

The MULLET RAPPER

What's Happening in the Everglades City Area

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Fourth Quarter 2010 ADVERTISING RATES

	<u>Per Issue</u>	<u>Discounted Rate*</u>
Classified - about 1 column inch	\$10	\$50 per quarter
Business card - 2.5 x 1.5 inch	\$15	\$75 per quarter
Double card - 2.5 x 3 inch	\$25	\$125 per quarter
Insert - full page (8.5 x 11 inch)	\$40	\$200 per quarter
-- advertiser supplies approx. 400 copies/issue, depending on circulation (see below)		
-- paper should be no heavier than 20 lb		
-- advertiser supplies PDF for emails		

CONTACT US for special BANNER advertising on our website!

INVOICING:

Advertising is invoiced in advance.

*Payment is due in advance to receive 17% discounted rate.

CIRCULATION:

The MULLET RAPPER is published every two weeks (26 issue per year).

We have 77 subscribers via post and over 200 via email (complimentary and subscribers), plus numerous website readers.

Between 350 to 400 copies in the summer season and between 500 to 900 paper copies in the winter season are distributed for each issue and sale at various businesses, restaurants and lodging facilities in Everglades City and surrounding areas.