

# 2012 MEDIA KIT

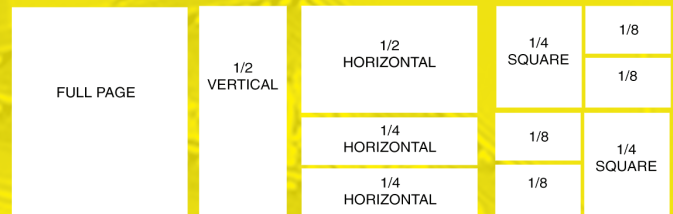
## OUR MISSISSIPPI MAGAZINE

OUR STATE, OUR LIVES, OUR PEOPLE

### Size & Dimensions (in inches)

Mechanical Specifications Size: 8<sup>1/2</sup> x 11

Ad Sizes	Width	Depth
Full Page	7 <sup>1/2</sup>	10
With Bleed	9	11 <sup>1/2</sup>
1/2 Page (Vertical)	3 <sup>5/8</sup>	10
1/2 Page (Horizontal)	7 <sup>1/2</sup>	4 <sup>7/8</sup>
1/4 Page (Square)	3 <sup>5/8</sup>	4 <sup>7/8</sup>
1/4 Page (Horizontal)	7 <sup>1/2</sup>	2 <sup>3/8</sup>
1/8 Page	3 <sup>5/8</sup>	2 <sup>3/8</sup>



### Note:

All Rates are per Issue  
Our Mississippi Magazine is published quarterly. (4 times/year)

### Rates

	1x	2x	4x
4 Color			
Full Page	\$2450	\$2300	\$1995
Half Page	\$1450	\$1350	\$1175
Fourth Page	\$925	\$825	\$715
Eighth Page	\$575	\$545	\$475

### Publication Dates:

Spring: February 15, 2012  
Summer: May 15, 2012  
Fall: September 15, 2012  
Winter: November 30, 2012

### Deadlines:

Issue	Space Reservation	Material Deadline
Spring	January 15, 2012	January 20, 2012
Summer	May 1, 2012	May 5, 2012
Fall	August 20, 2012	August 25, 2012
Winter	October 31, 2012	November 5, 2012

### Production Fees & Materials

Upon request, our freelance graphic design team will create an ad at an additional fee of \$25. Local photography may also be available for an additional \$25 fee. All photos submitted to production MUST be at a resolution of at least 300 dpi. Please note the materials deadline for each issue. It is imperative that we receive photos, logos and information to create your ad by this date in order to meet publishing deadlines.

All camera-ready ads should be emailed to: [legendpublishing@comcast.net](mailto:legendpublishing@comcast.net).

or mailed on CD prior to camera-ready deadline:

**Our Mississippi Magazine**  
**P.O. Box 1388**  
**Tupelo, MS 38802**