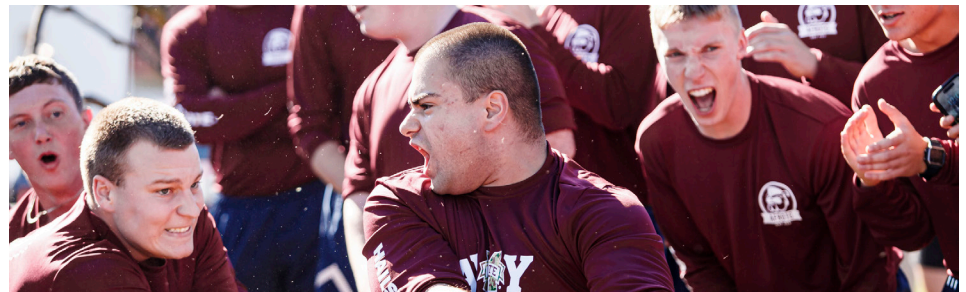


The Reflector

2025-26 ADVERTISING GUIDE



Who We Are

We are the oldest college paper in the SEC. The Reflector was founded in 1884 and has been the student voice of Mississippi State University ever since. Every year, The Reflector reaches hundreds of thousands of readers through its print newspaper, website, and social media presence.

Our Mission

The Reflector is dedicated to serving the student body of Mississippi State University and the Starkville area as a reliable and honest news source. We are committed to seeking justice and truth in the community. The Reflector strives to inform the public about current events and issues with integrity and impartiality.

81,000
VIEWS PER MONTH



481,000
VIEWS PER YEAR

Advertising Manager: Gabrianna Wood, (205) 253-3760, advertise@reflector.msstate.edu

Advertising Products

The Golden Egg Package

- ☐ A full-page color ad in our print edition
- ☐ One advertisement on the Reflector website, to remain for a period of one week
- ☐ One story post on the Reflector Instagram account (4,917 followers), one post on the Reflector Facebook account (3,500 followers), and one post on the Reflector Twitter (8,935 followers) account

Purchase two Golden Egg packages in one semester and the Reflector will also send a reporter and photographer to write and photograph a sponsored content article for the Reflector website!

\$1280

Just the Egg Package

- ☐ A full-page color ad in our print edition
- ☐ One story post on the Reflector Instagram (4,917 followers) account.

\$1200

The Cowbell Package

- ☐ A half-page black and white or color ad in our print edition
- ☐ One advertisement on the Reflector website, to remain for a period of one week
- ☐ Two story posts on the Reflector Instagram account (4,917 followers), or two posts on the Reflector Facebook (3,500 followers) or Twitter (8,935 followers) accounts

\$630 color / \$504 B&W



Advertising Products

The Bully Package

- ❑ A quarter-page black and white or color ad in our print edition
- ❑ One story post on the Reflector Instagram (4,917 followers), account, or a post on the Reflector Facebook (3,500 followers) or Twitter (8,935 followers) accounts

\$315 color / \$252 B&W

Options for Smaller Ads

“Vegas” - three columns wide, five inches tall - Color **\$150/B&W \$120**

“Dawg” - two columns wide, five inches tall - Color **\$100/B&W \$80**

“Pup” - two columns wide, two inches tall - Color **\$40/B&W \$32**

“Runt” - one column wide, two inches tall - Color **\$20/B&W \$16**

13"x17" Posters on Reflector Indoor Distribution Stands

Five posters on distribution boxes in high-traffic areas of campus, to remain displayed for one month -

\$500

Sponsored Content

The Reflector will send a reporter and photographer to your business to write and photograph a sponsored content article for the Reflector website. This is also available for departments and organizations. - **\$500**



Advertising Products

OLD MAIN BUS STOP



COLVARD STUDENT UNION



BARNES & NOBLE/MSU VISITOR CENTER



PERRY FOOD HALL



JIM AND THOMAS DUFF CENTER



50"x26" Poster on Reflector Outdoor Distribution Box

- ❑ 50"x26" coroplast advertisement on one of our newly-renovated outdoor stands in premium locations on campus
- ❑ 14 spaces available between 7 stands

