

ODESSA AMERICAN

■ GENERAL POLICIES

By placing Advertising each Company and Agency agrees to these policies as well as general practices of Publisher.

Definition of Advertisements. The term "Advertisements" includes any content and material (including without limitation graphics, photographs, artwork, illustrations, animation, design work, names, trademarks, trade names, logos and other data, regardless of the media in which they are submitted) provided under this Agreement by Advertiser or an agent or representative of Advertiser.

Scope of Publication/Usage. Advertiser hereby grants to the Company an irrevocable, worldwide license in perpetuity to the Advertisements, including but not limited to the rights to: (i) publish, display, copy, syndicate, republish, redisplay, license and sublicense the Advertisements in print or any other media known or later invented, including electronic or digital media (including broadcast, cable, satellite, audio or online), (ii) distribute the Advertisements as integrated within a publication (e.g., display or classified advertising in a newspaper), in connection with a publication (e.g., free standing insert), and/or as stand-alone/solo pieces (e.g., mailed or stuffed in envelopes), and (iii) include the Advertisements in archival, database, aggregation, search or retrieval services (whether maintained by the Company or third parties). The foregoing rights in the Advertisements may be exercised by any entity, whether the Company or otherwise.

Representations/Warranties. Advertiser represents and warrants that: (i) Advertisements as submitted to the Company will not infringe any copyright, patent, trade secret, trademark, moral right, or other intellectual property or proprietary, contractual or personal right held by any third party; (ii) Advertisements will not contain any defamatory, libelous, obscene or otherwise unlawful content and do not constitute unfair competition; (iii) Advertiser has all rights necessary to grant usage of the Advertisements as contemplated by this Agreement, and the Company's use of the Advertisements as contemplated herein will not breach any contract or infringe upon or violate (or cause the Company to breach, infringe or violate) the rights of any third party or any applicable laws, ordinances, regulations or guidelines infringe or violate any such right or law; (iv) no permissions or payments to third parties will be required from the Company for the use of the Advertisements as contemplated herein; and (v) Advertiser has all legal right and power to place advertising.

Rejection Right/Cancellation Procedure. The Company shall have the right to reject any Advertisement for any reason whatsoever. No Advertisement will be canceled by Advertiser after the deadline for submission applicable to such Advertisement. If an Advertisement is not properly canceled and withdrawn by Advertiser or its agents or representatives, Advertiser agrees to pay the Company's customary charge for composition, if applicable.

Remedies for Errors/Omissions. If Advertiser provides written notification to the Company prior to the applicable proof publication deadline of errors or omissions in an Advertisement caused by the Company and the Company fails to correct the errors or omissions noted, the Company may, at its sole discretion, take one or more of the following actions: (i) credit the Advertiser's account for the cost of such Advertisement, (ii) republish the Advertisement as corrected at no extra charge, and (iii) adjust the rate applicable to such Advertisement, with the amount of the adjustment based on a ratio, the numerator of which is the space occupied by the erroneous portion of the Advertisement and the denominator of which is the entire space occupied by the Advertisement, multiplied by the rate applied to that Advertisement. The Company shall have no liability for any subsequent publication of the same erroneous Advertisement.

Limitation of Liability/Release. Except as expressly provided in this Rate Card, neither the Company nor any entity performing services for the Company in connection with its advertising shall be liable to Advertiser, its agents or its representatives for damages or losses of any kind, whether due to an error or omission in any Advertisement, failure to publish or distribute any Advertisement, incorrect publication date or positioning of any Advertisement, or otherwise. The Company shall not be liable to Advertiser, its agents or its representatives for any consequential, incidental, indirect, special or punitive loss or damages of any kind, including lost profits (even if such party has been advised of the possibility of the loss or damage), by reason of any act or omission in the performance. The Company makes no representations or warranties of any kind, either express or implied, as to any matter, including, but not limited to, implied warranties of fitness for a particular purpose, merchantability, or otherwise. Advertiser waives all losses, damages or costs it may incur and all claims or causes of action it may possess which exist or which may accrue in the future arising from, directly or indirectly, or in any way related to Advertisements, samples, artwork, original



ODESSA AMERICAN

Website: www.oaoa.com

Mailing Address
P.O. Box 2952
Odessa, TX 79760-2952

Street Address
222 E. 4th Street
Odessa, TX 79761

e-mail: oa_adv@oaoa.com
Classified e-mail:
oaclassified@oaoa.com

TELEPHONE NUMBERS

Main (432) 337-6262(OAOA)
Toll Free (800) 375-4661
Retail Advertising (432) 333-7602
Retail Adv. Fax (432) 334-8641
Classified (432) 333-7777
Classified Fax (432) 333-7619
Metro 582-OAOA(6262)
Circulation (800) 375-7314
or 1-888-375-OAOA

Personnel

PATRICK S. CANTY *Publisher*
Phone (432) 333-7721
E-mail pcanty@oaoa.com

STACEY REAM ... *Director of Advertising & Marketing*
Phone (432) 333-7750
E-mail sream@oaoa.com

COYE KERLEY *Retail Advertising Manager*
Phone (432) 333-7603
E-mail ckerley@oaoa.com

ANGIE FUENTES *Classified Advertising Manager*
Phone (432) 333-7631
E-mail afuentes@oaoa.com

..... *Creative Services Manager*
Phone (432) 333-7778
E-mail

EVE FLORES *Marketing Manager*
Phone (432) 333-7709
E-mail eflores@oaoa.com

BRANDI MOLINAR *Nationals/Majors Manager*
Co-op Coordinator
Phone (432) 333-7637
E-mail bcflifton@oaoa.com

GENERAL ADVERTISING
Phone (432) 333-7602
..... (432) 333-7612
E-mail oa_adv@oaoa.com

ODESSA AMERICAN



■ GENERAL POLICIES CONTINUED

materials or other items submitted by Advertiser, its agents or its representatives, except to the extent that such losses, damages or costs are caused by the gross negligence of the Company.

