

Keepers of the knowledge for people who speak the truth since 1993

# The Mississippi Link

2016 - 2017  
**RATE  
CARD**



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

2659 Livingston Road • Jackson, MS 39213 • Office: 601-896-0084 • Fax: 601-896-0091

Dear Advertisers:

Thank you for taking the opportunity to consider *The Mississippi Link* as a part of your strategic advertising campaign.

*The Mississippi Link* is an African-American owned newspaper that emphasizes the concerns of the African-American community and its readers. It is a highly respected print and online publication that significantly influences the thoughts, attitudes and buying decisions of its readers. The Link assures advertisers that the proven strategy of target marketing works.

As the total black population continues to grow, target marketing will play an even greater part in developing sales strategies. Statistics show that the African American consumer market is growing almost twice as fast as the overall population. In short, African Americans are productive and succeeding in the American mainstream, particularly in the Southeast Region. Half of the black population growth during the past 10 years occurred in five states including Mississippi. The dominant region for the black population is the South.

African Americans are better educated and hold higher paying jobs than ever before. They now have a tremendous amount of discretionary income for products, goods and services. The African-American consumer represents 50% of all food store purchases. Their dollars account for more than 1/3 of the monies spent in apparel and accessory stores. African Americans represent over 33% of the dollars spent at automotive dealerships. Despite lower overall average income levels, African Americans spend a high proportion of their money on telephone services, electricity, natural gas, shoes, housekeeping supplies, furniture, and public transportation.

The African American consumer market provides an excellent opportunity for increasing your market share. *The Mississippi Link* will help you reach this market by advertising to a selective market base.

**Jackie Hampton, Publisher**

**OUR MARKET:** Our targeted audience includes predominantly-black men and women, students, business owners, educators and other professionals within the age range of 21 to 65 with an average annual income of \$60,000.00. *The Mississippi Link* is distributed by mail subscription sales, coin operated racks and various retail outlets throughout Mississippi.

### STATE OF MISSISSIPPI DEMOGRAPHICS

Year: 2011
Population: 2,967,297
White: 1,754,684
Black: 1,089,385
Hispanic or Latino: 81,481

**The Mississippi Link publishes special interest editions throughout the year. Please call for information on any of the following:**

<b>JANUARY</b> <ul style="list-style-type: none"> <li>• Dr. Martin Luther King, Jr. Birthday Celebration</li> </ul>	<b>FEBRUARY</b> <ul style="list-style-type: none"> <li>• Black History Month</li> <li>• American Heart Month</li> <li>• National Cancer Prevention</li> <li>• Valentine's Day</li> <li>• Cardiac Awareness</li> <li>• Mental Health Awareness</li> </ul>	<b>MARCH</b> <ul style="list-style-type: none"> <li>• Tax Tips</li> <li>• Black Press Week</li> <li>• Women's History Month</li> </ul>
<b>APRIL</b> <ul style="list-style-type: none"> <li>• Tax Tips</li> <li>• Prostate Cancer Awareness</li> <li>• Earth Day</li> <li>• Prevent Child Abuse Month</li> </ul>	<b>MAY</b> <ul style="list-style-type: none"> <li>• National Day of Prayer</li> <li>• Mother's Day</li> <li>• Memorial Day</li> <li>• National Tourism Week</li> <li>• Mental Health Awareness Month</li> </ul>	<b>JUNE</b> <ul style="list-style-type: none"> <li>• Primary Elections</li> <li>• Father's Day</li> <li>• Black Music Month</li> </ul>
<b>JULY</b> <ul style="list-style-type: none"> <li>• Independence Day</li> <li>• Back to School Focus</li> </ul>	<b>AUGUST</b> <ul style="list-style-type: none"> <li>• Back to School</li> <li>• Community and College Football</li> </ul>	<b>SEPTEMBER</b> <ul style="list-style-type: none"> <li>• Prostate Cancer Month</li> <li>• National Ovarian Cancer Awareness Month</li> <li>• Battle of the Bands Focus</li> <li>• Minority Enterprise Development Week</li> </ul>
<b>OCTOBER</b> <ul style="list-style-type: none"> <li>• Breast Cancer Awareness</li> <li>• <i>The Mississippi Link</i> Anniversary Edition</li> <li>• National Domestic Violence Month</li> </ul>	<b>NOVEMBER</b> <ul style="list-style-type: none"> <li>• Thanksgiving</li> <li>• National Alzheimer's Disease Awareness Month</li> <li>• National Diabetes Month</li> <li>• Veteran's Day</li> <li>• Holiday Supplement</li> </ul>	<b>DECEMBER</b> <ul style="list-style-type: none"> <li>• World AIDS Day</li> <li>• National Drunk and Drugged Driving Prevention Month</li> <li>• Christmas Holiday</li> <li>• Year in Review</li> </ul>

