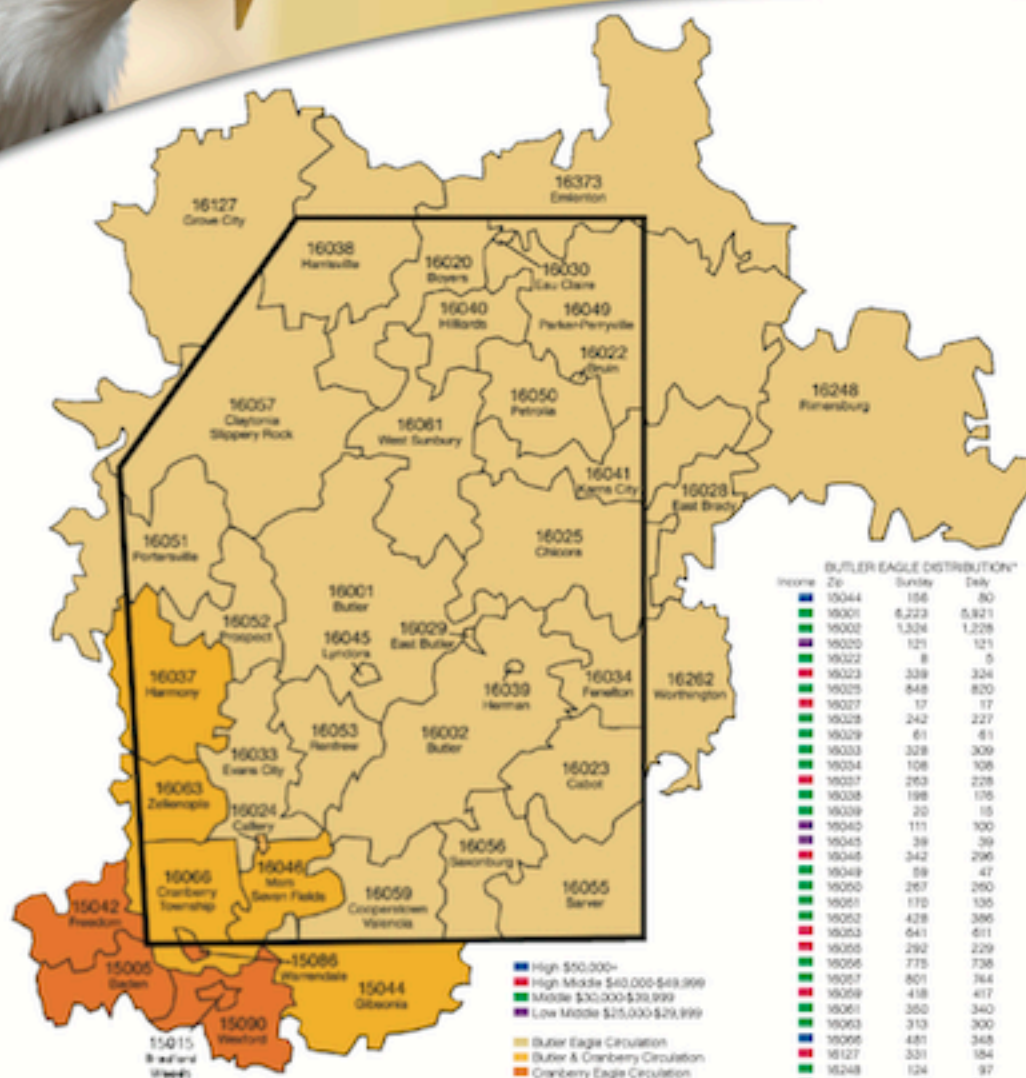


SOAR
WITH THE
EAGLE

Butler Eagle



2022 • Circulation Map



CRANBERRY EAGLE DISTRIBUTION*
Wednesday 22,104

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Special Sections

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 150 years. Published Monday through Friday and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 18,533 copies and Sunday at 20,417 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.

