

Today

IN MISSISSIPPI

Official Publication of the
Electric Power Associations of Mississippi

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ADVERTISING RATES

Effective January Issue 2008

National Rate

\$158.06 per column inch

Local Rate Per Column Inch

1-12 inches \$114.29 per inch

13-39 inches.... \$101.41 per inch

40-52 inches \$88.77 per inch

Frequency Discounts, Display

3x	6x	9x	12x	
10%	13%	16%	20%	Discount

If the number of insertions is not specified on the order or contract, each insertion will be billed at the one-time rate. Advertising at a frequency discount rate and not earned within one year of first insertion will be billed at earned rate (short rate).

Color Charges (Net)

Black plus one color..... \$ 425

Black plus two colors..... \$ 745

Black plus process \$ 850

PREPRINTED INSERT RATES

Rates are available upon request.

Deadlines:

Publication of *Today in Mississippi* is on or about the first day of each month. Advertising space deadline and on-proof deadline is the first Tuesday of prior month. Camera-ready ads may be submitted no later than the second Friday of prior month.* Advertising materials not received by deadline are not entitled to approval or revision. **No cancellations after deadline.**

Classified ads must be received by the 10th of the prior month and require prepayment.*

**Holiday Deadlines:* November 3rd and December 1st.

Mechanical Requirements:

Today in Mississippi is printed on high-quality newsprint. Halftones use an 85-line screen.

Today in Mississippi uses a four (4) column format with a one (1) pica (3/16") gutter between columns. Column widths are 14 1/4 picas (2.313"); column heights are 12.75".

PDF files are required for camera-ready ads.

Advertising Agencies:

Today in Mississippi will allow a 15% commission on space to recognized advertising agencies providing camera-ready ads. Agencies and advertisers are jointly and severally liable for all charges. Agency commissions will be disallowed on all invoices past due. Clients shall be liable for all attorney's fees incurred by publication in collection.

Payments:

All advertising invoices will be submitted on publication and are due upon receipt. Invoices unpaid after 30 days will incur an interest rate of 1 1/2% on the unpaid balance. All ads should be prepaid by check or money order with ad until a credit application has been completed and approved.

Color:

Spot color and process color are available in *Today in Mississippi*. See rate tables (at left).

Classified Rates

Classified advertisements are \$2.50 per word (net) with a \$25.00 minimum. Payment must be made before classified ad will be published. Discount available for multiple insertions: 3 months, 5%; 6 months, 10%; and 12 months, 15%.

Today in Mississippi reserves the right to refuse any advertising. Ad materials produced by Today in Mississippi remain the property of Today in Mississippi.