SOAR WITH THE EAGLE
Butler Eagle
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
Pitter Patter
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
SafariFest 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
Fair 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
Saxonburg Light-Up Night
HOLIDAY PACKAGES START!

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

Subject To Change

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.butleereagle.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

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butler Eagle per column inch</td>
<td>$17.00</td>
</tr>
<tr>
<td>Cranberry Eagle (Wednesday)</td>
<td>$10.50</td>
</tr>
<tr>
<td><a href="http://www.butriereagle.com">www.butriereagle.com</a> Upon Request</td>
<td></td>
</tr>
</tbody>
</table>

## ANNUAL BULK RATES

<table>
<thead>
<tr>
<th>Cash Dollar Volume Contracts</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000 - $17,000</td>
<td>$11.50</td>
</tr>
<tr>
<td>$17,001 - $30,000</td>
<td>$11.00</td>
</tr>
<tr>
<td>$30,001 - $65,000</td>
<td>$10.50</td>
</tr>
<tr>
<td>$65,001 - $90,000</td>
<td>$10.00</td>
</tr>
<tr>
<td>$90,001 Plus</td>
<td>$9.75</td>
</tr>
</tbody>
</table>

*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

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**DEADLINES**

If your ad runs on:
- **BUTLER EAGLE**
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Sunday
- **CRANBERRY EAGLE**
  - Monday
  - Tuesday
  - Wednesday

Copy and art due by:
- **BUTLER EAGLE**
  - Thursday • Noon
  - Friday • Noon
  - Saturday • Noon
- **CRANBERRY EAGLE**
  - Thursday • 5PM

---

**MECHANICALS**

<table>
<thead>
<tr>
<th>Columns</th>
<th>Inches</th>
<th>Picas/Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.604&quot;</td>
<td>9p7.5</td>
</tr>
<tr>
<td>2</td>
<td>3.333&quot;</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>5.056&quot;</td>
<td>30p4.5</td>
</tr>
<tr>
<td>4</td>
<td>6.792&quot;</td>
<td>46</td>
</tr>
<tr>
<td>5</td>
<td>8.521&quot;</td>
<td>51p1.5</td>
</tr>
<tr>
<td>6</td>
<td>10.25&quot;</td>
<td>61p6</td>
</tr>
</tbody>
</table>

Page cut-off • 20*

**FTP SITE**

ftp.butriereagle.com

User: BEADS  
Password: BuEa2006  
(all case sensitive)