JANUARY 2022

Health & Fitness Tab
Readers' Choice Ballots
Bridal Showcase
Semi-Annual Tribute to Loved Ones
Family Business
Education
CE-Community Guide

FEBRUARY 2022

Health Section
Valentine Gift Guide
Readers' Choice Winners Circle Tab
Silver Lifestyles

MARCH 2022

Grove City Trade Show
Health Section
Polar Platter
Spring Home & Garden
March Madness
Butler County Parks & Recreation Program Guide

APRIL 2022

Butler County Chamber of Commerce
Membership Directory
Spring Home Improvement
Resurrection Story
Health Section
Career Link Job Fair
Education
Weekly Golf Feature
Business Leaders
Spring Car Care

MAY 2022

Health Section
Mother's Day
Butler County Garden Market Home & Garden Show
100 Things To Do/Camping Guide
Memorial Day Tribute
Grad Tab

JUNE 2022

Health Section
Father's Day
Flag Day
Bartram Jeep Heritage Festival
Grove City Strawberry Festival

JULY 2022

Declaration of Independence
Semi-Annual Tribute To Loved Ones
Health & Fitness Tab
Child Care Directory
Answer Book

AUGUST 2022

Health Section
Regatta
Farm Show Tab
All About Learning Tab
Football Tab

SEPTEMBER 2022

Health Section
Fall Bridal
Butler Fall Festival
Slippery Rock Villagefest
Golden Years
Fall Home Improvement
Menu Guide

OCTOBER 2022

Health Section (Breast Cancer Awareness Month)
Haunted Happenings
Fall Car Care
Butler County's Most Wanted
Progress Edition
Drug Awareness Supplement

NOVEMBER 2022

Health Section
Hunting
Veteran's Day
Weekly Downtown Butler Pages
Saxenburg Light Up Night
HOLIDAY PACKAGES START!

DECEMBER 2022

Health Section
Holiday Gift Guide
Weekly Downtown Butler Pages
Christmas Church Services
Christmas Greetings
2022 Calendar/ Photo Contest

Butler Eagle

Subject To Change

Tammy Schvey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Retail Advertising Rates & Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 150 years. Published Monday through Friday and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 18,533 copies and Sunday at 20,417 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	\$17.00
Cranberry Eagle (Wednesday)	\$10.50
www.butlereagle.com	Upon Request

ANNUAL BULK RATES

*Cash Dollar Volume Contracts	Regular
\$3,000 - \$17,000	\$11.50
\$17,001 - \$30,000	\$11.00
\$30,001 - \$65,000	\$10.50
\$65,001 - \$90,000	\$10.00
\$90,001 Plus	\$ 9.75

*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 25% discount
2. Third insertion (second repeat) is allowed a 50% 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 RATE

Cranberry Eagle (Wednesday) per column inch	\$ 7.50
---	---------

CHARITABLE RATE

\$11.00

POLITICAL RATE

\$15.00

COMMISSIONABLE RATE

\$25.50

COLOR RATE

Per column inch (minimum \$50-\$300 Maximum) \$ 4.00

DEADLINES

If your ad runs on:

BUTLER EAGLE

Monday
Tuesday
Wednesday
Thursday
Friday
Sunday

Copy and art due by:

Thursday • Noon
Friday • Noon
Friday • 5PM
Monday • Noon
Tuesday • Noon
Wednesday • Noon

If your ad runs on:

CRANBERRY EAGLE

Wednesday

Copy and art due by:

Thursday • 5PM

MECHANICALS

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

Page cut-off • 20"

FTP SITE

Ftp.butlereagle.com

User: BEADS

Password: BuEa2006

(all case sensitive)

Butler Eagle

Tammy Schvey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Retail Business-BUILDER Rate Card

Run from 3" to 20" weekly for 12 or 24 weeks
and rack up big savings as compared to regular rates.

NO FURTHER DISCOUNTS APPLY TO THESE RATES
Ad copy may be changed weekly, but ads in this program must run once per week for
12 or 24 CONSECUTIVE weeks to qualify.

RETAIL • 12 WEEK BUSINESS-BUILDER RATES

Ad Size	12 Week Regular Rate	12 Week BizBuilder	Savings	Approximate Cost Per Month
3"	\$612.00	\$435.60	\$176.40	\$145.20
4"	\$816.00	\$580.80	\$235.20	\$193.60
5"	\$1,020.00	\$726.00	\$294.00	\$242.00
6"	\$1,224.00	\$871.20	\$352.80	\$290.40
7"	\$1,428.00	\$1,008.00	\$420.00	\$336.00
8"	\$1,632.00	\$1,152.00	\$480.00	\$384.00
9"	\$1,836.00	\$1,296.00	\$540.00	\$432.00
10"	\$2,040.00	\$1,440.00	\$600.00	\$480.00
11"	\$2,244.00	\$1,584.00	\$660.00	\$528.00
12"	\$2,448.00	\$1,728.00	\$720.00	\$540.00
13"	\$2,652.00	\$1,755.00	\$897.00	\$585.00
14"	\$2,856.00	\$1,890.00	\$966.00	\$630.00
15"	\$3,060.00	\$2,025.00	\$1,035.00	\$675.00
16"	\$3,264.00	\$2,064.00	\$1,200.00	\$688.00
17"	\$3,468.00	\$2,193.00	\$1,275.00	\$731.00
18"	\$3,672.00	\$2,322.00	\$1,350.00	\$774.00
19"	\$3,876.00	\$2,451.00	\$1,425.00	\$817.00
20"	\$4,080.00	\$2,580.00	\$1,500.00	\$860.00

