



2021 • Commissionable Rate Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 145 years. Published Monday through Friday afternoon and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 20,335 copies and Sunday at 23,193 copies. The Eagle reaches nearly 6 out of 10 Butler City households and 45% of the RTZ. No other competitive medium provides similar audience reach at such an attractive CPM.

RETAIL RATES

All rates are net to newspaper

Butler Eagle per column inch	\$25.50
Cranberry Eagle (Wednesday)	\$21.25
*Annual Bulk Rates Available	

COLOR RATES

RETAIL & CLASSIFIED

Spot One Color	\$220.00
Spot Two Color	\$275.00
Full Color (CMYK)	\$315.00
Color is additional to ad space per insertion in Butler Eagle or Cranberry Eagle	

RETAIL MECHANICALS

Columns	Inches	Picas/Points
1	1.604"	9p7.5
2	3.333"	20
3	5.056"	30p4.5
4	6.792"	46
5	8.521"	51p1.5
6	10.25"	61p6
Page cut-off • 20"		

FTP SITE

Ftp.butlereagle.com

User: BEADS
 Password: BuEa2006
 (all case sensitive)

DEADLINE

4 Days Prior to Insertion

CLASSIFIED RATES

All rates are net to newspaper

Butler Eagle per column inch	\$25.00
Cranberry Eagle (Wednesday)	\$18.25
Classified Line	\$3.30 Per Line

CLASSIFIED MECHANICALS

Columns	Inches	Picas/Points
1	1.083"	6p6
2	2.229"	13p4.5
3	3.375"	20p3
4	4.521"	27p1.5
5	5.667"	34
6	6.812"	40p10.5
7	7.958"	47p9
8	9.104"	54p7.5
9	10.25"	60p9
Page cut-off • 20"		

PRE-PRINTED RATES

Single Sheet • \$88/cost per M	
Tab Pages	Cost per M
4 page	\$86.00
8 page	\$90.00
12 page	\$96.00
16 page	\$114.00
20 page	\$124.00
24 page	\$136.00
28 page	\$148.00
32 page	\$154.00
36 page	\$162.00
40 page	\$176.00

For larger sizes, add 50¢ per tab page per thousand. A tab page is defined at 130 square inches. Maximum size for inserts • 10.5" x 11"
 Larger sizes should be quarter folded, unless page count exceeds twelve. Plastic bags, 6.5" x 17" are billed at \$50 per thousand.

Butler Eagle accepts inserts on Tuesdays, Wednesdays, Thursdays and Sundays. Partial insert quantities will be accessed a \$100 zoning fee (10,000 minimum). Sunday inserts require full-run circulation.



Ronald A. Vodenichar - General Manager Keith J. Graham - Director of Advertising