

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)

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)
 Dec 27, 2023 - NYE (Deadline Dec 20) ^{Des}
 Jan 10, 2024 - Welcome Snowbirds (Deadline Jan 5)
 Jan 24, 2024 - Welcome Snowbirds (Deadline Jan 19)
 Feb 7, 2024 - Mardi Gras/Valentines (Deadline Feb 2)
 Feb 21, 2024 - Spring Break (Deadline Feb 16)
 Mar 6, 2024 - Spring Break (Deadline March 1)
 Mar 20, 2024 - Easter (Deadline Mar 15)
 April 3, 2024 - Spring Break (Deadline Mar 29)
 April 17, 2024 - Mullet Toss (Deadline April 12)
 May 1, 2024 - Mom's Day//NCAA Volleyball (D-line April 26)
 May 15, 2024 - Memorial Day (Deadline May 9)
 May 29, 2024 - Summer Season (Deadline May 24)
 June 12, 2024 - Summer Season (Deadline June 7)
 June 26, 2024 - July 4 Weekend (Deadline June 21)
 July 10, 2024 - Summer Season (Deadline July 5)
 July 24, 2024 - July 4 Weekend (Deadline July 19)
 Aug 7, 2024 - Back To School (Deadline Aug 2)
 Aug 21, 2024 - Labor Day (Deadline Aug 16)

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
 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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