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**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.butriereagle.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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>12 Week Regular Rate</th>
<th>12 Week BizBuilder</th>
<th>Savings</th>
<th>Approximate Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3&quot;</td>
<td>$612.00</td>
<td>$435.60</td>
<td>$176.40</td>
<td>$145.20</td>
</tr>
<tr>
<td>4&quot;</td>
<td>$816.00</td>
<td>$580.80</td>
<td>$235.20</td>
<td>$193.60</td>
</tr>
<tr>
<td>5&quot;</td>
<td>$1,020.00</td>
<td>$726.00</td>
<td>$294.00</td>
<td>$242.00</td>
</tr>
<tr>
<td>6&quot;</td>
<td>$1,224.00</td>
<td>$871.20</td>
<td>$352.80</td>
<td>$290.40</td>
</tr>
<tr>
<td>7&quot;</td>
<td>$1,428.00</td>
<td>$1,008.00</td>
<td>$420.00</td>
<td>$336.00</td>
</tr>
<tr>
<td>8&quot;</td>
<td>$1,632.00</td>
<td>$1,152.00</td>
<td>$480.00</td>
<td>$384.00</td>
</tr>
<tr>
<td>9&quot;</td>
<td>$1,836.00</td>
<td>$1,296.00</td>
<td>$540.00</td>
<td>$432.00</td>
</tr>
<tr>
<td>10&quot;</td>
<td>$2,040.00</td>
<td>$1,440.00</td>
<td>$595.00</td>
<td>$480.00</td>
</tr>
<tr>
<td>11&quot;</td>
<td>$2,244.00</td>
<td>$1,584.00</td>
<td>$650.00</td>
<td>$528.00</td>
</tr>
<tr>
<td>12&quot;</td>
<td>$2,448.00</td>
<td>$1,720.00</td>
<td>$680.00</td>
<td>$580.00</td>
</tr>
<tr>
<td>13&quot;</td>
<td>$2,652.00</td>
<td>$1,856.00</td>
<td>$730.00</td>
<td>$630.00</td>
</tr>
<tr>
<td>14&quot;</td>
<td>$2,856.00</td>
<td>$1,992.00</td>
<td>$785.00</td>
<td>$680.00</td>
</tr>
<tr>
<td>15&quot;</td>
<td>$3,060.00</td>
<td>$2,128.00</td>
<td>$840.00</td>
<td>$730.00</td>
</tr>
<tr>
<td>16&quot;</td>
<td>$3,264.00</td>
<td>$2,264.00</td>
<td>$895.00</td>
<td>$780.00</td>
</tr>
<tr>
<td>17&quot;</td>
<td>$3,468.00</td>
<td>$2,400.00</td>
<td>$950.00</td>
<td>$830.00</td>
</tr>
<tr>
<td>18&quot;</td>
<td>$3,672.00</td>
<td>$2,536.00</td>
<td>$1,005.00</td>
<td>$880.00</td>
</tr>
<tr>
<td>19&quot;</td>
<td>$3,876.00</td>
<td>$2,672.00</td>
<td>$1,060.00</td>
<td>$930.00</td>
</tr>
<tr>
<td>20&quot;</td>
<td>$4,080.00</td>
<td>$2,808.00</td>
<td>$1,115.00</td>
<td>$980.00</td>
</tr>
</tbody>
</table>

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

### RETAIL • 24 WEEK BUSINESS-BUILDER RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>24 Week Regular Rate</th>
<th>24 Week BizBuilder</th>
<th>Savings</th>
<th>Approximate Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3&quot;</td>
<td>$1,224.00</td>
<td>$864.00</td>
<td>$360.00</td>
<td>$143.40</td>
</tr>
<tr>
<td>4&quot;</td>
<td>$1,632.00</td>
<td>$1,178.00</td>
<td>$454.00</td>
<td>$191.20</td>
</tr>
<tr>
<td>5&quot;</td>
<td>$2,040.00</td>
<td>$1,492.00</td>
<td>$548.00</td>
<td>$239.00</td>
</tr>
<tr>
<td>6&quot;</td>
<td>$2,448.00</td>
<td>$1,796.00</td>
<td>$652.00</td>
<td>$286.80</td>
</tr>
<tr>
<td>7&quot;</td>
<td>$2,856.00</td>
<td>$2,100.00</td>
<td>$752.00</td>
<td>$334.40</td>
</tr>
<tr>
<td>8&quot;</td>
<td>$3,264.00</td>
<td>$2,404.00</td>
<td>$856.00</td>
<td>$382.00</td>
</tr>
<tr>
<td>9&quot;</td>
<td>$3,672.00</td>
<td>$2,708.00</td>
<td>$960.00</td>
<td>$430.00</td>
</tr>
<tr>
<td>10&quot;</td>
<td>$4,080.00</td>
<td>$3,012.00</td>
<td>$1,060.00</td>
<td>$478.00</td>
</tr>
<tr>
<td>11&quot;</td>
<td>$4,488.00</td>
<td>$3,316.00</td>
<td>$1,160.00</td>
<td>$526.00</td>
</tr>
<tr>
<td>12&quot;</td>
<td>$4,896.00</td>
<td>$3,620.00</td>
<td>$1,260.00</td>
<td>$574.00</td>
</tr>
<tr>
<td>13&quot;</td>
<td>$5,304.00</td>
<td>$3,924.00</td>
<td>$1,360.00</td>
<td>$622.00</td>
</tr>
<tr>
<td>14&quot;</td>
<td>$5,712.00</td>
<td>$4,228.00</td>
<td>$1,460.00</td>
<td>$670.00</td>
</tr>
<tr>
<td>15&quot;</td>
<td>$6,120.00</td>
<td>$4,532.00</td>
<td>$1,560.00</td>
<td>$718.00</td>
</tr>
<tr>
<td>16&quot;</td>
<td>$6,528.00</td>
<td>$4,836.00</td>
<td>$1,660.00</td>
<td>$766.00</td>
</tr>
<tr>
<td>17&quot;</td>
<td>$6,936.00</td>
<td>$5,140.00</td>
<td>$1,760.00</td>
<td>$814.00</td>
</tr>
<tr>
<td>18&quot;</td>
<td>$7,344.00</td>
<td>$5,444.00</td>
<td>$1,860.00</td>
<td>$862.00</td>
</tr>
<tr>
<td>19&quot;</td>
<td>$7,752.00</td>
<td>$5,748.00</td>
<td>$1,960.00</td>
<td>$910.00</td>
</tr>
<tr>
<td>20&quot;</td>
<td>$8,160.00</td>
<td>$6,052.00</td>
<td>$2,060.00</td>
<td>$958.00</td>
</tr>
</tbody>
</table>

