

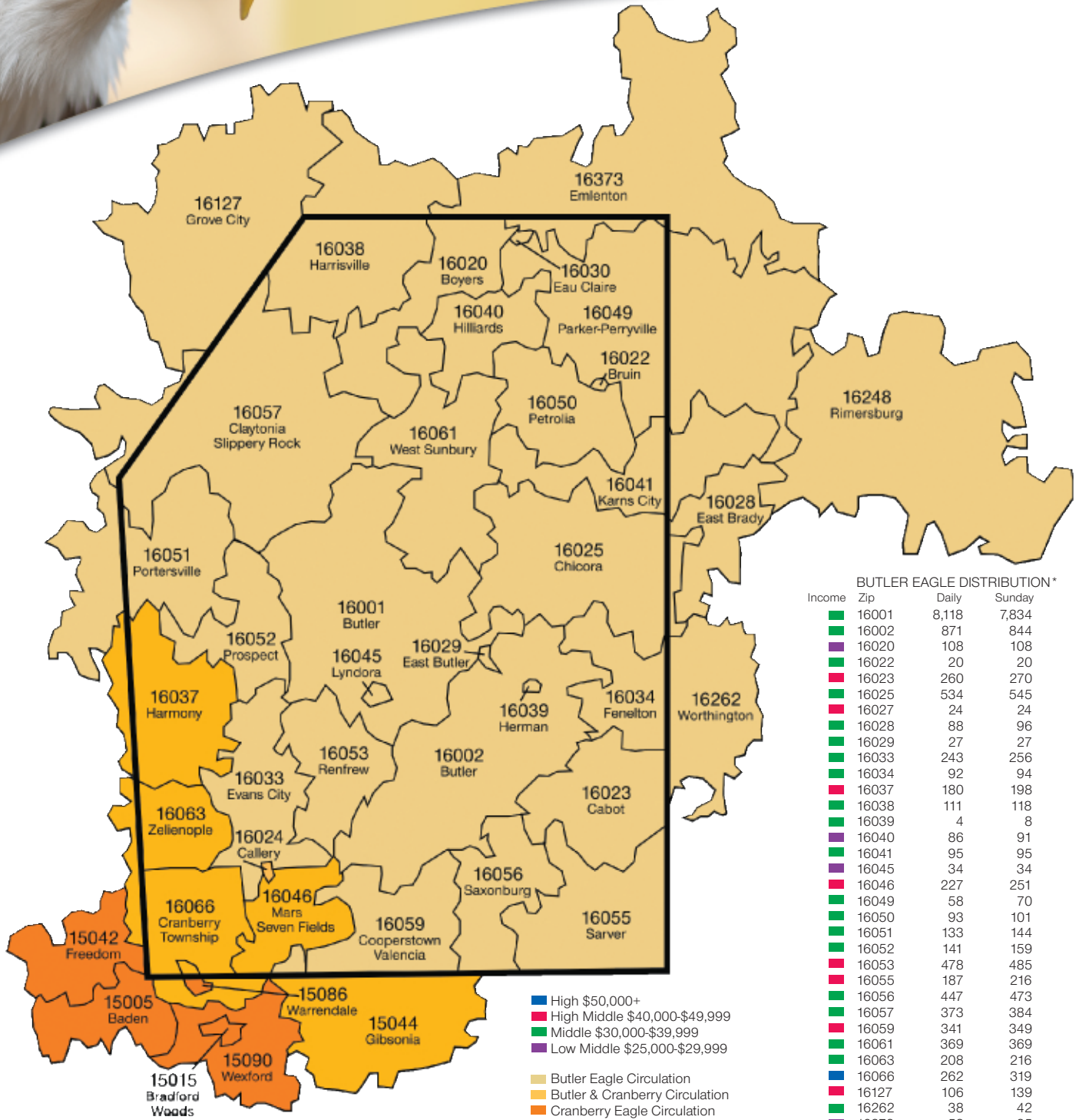


SOAR  
WITH THE  
EAGLE

 Butler Eagle



# 2025 • Circulation Map



**BUTLER EAGLE DISTRIBUTION\***

Income	Zip	Daily	Sunday
	16001	8,118	7,834
	16002	871	844
	16020	108	108
	16022	20	20
	16023	260	270
	16025	534	545
	16027	24	24
	16028	88	96
	16029	27	27
	16033	243	256
	16034	92	94
	16037	180	198
	16038	111	118
	16039	4	8
	16040	86	91
	16041	95	95
	16045	34	34
	16046	227	251
	16049	58	70
	16050	93	101
	16051	133	144
	16052	141	159
	16053	478	485
	16055	187	216
	16056	447	473
	16057	373	384
	16059	341	349
	16061	369	369
	16063	208	216
	16066	262	319
	16127	106	139
	16262	38	42
	16373	58	85
	15044	48	86
	Misc.	141	323
Total Circulation		14,603	14,873

CRANBERRY EAGLE DISTRIBUTION\*  
Wednesday 18,981

# 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](http://www.butlereagle.com)





# 2025 • 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 verified at a weekday average of 14,603 copies and Sunday at 14,873 copies. No other competitive medium provides similar audience reach at such an attractive CPM.