\$312.50/month

ALLEN HALL



MCCOMAS HALL & THEATRE



Advertising Products

Banner Ad on the Reflector Homepage



The banner ad is the first thing visitors to www.reflector-online.com see. It is 728 pixels wide and 90 pixels high. It can be purchased in increments of seven days. - **\$84/week**

Standard Ad on the Reflector Homepage

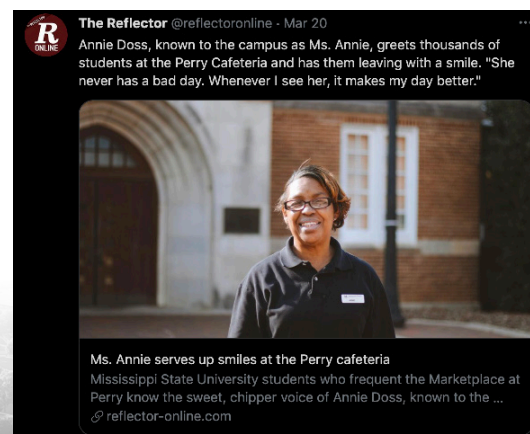


The Reflector website receives an average of 1,000 visitors each day during the school year. A standard ad on the Reflector homepage is a great way to reach those visitors. Ads are 300 pixels wide and 250 pixels high. They can be purchased in increments of seven days. - **\$63/week**

Social Media Posts

The Reflector has an impressive reach on social media, with its Instagram, Facebook, and Twitter accounts boasting more than 17,000 followers. The Reflector will post about your business on its social media platforms.

- **\$50** for three posts (one each on Instagram story, Facebook and Twitter)



Sample Ads

Sample Ads

THE REFLECTOR | MONTGOMERY ADVERTISER | FALL | PHOTOGRAPHY

The Reflector SPORTS



A look into the Bulldogs' upcoming football season

By NICK WICKS

As the season begins, the Bulldogs are looking to make a statement. The team is excited to start the season and is looking forward to a successful year. The Bulldogs are a team that is always looking to improve and is always looking to be the best. The Bulldogs are a team that is always looking to be the best and is always looking to be the best.

Mississippi State baseball: A struggle to reclaim glory

By NICK WICKS

The Bulldogs baseball team is looking to reclaim glory. The team is excited to start the season and is looking forward to a successful year. The Bulldogs are a team that is always looking to improve and is always looking to be the best. The Bulldogs are a team that is always looking to be the best and is always looking to be the best.

FAITH BAPTIST CHURCH
Worship - Sundays 11am
Sunday School 10am
Welcome
www.faithbaptistville.org
1804 South Montgomery
(located the corner from the MSU Home Park)

"Vegas" - three columns wide, five inches tall

THE REFLECTOR | MONTGOMERY ADVERTISER | FALL | PHOTOGRAPHY

The Reflector SPORTS



MSU Bulldogs take down no. 8 Auburn Tigers

By NICK WICKS

The Mississippi State Bulldogs have taken down the Auburn Tigers. The Bulldogs are a team that is always looking to improve and is always looking to be the best. The Bulldogs are a team that is always looking to be the best and is always looking to be the best.

MSU esports defeats Ole Miss in sixth annual Esports Egg Bowl

By NICK WICKS

The Mississippi State Bulldogs have defeated the Ole Miss Rebels. The Bulldogs are a team that is always looking to improve and is always looking to be the best. The Bulldogs are a team that is always looking to be the best and is always looking to be the best.

"Dawg" - two columns wide, 5 inches tall

THE REFLECTOR | MONTGOMERY ADVERTISER | FALL | PHOTOGRAPHY

The Reflector SPORTS



Mississippi State secures SEC title, jumps to No. 1 with 2-0 win over Texas A&M

By NICK WICKS

The Mississippi State Bulldogs have secured the SEC title. The Bulldogs are a team that is always looking to improve and is always looking to be the best. The Bulldogs are a team that is always looking to be the best and is always looking to be the best.

From Greece to MSU: Athina Pitta's tennis journey

By NICK WICKS

Athina Pitta is a tennis player from Greece. She is a team that is always looking to improve and is always looking to be the best. She is a team that is always looking to be the best and is always looking to be the best.

