



2017 • Retail Advertising Rates & Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 145 years. Published Monday through Friday afternoon and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 23,226 copies and Sunday at 24,833 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.

OPEN RATES

Butler Eagle per column inch	\$16.00
Cranberry Eagle (Wed. or Sun.)	\$ 9.50
www.butlereagle.com	Upon Request

ANNUAL BULK RATES

*Cash Dollar Volume Contracts	Regular
\$3,000 - \$17,000	\$11.00
\$17,001 - \$30,000	\$10.50
\$30,001 - \$65,000	\$10.00
\$65,001 - \$90,000	\$ 9.50
\$90,001 Plus	\$ 9.25

*5% discount available on Annual Bulk Rates if account is paid in full by the 15th of each month

FREQUENCY RATES

See Ad Perks or Business Builder Rate Cards for details

REPEAT RATES • DISCOUNTS

Applicable on Open Rate only

1. Second insertion (first repeat) is allowed a 25% discount
2. Third insertion (second repeat) is allowed a 50% discount

All multiple run (repeat) ads are required to run within a 6-day period. Changes to original copy or layout do not qualify for repeat discounts.

PICK UP RATE

Cranberry Eagle (Wed. or Sun.) per column inch	\$ 7.00
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CHARITABLE RATE

\$10.00

POLITICAL RATE

\$14.00

COMMISSIONABLE RATE

\$25.50

COLOR RATE

Per column inch (minimum \$50-\$300 Maximum) \$ 4.00

DEADLINES

If your ad runs on:

BUTLER EAGLE

Monday

Tuesday

Wednesday

Thursday

Friday

Sunday

Copy and art due by:

Thursday • Noon

Friday • Noon

Friday • 5PM

Monday • Noon

Tuesday • Noon

Wednesday • Noon

If your ad runs on:

CRANBERRY EAGLE

Wednesday

Sunday

Copy and art due by:

Friday • Noon

Wednesday • 5PM

MECHANICALS

Columns	Inches	Picas/Points
1	1.604"	9p7.5
2	3.333"	20
3	5.056"	30p4.5
4	6.792"	46
5	8.521"	51p1.5
6	10.25"	61p6
Page cut-off • 20"		

FTP SITE

Ftp.butlereagle.com

User: BEADS

Password: BuEa2006

(all case sensitive)

Butler Eagle

Ronald A. Vodenichar - General Manager Keith J. Graham - Director of Advertising



Eagle Bulk Rate Advertising Agreement

Date _____ Account Number _____

Advertiser agrees to spend _____ at the per column inch rate of _____ as identified on the 2017 Eagle Rate Card. The term of this agreement will be twelve months beginning _____ and terminating _____.

It is further agreed that all advertising spending in combined Butler Eagle publications, including the Wednesday and Sunday Cranberry Eagle, will be credited to the fulfillment of this agreement.

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.

Should the advertiser exceed signed category level spending, a rebate will be awarded based upon actual dollars invested via credit toward future billing. Rebates will be implemented upon reaching a new spending level, but will only occur - one bracket at a time. Multi-level rebates will not be applicable to this agreement.

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