## JANUARY 2025

Health & Fitness Tab  
Readers' Choice Ballots  
America 250  
Bridal Showcase  
Semi-Annual Tribute to Loved Ones  
Family Business  
CE-Community Guide

## FEBRUARY 2025

Valentine Gift Guide  
Age of Aquarius  
America 250  
Silver Lifestyles  
Carved In Ice  
Readers' Choice Winners Circle Tab

## MARCH 2025

Pitter Patter  
America 250  
Spring Home & Garden  
March Madness  
Business Showcase

## APRIL 2025

Butler County Chamber of Commerce  
Membership Directory  
Spring Home Improvement  
America 250  
Career Link Job Fair  
Resurrection Story  
Education  
Weekly Golf Feature  
Business Leaders  
Spring Car Care

## MAY 2025

Mother's Day  
America 250  
Butler County Flower & Food Fest  
100 Things To Do/Camping Guide  
Memorial Day Tribute

## JUNE 2025

America 250  
Grab Tab  
Father's Day  
Flag Day  
Bantam Jeep Heritage Festival  
Grove City Strawberry Festival  
Home & Garden  
Pet Section

## JULY 2025

Declaration of Independence  
America 250  
Semi-Annual Tribute To Loved Ones  
Health & Fitness Tab  
Child Care Directory  
Answer Book  
Regatta  
Farm Show Tab

## AUGUST 2025

America 250  
All About Learning Tab  
Football Tab  
Butler County's Most Wanted  
Legal Guide

## SEPTEMBER 2025

Fall Bridal  
America 250  
Financial Guide  
Butler Fall Festival  
Slippery Rock Villagefest  
Golden Years  
Fall Home Improvement  
Menu Guide

## OCTOBER 2025

PINK Edition (Breast Cancer Awareness Month)  
America 250  
Haunted Happenings  
Fall Car Care  
Progress Edition  
Drug Awareness Supplement

## NOVEMBER 2025

Veteran's Day  
America 250  
Weekly Downtown Butler Pages  
Saxonburg Light-Up Night  
HOLIDAY PACKAGES START!

## DECEMBER 2025

Holiday Gift Guide  
Weekly Downtown Butler Pages  
America 250  
Christmas Church Services  
Christmas Greetings  
2025 Calendar/ Photo Contest

# Butler Eagle

Subject To Change

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

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# 2025 • 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 verified at a weekday average of 14,603 copies and Sunday at 14,873 copies. 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)	\$11.00
www.butlereagle.com	Upon Request

## ANNUAL BULK RATES

<i>*Cash Dollar Volume Contracts</i>	<i>Regular</i>
\$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

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

<i>If your ad runs on:</i>	<i>Copy and art due by:</i>
CRANBERRY EAGLE	
Wednesday	Thursday • 5PM

## MECHANICALS

<i>Columns</i>	<i>Inches</i>	<i>Picas/Points</i>
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 Schuey - General Manager Keith J. Graham - Vice President of Advertising

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# Eagle Bulk Rate Advertising Agreement

Date\_\_\_\_\_ Account Number\_\_\_\_\_

Advertiser agrees to spend\_\_\_\_\_at the per column inch rate of\_\_\_\_\_as identified on the 2025 Eagle Rate Card. The term of this agreement will be twelve months beginning\_\_\_\_\_and terminating\_\_\_\_\_.

It is further agreed that all advertising spending in combined Butler Eagle publications, including the Wednesday Cranberry Eagle, will be credited to the fulfillment of this agreement.

Should the advertiser fail to achieve spending dollar volume 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 the actual dollars spent.

Should the advertiser exceed signed category level spending, a rebate will be awarded based upon actual dollars invested via credit toward future billing. Rebates will be implemented upon reaching a new spending level, but will only occur - one bracket at a time. Multi-level rebates will not be applicable to this agreement.

All accounts are payable - in full by the 15th of the month following the date of billing. Any amounts owed in excess of thirty (30) days from the invoice date are subject to interest and/or interest charges, at the rate of 18% per year.

Should account fall delinquent and be referred to an attorney for collection - the account will be liable for payment, court costs, expenses and reasonable attorney fees incurred in collection of said costs.

The advertiser assigns to the Butler Eagle all rights, titles and interests in layouts of advertisements placed which results from the creative efforts of the newspaper.