### SUBSCRIPTION RATES

Single Copy	1 Year Subscription	2 Year Subscription	3 Year Subscription
\$ .50	\$32	\$64	\$96

### MARKET COMPONENTS

High School Graduates	101,969
College Graduates	26,796
Black Owned Businesses	11,122
Black Educators	10,866
Black Population	1,080,802
Number of Households	280,079
Universities	3 Public
Black colleges	2 Private

# PRINT ADVERTISING RATES - \$18.00 (PCI)

PER COLUMN INCH

SIZE	1X	12X	26X	52X
Full Page	\$2268.00	\$1134.00	\$1071.00	\$1008.00
3/4 Page	1701.00	850.50	803.25	756.00
Jr. Page	1575.00	787.50	743.75	700.00
1/2 Page	1134.00	567.00	535.50	504.00
1/4 Page	567.00	351.54	283.50	252.00
1/8 Page	283.50	157.50	149.62	141.75

## READERSHIP & DISTRIBUTION

CITY	DISTRIBUTION	READERSHIP
Jackson	10,020	30,000
Columbus	569	1,707
Hattiesburg	965	2,895
Greenville	760	2,280
Grenada	488	1,464
Gulfport	1,042	3,126
Meridian	640	1,920
McComb	525	1,575
Tupelo	386	1,158
Vicksburg	937	2,811
<b>Total</b>	<b>16,332</b>	<b>48,996</b>

## STANDARD DISPLAY SIZES

SIZE	COLUMNS X INCHES	TOTAL INCHES
Double Truck	13 x 21	273
Full Page	6 x 21	126
3/4 Horizontal Page	6 x 15.75	94.5
Jr. Page	5 x 17.5	87.5
1/2 Vertical Page	3 x 21	63
1/2 Horizontal Page	6 x 10.5	63
1/4 Vertical Page	3 x 10.5	31.5
1/4 Horizontal Page	6 x 5.25	31.5
1/8 Vertical Page	3 x 5.25	15.75
1/8 Horizontal Page	6 x 2.625	15.75

## AD SIZES

Columns	Inches
1	1.833"
2	3.792"
3	5.75"
4	7.708"
5	9.667"
6	11.625"

## ANNUAL CONTRACTS

150"	\$14.00
375"	11.00
500"	10.00
750"	9.50
1000"	8.50
1500"	8.00
3000"	7.50

### About the Mississippi Link

Standard Broadsheet  
6 columns wide by 21" deep

Line Screen – 85

Publication Day  
Thursday

Ad Placement Deadline  
Friday 5:00 p.m.

Copy Deadline  
Monday 5:00 p.m.

### To send ads electronically:

Email: [jlinkads@bellsouth.net](mailto:jlinkads@bellsouth.net)

Inserts (per 1000).....	1-8 Pages \$60.00
	9 -16 pages \$75.00
	16 - 40 Pages \$100.00
	Above 40 Pages \$125.00
Color (per color).....	\$100.00
Classified Open Rate	
Per Column Inch.....	\$12.00

## CONTACT US

MAILING ADDRESS  
The Mississippi Link  
Post Office Box 11307  
Jackson, MS 39283-1307

SHIPPING/STREET ADDRESS  
The Mississippi Link  
2659 Livingston Road  
Jackson, MS 39213

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Fax: 601-896-0091

Advertisement: [jlinkads@bellsouth.net](mailto:jlinkads@bellsouth.net)

Editorial: [editor@mississippilink.com](mailto:editor@mississippilink.com)

Website: [www.mississippilink.com](http://www.mississippilink.com)