* 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.

NO FURTHER DISCOUNTS APPLY TO THESE RATES

## AD-PERKS • 12 WEEKS/17 ADS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>12 Week 12-Ads Regular Rate</th>
<th>12 Week 17-Ads Regular Rate</th>
<th>12 Week 17-Ads Ad-Perks Rate</th>
<th>Savings</th>
<th>Average Monthly Cost</th>
<th>FREE Impact Ad</th>
<th>FREE Ad Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>3&quot;</td>
<td>$612.00</td>
<td>$867.00</td>
<td>$561.00</td>
<td>$306.00</td>
<td>$306.00</td>
<td>16&quot; Ad</td>
<td>$255.00</td>
</tr>
<tr>
<td>4&quot;</td>
<td>$816.00</td>
<td>$1,156.00</td>
<td>$748.00</td>
<td>$308.00</td>
<td>$249.34</td>
<td>16&quot; Ad</td>
<td>$272.00</td>
</tr>
<tr>
<td>5&quot;</td>
<td>$1,020.00</td>
<td>$1,445.00</td>
<td>$935.00</td>
<td>$510.00</td>
<td>$311.67</td>
<td>17&quot; Ad</td>
<td>$289.00</td>
</tr>
<tr>
<td>6&quot;</td>
<td>$1,224.00</td>
<td>$1,734.00</td>
<td>$1,123.00</td>
<td>$612.00</td>
<td>$374.00</td>
<td>16&quot; Ad</td>
<td>$306.00</td>
</tr>
<tr>
<td>7&quot;</td>
<td>$1,428.00</td>
<td>$2,023.00</td>
<td>$1,309.00</td>
<td>$714.00</td>
<td>$438.34</td>
<td>19&quot; Ad</td>
<td>$323.00</td>
</tr>
<tr>
<td>8&quot;</td>
<td>$1,632.00</td>
<td>$2,312.00</td>
<td>$1,496.00</td>
<td>$816.00</td>
<td>$498.67</td>
<td>20&quot; Ad</td>
<td>$340.00</td>
</tr>
<tr>
<td>9&quot;</td>
<td>$1,836.00</td>
<td>$2,601.00</td>
<td>$1,683.00</td>
<td>$918.00</td>
<td>$561.00</td>
<td>22&quot; Ad</td>
<td>$374.00</td>
</tr>
<tr>
<td>10&quot;</td>
<td>$2,040.00</td>
<td>$2,890.00</td>
<td>$1,870.00</td>
<td>$1,020.00</td>
<td>$623.34</td>
<td>24&quot; Ad</td>
<td>$408.00</td>
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<td>$2,244.00</td>
<td>$3,179.00</td>
<td>$2,057.00</td>
<td>$1,122.00</td>
<td>$685.67</td>
<td>26&quot; Ad</td>
<td>$442.00</td>
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<tr>
<td>12&quot;</td>
<td>$2,448.00</td>
<td>$3,466.00</td>
<td>$2,244.00</td>
<td>$1,224.00</td>
<td>$748.00</td>
<td>28&quot; Ad</td>
<td>$476.00</td>
</tr>
<tr>
<td>13&quot;</td>
<td>$2,652.00</td>
<td>$3,757.00</td>
<td>$2,431.00</td>
<td>$1,326.00</td>
<td>$810.34</td>
<td>30&quot; Ad</td>
<td>$510.00</td>
</tr>
<tr>
<td>14&quot;</td>
<td>$2,856.00</td>
<td>$4,046.00</td>
<td>$2,618.00</td>
<td>$1,428.00</td>
<td>$872.67</td>
<td>32&quot; Ad</td>
<td>$544.00</td>
</tr>
<tr>
<td>15&quot;</td>
<td>$3,060.00</td>
<td>$4,335.00</td>
<td>$2,805.00</td>
<td>$1,530.00</td>
<td>$935.00</td>
<td>34&quot; Ad</td>
<td>$578.00</td>
</tr>
<tr>
<td>16&quot;</td>
<td>$3,264.00</td>
<td>$4,624.00</td>
<td>$3,000.00</td>
<td>$1,632.00</td>
<td>$997.34</td>
<td>36&quot; Ad</td>
<td>$612.00</td>
</tr>
</tbody>
</table>