Indemnification. By placing Advertising, Advertiser agrees to defend, indemnify and hold harmless the Company, its affiliates and any entity performing services for the Company in connection with this Agreement against all claims, causes of action, demands, losses, damages and costs (including attorneys' fees) arising from, directly or indirectly, or any way related to: (i) any Advertisements submitted. (ii) any samples or other items included in or furnished with Advertisements and internet links appearing with Advertisements, (iii) the sale, offer for sale or distribution of any products or services advertised or referred to in the Advertisement or otherwise provided by Advertiser, or (iv) any breaches or misrepresentations by Advertiser in connection with its representations, warranties and covenants.

Force Majeure. The delay or failure of either party in whole or in part, to perform any of its obligations hereunder shall be excused if and to the extent such delay or failure to perform is caused directly due to other circumstances beyond the reasonable control of the party responsible for performance, such as accidents, fires, explosions, strikes, labor disputes, shortages of labor, interruption of or delay in transportation, inadequacy or shortage or failure of power or supply of materials or equipment, breakdown, war or terrorism.

Rate Integration. By placing Advertising, Advertiser acknowledges that it has received and understands the rates applicable to the Advertisements that are in effect at the time. The rates are incorporated into this Rate Card as though they were set out in full. The Company may change the rates by providing Advertiser with advance thirty (30) days written notice, and the changed rates will become effective thirty (30) days following the date of the notice. If there is conflict between the terms of the rates and this Rate Card, the terms of this Rate Card shall prevail.

Advertiser Deadlines and Specifications. Advertiser acknowledges that its placement of Advertisements is subject to the deadlines and specifications applicable to the Advertisements at the time that the Advertisements are placed.

The deadlines and specifications are set forth on the rate card applicable to the Advertisements. Ask your account executive for holiday deadlines.

Responsibility for Payment of Advertisements. Advertiser agrees to be responsible for the payment of all charges for Advertisements, whether placed by Advertiser or Advertiser's agents or representatives, and Advertiser and its agents are each obligated, jointly and severally, to pay any and all amounts owed for Advertisements. Payment by Advertiser to an advertising agency shall not discharge Advertiser from its liability to Publisher for all Advertisements published, and, in the event of disputes involving payments owed or made through advertising agencies, Advertiser acknowledges that the Company is a third-party beneficiary of all such agreements and may contact and/or pursue directly advertising agencies regarding such disputes. Advertiser further agrees that neither Advertiser nor any of its agents or representatives has any authority to incur, assume or create any debt, obligation or contract of any kind whatsoever in the name or on behalf of Company or its affiliates. Advertiser shall not hold itself out as an agent or representative of the Company, and Advertiser and its agents and representatives shall not broker advertising space in the Company's products on behalf of the Company or other parties.

Local retail display rates shall apply to any advertiser who sells goods or services directly to the consumer through one or more permanent locations within the Odessa American's 17-county Newspaper Designated Market (NDM). This includes Ector, Andrews, Brewster, Crane, Crockett, Gaines, Howard, Jeff Davis, Lea (N.M.), Midland, Pecos, Reagan, Reeves, Upton, Ward, Winkler and Yoakum. Advertising regarding property, products or services located outside the Odessa American circulation area will be charged the national rate. The existence of a local representative will not alter the meaning of this condition. All rates are per column inch (unless otherwise noted).

Retail rates are not commissionable and are subject to applicable taxes.

Editorial-style advertising must contain the words "PAID ADVERTISEMENT" in at least 10 pt. type.

Going out of business advertising and advertising for businesses open for limited periods of time must be prepaid.

Proof of publication affidavit is subject to a \$25 fee.

Position Policy – Odessa American will make every attempt to grant the advertiser's position requests. However, no position request can be guaranteed. Position requests (for a specific page) carry a 25% surcharge cost (open rate + 25%). If two requests for the same page are received for any given edition, the larger ad will receive priority. If both ads are the same size, the first one ordered (with insertion order) receives priority. Minimum size for paid position is 30 inches. Advertising copy will not be accepted on a "position or omit" basis.

Letter of Correction – In the case of an Odessa American printing error, a letter of correction will be delivered to the store. Cases of improper proofing or pricing by the advertiser will not be given letters of correction from the Odessa American.

Co-op Advertising – Manufacturers of certain products often pay for all, or a portion, of their advertising. The Odessa American offers full co-op service free of charge. Contact your marketing consultant or co-op coordinator for more information.

Political Advertising Rates – Any advertising which takes a stand involving a political figure, political party or government issue, regardless of whether or not an election is involved, will be considered political. Political advertising will be published only when full payment has been made prior to the deadline of publication date and insertion order has been signed by the candidate, campaign manager or agency. All political advertising must include the name and address of the person or group placing ad and any other state or federal information required by law.