Business Name\_\_\_\_\_

Corporate Name (if other than business name)\_\_\_\_\_

Business Address\_\_\_\_\_

Corporate Address (if other than business address)\_\_\_\_\_

Contact Name\_\_\_\_\_Phone\_\_\_\_\_

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Advertising Rep Signature

\_\_\_\_\_  
Vice President of Advertising Signature



# 2025 • 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	<b>\$176.40</b>	\$145.20
4"	\$816.00	\$580.80	<b>\$235.20</b>	\$193.60
5"	\$1,020.00	\$726.00	<b>\$294.00</b>	\$242.00
6"	\$1,224.00	\$871.20	<b>\$352.80</b>	\$290.40
7"	\$1,428.00	\$1,008.00	<b>\$420.00</b>	\$336.00
8"	\$1,632.00	\$1,152.00	<b>\$480.00</b>	\$384.00
9"	\$1,836.00	\$1,296.00	<b>\$540.00</b>	\$432.00
10"	\$2,040.00	\$1,440.00	<b>\$600.00</b>	\$480.00
11"	\$2,244.00	\$1,584.00	<b>\$660.00</b>	\$528.00
12"	\$2,448.00	\$1,620.00	<b>\$828.00</b>	\$540.00
13"	\$2,652.00	\$1,755.00	<b>\$897.00</b>	\$585.00
14"	\$2,856.00	\$1,890.00	<b>\$966.00</b>	\$630.00
15"	\$3,060.00	\$2,025.00	<b>\$1,035.00</b>	\$675.00
16"	\$3,264.00	\$2,064.00	<b>\$1,200.00</b>	\$688.00
17"	\$3,468.00	\$2,193.00	<b>\$1,275.00</b>	\$731.00
18"	\$3,672.00	\$2,322.00	<b>\$1,350.00</b>	\$774.00
19"	\$3,876.00	\$2,451.00	<b>\$1,425.00</b>	\$817.00
20"	\$4,080.00	\$2,580.00	<b>\$1,500.00</b>	\$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	<b>\$363.60</b>	\$143.40
4"	\$1,632.00	\$1,147.20	<b>\$448.80</b>	\$191.20
5"	\$2,040.00	\$1,434.00	<b>\$606.00</b>	\$239.00
6"	\$2,448.00	\$1,720.80	<b>\$728.00</b>	\$286.80
7"	\$2,856.00	\$1,982.40	<b>\$873.60</b>	\$330.40
8"	\$3,264.00	\$2,265.60	<b>\$998.40</b>	\$377.60
9"	\$3,672.00	\$2,548.80	<b>\$1,123.20</b>	\$424.80
10"	\$4,080.00	\$2,832.00	<b>\$1,248.00</b>	\$472.00
11"	\$4,488.00	\$3,115.20	<b>\$1,372.80</b>	\$519.20
12"	\$4,896.00	\$3,196.80	<b>\$1,699.20</b>	\$532.80
13"	\$5,304.00	\$3,463.20	<b>\$1,840.80</b>	\$577.20
14"	\$5,712.00	\$3,729.60	<b>\$1,982.40</b>	\$621.60
15"	\$6,120.00	\$3,996.00	<b>\$2,124.00</b>	\$666.00
16"	\$6,528.00	\$4,262.40	<b>\$2,265.60</b>	\$710.40
17"	\$6,936.00	\$4,304.40	<b>\$2,631.60</b>	\$717.40
18"	\$7,344.00	\$4,557.60	<b>\$2,786.40</b>	\$759.60
19"	\$7,752.00	\$4,810.80	<b>\$2,941.20</b>	\$801.80
20"	\$8,160.00	\$5,064.00	<b>\$3,096.00</b>	\$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](http://www.butlereagle.com)





## Business-Builder Agreement

Date\_\_\_\_\_ Account Number\_\_\_\_\_

Ad Size\_\_\_\_\_ 12 Weeks\_\_\_\_\_ 24 Weeks\_\_\_\_\_ Color\_\_\_\_\_ (Add \$100 per month)

Advertiser agrees to spend\_\_\_\_\_ at the rate identified on the 2025 Business-Builder Rate Card.  
The term of this agreement will be 12 or 24 weeks beginning\_\_\_\_\_ and terminating\_\_\_\_\_.

Should the advertiser fail to achieve spending dollar volume 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 the actual dollars spent.

All accounts are payable - in full by the 15th of the month following the date of billing. Any amounts owed in excess of thirty (30) days from the invoice date are subject to interest and/or interest charges, at the rate of 18% per year.

Should account fall delinquent and be referred to an attorney for collection - the account will be liable for payment, court costs, expenses and reasonable attorney fees incurred in collection of said costs.

