



# 2017 • 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"	\$576.00	\$816.00	<b>\$535.50</b>	<b>\$280.50</b>	\$178.50	15" Ad	<b>\$240.00</b>
4"	\$768.00	\$1,088.00	<b>\$714.00</b>	<b>\$374.00</b>	\$238.00	16" Ad	<b>\$256.00</b>
5"	\$960.00	\$1,360.00	<b>\$892.50</b>	<b>\$467.50</b>	\$297.50	17" Ad	<b>\$272.00</b>
6"	\$1,152.00	\$1,632.00	<b>\$1,071.00</b>	<b>\$561.00</b>	\$357.00	18" Ad	<b>\$288.00</b>
7"	\$1,344.00	\$1,904.00	<b>\$1,249.50</b>	<b>\$654.50</b>	\$416.50	19" Ad	<b>\$304.00</b>
8"	\$1,536.00	\$2,176.00	<b>\$1,428.00</b>	<b>\$748.00</b>	\$476.00	20" Ad	<b>\$320.00</b>
9"	\$1,728.00	\$2,448.00	<b>\$1,606.50</b>	<b>\$841.50</b>	\$535.50	22" Ad	<b>\$352.00</b>
10"	\$1,920.00	\$2,720.00	<b>\$1,785.00</b>	<b>\$935.00</b>	\$595.00	24" Ad	<b>\$384.00</b>
11"	\$2,112.00	\$2,992.00	<b>\$1,963.50</b>	<b>\$1,028.50</b>	\$654.50	26" Ad	<b>\$416.00</b>
12"	\$2,304.00	\$3,264.00	<b>\$2,142.00</b>	<b>\$1,122.00</b>	\$714.00	28" Ad	<b>\$448.00</b>
13"	\$2,496.00	\$3,536.00	<b>\$2,320.50</b>	<b>\$1,215.50</b>	\$773.50	30" Ad	<b>\$480.00</b>
14"	\$2,688.00	\$3,808.00	<b>\$2,499.00</b>	<b>\$1,309.00</b>	\$833.00	32" Ad	<b>\$512.00</b>
15"	\$2,880.00	\$4,080.00	<b>\$2,677.50</b>	<b>\$1,402.50</b>	\$892.50	34" Ad	<b>\$544.00</b>
16"	\$3,072.00	\$4,352.00	<b>\$2,856.00</b>	<b>\$1,496.00</b>	\$952.00	36" Ad	<b>\$576.00</b>

• 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"	\$1,200.00	\$1,632.00	<b>\$1,060.80</b>	<b>\$571.20</b>	\$176.80	30" Ad	<b>\$480.00</b>
4"	\$1,600.00	\$2,176.00	<b>\$1,414.40</b>	<b>\$761.60</b>	\$235.73	32" Ad	<b>\$512.00</b>
5"	\$2,000.00	\$2,720.00	<b>\$1,768.00</b>	<b>\$952.00</b>	\$294.67	34" Ad	<b>\$544.00</b>
6"	\$2,400.00	\$3,264.00	<b>\$2,121.60</b>	<b>\$1,142.40</b>	\$353.60	36" Ad	<b>\$576.00</b>
7"	\$2,800.00	\$3,808.00	<b>\$2,475.20</b>	<b>\$1,332.80</b>	\$412.53	38" Ad	<b>\$608.00</b>
8"	\$3,200.00	\$4,352.00	<b>\$2,828.80</b>	<b>\$1,523.20</b>	\$471.47	44" Ad	<b>\$704.00</b>
9"	\$3,600.00	\$4,896.00	<b>\$3,182.40</b>	<b>\$1,713.60</b>	\$530.40	48" Ad	<b>\$768.00</b>
10"	\$4,000.00	\$5,440.00	<b>\$3,536.00</b>	<b>\$1,904.00</b>	\$589.33	52" Ad	<b>\$832.00</b>
11"	\$4,400.00	\$5,984.00	<b>\$3,889.60</b>	<b>\$2,094.40</b>	\$648.27	56" Ad	<b>\$896.00</b>
12"	\$4,800.00	\$6,528.00	<b>\$4,243.20</b>	<b>\$2,284.80</b>	\$707.20	60" Ad	<b>\$960.00</b>
13"	\$5,200.00	\$7,072.00	<b>\$4,596.80</b>	<b>\$2,475.20</b>	\$766.13	64" Ad	<b>\$1,024.00</b>
14"	\$5,600.00	\$7,616.00	<b>\$4,950.40</b>	<b>\$2,665.60</b>	\$825.07	68" Ad	<b>\$1,088.00</b>
15"	\$6,000.00	\$8,160.00	<b>\$5,304.00</b>	<b>\$2,856.00</b>	\$884.00	72" Ad	<b>\$1,152.00</b>
16"	\$6,400.00	\$8,704.00	<b>\$5,657.60</b>	<b>\$3,046.00</b>	\$942.93	76" Ad	<b>\$1,216.00</b>

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



Ronald A. Vodenichar - General Manager    Keith J. Graham - Director 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 2017 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

\_\_\_\_\_  
Advertising Director Signature

\_\_\_\_\_  
General Manager Signature