

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 November 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:	64	70
Retail:	8407	9352
Classified:	5927	6339
Month Total:	14398	15761

TOTAL REVENUE:

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

\$	+(-)%
Month:	-8.33
Y-T-D:	+3.69

Newspaper Marshall News Messenger

Ad Manager Nan Friend _____ Signature _____

Submitted by: Dana Morton _____, or by ad manager

E-Mail of person submitting data: mort.hollie@lycos.com _____

Telephone 903.935.7914 _____ Fax 903.935.6242 or 903.935.6255 _____

E-mail lineage to: hturrentine@tdna.org
Or fax to: 512-476-0515
Please submit by December 15, 2008