

# 2020-2021 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 & 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)

Feb 26, 2020 - Mardi Gras (Deadline Feb 21) *francois*  
 Mar 11, 2020 - Spring Break (Deadline Mar 6)  
 Mar 25, 2020 - Spring Break (Deadline Mar 20)  
 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 - FI/AL Soc. Fest (Deadline Sept 18) **LuLuB-Day**  
 Oct 7, 2020 - Shrimp Fest (Deadline Oct 2) **Kaiser 1/2**  
 Oct 21, 2020 - SEC Soccer Champ/FBISF (Deadline Oct. 16) **FBISF**  
 Nov 4, 2020 - Thanks/FBISF (Deadline Oct 31) **Snowbird Co.**  
 Nov 18, 2020 - Christmas (Deadline Nov 13) **Manning**  
 Dec 2, 2020 - Christmas (Deadline Nov 27) **Manning**  
 Dec 16, 2020 - Christmas (Deadline Dec 11) **DD**  
 Dec 30, 2020 - Snowbird/NY (Deadline Dec 21) *Fisher's*  
 Jan. 13, 2021 - Welcome Snowbirds (Deadline Jan 8) **Des**  
 Jan 27, 2021 - Welcome Snowbirds (Deadline Jan 22) **Snow Co.**  
 Feb 10, 2021 - Mardi Gras (Deadline Feb 5) *lulu*  
 Feb 24, 2021 - Farewell Snowbirds (Deadline Feb 19)  
 Mar 10, 2021 - Spring Break (Deadline Mar 5)  
 Mar 24, 2021 - Easter (Deadline Mar 19)  
 April 7, 2021 - Zydeco Fest (Deadline April 2) *Zydeco*  
 April 21, 2021 - Mullet Toss (Deadline April 16) **PBR**  
 May 5, 2021- Mom's Day/Hangout/NCAA Volleyball (D-line April 30) *fisher*  
 May 19, 2021 - Memorial Day (Deadline May 14) (*Dia Jew*)  
 June 2, 2021 - Summer Slam (Deadline May 28) *LuLu's*  
 June 16, 2021 - Summer Slam (Deadline July 11) *Sn*  
 June 30, 2021 - Summer Slam (Deadline June 26) (*Nep*)  
 July 14, 2021 - Summer Slam (Deadline July 9) **BR Triathlon**  
 July 28, 2021 - Back To School (Deadline July 23) **PBR**

## Per Issue - Advertising Rates

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: \$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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