■ COMMISSION & TERMS OF PAYMENT

All advertising is payable in advance unless credit has been established by the Odessa American credit department. Terms are net 30 days from billing date. Unpaid balance over 30 days is subject to a 1.5% monthly charge.

National open rates are commissionable at 15% to recognized advertising agencies if payment is received within 30 days.

NATIONAL CONTRACT ROP RATES

RATES

DAILY	DISCOUNT RATE	PREPRINT DISCOUNT	COLOR DISCOUNT
\$1,500.00	\$24.96	0%	0%
\$2,500.00	\$23.54	0%	0%
\$5,000.00	\$22.00	5%	5%
\$7,500.00	\$21.44	5%	5%
\$10,000.00	\$21.08	5%	5%
\$15,000.00	\$20.84	5%	5%
\$20,000.00	\$20.57	5%	5%
\$30,000.00	\$20.26	10%	10%
\$40,000.00	\$19.96	10%	10%
\$50,000.00	\$19.68	10%	10%
\$75,000.00	\$19.40	10%	10%
\$100,000.00	\$19.08	15%	15%
\$125,000.00	\$18.79	15%	15%
\$150,000.00	\$18.49	15%	15%
\$175,000.00	\$18.22	15%	15%
\$200,000.00	\$17.92	15%	15%
\$250,000.00	\$17.63	15%	15%
\$300,000.00	\$16.16	20%	20%
\$400,000.00	\$15.86	20%	20%
\$600,000.00	\$15.56	20%	20%
\$800,000.00	\$15.28	20%	20%
\$1,000,000.00	\$14.98	20%	20%

SUNDAY*	DISCOUNT RATE	PREPRINT DISCOUNT	COLOR DISCOUNT
\$1,500.00	\$26.95	0%	0%
\$2,500.00	\$25.36	0%	0%
\$5,000.00	\$23.77	5%	5%
\$7,500.00	\$23.13	5%	5%
\$10,000.00	\$22.77	5%	5%
\$15,000.00	\$22.50	5%	5%
\$20,000.00	\$22.18	5%	5%
\$30,000.00	\$21.81	10%	10%
\$40,000.00	\$21.55	10%	10%
\$50,000.00	\$21.20	10%	10%
\$75,000.00	\$20.90	10%	10%
\$100,000.00	\$20.59	15%	15%
\$125,000.00	\$20.28	15%	15%
\$150,000.00	\$19.96	15%	15%
\$175,000.00	\$19.66	15%	15%
\$200,000.00	\$19.32	15%	15%
\$250,000.00	\$19.02	15%	15%
\$300,000.00	\$17.78	20%	20%
\$400,000.00	\$17.24	20%	20%
\$600,000.00	\$16.80	20%	20%
\$800,000.00	\$16.48	20%	20%
\$1,000,000.00	\$16.16	20%	20%

ALL RATES PER COLUMN INCH. *(SUNDAY/HOLIDAY)
NATIONAL CONTRACT RATES ARE NOT COMMISSIONABLE.

HOLIDAY EDITIONS

Such as New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas all receive Sunday circulation coverage.
As such Sunday rates apply.

OTHER RATES

COLOR RATES

	MON-SAT	SUN*
One color & black	\$215	\$230
Two colors & black	\$285	\$300
Three colors & black	\$395	\$400
Special order ink	\$310 per color	

*(Sunday/Holidays)

Placement of all color ads are subject to the mechanical capabilities of the press. Any size color ad accepted. Double truck colors charged as two separate pages.

ROP standard process colors: Cyan, Magenta, Yellow, Black.



ODESSA AMERICAN

DEADLINES

RETAIL CLOSING TIMES

Publication	Deadline
Monday	5 p.m., Thursday
Tuesday	2 p.m., Friday
Wednesday	11 a.m., Monday
Thursday	11 a.m., Tuesday
Friday	11 a.m., Wednesday
Saturday	11 a.m., Thursday
Sunday Lifestyle, Travel	5 p.m., Tuesday
Sunday Main Editions	11 a.m., Thursday
Basin Smart Shopper	5 p.m., Thursday

CANCELLATIONS

Cancellation deadline is 10 a.m. day after closing time. Advertisements cancelled after deadline will be charged 25% of the original space charge. Advertisements in Sunday Lifestyle & Travel and Monday's newspaper may not be cancelled after closing time.

MECHANICAL MEASUREMENTS

RETAIL AD WIDTHS

(6-COL. FORMAT)

Columns	Inches
1 column	1.77
2 columns	3.72
3 columns	5.66
4 columns	7.61
5 columns	9.55
6 columns	11.50
Double Truck	24.06

Full page standard size is 11½" x 21½".
Full page tabloid is 10" x 11¼".

ADVERTISING DEPTH REQUIREMENTS

Minimum advertising depth is 1 inch. Advertising more than 19" deep is billed at 21½" (full depth).