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

## AD-PERKS • 25 WEEKS/34 ADS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>25 Week 25-Ads Regular Rate</th>
<th>25 Week 34-Ads Regular Rate</th>
<th>25 Week 34-Ads Ad-Perks Rate</th>
<th>Savings</th>
<th>Average Monthly Cost</th>
<th>FREE Impact Ad</th>
<th>FREE Ad Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>3&quot;</td>
<td>$1,275.00</td>
<td>$1,734.00</td>
<td>$1,111.80</td>
<td>$622.20</td>
<td>$185.30</td>
<td>30&quot; Ad</td>
<td>$510.00</td>
</tr>
<tr>
<td>4&quot;</td>
<td>$1,700.00</td>
<td>$2,312.00</td>
<td>$1,452.40</td>
<td>$829.60</td>
<td>$247.07</td>
<td>32&quot; Ad</td>
<td>$544.00</td>
</tr>
<tr>
<td>5&quot;</td>
<td>$2,125.00</td>
<td>$2,890.00</td>
<td>$1,853.00</td>
<td>$1,037.00</td>
<td>$308.84</td>
<td>34&quot; Ad</td>
<td>$578.00</td>
</tr>
<tr>
<td>6&quot;</td>
<td>$2,550.00</td>
<td>$3,466.00</td>
<td>$2,233.80</td>
<td>$1,224.40</td>
<td>$578.00</td>
<td>36&quot; Ad</td>
<td>$612.00</td>
</tr>
<tr>
<td>7&quot;</td>
<td>$2,975.00</td>
<td>$4,046.00</td>
<td>$2,594.20</td>
<td>$1,451.80</td>
<td>$674.34</td>
<td>38&quot; Ad</td>
<td>$646.00</td>
</tr>
<tr>
<td>8&quot;</td>
<td>$3,400.00</td>
<td>$4,624.00</td>
<td>$2,964.80</td>
<td>$1,659.20</td>
<td>$770.67</td>
<td>40&quot; Ad</td>
<td>$748.00</td>
</tr>
<tr>
<td>9&quot;</td>
<td>$3,825.00</td>
<td>$5,202.00</td>
<td>$3,335.40</td>
<td>$1,866.60</td>
<td>$867.00</td>
<td>42&quot; Ad</td>
<td>$816.00</td>
</tr>
<tr>
<td>10&quot;</td>
<td>$4,250.00</td>
<td>$5,780.00</td>
<td>$3,706.00</td>
<td>$2,074.00</td>
<td>$963.34</td>
<td>44&quot; Ad</td>
<td>$884.00</td>
</tr>
<tr>
<td>11&quot;</td>
<td>$4,675.00</td>
<td>$6,358.00</td>
<td>$4,076.60</td>
<td>$2,281.40</td>
<td>$1,059.67</td>
<td>46&quot; Ad</td>
<td>$952.00</td>
</tr>
<tr>
<td>12&quot;</td>
<td>$5,100.00</td>
<td>$6,936.00</td>
<td>$4,447.20</td>
<td>$2,488.80</td>
<td>$1,156.00</td>
<td>48&quot; Ad</td>
<td>$1,020.00</td>
</tr>
<tr>
<td>13&quot;</td>
<td>$5,525.00</td>
<td>$7,514.00</td>
<td>$4,817.80</td>
<td>$2,696.20</td>
<td>$1,252.34</td>
<td>50&quot; Ad</td>
<td>$1,088.00</td>
</tr>
<tr>
<td>14&quot;</td>
<td>$5,950.00</td>
<td>$8,092.00</td>
<td>$5,188.40</td>
<td>$2,903.60</td>
<td>$1,348.67</td>
<td>52&quot; Ad</td>
<td>$1,156.00</td>
</tr>
<tr>
<td>15&quot;</td>
<td>$6,375.00</td>
<td>$8,670.00</td>
<td>$5,559.00</td>
<td>$3,111.00</td>
<td>$1,445.00</td>
<td>54&quot; Ad</td>
<td>$1,224.00</td>
</tr>
<tr>
<td>16&quot;</td>
<td>$6,800.00</td>
<td>$9,248.00</td>
<td>$5,929.60</td>
<td>$3,318.40</td>
<td>$1,541.34</td>
<td>56&quot; Ad</td>
<td>$1,292.00</td>
</tr>
</tbody>
</table>

