

The Eagle

AWARENESS MARKETING

Show your billboard to every reader of The Eagle



Includes:

- Your business name and logo
- Your address and phone number
- One “benefit headline” for your business
- Up to six different benefit headlines will run on a rotating basis
- Your web address, if applicable

Awareness Ad Frequency	Inch Rate		Your Monthly Investment		your Exposures Per Year*
	1 year	2 year	1 year	2 year	
7 per week	\$5.34	\$4.84	\$1,022	\$931	Over 20.1 Million
6 per week	\$5.52	\$5.02	\$911	\$833	Over 17.2 Million
5 per week	\$5.68	\$5.17	\$788	\$722	Over 14.3 Million
4 per week	\$5.79	\$5.28	\$652	\$599	Over 11.4 Million
3 per week	\$6.08	\$5.58	\$526	\$485	Over 8.6 Million

Normal Open Rate
\$ 30.00

Profit from the power of TOP OF MIND AWARENESS!

*"Exposures" are calculated by multiplying the number of times your ad is published times the circulation of The Eagle times the average number of newspaper readers per household. *Shop Brazos* provides an additional 30,000 page views per month along with 10,000 unique web visitors for additional readership.