

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

The Mississippi Link

2018
RATE
CARD



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: 2016
Population: 2,988,726
White: 59%
Black: 38%
Hispanic or Latino: 3%

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

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

SUBSCRIPTION RATES

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

MARKET COMPONENTS

High School Graduates	78%
College Graduates	19%
Black Owned Businesses	25,002
Black Homeowners	58%
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

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

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

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

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
Total	16,332	48,996

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

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

Phone: 601-896-0084
Fax: 601-896-0091
Advertisement: jlinkads@bellsouth.net
Editorial: editor@mississippilink.com
Website: www.mississippilink.com

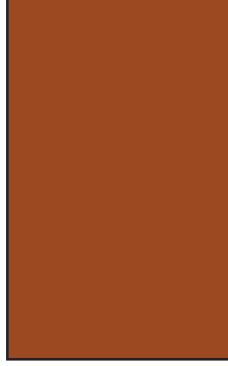
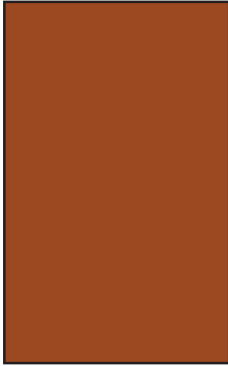
ONLINE ADVERTISING RATES

TYPE	DIMENSIONS	COST
Poster	250px wide by 250px tall	\$400 per month
Leaderboard	728px wide by 90px tall	\$350 per month
Skyscraper	300px wide by 250px tall	\$250 per month
Button	120px wide by 90px tall	\$150 per month

PRE-DESIGNED ADS / TEMPLATES

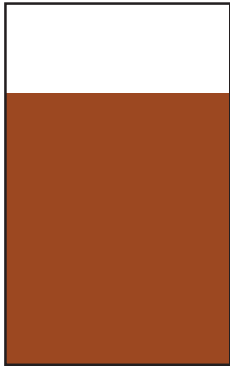
SEE BACK PAGE FOR
GRAPHIC DESIGN
SAMPLES

AD SIZES (Inches)

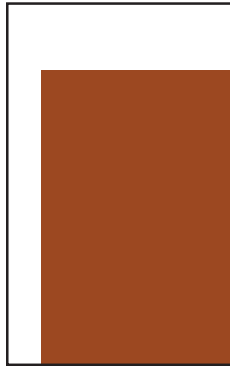


Double Truck 25 x 21

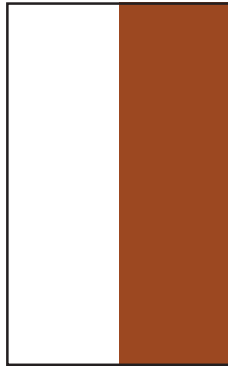
Full Page
11.625 x 21



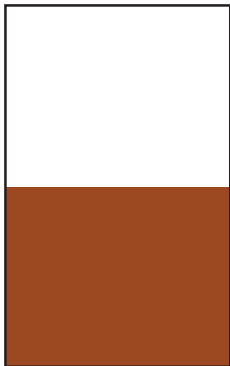
3/4 Horiz. Page
11.625 x 15.75



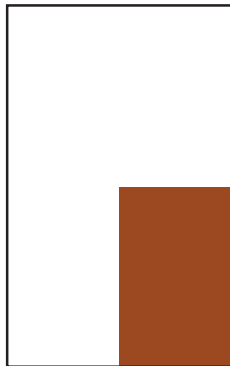
Jr. Page
9.66 x 17.5



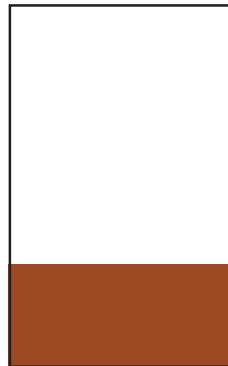
1/2 Vertical Page
5.75 x 21



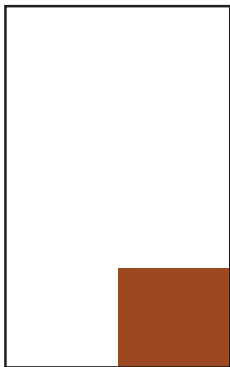
1/2 Horiz. Page
11.625 x 10.5



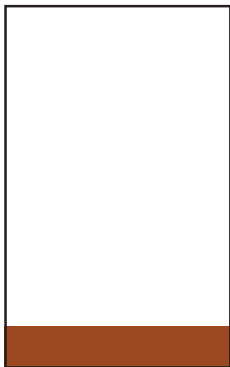
1/4 Vertical Page
5.75 x 10.5



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

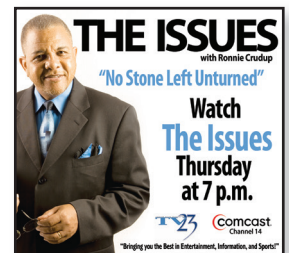
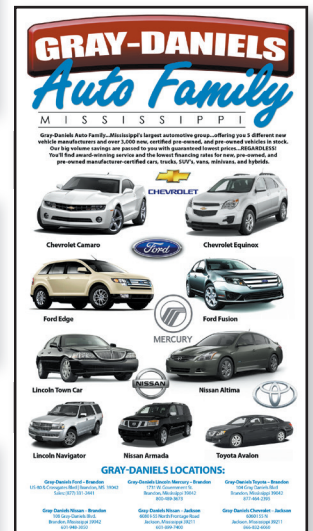
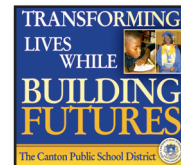
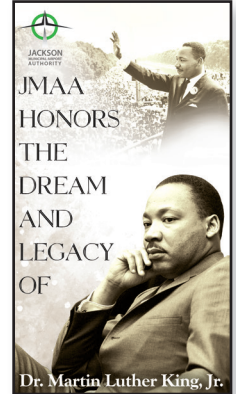
**We can custom
design your
ad for less!**

*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



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