• Add color on all ads for just \$100 per month - 6" minimum required.

RETAIL • 24 WEEK BUSINESS-BUILDER RATES

Ad Size	24 Week Regular Rate	24 Week BizBuilder	Savings	Approximate Cost Per Month
3"	\$1,224.00	\$860.40	\$363.60	\$143.40
4"	\$1,632.00	\$1,147.20	\$484.80	\$191.20
5"	\$2,040.00	\$1,434.00	\$606.00	\$239.00
6"	\$2,448.00	\$1,720.80	\$727.20	\$286.80
7"	\$2,856.00	\$1,982.40	\$873.60	\$330.40
8"	\$3,264.00	\$2,265.60	\$998.40	\$377.60
9"	\$3,672.00	\$2,548.80	\$1,123.20	\$424.80
10"	\$4,080.00	\$2,832.00	\$1,248.00	\$472.00
11"	\$4,488.00	\$3,115.20	\$1,372.80	\$519.20
12"	\$4,896.00	\$3,196.80	\$1,699.20	\$532.80
13"	\$5,304.00	\$3,463.20	\$1,840.80	\$577.20
14"	\$5,712.00	\$3,729.60	\$1,982.40	\$621.60
15"	\$6,120.00	\$3,996.00	\$2,124.00	\$666.00
16"	\$6,528.00	\$4,262.40	\$2,265.60	\$710.40
17"	\$6,936.00	\$4,304.40	\$2,631.60	\$717.40
18"	\$7,344.00	\$4,557.60	\$2,786.40	\$759.60
19"	\$7,752.00	\$4,810.80	\$2,941.20	\$801.80
20"	\$8,160.00	\$5,064.00	\$3,096.00	\$844.00

• Add color on all ads for just \$100 per month - 6" minimum required.

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Ad-Perks Rate Card

Run 17 ads - any size from 3" to 16"
over a 12 week period or
34 ads - any size from 3" to 16" over a 25 week period
and get an IMPACT AD FREE.

Free ads may be scheduled following fulfillment of contracted agreement.

NO FURTHER DISCOUNTS APPLY TO THESE RATES

AD-PERKS • 12 WEEKS/17 ADS

Ad Size	12 Week 12-Ads Regular Rate	12 Week 17-Ads Regular Rate	12 Week 17-Ads Ad-Perks Rate	Savings	Average Monthly Cost	FREE Impact Ad	FREE Ad Value
3"	\$612.00	\$867.00	\$561.00	\$306.00	\$187.00	15" Ad	\$255.00
4"	\$816.00	\$1,156.00	\$748.00	\$408.00	\$249.34	16" Ad	\$272.00
5"	\$1,020.00	\$1,445.00	\$935.00	\$510.00	\$311.67	17" Ad	\$289.00
6"	\$1,224.00	\$1,734.00	\$1,122.00	\$612.00	\$374.00	18" Ad	\$306.00
7"	\$1,428.00	\$2,023.00	\$1,309.00	\$714.00	\$436.34	19" Ad	\$323.00
8"	\$1,632.00	\$2,312.00	\$1,496.00	\$816.00	\$498.67	20" Ad	\$340.00
9"	\$1,836.00	\$2,601.00	\$1,683.00	\$918.00	\$561.00	22" Ad	\$374.00
10"	\$2,040.00	\$2,890.00	\$1,870.00	\$1,020.00	\$623.34	24" Ad	\$408.00
11"	\$2,244.00	\$3,179.00	\$2,057.00	\$1,122.00	\$685.67	26" Ad	\$442.00
12"	\$2,448.00	\$3,468.00	\$2,244.00	\$1,224.00	\$748.00	28" Ad	\$476.00
13"	\$2,652.00	\$3,757.00	\$2,431.00	\$1,326.00	\$810.34	30" Ad	\$510.00
14"	\$2,856.00	\$4,046.00	\$2,618.00	\$1,428.00	\$872.67	32" Ad	\$544.00
15"	\$3,060.00	\$4,335.00	\$2,805.00	\$1,530.00	\$935.00	34" Ad	\$578.00
16"	\$3,264.00	\$4,624.00	\$2,992.00	\$1,632.00	\$997.34	36" Ad	\$612.00

*Add color on all ads for just \$100 per month - 6" minimum required.

