

# ODESSA AMERICAN

Frequency rates based on no copy changes.  
All rates are NET. Publisher reserves the right to terminate  
at any time. Only local advertisers are eligible.

## Retail Frequency Rates

Call your representative at 432-333-7602 • Fax 432-334-8641

PACKAGE	Day 1	Day 2	Day 3	Day 4	*Basin Smart	Day 5	Day 6	Day 7	Total Per Col. Inch	Avg. Per Col. Inch	Total Ads
2 Day FRQ — Within 7 Days	\$23	\$16							\$39	<b>\$19.80</b>	2
3 Day FRQ — Within 7 Days	\$23	\$16	\$10						\$49	<b>\$16.33</b>	3
4 Day FRQ — Within 7 Days	\$23	\$16	\$10	\$5	\$4				\$58	<b>\$11.60</b>	5
5 Day FRQ — Within 7 Days	\$23	\$16	\$10	\$5	\$4	\$3			\$61	<b>\$10.17</b>	6
6 Day FRQ — Within 7 Days	\$23	\$16	\$10	\$5	\$4	\$3	\$2		\$63	<b>\$9.00</b>	7
7 Day FRQ** — Within 7 Days	\$23	\$16	\$10	\$5	\$4	\$3	\$2	\$1	\$64	<b>\$8.00</b>	8
15 Day TMC**									\$145	<b>\$8.53</b>	17
30 Day TMC*									\$238	<b>\$7.00</b>	34

\*\*Frequency rates based on no copy changes. Regular deadlines apply.

15 Day TMC\*\*

30 Day TMC\*

\*\*Can run any 15 days. No copy changes.

\*Includes 30 Days of Odessa American - plus 4 Issues of Basin Smart Shopper. \*\*Must run 30 days consecutive. No Copy Changes.

Ad Supercharger - \$10.00 \*will be added to all frequency buys - Ad will be emailed to 6,000 readers.

\*\*25.00 for custom link.

## Classified Display Frequency Rates

Call your representative at 432-333-7777 • Fax 432-333-7619

PACKAGE	Day 1	Day 2	Day 3	Day 4	*Basin Smart	Day 5	Day 6	Day 7	Total Per Col. Inch	Avg. Per Col. Inch	Total Ads
2 Day FRQ — Within 7 Days	\$15	\$10							\$25	<b>\$12.50</b>	2
3 Day FRQ — Within 7 Days	\$15	\$10	\$5						\$30	<b>\$10.00</b>	3
4 Day FRQ — Within 7 Days	\$15	\$10	\$5	\$4	\$3				\$37	<b>\$7.40</b>	5
5 Day FRQ — Within 7 Days	\$15	\$10	\$5	\$4	\$3	\$2			\$39	<b>\$6.50</b>	6
6 Day FRQ — Within 7 Days	\$15	\$10	\$5	\$4	\$3	\$2	\$2		\$41	<b>\$5.86</b>	7
7 Day FRQ** — Within 7 Days	\$15	\$10	\$5	\$4	\$3	\$2	\$2	\$1	\$42	<b>\$5.25</b>	8
30 Day TMC*									\$153	<b>\$4.50</b>	34

\*\*Frequency rates based on no copy changes. \*Regular deadlines apply.

30 Day TMC\*

\*Includes 30 Days of Odessa American - plus 4 Issues of Basin Smart Shopper. \*\*Must run 30 days consecutive. No Copy Changes.