The advertiser assigns to the Butler Eagle all rights, titles and interests in layouts of advertisements placed which results from the creative efforts of the newspaper.

Business Name\_\_\_\_\_

Corporate Name (if other than business name)\_\_\_\_\_

Business Address\_\_\_\_\_

Corporate Address (if other than business address)\_\_\_\_\_

Contact Name\_\_\_\_\_ Phone\_\_\_\_\_

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Advertising Rep Signature

\_\_\_\_\_  
Vice President of Advertising Signature



# 2025 • 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	<b>\$561.00</b>	<b>\$306.00</b>	\$187.00	15" Ad	<b>\$255.00</b>
4"	\$816.00	\$1,156.00	<b>\$748.00</b>	<b>\$408.00</b>	\$249.34	16" Ad	<b>\$272.00</b>
5"	\$1,020.00	\$1,445.00	<b>\$935.00</b>	<b>\$510.00</b>	\$311.67	17" Ad	<b>\$289.00</b>
6"	\$1,224.00	\$1,734.00	<b>\$1,122.00</b>	<b>\$612.00</b>	\$374.00	18" Ad	<b>\$306.00</b>
7"	\$1,428.00	\$2,023.00	<b>\$1,309.00</b>	<b>\$714.00</b>	\$436.34	19" Ad	<b>\$323.00</b>
8"	\$1,632.00	\$2,312.00	<b>\$1,496.00</b>	<b>\$816.00</b>	\$498.67	20" Ad	<b>\$340.00</b>
9"	\$1,836.00	\$2,601.00	<b>\$1,683.00</b>	<b>\$918.00</b>	\$561.00	22" Ad	<b>\$374.00</b>
10"	\$2,040.00	\$2,890.00	<b>\$1,870.00</b>	<b>\$1,020.00</b>	\$623.34	24" Ad	<b>\$408.00</b>
11"	\$2,244.00	\$3,179.00	<b>\$2,057.00</b>	<b>\$1,122.00</b>	\$685.67	26" Ad	<b>\$442.00</b>
12"	\$2,448.00	\$3,468.00	<b>\$2,244.00</b>	<b>\$1,224.00</b>	\$748.00	28" Ad	<b>\$476.00</b>
13"	\$2,652.00	\$3,757.00	<b>\$2,431.00</b>	<b>\$1,326.00</b>	\$810.34	30" Ad	<b>\$510.00</b>
14"	\$2,856.00	\$4,046.00	<b>\$2,618.00</b>	<b>\$1,428.00</b>	\$872.67	32" Ad	<b>\$544.00</b>
15"	\$3,060.00	\$4,335.00	<b>\$2,805.00</b>	<b>\$1,530.00</b>	\$935.00	34" Ad	<b>\$578.00</b>
16"	\$3,264.00	\$4,624.00	<b>\$2,992.00</b>	<b>\$1,632.00</b>	\$997.34	36" Ad	<b>\$612.00</b>

• 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	<b>\$1,111.80</b>	<b>\$622.20</b>	\$185.30	30" Ad	<b>\$510.00</b>
4"	\$1,700.00	\$2,312.00	<b>\$1,482.40</b>	<b>\$829.60</b>	\$247.07	32" Ad	<b>\$544.00</b>
5"	\$2,125.00	\$2,890.00	<b>\$1,853.00</b>	<b>\$1,037.00</b>	\$308.84	34" Ad	<b>\$578.00</b>
6"	\$2,550.00	\$3,468.00	<b>\$2,223.60</b>	<b>\$1,244.40</b>	\$578.00	36" Ad	<b>\$612.00</b>
7"	\$2,975.00	\$4,046.00	<b>\$2,594.20</b>	<b>\$1,451.80</b>	\$674.34	38" Ad	<b>\$646.00</b>
8"	\$3,400.00	\$4,624.00	<b>\$2,964.80</b>	<b>\$1,659.20</b>	\$770.67	44" Ad	<b>\$748.00</b>
9"	\$3,825.00	\$5,202.00	<b>\$3,335.40</b>	<b>\$1,866.60</b>	\$867.00	48" Ad	<b>\$816.00</b>
10"	\$4,250.00	\$5,780.00	<b>\$3,706.00</b>	<b>\$2,074.00</b>	\$963.34	52" Ad	<b>\$884.00</b>
11"	\$4,675.00	\$6,358.00	<b>\$4,076.60</b>	<b>\$2,281.40</b>	\$1,059.67	56" Ad	<b>\$952.00</b>
12"	\$5,100.00	\$6,936.00	<b>\$4,447.20</b>	<b>\$2,488.80</b>	\$1,156.00	60" Ad	<b>\$1,020.00</b>
13"	\$5,525.00	\$7,514.00	<b>\$4,817.80</b>	<b>\$2,696.20</b>	\$1,252.34	64" Ad	<b>\$1,088.00</b>
14"	\$5,950.00	\$8,092.00	<b>\$5,188.40</b>	<b>\$2,903.60</b>	\$1,348.67	68" Ad	<b>\$1,156.00</b>
15"	\$6,375.00	\$8,670.00	<b>\$5,559.00</b>	<b>\$3,111.00</b>	\$1,445.00	72" Ad	<b>\$1,224.00</b>
16"	\$6,800.00	\$9,248.00	<b>\$5,929.60</b>	<b>\$3,318.40</b>	\$1,541.34	76" Ad	<b>\$1,292.00</b>