RETAIL RATES & DATA

RATES

DAILY	DISCOUNT RATE	PREPRINT DISCOUNT	COLOR DISCOUNT
OPEN RATE	\$25.53	0%	0%
\$1,500.00	\$21.70	0%	0%
\$2,500.00	\$20.47	0%	0%
\$5,000.00	\$19.16	5%	5%
\$7,500.00	\$18.65	5%	5%
\$10,000.00	\$18.34	5%	5%
\$15,000.00	\$18.13	5%	5%
\$20,000.00	\$17.88	5%	5%
\$30,000.00	\$17.62	10%	10%
\$40,000.00	\$17.36	10%	10%
\$50,000.00	\$17.11	10%	10%
\$75,000.00	\$16.85	10%	10%
\$100,000.00	\$16.60	15%	15%
\$125,000.00	\$16.34	15%	15%
\$150,000.00	\$16.08	15%	15%
\$175,000.00	\$15.84	15%	15%
\$200,000.00	\$15.58	15%	15%
\$250,000.00	\$15.33	15%	15%
\$300,000.00	\$14.05	20%	20%
\$400,000.00	\$13.79	20%	20%
\$600,000.00	\$13.53	20%	20%
\$800,000.00	\$13.28	20%	20%
\$1,000,000.00	\$13.02	20%	20%

SUNDAY*	DISCOUNT RATE	PREPRINT DISCOUNT	COLOR DISCOUNT
OPEN RATE	\$27.56	0%	0%
\$1,500.00	\$23.43	0%	0%
\$2,500.00	\$22.05	0%	0%
\$5,000.00	\$20.66	5%	5%
\$7,500.00	\$20.11	5%	5%
\$10,000.00	\$19.79	5%	5%
\$15,000.00	\$19.56	5%	5%
\$20,000.00	\$19.29	5%	5%
\$30,000.00	\$18.96	10%	10%
\$40,000.00	\$18.74	10%	10%
\$50,000.00	\$18.43	10%	10%
\$75,000.00	\$18.18	10%	10%
\$100,000.00	\$17.91	15%	15%
\$125,000.00	\$17.64	15%	15%
\$150,000.00	\$17.36	15%	15%
\$175,000.00	\$17.09	15%	15%
\$200,000.00	\$16.81	15%	15%
\$250,000.00	\$16.54	15%	15%
\$300,000.00	\$15.46	20%	20%
\$400,000.00	\$14.99	20%	20%
\$600,000.00	\$14.60	20%	20%
\$800,000.00	\$14.33	20%	20%
\$1,000,000.00	\$14.05	20%	20%

ALL RATES PER COLUMN INCH. *(SUNDAY/HOLIDAY)
RETAIL RATES ARE NON-COMMISSIONABLE

HOLIDAY EDITIONS

Such as New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas all receive Sunday circulation coverage.
As such Sunday rates apply.

OTHER RATES

COLOR RATES

	MON-SAT	SUN*
One color & black	\$215	\$230
Two colors & black	\$285	\$300
Three colors & black	\$395	\$400
Special order ink	\$310 per color	

*(Sunday/Holidays)

Placement of all color ads are subject to the mechanical capabilities of the press. Any size color ad accepted. Double truck colors charged as two separate pages.

ROP standard process colors: Cyan, Magenta, Yellow, Black.



DEADLINES

RETAIL CLOSING TIMES

Publication	Deadline
Monday	5 p.m., Thursday
Tuesday	2 p.m., Friday
Wednesday	11 a.m., Monday
Thursday	11 a.m., Tuesday
Friday	11 a.m., Wednesday
Saturday	11 a.m., Thursday
Sunday Lifestyle, Travel	5 p.m., Tuesday
Sunday Main Editions	11 a.m., Thursday
Basin Smart Shopper	noon, Thursday

CANCELLATIONS

Cancellation deadline is 10 a.m. day after closing time. Advertisements cancelled after deadline will be charged 25% of the original space charge. Advertisements in Sunday Lifestyle & Travel and Monday's newspaper may not be cancelled after closing time.

MECHANICAL MEASUREMENTS

RETAIL AD WIDTHS

(6-COL. FORMAT)

Columns	Inches
1 column	1.77
2 columns	3.72
3 columns	5.66
4 columns	7.61
5 columns	9.55
6 columns	11.50
Double Truck	24.06

Full page standard size is 11½" x 21½".
Full page tabloid is 10" x 11¼".

ADVERTISING DEPTH REQUIREMENTS

Minimum advertising depth is 1 inch. Advertising more than 19" deep is billed at 21½" (full depth).

NATIONAL RATES & DATA

RATES

RETAIL NATIONAL RATES

PER COLUMN INCH

Monday-Saturday\$28.89

Sunday/Holidays\$31.90

National rates are 15% commissionable if paid within 30 days of invoice.

CLASSIFIED NATIONAL RATES

PER COLUMN INCH

(9 column format)

Monday-Saturday\$19.82

Sunday/Holidays\$22.50

National rates are 15% commissionable if paid within 30 days of invoice.

NATIONAL PREPRINT RATES

Standard	Tabloid	CPM
Up to 4 pages	Up to 8 pages	\$64
6-8 pages	10-16 pages	\$66
10-16 pages	18-32 pages	\$70
Single sheets	8 1/2 x 11	\$62

All preprint rates are net to the newspaper.

Reservations for all preprints and inserts should be made at least 8 days prior to date of insertion and material should be received at least 8 business days prior to date of insertion.

Preprint sections should not exceed page dimensions in width or depth (12 1/2" x 21 1/2" for standard sections and 11" x 12 1/2" for tabloid sections). Minimum size is 6" x 7".

Zoned Preprints.....20% Premium

Minimum of 3,500 inserts required. (Non-standard preprint sizes are subject to a 15% premium.)