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

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.butleraeadge.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

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

ONE YEAR COMMITMENT

### TOP OF MIND AWARENESS ADS • 4 INCH AD

<table>
<thead>
<tr>
<th>Advertiser Initials</th>
<th>Insertions Per Week</th>
<th>Column Inch Rate</th>
<th>Monthly Investment</th>
<th>Annual/Investment</th>
<th>Selling Impressions</th>
<th>Investment At Open Rate</th>
<th>Program Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
<td>$7.75</td>
<td>$403.00</td>
<td>$4,836</td>
<td>11,356,800</td>
<td>$10,608</td>
<td>$5,772</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>$7.25</td>
<td>$502.67</td>
<td>$6,032</td>
<td>15,142,400</td>
<td>$14,144</td>
<td>$8,312</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>$6.75</td>
<td>$585.00</td>
<td>$7,020</td>
<td>18,928,000</td>
<td>$17,680</td>
<td>$10,660</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>$6.25</td>
<td>$650.00</td>
<td>$7,800</td>
<td>22,713,600</td>
<td>$21,216</td>
<td>$13,416</td>
</tr>
</tbody>
</table>

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.butleareagle.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 20,817 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.butiereagle.com $1.00

ANNUAL BULK RATES
*Cash Dollar Volume Contracts
$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 • 6PM
     Thursday   Monday • Noon
     Friday     Tuesday • Noon
     Sunday     Wednesday • Noon

   If your ad runs on:
     CRANBERRY EAGLE
     Wednesday  Thursday • 6PM

MECHANICALS
Columns      | Inches | Picas/Points
-------------|--------|--------------
1            | 1.083" | 6 6/8        |
2            | 2.229" | 13 4/5       |
3            | 3.375" | 20 3/4       |
4            | 4.521" | 27 1/2       |
5            | 5.667" | 34           |
6            | 6.812" | 40 10/5      |
7            | 7.956" | 47 9/10      |
8            | 9.104" | 54 7/10      |
9            | 10.25" | 60 9/10      |
Page cut-off = 20"  