• 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





## Ad-Perks Agreement

Date\_\_\_\_\_ Account Number\_\_\_\_\_

Ad Size\_\_\_\_\_ 12 Weeks\_\_\_\_\_ 25 Weeks\_\_\_\_\_ Color\_\_\_\_\_ (Add \$100 per month)

Advertiser agrees to spend\_\_\_\_\_ at the rate identified on the 2025 Ad-Perks Rate Card. The term of this agreement will be 12 or 25 weeks beginning\_\_\_\_\_ and terminating\_\_\_\_\_.

Should the advertiser fail to achieve spending dollar volume 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 the actual dollars spent.

All accounts are payable - in full by the 15th of the month following the date of billing. Any amounts owed in excess of thirty (30) days from the invoice date are subject to interest and/or interest charges, at the rate of 18% per year.

Should account fall delinquent and be referred to an attorney for collection - the account will be liable for payment, court costs, expenses and reasonable attorney fees incurred in collection of said costs.

The advertiser assigns to the Butler Eagle all rights, titles and interests in layouts of advertisements placed which results from the creative efforts of the newspaper.

Business Name\_\_\_\_\_

Corporate Name (if other than business name)\_\_\_\_\_

Business Address\_\_\_\_\_

Corporate Address (if other than business address)\_\_\_\_\_

Contact Name\_\_\_\_\_ Phone\_\_\_\_\_

---

Advertiser Signature

---

Advertising Rep Signature

---

Vice President of Advertising Signature



# 2025 • Top of Mind Awareness Program Guidelines

Effective January 1, 2025, 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





# 2025 • 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 verified at a weekday average of 14,603 copies and Sunday at 14,873 copies. 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)	\$13.00
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	\$ 7.00
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



# Eagle Bulk Rate Advertising Agreement

Date\_\_\_\_\_ Account Number\_\_\_\_\_

Advertiser agrees to spend\_\_\_\_\_at the per column inch rate of\_\_\_\_\_as identified on the 2025 Eagle Rate Card. The term of this agreement will be twelve months beginning\_\_\_\_\_and terminating\_\_\_\_\_.

It is further agreed that all advertising spending in combined Butler Eagle publications, including the Wednesday Cranberry Eagle, will be credited to the fulfillment of this agreement.

Should the advertiser fail to achieve spending dollar volume 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 the actual dollars spent.

Should the advertiser exceed signed category level spending, a rebate will be awarded based upon actual dollars invested via credit toward future billing. Rebates will be implemented upon reaching a new spending level, but will only occur - one bracket at a time. Multi-level rebates will not be applicable to this agreement.

All accounts are payable - in full by the 15th of the month following the date of billing. Any amounts owed in excess of thirty (30) days from the invoice date are subject to interest and/or interest charges, at the rate of 18% per year.

Should account fall delinquent and be referred to an attorney for collection - the account will be liable for payment, court costs, expenses and reasonable attorney fees incurred in collection of said costs.

The advertiser assigns to the Butler Eagle all rights, titles and interests in layouts of advertisements placed which results from the creative efforts of the newspaper.

Business Name\_\_\_\_\_

Corporate Name (if other than business name)\_\_\_\_\_

Business Address\_\_\_\_\_

Corporate Address (if other than business address)\_\_\_\_\_

Contact Name\_\_\_\_\_Phone\_\_\_\_\_

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Advertiser Signature

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Advertising Rep Signature

---

Vice President of Advertising Signature





# 2025 • 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	<b>\$144.00</b>	\$120.00
4"	\$672.00	\$480.00	<b>\$192.00</b>	\$160.00
5"	\$840.00	\$600.00	<b>\$240.00</b>	\$200.00
6"	\$1,008.00	\$720.00	<b>\$288.00</b>	\$240.00
7"	\$1,176.00	\$827.40	<b>\$348.60</b>	\$275.80
8"	\$1,344.00	\$945.60	<b>\$398.40</b>	\$315.20
9"	\$1,512.00	\$1,063.80	<b>\$448.20</b>	\$354.60
10"	\$1,680.00	\$1,182.00	<b>\$498.00</b>	\$394.00
11"	\$1,848.00	\$1,300.20	<b>\$547.80</b>	\$433.40
12"	\$2,016.00	\$1,396.80	<b>\$619.20</b>	\$456.60
13"	\$2,184.00	\$1,513.20	<b>\$670.80</b>	\$504.40
14"	\$2,352.00	\$1,629.60	<b>\$722.40</b>	\$543.20
15"	\$2,520.00	\$1,746.00	<b>\$774.00</b>	\$582.00
16"	\$2,688.00	\$1,833.60	<b>\$854.40</b>	\$611.20
17"	\$2,856.00	\$1,948.20	<b>\$907.80</b>	\$649.40
18"	\$3,024.00	\$2,062.80	<b>\$961.20</b>	\$687.80
19"	\$3,192.00	\$2,177.40	<b>\$1,014.60</b>	\$725.80
20"	\$3,360.00	\$2,292.00	<b>\$1,068.00</b>	\$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	<b>\$298.80</b>	\$118.20
4"	\$1,344.00	\$945.60	<b>\$398.40</b>	\$157.60
5"	\$1,680.00	\$1,182.00	<b>\$498.00</b>	\$197.00
6"	\$2,016.00	\$1,418.40	<b>\$597.60</b>	\$236.40
7"	\$2,352.00	\$1,629.60	<b>\$722.40</b>	\$271.60
8"	\$2,688.00	\$1,862.40	<b>\$825.60</b>	\$310.40
9"	\$3,024.00	\$2,095.20	<b>\$928.80</b>	\$349.20
10"	\$3,360.00	\$2,328.00	<b>\$1,032.00</b>	\$388.00
11"	\$3,696.00	\$2,560.80	<b>\$1,135.20</b>	\$426.80
12"	\$4,032.00	\$2,750.40	<b>\$1,281.60</b>	\$458.40
13"	\$4,368.00	\$2,979.60	<b>\$1,388.40</b>	\$496.60
14"	\$4,704.00	\$3,208.80	<b>\$1,495.20</b>	\$534.80
15"	\$5,040.00	\$3,438.00	<b>\$1,602.00</b>	\$573.00
16"	\$5,376.00	\$3,667.20	<b>\$1,708.80</b>	\$611.20
17"	\$5,712.00	\$3,835.20	<b>\$1,876.80</b>	\$639.20
18"	\$6,048.00	\$4,060.80	<b>\$1,987.20</b>	\$676.80
19"	\$6,384.00	\$4,286.40	<b>\$2,097.60</b>	\$714.40
20"	\$6,720.00	\$4,512.00	<b>\$2,208.00</b>	\$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](http://www.butlereagle.com)



## Business-Builder Agreement

Date\_\_\_\_\_ Account Number\_\_\_\_\_

Ad Size\_\_\_\_\_ 12 Weeks\_\_\_\_\_ 24 Weeks\_\_\_\_\_ Color\_\_\_\_\_ (Add \$100 per month)

Advertiser agrees to spend\_\_\_\_\_ at the rate identified on the 2025 Business-Builder Rate Card.  
The term of this agreement will be 12 or 24 weeks beginning\_\_\_\_\_ and terminating\_\_\_\_\_.

Should the advertiser fail to achieve spending dollar volume 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 the actual dollars spent.

All accounts are payable - in full by the 15th of the month following the date of billing. Any amounts owed in excess of thirty (30) days from the invoice date are subject to interest and/or interest charges, at the rate of 18% per year.

Should account fall delinquent and be referred to an attorney for collection - the account will be liable for payment, court costs, expenses and reasonable attorney fees incurred in collection of said costs.

The advertiser assigns to the Butler Eagle all rights, titles and interests in layouts of advertisements placed which results from the creative efforts of the newspaper.

Business Name\_\_\_\_\_

Corporate Name (if other than business name)\_\_\_\_\_

Business Address\_\_\_\_\_

Corporate Address (if other than business address)\_\_\_\_\_

Contact Name\_\_\_\_\_ Phone\_\_\_\_\_

---

Advertiser Signature

---

Advertising Rep Signature

---

Vice President of Advertising Signature

# 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

**JOB** of the day



**Careers in Caring**

Now Hiring: RNs & LVNs • Medical Assistants  
Insurance Billers • Lab Techs • Case Managers  
Medical Records Specialists

Apply Online Today: [www.namewebsite.com](http://www.namewebsite.com)  
Full-Time & Part-Time Positions Available

### 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"

**Deadline:** Wednesday—Noon

 **Butler Eagle**

 **The Cranberry Eagle**

724-282-8000 Fax 724-282-1280  
[www.butlereagle.com](http://www.butlereagle.com)

724-776-4270 Fax 724-776-0211  
[www.cranberryeagle.com](http://www.cranberryeagle.com)





# 2025 • 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 and Sunday, the newspaper enjoys dominant coverage of the area. Distribution is verified at a weekday average of 14,603 copies and Sunday at 14,873 copies. 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

*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*

## 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"

## FTP SITE

Ftp.butlereagle.com

User: BEADS

Password: BuEa2006

(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	7.958"	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 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.

# 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.butlereagle.com



# 2025 • 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 verified at a weekday average of 14,603 copies and Sunday at 14,873 copies. 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
16Tab	\$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 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](http://www.butlereagle.com)



# 2025 • 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 **(Post-Its are not accepted on Mondays.)**

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

Partial Run (10,000 min.) \$60 Per Thousand

Full Run \$50 Per Thousand

(Daily • 14,603 Sunday • 14,873)

### 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"

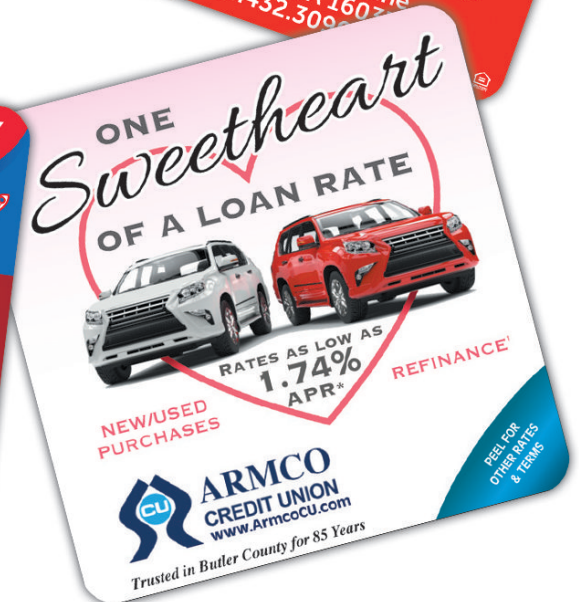
Bleed Out Color To: 3.125"x 3.125"

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](http://www.butlereagle.com)





# 2025 • 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

Actual Size

3.25"

**JOE'S PIZZA**  
Old World Taste • 724-282-8000

**\$10**  
Large 2 Topping Pizza

3"

**Hot Shooters**  
Mars comes out on fire after 10-day break to crush Freeport, 82-46.  
PAGE 11

**JOE'S PIZZA**

**Butler Eagle**  
Butler County's Great Daily Newspaper

**EXTENT OF CRIME NOT EASY TO DETAIL**  
Child sex abuse cases often not reported to authorities

**CLOSER LOOK**  
In October state police arrested a Connoquenessing man accused of sexually assaulting a teenage girl in November 2014 in Marion Township when he was 20 and she was 14. State law classifies sex between anyone 18 or older and 16 or younger as statutory rape or sexual assault. This is the second of two stories looking at why young men sexually assault teenagers and how often it occurs in Butler County.

**Chicora honors Craig**  
Community says goodbye to late volunteer

**PLAYOFF CELEBRATION**

**Downtown could look more historic**  
Group unveils streetscape plan

## 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 2025 Eagle Rate Card. The term of this agreement will be twelve months beginning \_\_\_\_\_, 2025 and terminating \_\_\_\_\_, 2026. 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 Schuey - General Manager Keith J. Graham - Vice President of Advertising





# 2025 • 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!

15,000 Printed Coupons Every Sunday  
(60,000-75,000 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

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

## BONUS OFFER

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



Front (Actual Size)



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](http://www.butlereagle.com)



# 2025 • Marketplace Homes and More Showcase

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, now with added editorial features. Inserted right into the Butler Eagle, the Marketplace is delivered to nearly 20,000 homes including individual rack and store locations. Each month, an average of 50,000 Butler Eagle readers 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	1x	6x	12x
Full Page	\$300	\$275	\$250
Half Page	\$260	\$235	\$210

## 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](http://www.butlereagle.com)

Ask about placing your ad  
in the Southern Home Guide.

See back for special monthly editorial features.

## DEADLINES

Publication Date	Space Deadline
January 9, 2025	December 23, 2024
February 13, 2025	January 27, 2025
March 13, 2025	February 24, 2025
April 10, 2025	March 31, 2025
May 8, 2025	April 28, 2025
June 12, 2025	May 27, 2025
July 10, 2025	June 23, 2025
August 14, 2025	July 31, 2025
September 11, 2025	August 25, 2025
October 9, 2025	September 22, 2025
November 13, 2025	October 27, 2025
December 11, 2025	November 24, 2025

Proof changes will be accepted no later than five days  
prior to the publication date.

