

The MULLET RAPPER

What's Happening in the Everglades City Area

Patricia A. Huff, Snook Publications, P O Box 617, Everglades City, FL, 34139

telephone: (239) 695-2397 • email: mulletrapper@gmail.com

website: www.evergladesmulletrapper.com

Winter 2014 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	\$20	\$90 per quarter
Double card - 2.5 x 3 inch	\$30	\$145 per quarter
Insert - full page (8.5 x 11 inch)	\$80	
-- advertiser supplies approx. 500 to 1000 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 discounted rate.

CIRCULATION:

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

We have 65 subscribers via post and over 250 via email (complimentary and subscribers),
plus numerous website readers.

Between 400 to 500 copies in the summer season and between 700 to 1000 paper copies in the winter season are distributed to various businesses, restaurants and lodging facilities in Everglades City and surrounding areas.