



2021 • Ad-Perks Rate Card

Run 17 ads - any size from 3" to 16"
over a 12 week period or
34 ads - any size from 3" to 16" over a 25 week period
and get an IMPACT AD FREE.

Free ads may be scheduled following fulfillment of contracted agreement.

NO FURTHER DISCOUNTS APPLY TO THESE RATES

AD-PERKS • 12 WEEKS/17 ADS

Ad Size	12 Week 12-Ads Regular Rate	12 Week 17-Ads Regular Rate	12 Week 17-Ads Ad-Perks Rate	Savings	Average Monthly Cost	FREE Impact Ad	FREE Ad Value
3"	\$612.00	\$867.00	\$561.00	\$306.00	\$187.00	15" Ad	\$255.00
4"	\$816.00	\$1,156.00	\$748.00	\$408.00	\$249.34	16" Ad	\$272.00
5"	\$1,020.00	\$1,445.00	\$935.00	\$510.00	\$311.67	17" Ad	\$289.00
6"	\$1,224.00	\$1,734.00	\$1,122.00	\$612.00	\$374.00	18" Ad	\$306.00
7"	\$1,428.00	\$2,023.00	\$1,309.00	\$714.00	\$436.34	19" Ad	\$323.00
8"	\$1,632.00	\$2,312.00	\$1,496.00	\$816.00	\$498.67	20" Ad	\$340.00
9"	\$1,836.00	\$2,601.00	\$1,683.00	\$918.00	\$561.00	22" Ad	\$374.00
10"	\$2,040.00	\$2,890.00	\$1,870.00	\$1,020.00	\$623.34	24" Ad	\$408.00
11"	\$2,244.00	\$3,179.00	\$2,057.00	\$1,122.00	\$685.67	26" Ad	\$442.00
12"	\$2,448.00	\$3,468.00	\$2,244.00	\$1,224.00	\$748.00	28" Ad	\$476.00
13"	\$2,652.00	\$3,757.00	\$2,431.00	\$1,326.00	\$810.34	30" Ad	\$510.00
14"	\$2,856.00	\$4,046.00	\$2,618.00	\$1,428.00	\$872.67	32" Ad	\$544.00
15"	\$3,060.00	\$4,335.00	\$2,805.00	\$1,530.00	\$935.00	34" Ad	\$578.00
16"	\$3,264.00	\$4,624.00	\$2,992.00	\$1,632.00	\$997.34	36" Ad	\$612.00

• Add color on all ads for just \$100 per month - 6" minimum required.

AD-PERKS • 25 WEEKS/34 ADS

Ad Size	25 Week 25-Ads Regular Rate	25 Week 34-Ads Regular Rate	25 Week 34-Ads Ad-Perks Rate	Savings	Average Monthly Cost	FREE Impact Ad	FREE Ad Value
3"	\$1,275.00	\$1,734.00	\$1,111.80	\$622.20	\$185.30	30" Ad	\$510.00
4"	\$1,700.00	\$2,312.00	\$1,482.40	\$829.60	\$247.07	32" Ad	\$544.00
5"	\$2,125.00	\$2,890.00	\$1,853.00	\$1,037.00	\$308.84	34" Ad	\$578.00
6"	\$2,550.00	\$3,468.00	\$2,223.60	\$1,244.40	\$578.00	36" Ad	\$612.00
7"	\$2,975.00	\$4,046.00	\$2,594.20	\$1,451.80	\$674.34	38" Ad	\$646.00
8"	\$3,400.00	\$4,624.00	\$2,964.80	\$1,659.20	\$770.67	44" Ad	\$748.00
9"	\$3,825.00	\$5,202.00	\$3,335.40	\$1,866.60	\$867.00	48" Ad	\$816.00
10"	\$4,250.00	\$5,780.00	\$3,706.00	\$2,074.00	\$963.34	52" Ad	\$884.00
11"	\$4,675.00	\$6,358.00	\$4,076.60	\$2,281.40	\$1,059.67	56" Ad	\$952.00
12"	\$5,100.00	\$6,936.00	\$4,447.20	\$2,488.80	\$1,156.00	60" Ad	\$1,020.00
13"	\$5,525.00	\$7,514.00	\$4,817.80	\$2,696.20	\$1,252.34	64" Ad	\$1,088.00
14"	\$5,950.00	\$8,092.00	\$5,188.40	\$2,903.60	\$1,348.67	68" Ad	\$1,156.00
15"	\$6,375.00	\$8,670.00	\$5,559.00	\$3,111.00	\$1,445.00	72" Ad	\$1,224.00
16"	\$6,800.00	\$9,248.00	\$5,929.60	\$3,318.40	\$1,541.34	76" Ad	\$1,292.00

• Add color on all ads for just
\$100 per month - 6" minimum required.

Butler Eagle

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

Butler Eagle

Ad-Perks Agreement

Date _____ Account Number _____

Ad Size _____ 12 Weeks _____ 25 Weeks _____ Color _____ (Add \$100 per month)

Advertiser agrees to spend _____ at the rate identified on the 2021 Ad-Perks Rate Card. The term of this agreement will be 12 or 25 weeks beginning _____ and terminating _____.

Should the advertiser fail to achieve spending dollar volume level identified in this contract, it is understood that the advertising client named on this document will be re-billed at the rate earned - predicated upon the actual dollars spent.

All accounts are payable - in full by the 15th of the month following the date of billing. Any amounts owed in excess of thirty (30) days from the invoice date are subject to interest and/or interest charges, at the rate of 18% per year.

Should account fall delinquent and be referred to an attorney for collection - the account will be liable for payment, court costs, expenses and reasonable attorney fees incurred in collection of said costs.

The advertiser assigns to the Butler Eagle all rights, titles and interests in layouts of advertisements placed which results from the creative efforts of the newspaper.

Business Name _____

Corporate Name (if other than business name) _____

Business Address _____

Corporate Address (if other than business address) _____

Contact Name _____ Phone _____

Advertiser Signature

Advertising Rep Signature

Vice President of Advertising Signature