



# Daily Journal

## Media Kit

2022



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[ Daily Journal newspaper



*The Daily Journal product publishes 5 days a week, Tuesday through Friday and Sunday, to over 45,000 readers each day. Covering a range of topics from entertainment to politics to education, our newspaper delivers the best and most trusted news and information in the region and state.*

[ Price and Size chart:

## Open rate (\$15.75/pci):

*Prepayment required without contract.*

- Full page (10 in x 20.5 in): \$1,937.25
- Half page (10 in x 10 in): \$945
- Quarter page (4.937 in x 10 in): \$472.50
- Eighth page (4.937 in x 5 in): \$236.25

**Nonprofit rates:** If a business is a certified nonprofit, a 20% discount is applied to all rates (open and frequency).

*\*The Daily Journal has various sizes and can work with any budget. The above are our most common modular sizes.*

**Special items** (prices & availability upon request): Gatefolds, Inserts/Flyers

**Discounts:** Based on frequency or total spending.

[ Daily Journal preprint inserts Wednesdays or Sundays

Cost per thousand

Std Pages	Tab Pages	Frequency				
		1	12	13-35	36-54	55-79
Single Sheet		\$42 <sup>25</sup>	\$40 <sup>14</sup>	\$38 <sup>03</sup>	\$37 <sup>18</sup>	\$35 <sup>91</sup>
2	4	52 <sup>50</sup>	49 <sup>88</sup>	47 <sup>25</sup>	46 <sup>20</sup>	44 <sup>63</sup>
4	8	56	53 <sup>20</sup>	50 <sup>40</sup>	49 <sup>28</sup>	47 <sup>60</sup>
6	12	60	57	54	52 <sup>80</sup>	51
8	16	64 <sup>75</sup>	61 <sup>51</sup>	58 <sup>28</sup>	56 <sup>98</sup>	55 <sup>04</sup>
10	20	68 <sup>75</sup>	65 <sup>31</sup>	61 <sup>88</sup>	60 <sup>50</sup>	58 <sup>44</sup>
12	24	73 <sup>25</sup>	69 <sup>59</sup>	65 <sup>93</sup>	64 <sup>46</sup>	62 <sup>26</sup>
14	28	77 <sup>50</sup>	73 <sup>63</sup>	69 <sup>75</sup>	68 <sup>20</sup>	65 <sup>88</sup>
16	32	82	77 <sup>90</sup>	73 <sup>80</sup>	72 <sup>16</sup>	69 <sup>70</sup>
18	36	85 <sup>50</sup>	81 <sup>40</sup>	77 <sup>30</sup>	75 <sup>66</sup>	73 <sup>20</sup>

\*Add \$3.50 per increase of 2 std or 4 tab pages

## Scheduling & Shipping Requirements:

All pre-prints should be scheduled 14 days in advance. Material arrival not later than 7 days prior to insertion. Publisher reserves the right to omit any insert arriving late.

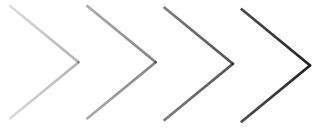
Shipments received damaged, wet, or in such condition as to complicate our ability to insert will be photographed and held for instructions from the advertiser.

Receiving Hours: Monday - Friday 7 a.m. - 4 p.m.

**Shipping Address:**  
Northeast Mississippi Daily Journal  
1242 South Green St.  
Tupelo, MS 38804

"Supplement to" and actual date not required.  
To ensure full circulation send Wednesday 15,000, Sunday 18,000: cost based on actual paid.  
Total market coverage product, Thursday, requires additional 10,000 supplements.  
Minimum order 1,000 inserts and \$200 charge.  
No guarantee on zoning.

## [ Daily Journal website



*Djournal.com is the #1 news source 24/7. With breaking news, expanded photo galleries and videos, our site reaches over half a million unique visitors each month.*

## [ Price and Size chart:

### Standard rate (\$10/cpm):

- Homepage leaderboard (728x90) at 20,000 impressions: \$200
- Rectangle at the top right of homepage & run of site (300x250) at 30,000 impressions: \$300
- Banner on mobile app (320x50) at 30,000 impressions: \$300
- Top banner on homepage + weekly sites (400x100) at 20,000 impressions: \$276

*\*The Daily Journal has various sizes and can work with any budget. These are just are most common modular sizes.*

*\*All digital advertising is based on availability.*

*\*All sizes require a 320x50 size ad to be mobile responsive.*

### Special items (prices & availability upon request):

- Site takeover for a day (all ads served to specific business)
- Pencil ad with expandable feature
- E-Newsletters (Daily, Employment, Obits)
- Podcasts
- Video preroll

Did you know we have a sister?

**Thrive Marketing** provides digital services and support ranging from website creation and maintenance to behavioral targeting and social media management.

Contact [thrive@journalinc.com](mailto:thrive@journalinc.com) for more details.

