**Preprint Advertising Rates/Information**

**Product Profile:** The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for 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 28,085 copies and Sunday at 30,314 copies. The Eagle reaches nearly 7 out 10 Butler City households and over 53% of the RTZ. No other competitive medium provides similar audience reach at such an attractive CPM.

### Full Circulation PREPRINT INSERT RATES

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<th>Frequency Per Year</th>
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</table>

Include Cranberry and **REDUCE** these rates by $3.00 CPM • Include Slippery Rock and reduce these rates by $2.00
Include Both Cranberry and Slippery Rock Eagles and **REDUCE** these rates by $6.00 CPM

Partial Insert quantities will be assessed a $100.00 Zoning fee (10,000 minimum)
Sunday Inserts Require Full-Run Circulation

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**Butler Eagle**

P.O. Box 271, Butler, PA 16003
Ph: 724-282-8000
Toll Free: 1-800-842-8098
Fax: 724-282-1280
www.butlereagle.com

**Personnel**
Ronald A. Vodenichar - General Manager
Ken McElroy - Director of Advertising

**SHIP TO:** Eagle Production Center
514 West Wayne St., Butler, PA 16001
Phone: 724-431-2200

**DEADLINE - 7 Days Prior**

**Dock Hours:** 8:30AM - 4:30PM Monday - Friday