

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 & Mifflin (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)=

- June 5, 2019** - Summer Slam (Deadline May 31) **(LuLu's)**
- June 19, 2019** - July 4 Weekend (Deadline June 14) **Snowbird.**
- 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)
- 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) **francois**
- 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) **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 21)
- Sept 9, 2020** - Uncorked/Coastal Cleanup (D-line Sept 4) **Shrimp Fest**
- Sept 23, 2020** - Fl/AL Soc. Fest (Deadline Sept 18) **LuLuB-Day**

Per Issue - Advertising Rates

Contract Ads. Must Run Consecutively

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

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

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