

Commissionable Rate Information

Product Profile: The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 100 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 26,996 copies and Sunday at 29,751 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.



RETAIL RATES

ALL RATES ARE NET TO NEWSPAPER

Butler Eagle per column inch.....	\$25.50
Cranberry Eagle (Wed. or Sun.).....	\$21.25

* Annual Bulk Rates Available

COLOR RATES

RETAIL and CLASSIFIED

Spot One Color.....	\$220.00
Spot Two Color.....	\$275.00
Full Color (CMYK).....	\$315.00

Color is additional to ad space per insertion in Butler Eagle or Cranberry Eagle.

RETAIL MECHANICALS Page Cut-off - 20"

Columns	Inches	Picas/pts	Columns	Inches	Picas/pts
1.....	1.604.....	9p7.5	4.....	6.792.....	46
2.....	3.333.....	20	5.....	8.521.....	51p1.5
3.....	5.056.....	30p4.5	6.....	10.25.....	61p6

FTP Site.... Ftp.butlereagle.com
 User: BEADS PWD: BuEa2006 (all case sensitive)

DEADLINE: 4 Days Prior to Insertion

CLASSIFIED RATES

ALL RATES ARE NET TO NEWSPAPER

Butler Eagle per column inch.....	\$25.00
Cranberry Eagle (Wed. or Sun.).....	\$17.00
CLASSIFIED LINE.....	\$3.30 PER LINE

CLASSIFIED MECHANICALS

Columns	Inches	Picas/pts	Columns	Inches	Picas/pts
1.....	1.083.....	6p6	6.....	6.812.....	40p10.5
2.....	2.229.....	13p4.5	7.....	7.958.....	47p9
3.....	3.375.....	20p3	8.....	9.104.....	54p7.5
4.....	4.521.....	27p1.5	9.....	10.25.....	60p9
5.....	5.667.....	34	Page Cut-off - 20 inches		

PRE-PRINT RATES

Single Sheet - \$44/cost per M

Tab Pages	Cost per M	Tab Pages	Cost Per M
4 Pg.	\$43.00	24 Pg.	\$68.00
8 Pg.	\$45.00	28 Pg.	\$74.00
12 Pg.	\$48.00	32 Pg.	\$77.00
16 Pg.	\$57.00	36 Pg.	\$81.00
20 Pg.	\$62.00	40 Pg.	\$88.00

For larger sizes, add .50 per tab page per thousand. A tab page is defined as 130 square inches. Maximum size for inserts - 10.5" x 11". (Larger sizes should be quarter folded, unless page count exceeds twelve.) Plastic bags, 6.5"x17" are billed at \$50 per thousand.

Partial insert quantities will be assessed a \$100.00 zoning fee (10,000 minimum). Sunday inserts require full-run circulation.



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

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