

Texas Daily Newspaper Association
 718 West Fifth Street, Austin, Texas 78701
 (512) 476-4351...phone
 (512) 476-0515...fax
 www.tdna.org

Advertising Linage Data for October 2008

INCHES:

ROP	2008	2007
National:	800	1,506
Retail:	22,676	17,420
Classified:	20,376	28,700
Month Total:	43,852	47,626

- Full-run, paid ad lineage (no zoned, pre-prints, we-prints, supplements, etc.)
- Billed for specified category per rate card
- Classified includes: legal, transient, real estate, auto, all other classified
- Include political ads in category for rate sold
- Convert volume to inches (14 lines per inch)
- Convert to 6-col SAU: divide 8col/1.33, 9col/1.5, 10col/1.67

\$	+(-)%
Month:	+3%
Y-T-D:	(-.8%)

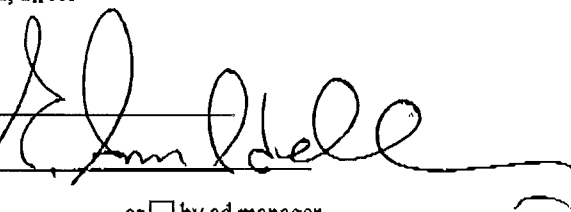
TOTAL REVENUE:

- Provide percent variation from 2007 to 2008
- Include all advertising revenue – ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.

Newspaper Victoria Advocate

Ad Manager Ed Gambardella

Signature



Submitted By: Karen D. Horvath

or by ad manager

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Please submit by November 15, 2008