AD-PERKS • 25 WEEKS/34 ADS

Ad Size	25 Week 25-Ads Regular Rate	25 Week 34-Ads Regular Rate	25 Week 34-Ads Ad-Perks Rate	Savings	Average Monthly Cost	FREE Impact Ad	FREE Ad Value
3"	\$1,275.00	\$1,734.00	\$1,111.80	\$622.20	\$185.30	30" Ad	\$510.00
4"	\$1,700.00	\$2,312.00	\$1,482.40	\$829.60	\$247.07	32" Ad	\$544.00
5"	\$2,125.00	\$2,890.00	\$1,853.00	\$1,037.00	\$308.84	34" Ad	\$578.00
6"	\$2,550.00	\$3,468.00	\$2,223.60	\$1,244.40	\$378.00	36" Ad	\$612.00
7"	\$2,975.00	\$4,046.00	\$2,594.20	\$1,451.80	\$474.34	38" Ad	\$646.00
8"	\$3,400.00	\$4,624.00	\$2,964.80	\$1,659.20	\$570.67	44" Ad	\$748.00
9"	\$3,825.00	\$5,202.00	\$3,335.40	\$1,866.60	\$667.00	48" Ad	\$816.00
10"	\$4,250.00	\$5,780.00	\$3,706.00	\$2,074.00	\$763.34	52" Ad	\$884.00
11"	\$4,675.00	\$6,358.00	\$4,076.60	\$2,281.40	\$1,059.67	56" Ad	\$952.00
12"	\$5,100.00	\$6,936.00	\$4,447.20	\$2,488.80	\$1,156.00	60" Ad	\$1,020.00
13"	\$5,525.00	\$7,514.00	\$4,817.80	\$2,696.20	\$1,252.34	64" Ad	\$1,088.00
14"	\$5,950.00	\$8,092.00	\$5,188.40	\$2,903.60	\$1,348.67	68" Ad	\$1,156.00
15"	\$6,375.00	\$8,670.00	\$5,559.00	\$3,111.00	\$1,445.00	72" Ad	\$1,224.00
16"	\$6,800.00	\$9,248.00	\$5,929.60	\$3,318.40	\$1,541.34	76" Ad	\$1,292.00

*Add color on all ads for just
\$100 per month - 6" minimum required.

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Top of Mind Awareness Program Guidelines

Effective January 1, 2022, Top of Mind Awareness ads can be 3 and 4 inch ads. Name and logo must comprise a minimum of 50 percent of the ad space. No couponing. Price/product ads are not allowed. Use one of the contract levels below to meet your marketing needs.

IF YOU DON'T COME TO MIND, THEY WON'T COME TO YOU!

TOP OF MIND AWARENESS ADS • 3 INCH AD

Advertiser Initials	Insertions Per Week	Column Inch Rate	Monthly Investment	Annual Investment	Selling Impressions	Investment At Open Rate	Program Savings
	3	\$8.25	\$321.75	\$3,861	11,356,800	\$7,956	\$4,095
	4	\$8.00	\$416.00	\$4,992	15,142,400	\$10,608	\$5,616
	5	\$7.75	\$503.75	\$6,045	18,928,000	\$13,260	\$7,215
	6	\$7.50	\$585.00	\$7,020	22,713,600	\$15,912	\$8,892

ONE YEAR COMMITMENT

TOP OF MIND AWARENESS ADS • 4 INCH AD

Advertiser Initials	Insertions Per Week	Column Inch Rate	Monthly Investment	Annual Investment	Selling Impressions	Investment At Open Rate	Program Savings
	3	\$7.75	\$403.00	\$4,836	11,356,800	\$10,608	\$5,772
	4	\$7.25	\$502.67	\$6,032	15,142,400	\$14,144	\$8,112
	5	\$6.75	\$585.00	\$7,020	18,928,000	\$17,680	\$10,660
	6	\$6.25	\$650.00	\$7,800	22,713,600	\$21,216	\$13,416

