

# 2022 MULLET WRAPPER PUBLISHING SCHEDULE/RATE SHEET

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[mulletwrapper.com](http://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), Robertsedale (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](http://mulletwrapper.com) • Email: [mulletwrapper@gulftel.com](mailto:mulletwrapper@gulftel.com)

## Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)

July 13, 2022 - Summer Season (Deadline July 8)  
 July 27, 2022 - Summer Season (Deadline July 22)  
 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 - FBISF (Deadline Oct. 14)  
 Nov 2, 2022 - Thanks/FBISF (Deadline Oct 28)  
 Nov 16, 2022 - Thanksgiving (Deadline Nov 11)  
 Nov. 30, 2022 - Christmas (Deadline Nov. 25)  
 Dec 14, 2022 - Christmas/NYE (Deadline Dec 9)  
 Dec 28, 2022 - NYE (Deadline Dec 20)<sup>Des</sup>  
 Jan 11, 2023 - Welcome Snowbirds (Deadline Jan 6)  
 Jan 25, 2023 - Welcome Snowbirds (Deadline Jan 20)  
 Feb 8, 2023 - Mardi Gras (Deadline Feb 3)  
 Feb 22, 2023 - Spring Break (Deadline Feb 17)  
 Mar 8, 2023 - Spring Break (Deadline Mar 3)  
 Mar 22, 2023 - Spring Break (Deadline Mar 17)  
 April 5, 2023 - Easter (Deadline Mar 30)  
 April 19, 2023 - Mullet Toss (Deadline April 14)  
 May 3, 2023 - Mom's Day/NCAA Volleyball (D-line April 28)  
 May 17, 2023 - Memorial Day (Deadline May 12)  
 May 31, 2023- Summer Season (Deadline May 26)  
 June 14, 2023 - Summer Season (Deadline June 9)  
 June 28, 2023 - July 4 Weekend (Deadline June 23)  
 July 12, 2023 - Summer Season (Deadline July 7)  
 July 26, 2023 - Summer Season (Deadline July 21)  
 Aug 9, 2023 - Back To School (Deadline Aug 4)  
 Aug 23, 2023 - Labor Day (Deadline Aug 18)  
 Sept 6, 2023 - Coastal Cleanup (Deadline Sept. 1)  
 Sept 20, 2023 - Fall Snapper Season (Deadline Sept 15)  
 Oct 4, 2023 - Shrimp Fest (Deadline Sept 29)  
 Oct 18, 2023 - FBISF (Deadline Oct. 13)  
 Nov 1, 2023 - Songwriters Fest (Deadline Oct 27)  
 Nov 15, 2023 - Thanks/FBISF (Deadline Nov 10)  
 Nov 29, 2023 - Christmas 1 (Deadline Nov. 24)  
 Dec 13, 2023 - Christmas/NYE (Deadline Dec 8)

## 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  
 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)

We welcome all picture, event & story submissions; Please email pertinent info. Thanks for your support.

**Fran Thompson, Publisher/Editor**

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