

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 Oct 2008

INCHES:

- 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

ROP	2008	2007
National:	783	1,426
Retail:	29,813	35,043
Classified:	45,158	63,701
Month Total:	75,754	100,170

TOTAL REVENUE:

- Provide percent variation from 2005 to 2006
- Include all advertising revenue – ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.

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

Newspaper El Paso Times

Ad Manager Mike Price Signature _____

Submitted By: Manuel Ramos, or by ad manager

E-Mail of person submitting data mramos@elpasotimes.com

Telephone (915) 546 -2621 Fax _____

E-mail lineage to: hturrentine@tdna.org
Or fax to: 512-476-0515
Please submit by October 15, 2006