



2017 • Top of Mind Awareness Program Guidelines

Effective January 1, 2017, 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	\$7.75	\$302.25	\$3,627	11,356,800	\$7,488	\$3,861
	4	\$7.50	\$390.00	\$4,680	15,142,400	\$9,984	\$5,304
	5	\$7.25	\$471.25	\$5,655	18,928,000	\$12,480	\$6,825
	6	\$7.00	\$546.00	\$6,552	22,713,600	\$14,976	\$8,424

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	\$7.25	\$377.00	\$4,524	11,356,800	\$9,984	\$5,460
	4	\$6.75	\$468.00	\$5,616	15,142,400	\$13,312	\$7,696
	5	\$6.25	\$541.67	\$6,500	18,928,000	\$16,640	\$10,140
	6	\$5.75	\$598.00	\$7,176	22,713,600	\$19,968	\$12,792

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 _____

Advertising Director Signature _____



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