

2012 RATE CARD

www.butlereagle.com

ROS NET RATES (CPM)			
	Size - Pixels	Open Rate	150,000 + Impressions
Big Box	300x250	\$5	\$4
Leaderboard	728x90	\$4	\$3
Skyscraper	160x600	\$3	\$2
Rectangle	180x150	\$2	\$1 ⁵⁰
Vertical Banner	120x240	\$2	\$1 ⁵⁰

TARGETED NET RATES BY SECTION ADD \$1 CPM NET

ButlerEagle.com can deliver your message to more than 80,000 unique visitors per month.

RATE POLICIES:

1. Rates are based on cost per thousand net (CPM) delivered impressions.
2. Minimum buy is \$50 net per month.
3. All butlereagle.com advertisers can have their online ads created by the Butler Eagle's creative services team - at no extra charge. Advertisers who require multiple changes in creative direction may incur additional fees.

BIG BOX POSITIONS

- Homepage
- 2 Spot Locations:
To the right of the content at the top & the bottom of the page in the middle.
- News
 - Sports
 - Business
 - Arts/Entertainment
 - Focus
 - Editorial
 - Kids Page
 - Obituaries
- Spot Location:
To right of content at the top
- Pages with 2 ad spots only
- All Articles
 - Vital Statistics
 - Kids Page - Shortcuts
 - Arts/Entertainment - Puzzles

VERTICAL BANNER AD & SKYSCRAPER POSITIONS

- Homepage
 - News (excludes News Extra)
 - Sports (excludes Sports Extra)
 - Business
 - Arts/Entertainment (excludes Puzzles)
 - Focus
 - Editorial
 - Kids Page (excludes Shortcuts)
 - Classified
 - Obituaries
- Spot Location:
To right of content at the top under Big Box Ad

RECTANGLE POSITIONS

- Homepage
 - News (excludes News Extra)
 - Sports (excludes Sports Extra)
 - Business
 - Arts/Entertainment (excludes Puzzles)
 - Focus
 - Editorial
 - Kids Page (excludes Shortcuts)
 - Obituaries
- Spot Location:
1spot to right of content under Big Box Ad

Leaderboard positions are available on every page.



To advertise, call 724-282-8000