

# 2017-2018 MULLET WRAPPER PUBLISHING SCHEDULE/RATE SHEET

mulletwrapper@gulftel.com • 251-968-5683 • 850-492-5221  
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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)

- 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 - Mom's Day/Hangout Fest/Volleyball (D-line May 4) **fisher**
- 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 - Uncorked (D-line Sept 7) **Shrimp Fest**
- Sept 26, 2018 - FL/AL Soc. Fest (Deadline Sept 21) **Luna**
- Oct 10, 2018 - Shrimp Fest (Deadline Oct. 5) **Kaiser 1/2**
- Oct 24, 2018 - Oyster Cookoff/FBISF (Deadline Oct. 19) **FBISF**
- Nov 7, 2018 - Thanks/FBISF (Deadline Nov 2) **Snowbird Co.**
- Nov 21, 2018 - Christmas (Deadline Nov 16) **Manning**
- Dec 5, 2018 - Christmas (Deadline Nov. 30) **DD**
- Dec 19, 2018 - Christmas/NY (Deadline Dec 15) **Fisher's**
- Jan 2, 2019 - Welcome Snowbirds (Deadline Dec 21) **Des**
- Jan 16, 2019 - Welcome Snowbirds (D-line - Jan 11) **Snow Co.**
- Jan 30, 2019 - Valentines (Deadline Jan 25) **Expo**
- Feb 13, 2019 - O.B. Seafood Fest (Deadline Feb 8)
- Feb 27, 2019 - Mardi Gras (Deadline Feb 22) **lulu**

## 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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