



2017 • Retail Business-Builder Rate Card

Run from 3" to 20" weekly for 12 or 24 weeks and rack up big savings as compared to regular rates.

NO FURTHER DISCOUNTS APPLY TO THESE RATES

Ad copy may be changed weekly, but ads in this program must run 12 or 24 CONSECUTIVE weeks to qualify.

RETAIL • 12 WEEK BUSINESS-BUILDER RATES

Ad Size	12 Week Regular Rate	12 Week BizBuilder	Savings	Approximate Cost Per Month
3"	\$576.00	\$417.60	\$158.40	\$139.20
4"	\$768.00	\$556.80	\$211.20	\$185.20
5"	\$960.00	\$696.00	\$264.00	\$232.00
6"	\$1,152.00	\$835.20	\$316.80	\$278.40
7"	\$1,344.00	\$966.00	\$378.00	\$322.00
8"	\$1,536.00	\$1,104.00	\$432.00	\$368.00
9"	\$1,728.00	\$1,242.00	\$486.00	\$414.00
10"	\$1,920.00	\$1,380.00	\$540.00	\$460.00
11"	\$2,112.00	\$1,518.00	\$494.00	\$506.00
12"	\$2,304.00	\$1,548.00	\$756.00	\$516.00
13"	\$2,496.00	\$1,677.00	\$819.00	\$559.00
14"	\$2,688.00	\$1,806.00	\$882.00	\$602.00
15"	\$2,880.00	\$1,935.00	\$945.00	\$645.00
16"	\$3,072.00	\$2,064.00	\$1,008.00	\$688.00
17"	\$3,264.00	\$2,091.00	\$1,173.00	\$697.00
18"	\$3,456.00	\$2,214.00	\$1,242.00	\$738.00
19"	\$3,648.00	\$2,337.00	\$1,311.00	\$779.00
20"	\$3,840.00	\$2,460.00	\$1,380.00	\$820.00

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

RETAIL • 24 WEEK BUSINESS-BUILDER RATES

Ad Size	24 Week Regular Rate	24 Week BizBuilder	Savings	Approximate Cost Per Month
3"	\$1,152.00	\$824.40	\$327.60	\$137.40
4"	\$1,536.00	\$1,099.20	\$436.80	\$183.20
5"	\$1,920.00	\$1,374.00	\$546.00	\$229.00
6"	\$2,304.00	\$1,648.80	\$655.20	\$274.80
7"	\$2,688.00	\$1,898.40	\$789.60	\$316.40
8"	\$3,072.00	\$2,169.60	\$902.40	\$361.60
9"	\$3,456.00	\$2,440.40	\$1,015.20	\$406.80
10"	\$3,840.00	\$2,712.00	\$1,128.00	\$452.00
11"	\$4,224.00	\$2,983.20	\$1,240.80	\$497.20
12"	\$4,608.00	\$3,052.80	\$1,555.20	\$508.80
13"	\$4,992.00	\$3,307.20	\$1,684.80	\$551.20
14"	\$5,376.00	\$3,561.60	\$1,814.40	\$593.60
15"	\$5,760.00	\$3,816.00	\$1,944.00	\$636.00
16"	\$6,144.00	\$4,070.40	\$2,073.60	\$678.40
17"	\$6,528.00	\$4,100.40	\$2,427.60	\$683.40
18"	\$6,912.00	\$4,341.60	\$2,570.40	\$723.60
19"	\$7,296.00	\$4,582.80	\$2,713.20	\$763.80
20"	\$7,680.00	\$4,824.00	\$2,856.00	\$804.00

• 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

Business-Builder Agreement

Date _____ Account Number _____

Ad Size _____ 12 Weeks _____ 24 Weeks _____ Color _____ (Add \$100 per month)

Advertiser agrees to spend _____ at the rate identified on the 2017 Business-Builder Rate Card. The term of this agreement will be 12 or 24 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