

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), 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 • Email: mulletwrapper@gulftel.com

Publication Dates & Deadlines

(Deadline is Friday prior to Publication Date)

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)
Sept 4, 2024 - Coastal Cleanup (Deadline Aug 30)
Sept 18, 2024 - Orange Beach Freedom Fest (Deadline Sept 13)
Oct 2, 2024 - Shrimp Fest (Deadline Sept 27)
Oct 16, 2024 - Elberta Sausage Fest (Deadline Oct. 11)
Oct 30, 2024 - Songwriters Fest (Deadline Oct 25)
Nov 13, 2024 - Thanksgiving (Deadline Nov 8)
Nov 27, 2024 - Christmas 1 (Deadline Nov. 22)
Dec. 11, 2024 - Christmas/NYE (Deadline Dec 6)
Dec. 24, 2024 - NYE (Deadline Dec 15)
Jan 8, 2025 - Welcome Snowbirds (Deadline Jan 5)
Jan 22, 2025 - Welcome Snowbirds (Deadline Jan 19)
Feb 5, 2025 - Valentine's (Deadline Jan 31)
Feb 19, 2025 - Mardi Gras (Deadline Feb 14)
Mar 5, 2025 - Spring Break (Deadline Feb 28)
Mar 19, 2025 - Spring Break (Deadline Mar 14)
April 2, 2025 - Spring Break (Deadline Mar 28)
April 16, 2025 - Easter (Deadline April 11)
April 30, 2025 - Mom's Day//NCAA Volleyball (D-line April 25)
May 14, 2025 - Memorial Day (Deadline May 9)
May 28, 2025 - Summer Season (Deadline May 23)
June 11, 2025 - Summer Season (Deadline June 6)
June 25, 2025 - July 4 Weekend (Deadline June 20)
July 9, 2025 - Summer Peak (Deadline July 3)

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"

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Sign up on our website home page. We will email a link to each issue, including a quick download pdf copy.

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

Fran Thompson, Publisher/Editor

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