

2021-2022 MULLET WRAPPER PUBLISHING SCHEDULE/RATE SHEET

Email: mulletwrapper@gulftel.com • Phone: 850-492-5221
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).

Every Other Wed. since 1990 • More Info: Web: mulletwrapper.com • Email: mulletwrapper@gulftel.com

Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)

Jan 27, 2021 - Welcome Snowbirds (Deadline Jan 22) **Snow Co.**
 Feb 10, 2021 - Mardi Gras/OB Seafood Fest (Deadline Feb 5) **lulu**
 Feb 24, 2021 - Farewell Snowbirds (Deadline Feb 19)
 Mar 10, 2021 - OB Fest of Art/Spring Break (Deadline Mar 5)
 Mar 24, 2021 - Wharf Yacht Show/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 June 11) **Sn**
 June 30, 2021 - July 4 Weekend (Deadline June 25) (Nep)
 July 7, 2021 - Summer Slam (Deadline June 2) (Nep)
 July 21, 2021 - Summer Slam (Deadline July 16) **BR Triathlon**
 Aug 4, 2021 - Back To School (Deadline July 30) **francos**
 Aug 18, 2021 - Back To School (Deadline Aug 13)
 Sept 1, 2021 - Labor Day (Deadline Aug 27)
 Sept 15, 2021 - Fall Snapper Season (Deadline Sept 10) **Zydeco**
 Sept 29, 2021 - Shrimp Fest (Deadline Sept 24) **Kaiser 1/2**
 Oct 13, 2021 - SEC Soccer Champ (Deadline Oct. 8) **FBISF**
 Oct 27, 2021 - SEC Soccer Champ/FBISF (Deadline Oct. 22) **FBISF**
 Nov 10, 2021 - Thanks/FBISF (Deadline Nov 5) **Snowbird Co.**
 Nov. 24, 2021 - Thanksgiving (Deadline Nov 19) **Manning**
 Dec 8, 2021 - Christmas (Deadline Dec. 3) **DD**
 Dec 22, 2021 - Christmas/NYE (Deadline Dec 11) **DD**
 Jan 5, 2022 - Welcome Snowbirds (Deadline Dec. 18) **Sno Co.**
 Jan 19, 2022 - Welcome Snowbirds (Deadline Jan 8) **Des**
 Feb 2, 2022 - Valentine's Day (Deadline Jan 22) **Fish**
 Feb 16, 2022 - Mardi Gras (Deadline Feb 11) **lulu**
 Mar 2, 2022 - Spring Break (Deadline Feb 25)
 Mar 16, 2022 - Spring Break (Deadline Mar 11)
 Mar 30, 2022 - Spring Break (Deadline Mar 25)
 April 13, 2022 - Easter/Mullet Toss (Deadline April 8) **Zydeco**
 April 27, 2022 - Zydeco Fest (Deadline April 22) **PBR**
 May 11, 2022 - Mom's Day/Hangout/NCAA Volleyball (D-line May 6) **fisher**
 May 25, 2022 - Memorial Day (Deadline May 20) (Dia Jew))
 June 8, 2022 - Summer Slam (Deadline June 3) **LuLu's**
 June 22, 2022 - July 4 Weekend (Deadline June 17) (Nep)

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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