FTP SITE
ftp.butiereagle.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.butiereagle.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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>12 Week Regular Rate</th>
<th>12 Week BizBuilder</th>
<th>Savings</th>
<th>Approximate Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3”</td>
<td>$504.00</td>
<td>$360.00</td>
<td>$144.00</td>
<td>$120.00</td>
</tr>
<tr>
<td>4”</td>
<td>$672.00</td>
<td>$480.00</td>
<td>$192.00</td>
<td>$160.00</td>
</tr>
<tr>
<td>5”</td>
<td>$840.00</td>
<td>$600.00</td>
<td>$240.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>6”</td>
<td>$1,008.00</td>
<td>$720.00</td>
<td>$288.00</td>
<td>$240.00</td>
</tr>
<tr>
<td>7”</td>
<td>$1,176.00</td>
<td>$827.40</td>
<td>$348.60</td>
<td>$275.80</td>
</tr>
<tr>
<td>8”</td>
<td>$1,344.00</td>
<td>$945.60</td>
<td>$398.40</td>
<td>$315.20</td>
</tr>
<tr>
<td>9”</td>
<td>$1,512.00</td>
<td>$1,063.80</td>
<td>$448.20</td>
<td>$354.60</td>
</tr>
<tr>
<td>10”</td>
<td>$1,680.00</td>
<td>$1,182.00</td>
<td>$548.00</td>
<td>$394.00</td>
</tr>
<tr>
<td>11”</td>
<td>$1,848.00</td>
<td>$1,300.20</td>
<td>$547.80</td>
<td>$433.40</td>
</tr>
<tr>
<td>12”</td>
<td>$2,016.00</td>
<td>$1,396.80</td>
<td>$619.20</td>
<td>$456.60</td>
</tr>
<tr>
<td>13”</td>
<td>$2,184.00</td>
<td>$1,513.20</td>
<td>$670.80</td>
<td>$504.40</td>
</tr>
<tr>
<td>14”</td>
<td>$2,352.00</td>
<td>$1,629.60</td>
<td>$722.40</td>
<td>$543.20</td>
</tr>
<tr>
<td>15”</td>
<td>$2,520.00</td>
<td>$1,746.00</td>
<td>$774.00</td>
<td>$582.00</td>
</tr>
<tr>
<td>16”</td>
<td>$2,688.00</td>
<td>$1,863.60</td>
<td>$824.40</td>
<td>$611.20</td>
</tr>
<tr>
<td>17”</td>
<td>$2,856.00</td>
<td>$1,984.20</td>
<td>$875.80</td>
<td>$649.40</td>
</tr>
<tr>
<td>18”</td>
<td>$3,024.00</td>
<td>$2,095.80</td>
<td>$988.00</td>
<td>$697.60</td>
</tr>
<tr>
<td>19”</td>
<td>$3,192.00</td>
<td>$2,207.40</td>
<td>$1,014.60</td>
<td>$725.80</td>
</tr>
<tr>
<td>20”</td>
<td>$3,360.00</td>
<td>$2,319.00</td>
<td>$1,068.00</td>
<td>$764.00</td>
</tr>
</tbody>
</table>