Deliver all preprints freight-paid to:

**Odessa American,
222 E. 4th Street,
Odessa, TX 79761**

PREPRINT FREQUENCY DISCOUNTS

Preprint frequency discounts are available for contracted advertisers. Contract terms are for one year. Full run contract advertising qualifies for an additional 10% discount. Please call your marketing consultant for more information.

ODESSA/MIDLAND METRO GROUP RATES

Please call for details.

ADVERTISING DEPTH REQUIREMENTS

Minimum advertising depth is 1 inch. Advertising more than 19" deep is billed at 21 1/2" (full depth).

COLOR RATES

	MON-SAT	SUN*
One color & black	\$215	\$230
Two colors & black	\$285	\$300
Three colors & black	\$395	\$400
Special order ink	\$310 per color	

*(Sunday/Holidays)

Placement of all color ads are subject to the mechanical capabilities of the press. Any size color ad accepted. Double truck colors charged as two separate pages.

ROP standard process colors: Cyan, Magenta, Yellow, Black.

DEADLINES

RETAIL/CLASSIFIED CLOSING TIMES

Publication	Deadline
Monday.....	5 p.m., Thursday
Tuesday.....	2 p.m., Friday
Wednesday.....	11 a.m., Monday
Thursday.....	11 a.m., Tuesday
Friday.....	11 a.m., Wednesday
Saturday.....	11 a.m., Thursday
Sunday Lifestyle, Travel.....	5 p.m., Tuesday
Sunday Main Editions.....	11 a.m., Thursday
Sunday Classified.....	11 a.m., Thursday
Basin Smart Shopper.....	5 p.m., Thursday

CANCELLATIONS

Cancellation deadline is 10 a.m. day after closing time. Advertisement may be cancelled after cancellation deadline at a charge of 25% of the original space charge. Advertisements in Sunday Lifestyle & Travel, Preview TV Magazine and Monday's newspaper may not be cancelled after closing time.

CONTACT

Brandi Molinar, Nationals Manager
432-333-7637 or 800-375-4661, ext 7637
E-mail: bclifton@oaoa.com

HOLIDAY EDITIONS

Such as New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas all receive Sunday circulation coverage. As such Sunday rates apply.



ODESSA AMERICAN

MECHANICAL MEASUREMENTS

RETAIL AD WIDTHS

(6-COL. FORMAT)

Columns	Inches
1 column	1.77
2 columns	3.72
3 columns	5.66
4 columns	7.61
5 columns	9.55
6 columns	11.50

Doubletruck

Columns	Inches
Standard	24.06
Tab	21.5

CLASSIFIED AD WIDTHS

(9-COL. FORMAT)

Columns	Inches
1 column	1.167
2 columns	2.458
3 columns	3.75
4 columns	5.041
5 columns	6.333
6 columns	7.625
7 columns	8.916
8 columns	10.208
9 columns	11.50

Full page standard size is 11 1/2" x 21 1/2".
Full page tabloid is 10" x 11 1/4".

80% of the adults in the market have taken action in the past 30 days as a result of seeing advertising in the Odessa American.

MORI RESEARCH 2005



SPECIAL RATES & DATA

HOLIDAY EDITIONS

Such as New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas all receive Sunday circulation coverage. As such Sunday rates apply.

POLITICAL ADVERTISEMENTS

All local political advertising must be paid in advance. Full payment must be at the Odessa American upon receipt of written or verbal insertion/scheduling orders\$20.00 PER COLUMN INCH

SPECIAL RATES

NON-PROFIT, SCHOOLS, CIVIC.....\$18.00 PER COLUMN INCH

Non-profit rates apply to charitable organizations advertising an event or fundraiser. A 501-C form must be presented to receive non-profit rates.

CHURCHES, CARD OF THANKS, PERSONAL AND BIRTHDAY ADVERTISEMENTS\$10.50 PER COLUMN INCH

Special rates are non-commissionable.

COMICS
Call for rate information.

DEADLINES

RETAIL CLOSING TIMES

Publication	Deadline
Monday.....	5 p.m., Thursday
Tuesday	2 p.m., Friday
Wednesday.....	11 a.m., Monday
Thursday	11 a.m., Tuesday
Friday.....	11 a.m., Wednesday
Saturday	11 a.m., Thursday
Sunday Lifestyle, Travel.....	5 p.m., Tuesday
Sunday Main Editions	11 a.m., Thursday
Basin Smart Shopper.....	5 p.m., Thursday

CANCELLATIONS

Cancellation deadline is 10 a.m. day after closing time. Advertisement may be cancelled after cancellation deadline at a charge of 25% of the original space charge. Advertisements in Sunday Lifestyle & Travel and Monday's newspaper may not be cancelled after closing time.

CIRCULATION

The Odessa American is a member of the Audit Bureau of Circulation (ABC).

Ask your marketing consultant for the current ABC audit or publisher's statement showing our circulation.

The Odessa American is circulated in Ector, Andrews, Brewster, Crane, Crockett, Gaines, Howard, Jeff Davis, Midland, Pecos, Lea (N.M.), Reagan, Reeves, Upton, Ward, Winkler and Yoakum.



