

# BUTLER COUNTY BUSINESS MATTERS

## ADVERTISING RATES • EFFECTIVE 2019

Butler County Business Matters in a monthly publication direct mailed to the owners, managers and key executives of over 6,000 county-wide companies. Business leaders from retail, manufacturing, governmental, and financial sectors have come to rely upon Business Matters as the most dependable source of business related news and information in Butler County.

### DISPLAY RATES

#### Each Month

AD SIZE		1X	3X*	6X*	12X*
Back Page	Full Color	<b>\$1020</b>	<b>\$995</b>	<b>\$905</b>	<b>\$865</b>
Full Page	Full Color	<b>\$910</b>	<b>\$860</b>	<b>\$805</b>	<b>\$775</b>
Full Page	Black & White	<b>\$830</b>	<b>\$770</b>	<b>\$720</b>	<b>\$690</b>
Half Page	Full Color	<b>\$525</b>	<b>\$510</b>	<b>\$500</b>	<b>\$480</b>
Half Page	Black & White	<b>\$470</b>	<b>\$440</b>	<b>\$405</b>	<b>\$380</b>
Quarter Page	Full Color	<b>\$310</b>	<b>\$290</b>	<b>\$285</b>	<b>\$260</b>
Quarter Page	Black & White	<b>\$285</b>	<b>\$260</b>	<b>\$240</b>	<b>\$235</b>

\*Consecutive Months

Guaranteed Placement (Subject to Availability) **\$60**

### DEADLINES

#### Published at the start of the month

ISSUE	DEADLINE
January 2019	December 14, 2018 • 12 noon
February 2019	January 17, 2019 • 12 noon
March 2019	February 14, 2019 • 12 noon
April 2019	March 15, 2019 • 12 noon
May 2019	April 17, 2019 • 12 noon
June 2019	May 16, 2019 • 12 noon
July 2019	June 14, 2019 • 12 noon
August 2019	July 17, 2019 • 12 noon
September 2019	August 16, 2019 • 12 noon
October 2019	September 18, 2019 • 12 noon
November 2019	October 17, 2019 • 12 noon
December 2019	November 14, 2019 • 12 noon
January 2020	December 17, 2019 • 12 noon

### MECHANICALS

Full Page	9.5"wide x 10"tall
Half Page Vertical	4.687"wide x 10"tall
Half Page Horizontal	9.5"wide x 5"tall
Quarter Page	4.687"wide x 5"tall

### INSERT RATES

Single Sheet	\$500
Multi-page insert	priced according to weight
Post-it Notes	\$500/month
Must commit to 2 months/12,000 post-its - 6,000/month	

## BUTLER COUNTY BUSINESS MATTERS ADVERTISING CONTRACT

Advertiser agrees to run #(\_\_\_\_) \_\_\_\_\_page color or black and white ads beginning (month)\_\_\_\_\_20\_\_\_\_ and ending (month)\_\_\_\_\_20\_\_\_\_\_.

Should the advertiser fail to fulfill the frequency level commitment indicated, it is understood that the client named in this document will be re-billed at the rate earned - predicated upon actual times the ad was inserted. If cancellation occurs after the deadline, a 25% layout charge will be imposed on balance of contract.

Date\_\_\_\_\_

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

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

Phone Number\_\_\_\_\_ Account Number\_\_\_\_\_

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

Authorized Signature\_\_\_\_\_

Business Matters

Sales Associate Signature\_\_\_\_\_

**It's all about business - because Business Matters**

**Sanna Beels**

Phone 724-431-2209 ext. 323 Cell 724-321-2799 Fax 724-431-2244

sbeels@butlereagle.com

Business Matters, P.O. Box 271, Butler, PA 16003

www.butlerbusinessmatters.com