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

### CLASSIFIED • 24 WEEK BUSINESS-BUILDER RATES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>24 Week Regular Rate</th>
<th>24 Week BizBuilder</th>
<th>Savings</th>
<th>Approximate Cost Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3”</td>
<td>$1,008.00</td>
<td>$700.20</td>
<td>$307.80</td>
<td>$118.20</td>
</tr>
<tr>
<td>4”</td>
<td>$1,344.00</td>
<td>$945.60</td>
<td>$398.40</td>
<td>$157.60</td>
</tr>
<tr>
<td>5”</td>
<td>$1,680.00</td>
<td>$1,182.00</td>
<td>$498.00</td>
<td>$197.00</td>
</tr>
<tr>
<td>6”</td>
<td>$2,016.00</td>
<td>$1,416.40</td>
<td>$597.60</td>
<td>$236.40</td>
</tr>
<tr>
<td>7”</td>
<td>$2,352.00</td>
<td>$1,629.60</td>
<td>$722.40</td>
<td>$276.80</td>
</tr>
<tr>
<td>8”</td>
<td>$2,688.00</td>
<td>$1,863.60</td>
<td>$824.40</td>
<td>$316.00</td>
</tr>
<tr>
<td>9”</td>
<td>$3,024.00</td>
<td>$2,095.20</td>
<td>$928.80</td>
<td>$354.20</td>
</tr>
<tr>
<td>10”</td>
<td>$3,360.00</td>
<td>$2,328.00</td>
<td>$1,032.00</td>
<td>$392.00</td>
</tr>
<tr>
<td>11”</td>
<td>$3,696.00</td>
<td>$2,560.80</td>
<td>$1,135.20</td>
<td>$428.80</td>
</tr>
<tr>
<td>12”</td>
<td>$4,032.00</td>
<td>$2,750.40</td>
<td>$1,281.60</td>
<td>$458.40</td>
</tr>
<tr>
<td>13”</td>
<td>$4,368.00</td>
<td>$2,970.60</td>
<td>$1,388.40</td>
<td>$496.60</td>
</tr>
<tr>
<td>14”</td>
<td>$4,704.00</td>
<td>$3,208.80</td>
<td>$1,495.20</td>
<td>$534.80</td>
</tr>
<tr>
<td>15”</td>
<td>$5,040.00</td>
<td>$3,438.00</td>
<td>$1,602.00</td>
<td>$573.00</td>
</tr>
<tr>
<td>16”</td>
<td>$5,376.00</td>
<td>$3,667.20</td>
<td>$1,708.80</td>
<td>$611.20</td>
</tr>
<tr>
<td>17”</td>
<td>$5,712.00</td>
<td>$3,895.20</td>
<td>$1,876.80</td>
<td>$649.40</td>
</tr>
<tr>
<td>18”</td>
<td>$6,048.00</td>
<td>$4,124.00</td>
<td>$1,987.20</td>
<td>$687.60</td>
</tr>
<tr>
<td>19”</td>
<td>$6,384.00</td>
<td>$4,364.00</td>
<td>$2,097.60</td>
<td>$724.40</td>
</tr>
<tr>
<td>20”</td>
<td>$6,720.00</td>
<td>$4,612.00</td>
<td>$2,208.00</td>
<td>$764.00</td>
</tr>
</tbody>
</table>

*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.butlerelg.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!

Hiring! Packages

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

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

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

The Cranberry Eagle
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 $25.50
Cranberry Eagle (Wednesday) $21.25
*Annual Bulk Rates Available

COLOR RATES

RETAIN & 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

RETAIN 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

Rtp.butereagle.com
User: ARS
Password: BuLa2006
(all case sensitive)

DEADLINE

4 Days Prior to Insertion

CLASSIFIED RATES

All rates are net to newspaper
Butler Eagle per column inch $25.00
Cranberry Eagle (Wednesday) $18.25
Classified Line $3.30 Per Line

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 7.956" 47p9
8 9.104" 54p7.5
9 10.25" 60p9
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 50c per tab page per thousand. A tab page is defined as 10 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 accepted at $100 zoning fee (10,000 minimum). Sunday inserts require full-run circulation.

Butler Eagle

Ronald A. Vodenichar - 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.butereagle.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

