

MARKET (indicate one): ODESSA, TEXAS			
Basic Demography			
Total Adult Population	126,408	Median Age	32
Number of Households	62,123	Median Household Income	\$33,045
Data Used (pick one): DMA <input type="checkbox"/> MSA <input type="checkbox"/> NDM <input checked="" type="checkbox"/>			
Source Information			
Source(s) with Date(s)		ABC Audit/Mori Readership Profile Dec. 2005, U. S. Census Bureau	

COVERAGE		
ABC Audit Info ¹	Sunday	Daily
Total Average Paid Circulation	25,509	24,331
Core Newspaper (Total)	25,509	24,331
Home Delivery and Mail (Total)	19,302	18,192
Single Copy Sales (Total)	5,643	3,244
Affiliated Publications (Total)	0	16,000
Coverage Maps (insert URL for detailed map and zoning information, including delivery areas)	www.oaoa.com/advert/index.html Contact a Marketing Consultant for zoning information	
Audit Date (Month & Year)	September 30, 2006	

Audience Demographics

Source: ABC Reader Profile
If Other, state source:

Source Date: 3/22 - 4/23/2005

AUDIENCE COMPOSITION						
Data based on average issue	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Total Adult Readers	77,700	%	100	67,200	%	100
Men	38,073	49.00%	49	32,256	48.00%	49
Women	39,627	51.00%	51	34,944	52.00%	51
Age						
18 to 34	24,087	31.00%	42	19,488	29.00%	42
35 to 54	26,418	34.00%	29	22,848	34.00%	29
55+	27,195	35.00%	21	24,192	36.00%	21
Median	32		35	32		35

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

<i>Data based on average issue</i>	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
Education						
Any College+	27,195	35.00%	80	26,520	35.00%	80
College Graduate+	18,648	24.00%	24	10,044	27.00%	24
Post-graduate Degree	2,311	3.00%	0	2,284	3.00%	0
Occupation/Job Title						
Employed Full-Time	41,181	53.00%		34,944	52.00%	
P/M Top Management/ C-Suite	19,425	25.00%		12,096	18.00%	
Professional/Managerial	10,878	14.00%		11,424	17.00%	
Business Decision Maker	0	%		0	%	
Household Income						
< \$35k	49,728	64.00%		43,680	65.00%	
\$35k – \$75k	35,742	46.00%		29,568	44.00%	
> \$75k	18,648	24.00%		147,874	22.00%	
Median	\$33,045			\$33,045		
Home Ownership and Principal Home Values						
Home Owners	66,822	86.00%	69	57,120	85.00%	69
Value: \$100k – \$249k		%			%	
Value: \$250k – \$499k		%			%	
Value: > \$500k		%			%	
Median Home Value	\$47,700			\$47,700		
Own 2+ Properties		%			%	
Marital Status						
Married	49,728	64.00%		40,992	61.00%	
Not Married	17,871	23.00%		18,816	28.00%	

Additional Readership Information (insert URLs):

Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	21.5 Inches

RETAIL						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
Full Page ²	6	21.50	\$3,555	\$3,293	\$400	\$395
Half Page Horizontal	6	10.75	\$1,777	\$1,647	\$400	\$395
Half Page Vertical	3	21.50	\$1,777	\$1,647	\$400	\$395
Quarter Page	3	10.75	\$889	\$823	\$400	\$395
Full-Page Double Truck	13	21.50	\$7,703	\$7,136	\$800	\$790
Horizontal Strip Ad	6	3.00	\$496	\$460	\$400	\$395
Premium Position One	6	2.00	\$331	\$306	\$230	\$215
Describe Position: Page 2 of Main section						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

SECTION (indicate one): CLASSIFIED						
			Black & White Rates		Color Rates	
	Columns	Inches	Sunday	Daily	Sunday	Daily
Full Page	9	21.50	\$3,301	\$3,059	\$400	\$395
Half Page Horizontal	9	10.75	\$1,651	\$1,530	\$400	\$395
Half Page Vertical	5	21.50	\$1,834	\$1,700	\$400	\$395
Quarter Page	4	12.00	\$819	\$759	\$400	\$395
Full-Page Double Truck	19	21.50	\$6,969	\$6,458	\$800	\$790
Horizontal Strip Ad	9	3.00	\$461	\$427	\$400	\$395
Premium Position One	9	3.00	\$461	\$427	\$400	\$395
Describe Position: Auto Market cover on Thursdays						
Premium Position Two			\$	\$	\$	\$
Describe Position:						

Additional Rate Information (insert URLs): www.oaa.com/advert/index.html Color rates above are 4-color

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
Sunday	
Full-run Sections	Main - Local - Business - Life & Times - Sports - Select TV - Classified - -
Part-run Sections	Additional Weekly Sections:
Monday	
Full-run Sections	Main - Schools - Sport - Classified -
Part-run Sections	Additional Weekly Sections:
Tuesday	
Full-run Sections	Main - Local - Sports - Classified -
Part-run Sections	Additional Weekly Sections:
Wednesday	
Full-run Sections	Main - Local - Sports - Classified - Food
Part-run Sections	Additional Weekly Sections:
Thursday	
Full-run Sections	Main - Local - Sports - Classified - Real Estate Weekly
Part-run Sections	Additional Weekly Sections: Auto Market
Friday	
Full-run Sections	Main - Entertainment - Sports - Classified -
Part-run Sections	Additional Weekly Sections:
Saturday	
Full-run Sections	Main - Religion - Sports - Classified -
Part-run Sections	Additional Weekly Sections:

Additional Properties with Integrated Sales: El Semanario - www.oaoa.com/advert/index.html

PREPRINTS AND RELATED PRODUCTS**General**

TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If so, Day(s) of Week: Wednesday	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
--	----------------------------------	---

Freestanding Inserts

Days of Week Available: all	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	www.oaoa.com/advert/index.htm	

Catalog and Product Sample Distribution

Days of Week Available: all	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	Call for rates	

Printed Home Delivery Bags

Days of Week Available: all	Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Rates and Other Details (insert URL)	Call for rates	

DIGITAL PRODUCTS

Online Products (insert URLs)	www.oaoa.com
Unique Visitors per Month	433000 Source: Webtrends
Page Views per Month	1353000 Source: Webtrends
Digital Rate Card (insert URL)	www.oaoa.com/advert/index.html
Net Reach (print & online)	Source:
Print-online Duplication	%
Online Targeting Capabilities	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please describe:

Production**PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	www.oaoa.com/advert/index.html
---	--------------------------------

Additional Info

Reserving an Ad (insert URL)	www.oaoa.com/advert/advert.htm
Closing Times (insert URL)	www.oaoa.com/advert/index.html

Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):
www.oaoa.com/advert/index.html

Credit Application – Guidelines and application (insert URLs):
www.oaoa.com/advert/index.html

Advertising Contacts – List of locations, contacts and contact information (insert URL):
www.oaoa.com/advert/advert.htm