ODESSA AMERICAN

MECHANICAL MEASUREMENTS

RETAIL AD WIDTHS (6-COL. FORMAT)

Columns	Inches
1 column	1.77
2 columns	3.72
3 columns	5.66
4 columns	7.61
5 columns	9.55
6 columns	11.50

Doubletruck

Columns	Inches
Standard	24.06
Tab	21.5

CLASSIFIED AD WIDTHS (9-COL. FORMAT)

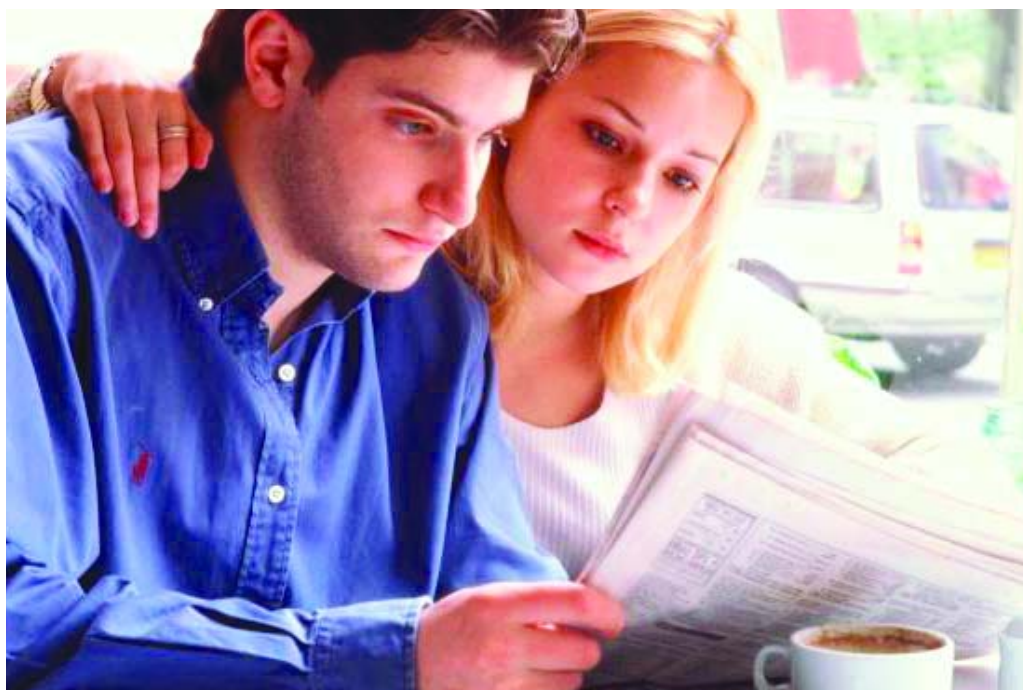
Columns	Inches
1 column	1.167
2 columns	2.458
3 columns	3.75
4 columns	5.041
5 columns	6.333
6 columns	7.625
7 columns	8.916
8 columns	10.208
9 columns	11.50

Full page standard size is 11½" x 21½".
Full page tabloid is 10" x 11¼".

Minimum depth is 1 inch. Advertising more than 19" deep is billed at 21½" (full depth).

97% of newspaper readers on a given weekday in Ector County read the "Odessa American".

MORI RESEARCH 2005



CLASSIFIED RATES & DATA

RATES

DAILY

	DISCOUNT RATE	PREPRINT DISCOUNT	COLOR DISCOUNT
OPEN RATE	\$15.81	0%	0%
\$1,500.00	\$10.72	0%	0%
\$2,500.00	\$10.57	0%	0%
\$5,000.00	\$10.45	5%	5%
\$7,500.00	\$10.23	5%	5%
\$10,000.00	\$10.16	5%	5%
\$15,000.00	\$10.01	5%	5%
\$20,000.00	\$9.89	5%	5%
\$30,000.00	\$9.75	10%	10%
\$40,000.00	\$9.60	10%	10%
\$50,000.00	\$9.47	10%	10%
\$75,000.00	\$9.33	10%	10%
\$100,000.00	\$9.20	15%	15%

SUNDAY*

	DISCOUNT RATE	PREPRINT DISCOUNT	COLOR DISCOUNT
OPEN RATE	\$17.06	0%	0%
\$1,500.00	\$11.56	0%	0%
\$2,500.00	\$11.41	0%	0%
\$5,000.00	\$11.29	5%	5%
\$7,500.00	\$11.11	5%	5%
\$10,000.00	\$10.95	5%	5%
\$15,000.00	\$10.84	5%	5%
\$20,000.00	\$10.68	5%	5%
\$30,000.00	\$10.52	10%	10%
\$40,000.00	\$10.37	10%	10%
\$50,000.00	\$10.23	10%	10%
\$75,000.00	\$10.09	10%	10%
\$100,000.00	\$9.94	15%	15%

ALL RATES PER COLUMN INCH. *(SUNDAY/HOLIDAY)

SPECIAL CLASSIFIED

LEGAL NOTICES

Monday-Saturday	\$17.00
Sunday/Holiday	\$18.50

(Includes affidavit.)

BLIND BOXES per ad

Replies Held	\$20
Replies Mailed	\$30

CLASSIFIED NON-PROFIT, SCHOOL, CIVIC	\$11.00
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COLOR RATES

	MON-SAT	SUN*
One color & black	\$215	\$230
Two colors & black	\$285	\$300
Three colors & black	\$395	\$400
Special order ink	\$310 per color	

*(Sunday/Holidays)

Placement of all color ads are subject to the mechanical capabilities of the press. Any size color ad accepted. Double truck colors charged as two separate pages.