<table>
<thead>
<tr>
<th>Frequency Per Year</th>
<th>1-5</th>
<th>6-12</th>
<th>13-24</th>
<th>25-48</th>
<th>49-60</th>
<th>61+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Card</td>
<td>$44</td>
<td>$43</td>
<td>$43</td>
<td>$42.5</td>
<td>$42</td>
<td>$41.5</td>
</tr>
<tr>
<td>4 Tab</td>
<td>$43</td>
<td>$42</td>
<td>$41</td>
<td>$40</td>
<td>$39</td>
<td>$38</td>
</tr>
<tr>
<td>8 Tab</td>
<td>$45</td>
<td>$44</td>
<td>$44</td>
<td>$43</td>
<td>$42</td>
<td>$41</td>
</tr>
<tr>
<td>12 Tab</td>
<td>$48</td>
<td>$46</td>
<td>$45</td>
<td>$44</td>
<td>$44</td>
<td>$43</td>
</tr>
<tr>
<td>16 Tab</td>
<td>$57</td>
<td>$55</td>
<td>$54</td>
<td>$53</td>
<td>$52</td>
<td>$50</td>
</tr>
<tr>
<td>20 Tab</td>
<td>$62</td>
<td>$61</td>
<td>$59</td>
<td>$57</td>
<td>$55</td>
<td>$53</td>
</tr>
<tr>
<td>24 Tab</td>
<td>$68</td>
<td>$66</td>
<td>$64</td>
<td>$62</td>
<td>$60</td>
<td>$58</td>
</tr>
<tr>
<td>28 Tab</td>
<td>$74</td>
<td>$72</td>
<td>$70</td>
<td>$68</td>
<td>$66</td>
<td>$64</td>
</tr>
<tr>
<td>32 Tab</td>
<td>$77</td>
<td>$75</td>
<td>$73</td>
<td>$71</td>
<td>$69</td>
<td>$67</td>
</tr>
<tr>
<td>36 Tab</td>
<td>$81</td>
<td>$79</td>
<td>$77</td>
<td>$75</td>
<td>$73</td>
<td>$71</td>
</tr>
<tr>
<td>40 Tab</td>
<td>$86</td>
<td>$84</td>
<td>$84</td>
<td>$82</td>
<td>$80</td>
<td>$78</td>
</tr>
<tr>
<td>44 Tab</td>
<td>$90</td>
<td>$88</td>
<td>$86</td>
<td>$84</td>
<td>$82</td>
<td>$80</td>
</tr>
<tr>
<td>48 Tab</td>
<td>$93</td>
<td>$91</td>
<td>$89</td>
<td>$87</td>
<td>$85</td>
<td>$83</td>
</tr>
</tbody>
</table>

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 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 16003  
724-282-1859

## DOCK HOURS

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

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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
UGENT • Commands as much attention as today’s headlines
HIGH VISIBILITY PREMIUM POSITION • Gets maximum results fast

FRONT PAGE POST-IT NOTES

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-15,000</td>
<td>$60 Per Thousand</td>
</tr>
<tr>
<td>15-18,000</td>
<td>$55 Per Thousand</td>
</tr>
<tr>
<td>Full Run</td>
<td>$45 Per Thousand</td>
</tr>
</tbody>
</table>
(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 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
# Dog Ear Agreement

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-12 Times Per Year</td>
<td>$399 each</td>
</tr>
<tr>
<td>13-26 Times Per Year</td>
<td>$299 each</td>
</tr>
<tr>
<td>27+ Times Per Year</td>
<td>$249 each</td>
</tr>
</tbody>
</table>

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

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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.

Date_________________  Account Number_________________

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.butliereagle.com
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 $125/wk
3 Months $100/wk
12 Months $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.butler eagle.com
for $60 more per month!
(20,000 Impressions • Save 50%)

SAVE $2.00
On Purchase of LUNCH for 2
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 0.3.21

W. RICK’S TAPROOM & GRILL
269 Meridian Road • Butler, PA 724-482-2970

SAVE $5.00
On Purchase of DINNER ENTREES for 2
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 0.3.21

Front (Actual Size)

W. RICK’S TAPROOM & GRILL
Open 7 Days
For Lunch & Dinner
269 Meridian Road • Butler • 724-482-2970

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.butler eagle.com

Back (Actual Size)
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.butriereagle.com

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 26, 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.

Ask about placing your ad in the Southern Home Guide.
### ROS NET RATES (CPM)

<table>
<thead>
<tr>
<th>Size</th>
<th>Pixels</th>
<th>Open Rate Per Thousand</th>
<th>150,000 Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Box</td>
<td>300 x 250</td>
<td>$6</td>
<td>$5</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$5</td>
<td>$4</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>$4</td>
<td>$3</td>
</tr>
</tbody>
</table>

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