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 December 2008

INCHES:

<table>
<thead>
<tr>
<th></th>
<th>ROP 2008</th>
<th>ROP 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>National:</td>
<td>2157</td>
<td>2010</td>
</tr>
<tr>
<td>Retail:</td>
<td>26,371</td>
<td>32,783</td>
</tr>
<tr>
<td>Classified:</td>
<td>34,713</td>
<td>56,926</td>
</tr>
<tr>
<td>Month Total:</td>
<td>63,241</td>
<td>85,759</td>
</tr>
</tbody>
</table>

- Full-run, paid ad linage (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)

<table>
<thead>
<tr>
<th></th>
<th>$</th>
<th>+(-) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month:</td>
<td>(17)%</td>
<td></td>
</tr>
<tr>
<td>Y-T-D:</td>
<td>(11)%</td>
<td></td>
</tr>
</tbody>
</table>

- Convert to 6-col SAU: divide 8col/1.33, 9col/1.5, 10col/1.67

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

Newspaper [Corpus Christi Caller-Times]
Ad Manager

Signature

Submitted By: Michelle Cabrera, or □ by ad manager

E-Mail of person submitting data: cabreram@caller.com

Telephone: 310-884-3615 Fax

310-882-9263

E-mail lineage to: hturrentine@tdna.org

Or fax to: 512-476-0515

Please submit by October 15, 2008