

# Advertising Linage

## Data for October 2008

**INCHES:**

<b>ROP</b>	<b>2008</b>	<b>2007</b>
<b>National:</b>	3,124	3,759
<b>Retail:</b>	16,947	17,326
<b>Classified:</b>	22,645	28,052
<b>Month Total:</b>	<b>42,716</b>	<b>49,137</b>

- 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)

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	(15.7)
<b>Y-T-D:</b>	(13.4)

- 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 Times Record News

Ad Manager Christy Ridinger Signature \_\_\_\_\_

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**Submit by November 15, 2008**