ROP standard process colors: Cyan, Magenta, Yellow, Black.

HOLIDAY EDITIONS

Such as New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas all receive Sunday circulation coverage. As such Sunday rates apply.

70% of adults in the market named the Odessa American as their source for Real Estate & Employment information.

MORI RESEARCH 2005



ODESSA AMERICAN CLASSIFIED

DEADLINES

DISPLAY AD CLOSING TIME

Publication	Deadline
Monday	5 p.m., Thursday
Tuesday	2 p.m., Friday
Wednesday	11 a.m., Monday
Thursday	11 a.m., Tuesday
Friday	11 a.m., Wednesday
Saturday	11 a.m., Thursday
Sunday	11 a.m., Thursday

CLASSIFIED LINE ADS

Publication	Deadline
Tuesday-Friday	Prior day 4 p.m.
Saturday	Friday 11:45 a.m.
Sunday	Friday 2:45 p.m.
Monday	Friday 4 p.m.

LEGALS

Publication	Deadline
Monday	Thursday 4 p.m.
Tuesday	Friday 10 a.m.
Wed, Thurs, Fri.	2 days prior 10 a.m.
Saturday	Wednesday 4 p.m.
Sunday	Thursday 10 a.m.

AD CANCELLATION DEADLINE

Cancellation deadline is 10 a.m. day after closing time. Advertisement may be cancelled after cancellation deadline at a charge of 25% of the original space charge.

MECHANICAL MEASUREMENTS

CLASSIFIED AD WIDTHS

(9-COL. FORMAT)

Columns	Inches
1 column	1.167
2 columns	2.458
3 columns	3.75
4 columns	5.041
5 columns	6.333
6 columns	7.625
7 columns	8.916
8 columns	10.208
9 columns	11.50

ADVERTISING DEPTH REQUIREMENTS

Minimum advertising depth is 1 inch. Advertising more than 19" deep is billed at 21½" (full depth).

PREPRINT RATES & DATA

LOCAL RATES

Cost per 1,000

PREPRINTED INSERTS	DAILY RATE	SUN/HOLIDAYS RATE
Single Sheet	\$54.00	\$56.00
4 page std.	\$56.00	\$58.00
8 page std.	\$57.00	\$59.00
12 page std.	\$58.00	\$60.00
16 page std.	\$59.00	\$61.00
20 page std.	\$60.00	\$62.00
24 page std.	\$61.00	\$63.00
28 page std.	\$62.00	\$64.00
32 page std.	\$63.00	\$65.00

\$2.00 more per thousand for every 4 pg. std. above 32 pages. 8 pg. tab equals 4 pg. std.

RESERVATIONS AND DELIVERY

Preprints must be scheduled and delivered to the Odessa American eight (8) days prior to insertion. Insertion date cannot be guaranteed if not received 8 days prior to insertion. Receiving dock hours are 8 a.m. to 5 p.m., Monday through Friday.

Preprint sections should not exceed page dimensions in width or depth (12½" x 21½" for standard sections and 11" x 12½" for tabloid sections). Minimum size is 6" x 7".

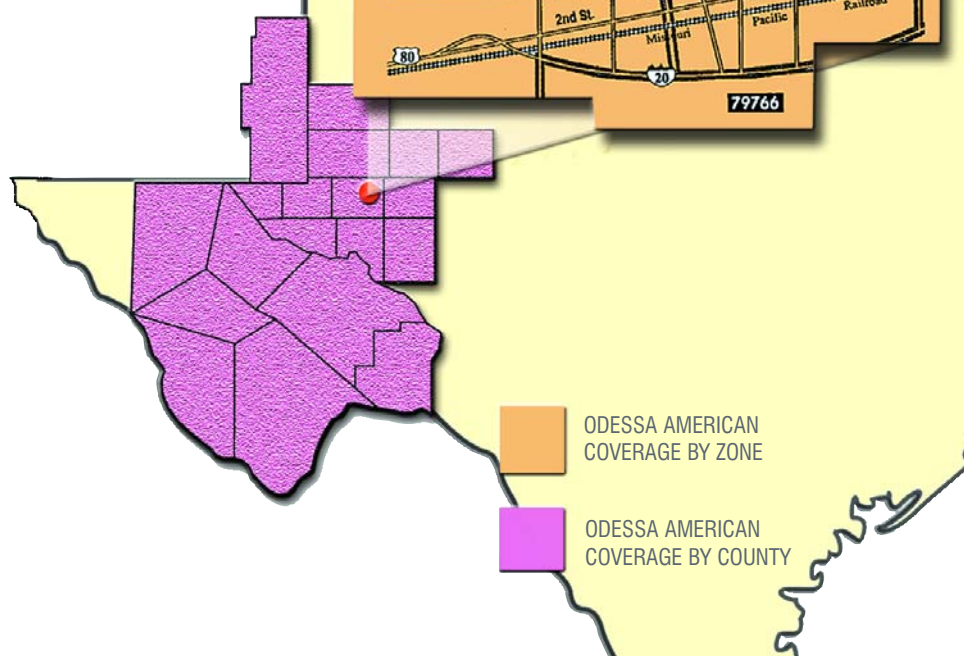
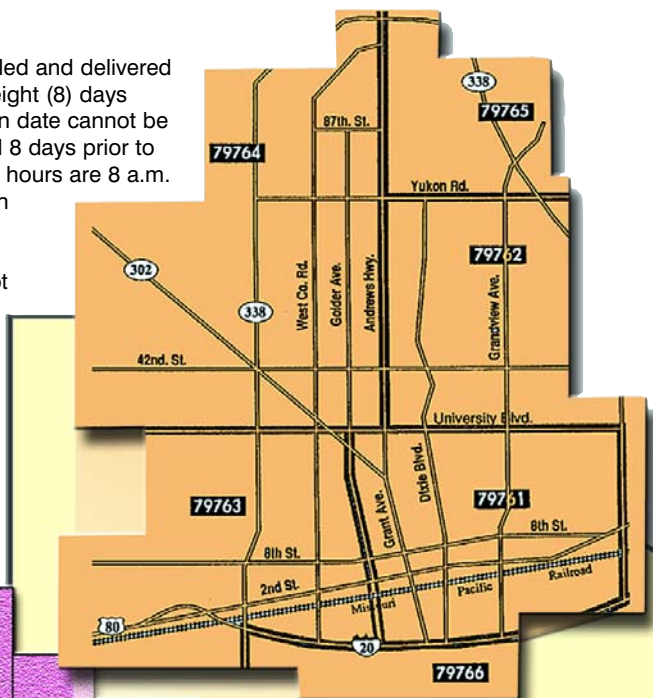
Zoned Preprints.....20% Premium
Minimum of 3,500 inserts required.
(Non-standard preprint sizes are subject to a 15% premium.)

