

**Texas Daily Newspaper Association**

3101 Bee Cave Road, Suite 250, Austin, Texas 78746-5574

(512) 476-4351...phone

(512) 476-0515...fax

www.tdna.org

**Advertising Linage**

**Data For December 2008**

INCHES:

Full-run, paid ad lineage

(no zoned, pre-prints, we-prints, supplements, ect.)

Billed for specified category

per rate card

ROP	2008	2007
<b>National:</b>	3482	5033
<b>Retail:</b>	53341	65460
<b>Classified:</b>	37163	46499
<b>Month Total:</b>	93986	116992

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

TOTAL REVENUE:

Provide percent variation from 2002 to 2003

Include all advertising revenue -ROP, TMC, inserts, zoned, directmail, pre-prints, ect.

\$	+(-)%
Month:	-29%
Y-T-D:	-16%

Newspaper : THE MONITOR MCALLEN

Ad Manager: Jenise Diaz Signature \_\_\_\_\_

Submitted By: Bertha Lane, or  by ad manager

E-Mail of person submitting data: [blane@themonitor.com](mailto:blane@themonitor.com)

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