



2021 • Preprint Advertising Rates & Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for 150 years. Published Monday through Friday and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 20,236 copies and Sunday at 22,634 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.

FULL CIRCULATION • PREPRINT INSERTION RATES

| Frequency Per Year | 1-5 | 6-12 | 13-24 | 25-48 | 49-60 | 61+ |
|--------------------|------|---------|-------|---------|-------|---------|
| Card | \$44 | \$43.50 | \$43 | \$42.50 | \$42 | \$41.50 |
| 4 Tab | \$43 | \$42 | \$41 | \$40 | \$39 | \$38 |
| 8 Tab | \$45 | \$44 | \$44 | \$43 | \$42 | \$41 |
| 12 Tab | \$48 | \$46 | \$45 | \$44 | \$44 | \$43 |
| 16 Tab | \$57 | \$55 | \$54 | \$53 | \$52 | \$50 |
| 20 Tab | \$62 | \$61 | \$59 | \$57 | \$55 | \$53 |
| 24 Tab | \$68 | \$66 | \$64 | \$62 | \$60 | \$58 |
| 28 Tab | \$74 | \$72 | \$70 | \$68 | \$66 | \$64 |
| 32 Tab | \$77 | \$75 | \$73 | \$71 | \$69 | \$67 |
| 36 Tab | \$81 | \$79 | \$77 | \$75 | \$73 | \$71 |
| 40 Tab | \$88 | \$86 | \$84 | \$82 | \$80 | \$78 |
| 44 Tab | \$90 | \$88 | \$86 | \$84 | \$82 | \$80 |
| 48 Tab | \$93 | \$91 | \$89 | \$87 | \$85 | \$83 |

Include Cranberry Eagle (Wednesday) and REDUCE these rates by \$3 M CPM.

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.

DEADLINE

10 Days Prior

SHIP TO

Eagle Production Center
514 West Wayne Street, Butler, PA 16001
724-282-1859

DOCK HOURS

8:30AM - 4:30PM Monday thru Friday



Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising