



# 2021 • Top of Mind Awareness Program Guidelines

Effective January 1, 2021, Top of Mind Awareness ads can be 3 and 4 inch ads. Name and logo must comprise a minimum of 50 percent of the ad space. No couponing. Price/product ads are not allowed. Use one of the contract levels below to meet your marketing needs.

IF YOU DON'T COME TO MIND, THEY WON'T COME TO YOU!

## TOP OF MIND AWARENESS ADS • 3 INCH AD

Advertiser Initials	Insertions Per Week	Column Inch Rate	Monthly Investment	Annual Investment	Selling Impressions	Investment At Open Rate	Program Savings
	3	\$8.25	\$321.75	\$3,861	11,356,800	\$7,956	\$4,095
	4	\$8.00	\$416.00	\$4,992	15,142,400	\$10,608	\$5,616
	5	\$7.75	\$503.75	\$6,045	18,928,000	\$13,260	\$7,215
	6	\$7.50	\$585.00	\$7,020	22,713,600	\$15,912	\$8,892

ONE YEAR COMMITMENT

## TOP OF MIND AWARENESS ADS • 4 INCH AD

Advertiser Initials	Insertions Per Week	Column Inch Rate	Monthly Investment	Annual Investment	Selling Impressions	Investment At Open Rate	Program Savings
	3	\$7.75	\$403.00	\$4,836	11,356,800	\$10,608	\$5,772
	4	\$7.25	\$502.67	\$6,032	15,142,400	\$14,144	\$8,112
	5	\$6.75	\$585.00	\$7,020	18,928,000	\$17,680	\$10,660
	6	\$6.25	\$650.00	\$7,800	22,713,600	\$21,216	\$13,416

ONE YEAR COMMITMENT

# Top of Mind Awareness Agreement

Date \_\_\_\_\_ Account Number \_\_\_\_\_

Advertiser agrees to purchase the advertising program as designated by the authorized initials adjacent to the program selected. All accounts are payable in full by the 15th of the month following the date of billing. Any amounts owed in excess of (30) days from the invoice date are subject to interest and/or interest charges at the rate of 18% per year. Should the advertiser fail to meet the expenditure commitment at the end of the specific contract period, including timely payment of invoices, advertiser's rate for all space used during the contract period shall be modified to the corresponding calendar year rate, associated with the lineage volume attained, as indicated in the Butler Eagles' current rate card. The difference will be billed to the advertiser.

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Vice President of Advertising Signature



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