Odessa American
Permian Basin’s most iconic media brands in print since 1941, today a multi-platform powerhouse
Our Philosophy

Success through Partnership - The spirit of partnership drives every aspect of our business, particularly our relationships with our clients. You know your business, we know media. Only through collaboration can we create the most effective program to meet your business needs.

Our Mission

To serve the marketing and advertising needs of our clients and provide them with innovative media solutions to meet the unique objectives of their business.

PROUDLY SERVING THE PERMIAN BASIN FOR OVER 75 YEARS
WE BELIEVE IN GIVING BACK TO OUR COMMUNITY

The Salvation Army

Empty Stocking Fund
The Salvation Army

Aphasia Center of West Texas
Repairing Communication and Hope

United Way
Live United.

We are Meals On Wheels
So no senior goes hungry

Education Foundation
Inspiration in Education

Odessa American
RICH MULTI-MEDIA EXPERIENCES

Print
- Odessa American
- Basin Smart Shopper
- TV Preview
- Inserts

Mobile & Web
- Oaoa.com
- Oaoa.com Mobile
- Odessa American App
- Odessa American iPad

Digital Offerings
- Display Advertising – OA
- Mobile News App
- Digital Audience Extension
- Mobile Audience Extension
- In App Mobile Geo-Fencing
- List Device Matching
- Search Engine Marketing
- Pay-Per-Click Advertising
- Directory Repair
- Social Media
- Video Targeting
- Email Marketing
- Web Design
- SEO Boost

Specialty Products
- Apparel
- Auto
- Bags
- Business Gifts
- Drinkware
- Food & Candy
- Office & Awards
- Outdoor & Leisure
- Stationery
- Technology
- Toys & Novelties
- Wellness & Safety
- Writing
YOUR PARTNER FOR DIGITAL GROWTH

Most visited monthly local media website
1,055,282

Monthly reach for print exceeds
145,000

Most visited monthly local mobile site
129,731

Mobile app screen views increased
495% in 2015

Our readers LIKE us, over
32,941 Followers
OUR DIGITAL AUDIENCE

23% OF OUR AUDIENCE ARE MILLENNIALS AGE 18-34

41% OF OUR AUDIENCE ARE GEN XERS AGE 35-54

62% ADULTS 35-64

61% GREATER INCOME THAN $50,000

41% OF OUR AUDIENCE ARE BABY BOOMERS AGE 52-70
DIGITAL SOLUTIONS

Display Advertising – Odessa American
Reach over one million visitors with our premium ad placements on the OA’s digital platform of web, mobile and mobile app.

Digital Audience Extension
We can target well-qualified leads by delivering advertising on over 95% of the internet. If a website has ad units we are able to place ads on that site using a variety of targeting methods.

Mobile Audience Extension
Deliver your message on over 95% of the internet. If a mobile website has ad units we are able to place ads on that site using a variety of targeting methods.

In App Mobile Geo-fencing
Target real world locations with display advertising.

List Device Matching
The process of running a client’s list of consumers or prospects through a secure, automated process that protects consumer privacy and produces a list of about 50 -60% matched devices that can be targeted with in app banner advertising.

Search Engine Marketing (SEM)
Effectively reach consumers who are ready to buy through the sponsored sections of Google, Yahoo, BING, Facebook and YouTube.

Pay-Per-Click
Paid search marketing is the quickest and most controllable way to get your business in front of people who are looking for your products or services. Because you only pay for qualified traffic, it is easy to control the budget and return on investment for your campaign.

Directory Repair
Standardize your business info across the web on national data aggregators that will in return boost online search rankings

Social Media Marketing
We’ll help you broadcast your business through Facebook, Twitter and Instagram.

Video Targeting
We can run YouTube specific campaigns, open network campaigns or oaoa.com specific campaigns. We can also place video in banner on ad units on any site.

Email Marketing
Professional, custom built emails designed to acquire and effectively grow relationships and repeat sales.

Web Design
Having a website is a must in today’s world. We build top-notch websites, built to suite your business and convert leads into sales.

OA Social Marketplace
OA Social Marketplace is a live stream of social media posts from around the Permian Basin, all placed on the oaoa.com homepage, which attracts more than ONE MILLION page views each month.

SEO Boost
Turn your print advertisements into search engine Optimized content, establishing a digital footprint for your business and providing digital value to your print ad.
THE STARTER PACKAGE

Local Online Banner Ads
Delivered on local newspaper website, (ROS) desktop and mobile as medium rectangle and/or leaderboard achieving exactly 30,000 online impressions.

Print Ads
Four 2 x 2 ¼ black and white ads appearing in local newspaper reaching over 22,800 readers

SEO Boost
Turn your print advertisements into search engine optimized content

Reporting
Monthly report of campaign analytics.

Low monthly cost of $550
Please note that while our recommended package is listed above, we can customize a unique program for your company’s budget and needs.
LOCAL ONLINE BANNER ADS

Ads rotate ROS (Run of Site) evenly delivered as a medium rectangle (300x250) and/or leaderboard (728x90) in the Odessa American online platform.

- **Desktop** and **mobile** delivery
- Reach up to **1,055,282** consumers monthly with the most visited local media website
- Monthly reports provided
PRINT ADS

Print is powerful. A trusted source for news for over 75 years, all sizes and types of businesses use the Odessa American paper to connect with Permian Basin’s spend-ready consumers and influential business executives to drive sales and grow their business. Let our experts help you harness this influential medium to deliver your message to potential customers.

Odessa American

- The top news source in the Permian basin
- Delivered 7 days a week
- Circulation over 12,000 daily
- 1.9 readers per copy equaling 22,800 daily readers

About our readers

- 61% have an income greater than $50,000
- 62% are mature adults 35-64 years old
PUT YOUR PRINT ADS TO WORK FOR YOU

Turn your print advertisements into search engine optimized content, establishing a digital footprint for your business and providing digital value to your print ad. We automatically create a search engine optimized landing page that includes your ad on our website, making it available for search.
Our approach to your success meets at the intersection of digital marketing, customer experience and analytics.

First, we consult with you to learn about the obstacles you face with your marketing. Then, we recommend the package that best fits your needs and budget. After we set the right monthly program, we custom design and manage your advertisements and digital media.
BRING BUSINESS TO YOUR COMPANY WITH OUR MULTI-CHANNEL, MARKETING PACKAGES

We understand that multi-channel marketing is important for the simple reason that you must be where your customers are. And they’re everywhere. When choosing our packages you’re enabling customers to take action in response - preferably to buy a product or service - using their channel of choice.

Why choose the OA?

- Simple, comprehensive and affordable
- Packages are customizable
- Adaptable to changes on the internet
- Maintenance-free, so you can focus on running your business
- Accountable through performance reporting
- Managed by expert marketing partner
- Investing back into your local community
- Access to 22,800 print readers
- Access to 1,055,282 monthly local website visitors
FOR MORE INFORMATION CONTACT

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