ONE YEAR COMMITMENT

Top of Mind Awareness Agreement

Date _____ Account Number _____

Advertiser agrees to purchase the advertising program as designated by the authorized initials adjacent to the program selected. All accounts are payable in full by the 15th of the month following the date of billing. Any amounts owed in excess of (30) days from the invoice date are subject to interest and/or interest charges at the rate of 18% per year. Should the advertiser fail to meet the expenditure commitment at the end of the specific contract period, including timely payment of invoices, advertiser's rate for all space used during the contract period shall be modified to the corresponding calendar year rate, associated with the lineage volume attained, as indicated in the Butler Eagles' current rate card. The difference will be billed to the advertiser.

Business Name _____

Business Address _____

Contact Name _____ Phone _____

Advertiser Signature

Vice President of Advertising Signature

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Classified Display Advertising Rates & Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 150 years. Published Monday through Friday and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 18,533 copies and Sunday at 20,417 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	\$14.00
Cranberry Eagle (Wednesday)	\$ 9.00
www.butlereagle.com	\$ 1.00

ANNUAL BULK RATES

*Cash Dollar Volume Contracts	Regular
\$3,000 - \$17,000	\$12.00
\$17,001 - \$30,000	\$11.00
\$30,001 - \$65,000	\$10.50
\$65,001 - \$90,000	\$10.00
\$90,001 Plus	\$ 9.50

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

RECRUITMENT RATES

Butler Eagle per column inch	\$15.00
Cranberry Eagle (Wednesday)	\$ 8.50

REPEAT RATES • DISCOUNTS

Applicable on Open Rate only

1. Second insertion (first repeat) is allowed a 25% discount
2. Third insertion (second repeat) is allowed a 50% 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 RATE

Cranberry Eagle (Wednesday) per column inch	\$ 6.50
Not applicable for recruitment	

CHARITABLE RATE

\$11.00

COMMISSIONABLE RATES

Butler Eagle	\$25.00
Cranberry Eagle	\$18.25

COLOR RATE

Per column inch (minimum \$50-\$300 Maximum)	\$ 4.00
--	---------

DEADLINES

If your ad runs on:	Copy and art due by:
BUTLER EAGLE	
Monday	Thursday • Noon
Tuesday	Friday • Noon
Wednesday	Friday • 5PM
Thursday	Monday • Noon
Friday	Tuesday • Noon
Sunday	Wednesday • Noon
If your ad runs on:	Copy and art due by:
CRANBERRY EAGLE	
Wednesday	Thursday • 5PM

MECHANICALS

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

FTP SITE

Ftp.butlereagle.com

User: BEADS
Password: BuEa2006
(all case sensitive)

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Classified Business-BUILDER Rate Card

Run from 3" to 20" weekly for 12 or 24 weeks
and rack up big savings as compared to regular rates.

NO FURTHER DISCOUNTS APPLY TO THESE RATES

Ad copy may be changed weekly, but ads in this program must run once per week for
12 or 24 CONSECUTIVE weeks to qualify.

CLASSIFIED • 12 WEEK BUSINESS-BUILDER RATES

Ad Size	12 Week Regular Rate	12 Week BizBuilder	Savings	Approximate Cost Per Month
3"	\$504.00	\$360.00	\$144.00	\$120.00
4"	\$672.00	\$480.00	\$192.00	\$160.00
5"	\$840.00	\$600.00	\$240.00	\$200.00
6"	\$1,008.00	\$720.00	\$288.00	\$240.00
7"	\$1,176.00	\$827.40	\$348.60	\$275.80
8"	\$1,344.00	\$945.60	\$398.40	\$315.20
9"	\$1,512.00	\$1,063.80	\$448.20	\$354.60
10"	\$1,680.00	\$1,182.00	\$498.00	\$394.00
11"	\$1,848.00	\$1,300.20	\$547.80	\$433.40
12"	\$2,016.00	\$1,396.80	\$619.20	\$456.60
13"	\$2,184.00	\$1,513.20	\$670.80	\$504.40
14"	\$2,352.00	\$1,629.60	\$722.40	\$543.20
15"	\$2,520.00	\$1,746.00	\$774.00	\$582.00
16"	\$2,688.00	\$1,833.60	\$854.40	\$611.20
17"	\$2,856.00	\$1,948.20	\$907.80	\$649.40
18"	\$3,024.00	\$2,062.80	\$961.20	\$687.80
19"	\$3,192.00	\$2,177.40	\$1,014.60	\$725.80
20"	\$3,360.00	\$2,292.00	\$1,068.00	\$764.00

• Add color on all ads for just \$100 per month - 6" minimum required.

