** This policy describes how to place advertisements in the campus media.

Advertising may be purchased in student media from The Daily Mississippian, Rebel Radio, NewsWatch and thedmonline.com. Rates are competitive and sales are handled by a student sales force. Prospective customers should consult the applicable rate card and other related materials created for each medium for specific information concerning costs, sizes, schedules, etc. Rate cards and publication/broadcast schedules are available in the S. Gale Denley Student Media Center at 201 Bishop Hall, University, MS 38677 or online at:

[www.thedmonline.com](http://www.thedmonline.com)

Or

662-915-5503.

Classified advertisements may be placed online at: [www.thedmonline.com/classifieds](http://www.thedmonline.com/classifieds).

To protect the interests of readers and advertisers, the Student Media Center has adopted a code of advertising acceptability standards that applies to all media under the jurisdiction of the Student Media Center. Decisions concerning acceptability of specific content are made by the students. The Student Media Center reserves the right to reject any advertising for any reason.

The advertiser assumes full liability for all advertising placed and agrees to hold the S. Gale Denley Student Media Center harmless for the content of all ads authorized for print or broadcast. The advertiser also represents that it has full authority to use any logos, photos, trademarks, or other product and service identifiers protected by copyright.