

BUTLER EAGLE 2012



Retail 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.

OPEN RATES

Butler Eagle per column inch.....\$16.00
 Cranberry Eagle (Wed. or Sun.).....\$8.50
 butlereagle.com rate.....upon request

ANNUAL BULK RATES

Cash Dollar Volume Contracts*	Regular
\$3,000 to \$17,001.....	\$11.00
\$17,001 to \$30,000.....	\$10.50
\$30,001 to \$65,000.....	\$10.00
\$65,001 to \$90,000.....	\$9.50
\$90,001 Plus.....	\$9.25

* 5% discount available on Annual Bulk Rates if account is paid in full by the 15th of each month

FREQUENCY RATES

See Ad Perks or Business Builder
 Rate Cards for details

REPEAT RATES/DISCOUNTS

Applicable on Open Rate only
 (1) Second insertion (first repeat) is allowed a 10% Discount
 (2) Third insertion (2nd repeat) is allowed a 20% Discount
 All multiple run (repeat) ads are required to run within a 6-day period.
 Changes to original copy or layout do not qualify for repeat discounts.

PICK UP RATES

Cranberry Eagle (Wed. or Sun.) per column inch.....\$6.50

CHARITABLE RATE

Rate.....\$10.00

POLITICAL

Rate.....\$14.00

NATIONAL RATES

Rate is NET to newspaper.....\$25.50

COLOR RATES

Per Column inch (Minimum \$50.00 - \$300 Maximum).....\$4.00

DEADLINES

<i>If your ad runs on...</i>	<i>Copy and art due by</i>
Monday.....	Thursday Noon
Tuesday.....	Friday Noon
Wednesday.....	Friday 5:00 pm
Thursday.....	Monday Noon
Friday.....	Tuesday Noon
Sunday.....	Wednesday Noon
Cranberry Eagle - Wednesday.....	Friday Noon
Cranberry Eagle - Sunday.....	Wednesday 5:00 pm

MECHANICALS Page Cut-off - 20 inches

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)



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Personnel
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