CLASSIFIED • 24 WEEK BUSINESS-BUILDER RATES

Ad Size	24 Week Regular Rate	24 Week BizBuilder	Savings	Approximate Cost Per Month
3"	\$1,008.00	\$709.20	\$298.80	\$118.20
4"	\$1,344.00	\$945.60	\$398.40	\$157.60
5"	\$1,680.00	\$1,182.00	\$498.00	\$197.00
6"	\$2,016.00	\$1,418.40	\$597.60	\$236.40
7"	\$2,352.00	\$1,629.60	\$722.40	\$271.60
8"	\$2,688.00	\$1,862.40	\$825.60	\$310.40
9"	\$3,024.00	\$2,095.20	\$928.80	\$349.20
10"	\$3,360.00	\$2,328.00	\$1,032.00	\$388.00
11"	\$3,696.00	\$2,560.80	\$1,135.20	\$426.80
12"	\$4,032.00	\$2,750.40	\$1,281.60	\$458.40
13"	\$4,368.00	\$2,979.60	\$1,388.40	\$496.60
14"	\$4,704.00	\$3,208.80	\$1,495.20	\$534.80
15"	\$5,040.00	\$3,438.00	\$1,602.00	\$573.00
16"	\$5,376.00	\$3,667.20	\$1,708.80	\$611.20
17"	\$5,712.00	\$3,835.20	\$1,876.80	\$639.20
18"	\$6,048.00	\$4,060.80	\$1,987.20	\$676.80
19"	\$6,384.00	\$4,286.40	\$2,097.60	\$714.40
20"	\$6,720.00	\$4,512.00	\$2,208.00	\$752.00

• Add color on all ads for just \$100 per month - 6" minimum required.

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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

Hiring?

We'll Help You Connect With More Local Candidates!

Reach over 100,000 potential job seekers from the Butler Eagle and Cranberry Eagle and over 150,000 unique users of butlereagle.com. Simply select your hiring package and we will create a full color print and digital ad that will WORK for you!



We're

HIRING!

PACKAGES



Publishes:

Butler Eagle—Sunday & Tuesday

Cranberry Eagle—Wednesday

Butlereagle.com—Big Box and "Featured Listings"

***Bonus—"Job of the Day" Big Box Ad—1 day post**

Deadline: Wednesday—Noon

1/8 Page Package

(5.667"x4.5" or 4.521"x5.5")

\$675

Includes 50,000 Digital Impressions

1/4 Page Package

(5.667"x9" or 4.521"x11")

\$1,350

Includes 75,000 Digital Impressions

1/2 Page Package

(5.667"x18" or 10.25"x10")

\$2,700

Includes 100,000 Digital Impressions

Butler Eagle

The Cranberry Eagle

724-282-8000 Fax 724-282-1280
www.butlereagle.com

724-776-4270 Fax 724-776-0211
www.cranberryeagle.com



2022 • Commissionable Rate Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 150 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 18,533 copies and Sunday at 20,417 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
Cranberry Eagle (Wednesday)
*Annual Bulk Rates Available

\$25.50
\$21.25

CLASSIFIED RATES

All rates are net to newspaper
Butler Eagle per column inch
Cranberry Eagle (Wednesday)
Classified Line

\$25.00
\$18.25
\$3.30 Per Line

COLOR RATES

RETAIL & 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

CLASSIFIED MECHANICALS

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

Page cut-off • 20"

RETAIL MECHANICALS

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

Page cut-off • 20"

PRE-PRINTED RATES

Single Sheet • \$88/cost per M

Tab Pages	Cost per M
4 page	\$86.00
8 page	\$90.00
12 page	\$96.00
16 page	\$114.00
20 page	\$124.00
24 page	\$136.00
28 page	\$148.00
32 page	\$154.00
36 page	\$162.00
40 page	\$176.00

For larger sizes, add \$54 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" x 17" are billed at \$50 per thousand.

Butler Eagle accepts inserts on Wednesdays, Thursdays and Sundays. Partial insert quantities will be assessed a \$100 zoning fee (10,000 minimum). Sunday inserts require fullrun circulation.

