

# 2017 MULLET WRAPPER PUBLISHING SCHEDULE/RATE SHEET

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We average 19,000 (audited) copies every other Wed. • Our coverage area by State, Community & Zipcode:

**FLORIDA:** Innerarity Point, Grand Lagoon & Perdido Key (32507), Lillian Hwy.-Blue Angel Pkwy. (32506), NAS Navy Hospital Complex & Commissary (32512).

**ALABAMA:** Orange Beach (36561), Gulf Shores (36542), Ft. Morgan (36542), Bon Secour (36531), Foley & Miflin (36535), Summerdale (36580), Robertsdale (36567), Loxley (36551), Elberta (36530), Lillian (36549), Magnolia Springs (36555), Pointe Clear (36532) and Fairhope (36532).

Contact Us Directly (Info Above & Below) Or Visit Our Website For More Info.

## Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)

- April 26, 2017 - Mullet Toss (Deadline April 21) **PBR**
- May 10, 2017 - Mother's Day/Hangout Fest/Volleyball (D-line May 3)
- May 24, 2017 - Memorial Day (D-line May 19) *Dia Jew*
- June 7, 2017 - Summer Slam (Deadline June 2) (**LuLu's**)
- June 21, 2017 - July 4 Weekend (D-line June 16) (*Nep*)
- July 5, 2017 - Summer Slam (Deadline June 30) **Snow Co.**
- July 19, 2017 - Summer Slam (July 14) **Coastal Triathlon**
- Aug 2, 2017 - Back To School (Deadline July 28)
- Aug 16, 2017 - Back To School (Deadline Aug 11) *World Food*
- Aug 30, 2017 - Labor Day (Deadline Aug 25) **Franco's**
- Sept 13, 2017 - F/AL Soc. Fest (D-line Sept 8) **Shrimp Fest**
- Sept 27, 2017 - Oasis/Tailgate on Key (Deadline Sept 23) **Osyter**
- Oct 11, 2017 - Shrimp Fest (Deadline Oct. 6) **Kaiser 1/2**
- Oct 25, 2017 - Festival of Flav/FBISF (Deadline Oct. 20) **FBISF**
- Nov 8, 2017 - Thanks/FBISF (Deadline Nov 3) **Snowbird Co.**
- Nov 22, 2017 - Christmas (Deadline Nov 17) **Manning**
- Dec 6, 2017 - Christmas (Deadline Dec 1) **DD**
- Dec 20, 2017 - Christmas/NY (Deadline Dec 15) *Fisher's*
- Jan 3, 2018 - Welcome Snowbirds (Deadline Dec 29) **Des**
- Jan 17, 2018 - - Welcome Snowbirds (D-line - Jan 12) **Snow Co.**
- Jan 31, 2018 - Valentine/Mardi Gras (Deadline Jan 26) **Expo**
- Feb 14, 2018 - Mardi Gras (Deadline Feb 9) *lulu*
- Feb 28, 2018 - Spring Break/St. Pat (Deadline Feb 23)
- Mar 14, 2018 - St. Paddy's (Deadline Mar 9) *Papa Roc*
- Mar 28, 2018 - Easter (Deadline - Mar 23) *franco's*
- April 11, 2018 - Easter (Deadline April 6) *franco's*
- April 25, 2018 - Mullet Toss (Deadline April 20) **PBR**
- May 9, 2018 -Mother's Day/Hangout Fest/Volleyball (D-line May 4)
- May 23, 2018 - - Memorial Day (D-line May 18) *Dia Jew*
- June 6 2018 - Summer Slam (Deadline June 1) (**LuLu's**)
- June 20, 2018 - July 4 Weekend (D-line June 15) (*Nep*)

## Advertising Rates PER ISSUE

Contract Ads. Must Run Consecutively

<b>OPEN/ONE TIME RATE:</b>	<b>6 MONTH (13 ISSUE RATE)</b>
\$15 per col. inch	\$11 per col. inch
\$500 - Full Page	\$ 425 - Full Page
\$265 - Half Page	\$230 - Half Page
\$185 - Quarter Page	\$135 - Quarter Page
\$110 - Eighth Page	\$75 - Eighth Page
<b>3 MONTH (6 ISSUE RATE)</b>	<b>1 YEAR (26 ISSUE RATE)</b>
\$13 per col. inch	\$10 per col. inch
\$450 - Full Page	\$400 - Full Page
\$245 - Half Page	\$220 - Half Page
\$160 - Quarter Page	\$120 - Quarter Page
\$85 - Eighth Page	\$60 - Eighth Page

## COLOR:

1/2 Page & Up - \$75 • 1/4 Page - \$50 • 1/8 Page - \$25

## OTHER INFO:

- Set Up / Ad. Creation: \$35-minimum • Cover: \$1,000
- Inserts: \$60 to \$180 per K • Special Placement: 50% of ad
- WEBSITE BANNER ADS:**
- \$100: 2-weeks; \$300: 3-months; \$600: 6-months; \$1,000 -year.

## Specs:

- Full Page: 10"x10"
- Half: Horizontal: 10"x5"
- Half Vertical: 5"x10"
- Quarter-Page: 5"x5"
- Eighth-Page: 3.3"x3.3"
- 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 pre-paid.
- **BY MAIL:** Box 1758, Gulf Shores, AL 36547.
- **BY EMAIL:** email the ad., and you will receive paypal invoice within 24 hours. (Publication dates in box to left)

## Contact Info:

Event, Story & picture  
Submission Info:

We welcome all picture, event & story submissions; Email is preferred. Thanks for your support.

**Fran & Michelle Thompson, Publishers/Editors**

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