

# 2012-2013 Mullet Wrapper.com Publishing Schedule/Rate Sheet

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mulletwrapper.com

**Demographics:** Since 1990, we've produced a bi-weekly newspaper that locals read and tourists look for. Locally owned, we blanket Innerarity Point, Grand Lagoon & Perdido Key (32507) in FLA. & Orange Beach (36561), Gulf Shores (36542), Bon Secour (36531), Foley (36535), Elberta (36530), Lillian (36549), Magnolia Springs (36555) and Fairhope (36532) in AL. We publish a minimum of 16,000 copies bi-weekly. For more info, visit our website or contact us directly (info above & below).

## Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)

**Feb 8, 2012** - Valentines/Mardi Gras (Deadline Feb 3)HM  
**Feb 22, 2012** - Spring Break - (Deadline Feb 17) o.b. art  
**March 7, 2012** - Spring Break (Deadline March 2) cvb  
**March 21, 2012** - Spring Break (Deadline Mar 16) pccc  
**April 4, 2012** - Easter (Deadline March 30) TinTop  
**April 18, 2012** - Mullet Toss (Dead. April 13)  
**May 2, 2012** - Mother's Day (Deadline April 27)  
**May 16, 2012** - Hangout Fest/Mem Wkd. (D-line May 11) LL  
**May 30, 2012** - Summer Slam (Deadline May 25)  
**June 13, 2012** - Balloon Fest (Deadline June 8)  
**June 27, 2012** - July 4 Weekend (D-line June 22) (NEP)  
**July 11, 2012** - Summer Slam (Deadline July 6)  
**July 25, 2012** - Summer Slam (Deadline July 20)  
**Aug 8, 2012** - Back To School (Deadline Aug 3)  
**Aug 22, 2012** - Labor Day (Deadline Aug 17)  
**Sept 5, 2012** - Take Back The Island (Deadline Sept 1)  
**Sept 19, 2012** - Labor Day (Deadline Sept 14)  
**Oct 3, 2012** - Shrimp Fest (Deadline Sept. 28)  
**Oct 17, 2012** - Halloween (Deadline Oct 12)  
**Oct 31, 2012** - Harbor Days Fest (Deadline Oct. 26)  
**Nov 14, 2012** - Thanksgiving (Deadline Nov 9)  
**Nov 28, 2012** - Christmas (Deadline Nov 23)  
**Dec 12, 2012** - Christmas/NYE (Deadline Dec 7) DES  
**Dec 26, 2012** - NYE/Snowbird (Deadline Dec 21) RAF  
**Jan 9, 2013** - Welcome Snowbirds (Deadline Jan 4) Expo  
**Jan 23, 2013** - Welcome Snowbirds (Dead. - Jan 18) Expo  
**Feb 6, 2013** - Valentine's.Mardi Gras (Deadline Feb 1) CC  
**Feb 20, 2013** - Spring Break (Deadline Feb 15)  
**March 6, 2013** - Spring Break (Deadline March 1)  
**March 20, 2013** - Easter (Deadline March 15)  
**April 3, 2013** - Spring Break (Deadline March 29)  
**April 17, 2013** - Mullet Toss (Dead. April 12)  
**May 1, 2013** - Mother's Day (Deadline April 26)

## Advertising Rates

Contract Ads. Must Run Consecutively

(Rates are Per Issue)

<b>OPEN/ONE TIME RATE:</b>	<b>6 MONTH (13 ISSUE RATE)</b>
\$11 per col. inch	\$9 per col. inch
\$450 - Full Page	\$ 350 - Full Page
\$250 - Half Page	\$210 - Half Page
\$175 - Quarter Page	\$120 - Quarter Page
\$90 - Eighth Page	\$55 - Eighth Page
<b>3 MONTH (6 ISSUE RATE)</b>	<b>1 YEAR (26 ISSUE RATE)</b>
\$10 per col. inch	\$8 per col. inch
\$400 - Full Page	\$200 - Half Page
\$230 - Half Page	\$ 325 - Full Page
\$130 - Quarter Page	\$110 - Quarter Page
\$65 - Eighth Page	\$50 - Eighth Page

## Extras:

Front Cover: \$1,000 - Upon Availability  
Back Cover: \$800 - Upon Availability  
Full Color: \$75 • Special Placement: 50% of ad  
SET UP/ AD. CREATION: \$35-minimum  
Photos: \$30 Per. • Inserts: \$180 per thousand  
(8.5 by 11 - min. 90 lb. stock)

## Specs:

Full Page: 10" x 10"  
Half: Horizontal: 10" x 5"  
Half Vertical: 5" x 10"  
Quarter-Page: 5" by 5"  
Eighth-Page: 3.3" by 3.3"  
1 column: 2"  
2 column: 4"  
3 column: 6"  
4 column: 8"  
5 column: 10"

## Classifieds:

Classified Ads are \$10 for up to 40 words and must be prepaid BY MAIL OR ONLINE. Box 34403, Pensacola, FL 32507. Pub. dates & deadlines are listed in box on the left.

## Contact Info:

Event, Story & picture  
Submission Info:

We welcome all picture, event & story submissions: Email is preferred. We'll try to get the local news you submit included in the following issue if space allows. Thanks for your interest in our paper.

**Fran & Michelle Thompson, Owners**

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