FTP SITE

Ftp.butlereagle.com

User: BEADS
Password: BuEa2006
(all case sensitive)

DEADLINE

4 Days Prior to Insertion

Butler Eagle

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

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



2022 • Preprint Advertising Rates & Information

The Butler Eagle has been the predominant newspaper of record in Butler County, Pennsylvania for over 150 years. Published Monday through Friday and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is Audit Bureau of Circulation verified at a weekday average of 18,533 copies and Sunday at 20,417 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 INSERTION RATES

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

Include Cranberry Eagle (Wednesday) and REDUCE these rates by \$3 M CPM.

For larger sizes, add 50¢ per tab page per thousand. A tab page is defined at 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" x 17" are billed at \$50 per thousand.

Butler Eagle accepts inserts on Wednesdays, Thursdays and Sundays. Partial insert quantities will be accessed at a \$100 zoning fee (10,000 minimum). Sunday inserts require full-run circulation.

DEADLINE

10 Days Prior

SHIP TO

Eagle Production Center
514 West Wayne Street, Butler, PA 16001
724-282-1859

DOCK HOURS

8:30AM - 4:30PM Monday thru Friday

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Front Page Post-It

When you really want advertising impact...
STICK-IT on the front page of the Butler Eagle and watch
your sales grow! Businesses across the country agree that "Front Page
Post-Its" work like nothing they've tried before. Get out in front of your competition
with FRONT PAGE Advertising.

EFFECTIVE • Only one post-it per publication
COST EFFICIENT • Just pennies per reader
INTERACTIVE • Readers can pull them off and reattach anywhere
URGENT • Commands as much attention as today's headlines
HIGH VISIBILITY PREMIUM POSITION • Gets maximum results fast

FRONT PAGE POST-IT NOTES

Quantity	Price
10-15,000	\$60 Per Thousand
15-18,000	\$55 Per Thousand
Full Run	\$45 Per Thousand
(Daily • 15,500 Sunday • 17,500)	

6x Commitment • 10% Discount

Must be scheduled within a 12 month period

DEADLINE

3 Weeks Prior to Insertion
FULL COLOR • No Charge
BACK SIDE PRINTING (one color type only) • No Charge
PERFORATED • No Charge
SPECIAL SHAPES • No Charge

MECHANICALS

FRONT SIDE: (full color)
Actual Size: 3"x 3"
Image Area: 2.75"x 2.75"
Bleed Out Color To: 3.125"x 3.125"

BACK SIDE: (1 color type only)
Actual Size: 3"x 3"
Image Area: 2.375"x 2.375"
No Bleed Available



Butler Eagle

Tammy Schvey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Dog Ears

The Butler Eagle is pleased to offer Dog Ears - an ad located in the top right corner of the front page of the newspaper that will command as much attention at today's headline!

Great for GRAND OPENINGS • COUPONS • SPECIAL EVENTS



DOG EAR

1-12 Times Per Year	\$399 each
13-26 Times Per Year	\$299 each
27+ Times Per Year	\$249 each

- Ad placed on front page of the newspaper
- Only one Dog Ear per publication
- Full color included



Dog Ear Agreement

Date _____ Account Number _____

Advertiser agrees to run _____ dog ears at the rate identified on the 2022 Eagle Rate Card. The term of this agreement will be twelve months beginning _____, 2022 and terminating _____, 2023. Should the advertiser fail to achieve the frequency level identified in this contract, it is understood that the advertising client named on this document will be re-billed at the rate earned - predicated upon actual frequency used. All accounts are payable in full by the 15th of the month following the date of billing. Any amounts owed in excess of (30) days from the invoice date are subject to interest and/or interest charges at the rate of 18% per year.

Business Name _____

Business Address _____

Contact Name _____ Phone _____

Advertiser Signature

Vice President of Advertising Signature

Butler Eagle

Tammy Schvey - General Manager Keith J. Graham - Vice President of Advertising

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2022 • Sunday Coupon Wrap

EASY • EFFECTIVE • AFFORDABLE

All pricing includes design, printing and delivery of a 2-sided, dollar bill sized coupon in full color on our premium, high-bright stock. Coupon pages get preferred positioning - wrapped around the Sunday insert package, where household shoppers are already looking for the best deals in town!

MORE DISTRIBUTION FOR LESS COST THAN ANY OTHER MEDIA!

