

# 2019-2020 MULLET WRAPPER PUBLISHING SCHEDULE/RATE SHEET

mulletwrapper@gulftel.com • 251-968-5683 • 850-492-5221  
 Since 1990 • mulletwrapper.com

## Demographics 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).

**PUBLISHED EVERY OTHER WEDNESDAY • More Info: mulletwrapper.com or emailmulletwrapper@gulftel.com**

## Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)=

**Jan 2, 2019** - Welcome Snowbirds (Deadline Dec 21) **Des**  
**Jan 16, 2019** - Welcome Snowbirds (Deadline Jan 11) **Snow Co.**  
**Jan 30, 2019** - Valentines (Deadline Jan 25) **Expo**  
**Feb 13, 2019** - O.B. Seafood Fest (Deadline Feb 8) **Seafood Fest**  
**Feb 27, 2019** - Mardi Gras (Deadline Feb 22) **lulu**  
**Mar 13, 2019** St. Paddy's (Deadline Mar 8) **Papa Roc**  
**Mar 27, 2019** - Spring Break (Deadline Mar 22) **franco's**  
**April 10, 2019** - Zydeco Fest (Deadline April 5) **Zydeco**  
**April 24, 2019** - Mullet Toss (Deadline April 19) **PBR**  
**May 8, 2019** - Mom's Day/Hangout/NCAA Volleyball (D-line May 3) **fisher**  
**May 22, 2019** - Memorial Day (Deadline May 17) (Dia Jew)  
**June 5, 2019** - Summer Slam (Deadline May 31) (**LuLu's**)  
**June 19, 2019** - July 4 Weekend (Deadline June 14) **Snow Co.**  
**July 3, 2019** - Summer Slam (Deadline June 29) (**Nep**)  
**July 17, 2019** - Summer Slam (Deadline July 12) **BR Triathlon**  
**July 31, 2019** - Back To School (Deadline July 26) **PBR**  
**Aug 14, 2019** - Back To School (Deadline Aug 9) **WFC**  
**Aug 28, 2019** - Labor Day (Deadline Aug 23) **Franco's**  
**Sept 11, 2019** - Uncorked/Coastal Cleanup (D-line Sept 6) **Shrimp Fest**  
**Sept 25, 2019** - Fl/AL Soc. Fest (Deadline Sept 20) **wfc**  
**Oct 9, 2019** - Shrimp Fest (Deadline Oct. 4) **Kaiser 1/2**  
**Oct 23, 2019** - Oyster Cookoff/FBISF (Deadline Oct. 18) **FBISF**  
**Nov 6, 2019** - Thanks/FBISF (Deadline Nov 1) **Snowbird Co.**  
**Nov 20, 2019** - Christmas (Deadline Nov 15) **Manning**  
**Dec 4, 2019** - Christmas (Deadline Nov. 29) **DD**  
**Dec 18, 2019** - Christmas/NY (Deadline Dec 13) **Fisher's**  
**Jan. 2, 2020** - Welcome Snowbirds (Deadline Dec 21) **Des**  
**Jan. 15, 2020** - Welcome Snowbirds (Deadline Jan 10) **Snow Co.**  
**Jan. 29, 2020** - Valentines (Deadline Jan 24) **Expo**  
**Feb 12, 2020** - O.B. Seafood Fest (Deadline Feb 7) **lulu**  
**Feb 26, 2020** - Mardi Gras (Deadline Feb 21) **francos**  
**Mar 11, 2020** - Mom's Day/Hangout/NCAA Volleyball (D-line Mar 6) **fisher**  
**Mar 25, 2020** - Spring Break (Deadline Mar 20) **franco's**  
**April 8, 2020** - Easter/Zydeco Fest (Deadline April 3) **Zydeco**  
**April 22, 2020** - Mullet Toss (Deadline April 17) **PBR**

## Per Issue - Advertising Rates

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: \$80 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 & \$20 up to 80 words and must be prepaid.  
 • **Classifieds Accepted by EMAIL: Only.**  
 • **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 Thompson, Publisher/Editor**

mulletwrapper@gulftel.com • P.O. Box 1758, Gulf Shores, AL 36547

Phone: (850) 492-5221 • (251) 968-5683