Deliver all preprints freight-paid to: Odessa American, 222 E. 4th Street, Odessa, TX 79761

PREPRINT FREQUENCY DISCOUNTS

Preprint frequency discounts are available for contracted advertisers. Contract terms are for one year. Full run contract advertising qualifies for an additional 10% discount.

Please call your marketing consultant for more information.



TOTALS

(INCLUDES RACK TOTALS)

Daily.....21,507
Sunday.....23,658

79761

Daily..... 5,627
Sunday..... 5,975
AHI.....\$35,353
AH EBI.....\$28,934

79762

Daily.....8,081
Sunday.....8,467
AHI.....\$48,430
AH EBI.....\$38,983

79763

Daily..... 4,073
Sunday.....4,641
AHI.....\$31,461
AHEBI.....\$26,124

79764

Daily.....2,531
Sunday.....3,142
AHI.....\$35,010
AH EBI.....\$27,756

79765

Daily.....750
Sunday.....832
AHI.....\$38,853
AH EBI.....\$32,094

79766

Daily.....134
Sunday.....190
AHI.....\$48,074
AHEBI.....\$37,741

79758 (GARDENDALE)

Daily.....258
Sunday.....305
AHI.....\$45,713
AH EBI.....\$37,162

79741 (GOLDSMITH)

Daily.....53
Sunday.....56
AHI.....\$37,983
AH EBI.....\$31,250

RACKS

Daily.....2,835
Sunday.....5,880

EXTENDED MARKET RATES

SATURATION DELIVERY RATES (Extended Market Coverage)

Delivered each Wednesday to the doorstep of Odessa American non-subscribers in Odessa.

Retail Display (Per Column Inch Rates)			
Open	13X	26X	52X
\$10.40	\$8.30	\$6.25	\$5.20

Classified Display (Per Column Inch Rates)			
Open	13X	26X	52X
\$7.30	\$5.75	\$4.15	\$3.65

PREPRINTS

Delivery is a combination of doorstep and direct mail each Wednesday to non-subscribers.

Size	Walk	Mail
	Non-Subscribers	Non-Subscribers
Single Sheet	\$50.00	\$75.00
4 page std.	\$52.00	\$75.00
8 page std.	\$53.00	\$75.00
12 page std.	\$54.00	\$75.00
16 page std.	\$55.00	\$85.00
20 page std.	\$56.00	\$85.00
24 page std.	\$57.00	\$85.00
28 page std.	\$58.00	\$85.00
32 page std.	\$59.00	\$85.00

8 page tab equals 4 page standard.
Please call for the latest distribution numbers.

PREPRINT FREQUENCY DISCOUNTS

Preprint frequency discounts are available for contracted advertisers. Contract terms are for one year.

Please call your marketing consultant for more information.

Extended Market Coverage is a combination of doorknob delivery and rack distribution each Wednesday to non-subscribers of the Odessa American in Odessa.

RESERVATIONS AND DELIVERY

All preprints and inserts should be made at least 8 days prior to date of insertion and material should be received at least 8 business days prior to date of insertions.

All inserts for Extended Market Coverage should arrive on separate skids from Odessa American inserts.

Tabloid and broadsheet inserts MUST be quarterfolded for mail portion of Extended Market Coverage.



TOTALS (INCLUDES RACK TOTALS)

Total	21,370
Walk	17,880
Mail	3,490

79761

EMC Customers	5,000
Walk	4,900
Mail	100

79762

EMC Customers	6,700
Walk	5,800
Mail	900

79763

EMC Customers	5,415
Walk	4,600
Mail	815

79764

EMC Customers	3,600
Walk	2,580
Mail	1,020

79765

EMC Customers	300
Mail	300

79766

EMC Customers	355
Mail	355

Deliver all preprints freight-paid to:
Odessa American,
222 E. 4th Street,
Odessa, TX 79761

Receiving Hours
Monday through Friday 8 a.m. - 5 p.m.

