

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 & Mifflin (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)

July 14, 2021 - Summer Season (Deadline July 9)
 July 28, 2021 - Summer Season (Deadline July 23)
 Aug 11, 2021 - Back To School (Deadline Aug 6)
 Aug 25, 2021 - Labor Day (Deadline Aug 20)
 Sept 8, 2021 - Coastal Cleanup (Deadline Sept. 3)
 Sept 22, 2021 - Fall Snapper Season (Deadline Sept 17)
 Oct 6, 2021 - Shrimp Fest (Deadline Oct. 1)
 Oct 20, 2021 - SEC Soccer Champ/FBISF (Deadline Oct. 15)
 Nov 3, 2021 - Thanks/FBISF (Deadline Oct 29) **FBISF**
 Nov. 17, 2021 - Thanksgiving (Deadline Nov 12) Manning
 Dec 1, 2021 - Christmas (Deadline Nov. 26) **DD**
 Dec 15, 2021 - Christmas/NYE (Deadline Dec 10) **DD**
 Dec 29, 2021 - Christmas/NYE (Deadline Dec 23) **Des**
 Jan 12, 2022 - Welcome Snowbirds (Deadline Jan 7) **Sno Co.**
 Jan 26, 2022 - Welcome Snowbirds (Deadline Jan 21)
 Feb 9, 2022 - Valentine's Day (Deadline Feb 4)
 Feb 23, 2022 - Mardi Gras (Deadline Feb 18) **lulu**
 Mar 9, 2022 - Spring Break (Deadline Mar 4)
 Mar 23, 2022 - Spring Break (Deadline Mar 18)
 April 6, 2022 - Easter/Mullet Toss (Deadline April 1)
 April 20, 2022 - Zydeco Fest (Deadline April 15)
 May 4, 2022 - Mom's Day/Hangout/NCAA Volleyball (D-line April 29)
 May 18, 2022 - Memorial Day (Deadline May 13) (Dia Jew)
 June 1, 2022 - Summer Season (Deadline May 27) **LuLu's**
 June 15, 2022 - Summer Season (Deadline June 10)
 June 29, 2022 - July 4 Weekend (Deadline June 24)
 July 13, 2022 - Summer Season (Deadline July 8)
 July 27, 2022 - Summer Season (Deadline July 22) **BR Triathlon**
 Aug 10, 2022 - Back To School (Deadline Aug 5)
 Aug 24, 2022 - Labor Day (Deadline Aug 19)
 Sept 7, 2022 - Coastal Cleanup (Deadline Sept. 2)
 Sept 21, 2022 - Fall Snapper Season (Deadline Sept 16)
 Oct 5, 2022 - Shrimp Fest (Deadline Sept 30)
 Oct 19, 2022 - SEC Soccer Champ/FBISF (Deadline Oct. 14)
 Nov 2, 2022 - Thanks/FBISF (Deadline Oct 28) **FBISF**
 Nov 16, 2022 - Thanksgiving (Deadline Nov 11) Manning
 Nov. 30, 2022 - Christmas (Deadline Nov. 25)
 Dec 14, 2022 - - Christmas/NYE (Deadline Dec 9) **DD**

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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