



Southern Miss  
Student Media

# MEDIA KIT

(Revised January 23, 2024)



## 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.

Please feel free to contact us:

**Carter Crow, Advertising and Partnerships Manager**

Territories: Midtown Hattiesburg and USM Campus  
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**Elizabeth Cox, Advertising and Partnerships Coordinator**

Territory: Downtown Hattiesburg  
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**Emma Harrison, Advertising and Partnerships Coordinator**

Territories: West Hattiesburg and Regional/National Accounts  
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**Joshua Wilson, M.B.A., Staff Advisor**

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## 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

**All ads include full process color.**

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



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## 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.



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## Partnership/Sponsorship Rates for Southern Miss Radio

<b>PROGRAMMING</b>	<b>ITEM</b>	<b>COST</b>
Morning Drive (M-F: 6-11A)	Sponsorship recognition	\$6.00 per item
Afternoon Drive (M-F: 2-7P)	Sponsorship recognition	\$6.00 per item
Run of Schedule (M-SUN: 6A-Midnight)	Sponsorship recognition	\$3.75 per item
Program Sponsorship*	See below	\$56.00 each

\* Program Sponsorship includes four mentions and a 30-second recognition in that program.

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.

**You may supply your own video, or we can produce it for you for \$300.00. After that, you own the produced video.**

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



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## Promotion Sponsorships

Every semester, 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.**

**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 and footer 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:

**Soar 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

**Talon 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

**Nest 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