

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)=

- May 8, 2019 - Mom's Day/Hangout Fest (D-line May 3) paparocco
- 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) Sn.
- 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) Fishers
- 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/NCAA Volleyball (Deadline April 17) PBR
- May 6, 2020 - Mom's Day/Hangout/(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) Sn
- July 1, 2020 - Summer Slam (Deadline June 26) (Nep)
- July 15, 2020 - Summer Slam (Deadline July 10) BR Triathlon
- July 29, 2020 - Back To School (Deadline July 24) PBR
- Aug 12, 2020 - Back To School (Deadline Aug 7)
- Aug 26, 2020 - Labor Day (Deadline Aug 23) Fishers

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: \$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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