

BUTLER EAGLE 2012

Preprint Advertising Rates/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.



Full Circulation PREPRINT INSERT RATES

Frequency Per Year	CARD	4 Tab	8 Tab	12 Tab	16 Tab	20 Tab	24 Tab	28 Tab	32 Tab	36 Tab	40 Tab	44 Tab	48 Tab
1-5	\$44	\$43	\$45	\$48	\$57	\$62	\$68	\$74	\$77	\$81	\$88	\$90	\$93
6-12	\$43.50	\$42	\$44	\$46	\$55	\$61	\$66	\$72	\$75	\$79	\$86	\$88	\$91
13-24	\$43	\$41	\$44	\$45	\$54	\$59	\$64	\$70	\$73	\$77	\$84	\$86	\$89
25-48	\$42.50	\$40	\$43	\$44	\$53	\$57	\$62	\$68	\$71	\$75	\$82	\$84	\$87
49-60	\$42	\$39	\$42	\$44	\$52	\$55	\$60	\$66	\$69	\$73	\$80	\$82	\$85
61	\$41.50	\$38	\$41	\$43	\$50	\$53	\$58	\$64	\$67	\$71	\$78	\$80	\$83

Include Cranberry Eagle (Wednesday or Sunday) and **REDUCE** these rates by \$3.00 CPM.

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.

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

DEADLINE - 10 Days Prior

Personnel

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

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

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