BUTLER COUNTY  
**MARKETPLACE**  
*Homes & More Showcase*  
LIVING WELL IN BUTLER COUNTY  
**NOVEMBER 2024**  
Happy Thanksgiving  
Butler Eagle 20,000 COPIES DELIVERED EACH MONTH  
Scan For Updates on These Listings

# 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](http://www.butlereagle.com)





# SPECIAL EDITORIAL FEATURES

## JANUARY

**Fireplaces & Chimneys**

January 9, 2025

## FEBRUARY

**Cozy Living**

**(Sears & Roebuck Home - Zelienople)**

February 13, 2025

## MARCH

**Welcome Baby**

**(Creating The Perfect Nursery)**

March 13, 2025

## APRIL

**Cooking In The Kitchen**

**(Cabinets, Countertops, Appliances & More)**

April 10, 2025

## MAY

**Painting Your House (Interior/Exterior)**

May 8, 2025

## JUNE

**Designing or Updating Your Home Office**

June 12, 2025

## JULY

**Outdoor Living**

**(Patios, Grills, Furniture & More)**

July 10, 2025

## AUGUST

**Expanding Storage Space With Sheds**

August 14, 2025

## SEPTEMBER

**Basement Revamp**

September 11, 2025

## OCTOBER

**Living Room Furniture**

October 9, 2025

## NOVEMBER

**How To Set A Holiday Table**

November 13, 2025

## DECEMBER

**Decorating For The Holidays**

December 11, 2025

**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](http://www.butlereagle.com)



# 2025 • www.butlereagle.com Rate Card

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

## ROS NET RATES (CPM)

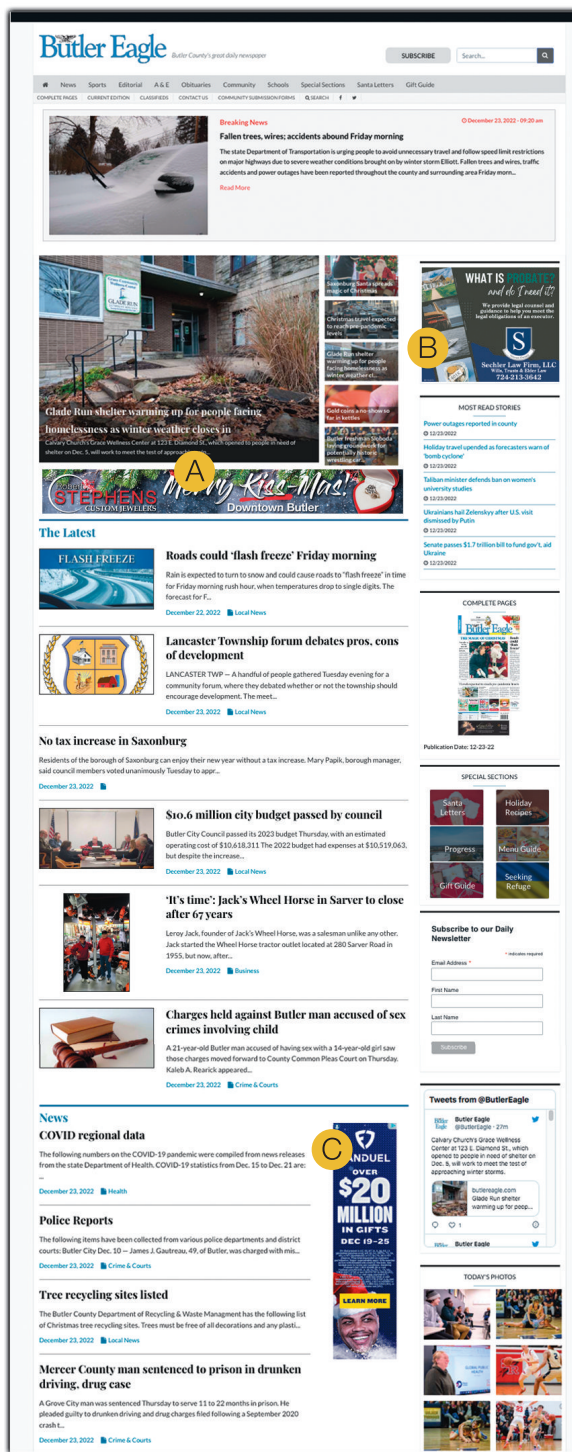
	Size • Pixels	Open Rate Per Thousand	150,000 Impressions
Big Box	300 x 250	\$6	\$5
Leaderboard	728 x 90	\$5	\$4
Skyscraper	160 x 600	\$4	\$3

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



# Butler Eagle

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