BE A SOCIAL BULLDOG

FOLLOW @MSSTATE on social to dive into a world of campus stories, events, and behind-the-scenes excitement! Join us online because being a part of MSU is not just a journey. It's a lifestyle.

LET'S BUILD MEMORIES TOGETHER

MISSISSIPPI STATE UNIVERSITY

"Bully" - Quarter Page

Take Control.
Plan C is not your only option.



Always free
Always confidential

1st Steps

HOTWORX
24 HOUR INFRARED FITNESS STUDIO



ENJOY 24 HOUR ACCESS TO 10+ INFRARED SAUNA. GUIDED WORKOUTS
CALL TO ASK ABOUT OUR MSU EMPLOYEE DISCOUNT PROGRAM!
210 UNIVERSITY DR. STARKVILLE, MS 39359 | HOTWORX.NET/STUDIO/STARKVILLE | 662-498-1552

"Cowbell" - Half Page

Dare to LEAD



Leadership
Scholarship
Teamwork
Service

Montgomery Leadership Program

Applications Available from March 1 - 27

Applicant Requirements:
Completed and EARNED 60+ Credit Hours
(Junior & Senior Status)
Maintained a 2.75 cumulative GPA
Good Standing with the Code of Student Conduct.
Availability to complete the two-semester immersive program.

www.mpsstate.edu

f @msstateslice

"Golden Egg" - Full Page

Advertising Guidelines

Advertising Guidelines

Send electronic ad submissions to advertise@reflector.msstate.edu in the following formats: PDF, high-quality JPEG, high-quality TIFF, EPS. (200 pixels per inch minimum resolution). We do not accept images in the following formats: Microsoft Publisher, Word, Excel, or Powerpoint. The Reflector is not responsible for the reproduction quality of any ad that does not conform to our stated guidelines. The Reflector will not edit advertisements. The Reflector is not responsible for any misspellings, grammatical or other errors in advertisements.

If customers cannot make their own advertisements, they must give The Reflector notice two weeks before the advertisement is scheduled to print. The Reflector will create advertisements for a fee of \$10. The customer must provide information they wish to have on the article two weeks prior to publication.

The Reflector offers a 10% discount to student organizations.

POLICY: All advertisements must be paid for before the scheduled publication date.

AD CANCELLATIONS - Advertisement cancellations or rescheduling will be made at no charge if made before ad placement deadline. Advertisers who cancel or reschedule after the placement deadline will be responsible for payment of ad space reserved.

POLITICAL ADVERTISEMENTS — ALL political ads are accepted but must be paid in advance. The words "paid for by (name of organization)" must appear prominently within the ad.

MAKE-GOODS — Claims for adjustments for errors in advertising must be brought to the attention of the advertising manager upon receipt of proof of publication. Claims must be made before the next statement is sent. Credit will be given for the first incorrect insertion only. The Reflector's advertising manager will determine adjustments based on the severity of the error. Credit will not be given for misspelled words. The Reflector is not responsible for incorrect camera-ready ads submitted by the advertiser.

COPY RESTRICTIONS - The Reflector reserves the right to censor, edit or reject any advertising that violates any Reflector or university policy. In cases of questionable material, the editor or advertising manager will attempt to contact advertisers to discuss significant changes. If the advertiser cannot be contacted before the publication deadline, the ad will be pulled. The editor in chief reserves the right to reject any ad based on content. Ads must be in accordance with general policies on Reflector content; i.e. no libel, no advertising for services or goods prohibited by law, no misappropriation. Call the editor with questions or comments about content at 662-325-7905.

The Reflector will not run ads that through photography or artwork inappropriately expose the genitalia and buttocks of men or women, breasts of women, or suggest to such.

The Reflector reserves the right to reject sexually exploitive materials of any nature. No policy can list all guidelines for acceptable and unacceptable ads. The Reflector encourages advertisers to exercise good judgment and good taste.

The Reflector does not accept advertising for mail orders, adoptions ads, alcohol, hemp/CBD/marijuana, tobacco, term paper research, inmates seeking pen pals, personal ads or online gambling sites.

If a customer's balance is more than 90 days past due, that customer will become "Restricted," and future advertising will require approval by the Reflector Business Office.

Thank you for choosing to advertise with The Reflector!