17,500 Printed Coupons Every Sunday
(70,000-87,500 Monthly)

RATE

1 Month	3 Months	12 Months
\$125/wk	\$100/wk	\$75/wk

DEADLINE

20th of Every Month

PUBLICATION

Every Sunday in the Butler Eagle

MECHANICALS

5.506" wide x 2.5" tall
Both front and back • Full Color Included!

BONUS OFFER

Add a Big Box ad on
www.butlereagle.com
for \$60 more per month!
(20,000 Impressions - Save 50%)

SAVE \$2⁰⁰ On Purchase of LUNCH for 2 <small>Valid 11am - 2pm Only. Total Guest Check of \$10 or More. Cannot be combined with other offers. Not valid on Holidays. Eat-In Only. One coupon per guest check. Expires 12-31-21</small>	SAVE \$5⁰⁰ On Purchase of DINNER ENTREES for 2 <small>Total Guest Check of \$20 or More. Cannot be combined with other offers. Not valid on Holidays. Eat-In Only. One coupon per guest check. Expires 12-31-21</small>
 W. RICK'S TAPROOM & GRILL <small>EST. 1998</small>	
Full menu, daily lunch & dinner specials, tasty desserts and a full service bar. Prime Rib every Friday & Saturday... (Rick's Way) FAMILY OWNED FAMILY OPERATED 269 Meridian Road • Butler, PA (724) 482-2970	

Front (Actual Size)



W. RICK'S
TAPROOM & GRILL
EST. 1998

Open 7 Days
For Lunch & Dinner

Taproom Open
7 days at 11am

269 Meridian Road • Butler • 724-482-2970

Back (Actual Size)

Butler Eagle

Tammy Schuey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • Marketplace

Each month the Butler Eagle publishes the very best and most comprehensive digest of homes offered in the area. This magazine features listing ads from the most prominent brokers and agents in the market. Inserted right into the Butler Eagle, the Marketplace is delivered to nearly 25,000 homes including individual rack and store locations. Each month, an average of 70,000 Butler Eagle home subscribers and hundreds of out of town guests rely upon the Marketplace as their most recognized tool to find properties being offered for sale.

RATES FOR REALTORS

ALL RATES INCLUDE FULL COLOR

	BCAR Members	Non-Members
Full Page	\$250	\$390
Half Page	\$210	\$330

BCAR - Butler County Association of REALTORS®
*For Sale By Owner ads are not permitted.

RATES FOR RETAIL ADVERTISERS

ALL RATES INCLUDE FULL COLOR

Full Page	\$300
Half Page	\$260

COVER POSITIONS

ALL RATES INCLUDE FULL COLOR

Back Page	\$530
Inside Back Page	\$495
Inside Front Page	\$495

Frequency Discounts Available • See Your Sales Representative

MECHANICALS

Full Page	7.25" wide x 9.5" tall
Half Page	7.25" wide x 4.6875" tall

View entire book each month online at
www.butlereagle.com

Ask about placing your ad
in the Southern Home Guide.

DEADLINES

Publication Date	Space Deadline
January 13, 2022	December 27, 2021
February 10, 2022	January 24, 2022
March 10, 2022	February 21, 2022
April 14, 2022	March 28, 2022
May 12, 2022	April 25, 2022
June 9, 2022	May 23, 2022
July 14, 2022	June 24, 2022
August 11, 2022	July 25, 2022
September 8, 2022	August 19, 2022
October 13, 2022	September 23, 2022
November 10, 2022	October 24, 2022
December 8, 2022	November 21, 2022

Proof changes will be accepted no later than noon,
one week prior to the publication date.



Butler Eagle

Tammy Schvey - General Manager Keith J. Graham - Vice President of Advertising

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



2022 • www.butlereagle.com Rate Card

ButlerEagle.com can deliver your message to more than 150,000 unique visitors per month!

ROS NET RATES (CPM)

	Size • Pixels	Open Rate Per Thousand	150,000 Impressions
Big Box	300 x 250	\$6	\$5
Leaderboard	728 x 90	\$5	\$4
Skyscraper	160 x 600	\$4	\$3

Targeted Rates by Section • Add \$1 Per Thousand

RATE POLICIES

- Rates are based on cost per thousand net (CPM) delivered impressions.
- Minimum buy is \$60 net per month.
- 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.

- A** Leaderboard
- B** Big Box (Desktop & Mobile)
- C** Skyscraper



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