

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)

Aug 2, 2017 - Back To School (Deadline July 28) pbr
 Aug 16, 2017 - Back To School (Deadline Aug 11) World Food
 Aug 30, 2017 - Labor Day (Deadline Aug 25) Franco's
 Sept 13, 2017 - Fl/AL Soc. Fest (D-line Sept 8) Shrimp Fest
 Sept 27, 2017 - Oasis/Tailgate on Key (Deadline Sept 22) Luna
 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 - Zydeco Fest (Deadline April 6) Zydeco
 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)
 July 3, 2018 - Summer Slam (Deadline June 29) Snow Co.
 July 18, 2018 - Summer Slam (July 13) Coastal Triathlon
 Aug 1, 2018 - Back To School (Deadline July 27)
 Aug 15, 2018 - Back To School (Deadline Aug 10) World Food
 Aug 29, 2018 - Labor Day (Deadline Aug 24) Franco's
 Sept 12, 2018 - Fl/AL Soc. Fest (D-line Sept 7) Shrimp Fest
 Sept 26, 2018 - Shrimp Fest/ (Deadline Sept 21) Luna

Advertising Rates PER ISSUE

Contract Ads. Must Run Consecutively

OPEN/ONE TIME RATE:	6 MONTH (13 ISSUE RATE)
\$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
3 MONTH (6 ISSUE RATE)	1 YEAR (26 ISSUE RATE)
\$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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