

# 2019-2020 MULLET WRAPPER PUBLISHING SCHEDULE/RATE SHEET

**mulletwrapper@gulftel.com • 251-968-5683 • 850-492-5221**  
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### 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](http://mulletwrapper.com) or [emailmulletwrapper@gulftel.com](mailto:emailmulletwrapper@gulftel.com)**

## Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)=

- 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)
- 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) LuLuB-Day
- 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**
- May 6, 2020 - Mom's Day/Hangout/NCAA Volleyball (D-line May 1) fisher
- May 20, 2020 - Memorial Day (Deadline May 15) (Dia Jew))
- June 3, 2020 - Summer Slam (Deadline May 28) (LuLu's)
- June 17, 2020 - Summer Slam (Deadline July 12) **BR Triathlon**

## Per Issue - Advertising Rates

Contract Ads. Must Run Consecutively

<b>OPEN/ONE TIME RATE:</b> \$15 per col. inch \$500 - Full Page \$265 - Half Page \$185 - Quarter Page \$110 - Eighth Page	<b>6 MONTH (13 ISSUE RATE)</b> \$11 per col. inch \$ 425 - Full Page \$230 - Half Page \$135 - Quarter Page \$75 - Eighth Page
<b>3 MONTH (6 ISSUE RATE)</b> \$13 per col. inch \$450 - Full Page \$245 - Half Page \$160 - Quarter Page \$85 - Eighth Page	<b>1 YEAR (26 ISSUE RATE)</b> \$10 per col. inch \$400 - Full Page \$220 - Half Page \$120 - Quarter 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: \$90 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**

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