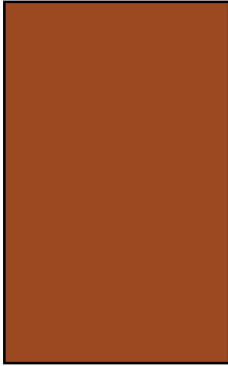
## AD CREATION / GRAPHIC DESIGN

SIZE	COLUMNS	Price
Double Truck	13 x 21	\$200
Full Page	6 x 21	150
3/4 Horizontal Page	6 x 15.75	100
Jr. Page	5 x 17.5	100
1/2 Vertical Page	3 x 21	100
1/2 Horizontal Page	6 x 10.5	75
1/4 Vertical Page	3 x 10.5	50
1/4 Horizontal Page	6 x 5.25	50
1/8 Vertical Page	3 x 5.25	25
1/8 Horizontal Page	6 x 2.625	25

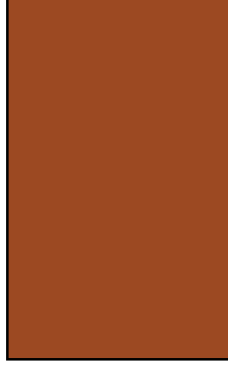
## PRE-DESIGNED ADS / TEMPLATES

SEE BACK PAGE FOR  
GRAPHIC DESIGN  
SAMPLES

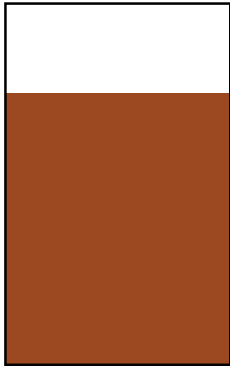
## AD SIZES (Inches)



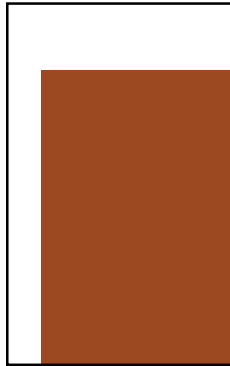
Double Truck 25 x 21



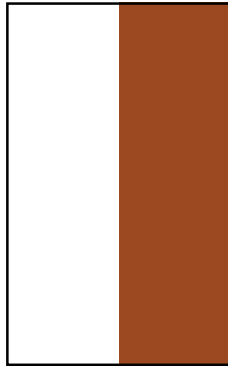
Full Page  
11.625 x 21



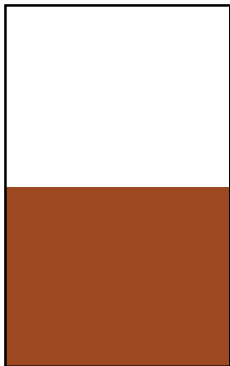
3/4 Horiz. Page  
11.625 x 15.75



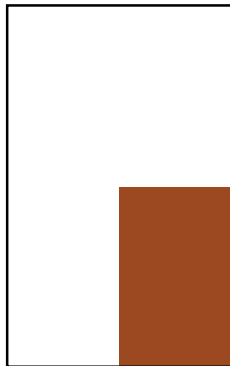
Jr. Page  
9.66 x 17.5



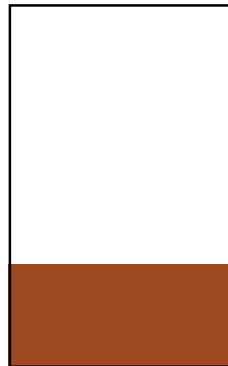
1/2 Vertical Page  
5.75 x 21



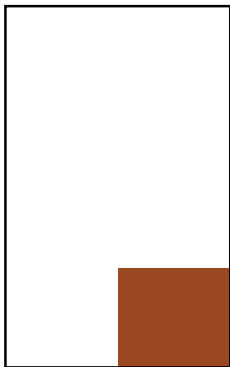
1/2 Horiz. Page  
11.625 x 10.5



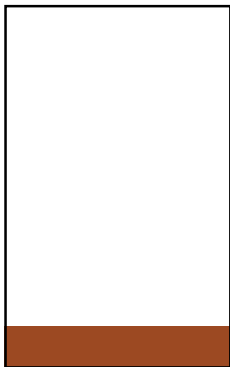
1/4 Vertical Page  
5.75 x 10.5



1/4 Horiz. Page  
11.625 x 5.25



1/8 Vertical Page  
5.75 x 5.25



1/8 Horiz. Page  
11.625 x 2.625

***We can custom  
design your  
ad for less!***

*We offer Photoshop  
versions of your ad  
design for easy editing.*

• **Photoshop Templates**  
• **Pre-Designed Ads**  
• **Call (601) 896-0084**

See page 3 for design rates

## AD DESIGN SAMPLES

