

TDNA

ADVERTISING LINEAGE

DECEMBER 2008

send to: Cyndi Brown cbrown@tdna.org
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ROP	2008	2007
National	9,086	11,936
Retail	46,725	59,952
Classified	69,619	98,669
Total	125,430	170,557

TOTAL REVENUE	\$	+(-)%
Percent variation	Month	-25.1%
All advertising	Y-T-D	-19.5%
inc dir mail		
0005 & 0007		

from: Grady Laster
San Antonio Express-News
glaster@express-news.net
tel: 210-250-3821
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TDNA REPORT

REVENUE

FOR MONTH OF DECEMBER 2008

month

		2008	2007
adv	***-1***	13,737,214	16,966,984
oth rev	2110	7,700	56,810
oth rev	2210	106,693	311,095
	total rev	13,851,607	17,334,889
	percent change		-25.15%

Y-T-D

		2008	2007
adv	1****	137,536,492	163,864,266
oth rev	2110	526,903	577,752
oth rev	2210	2,244,546	3,162,377
	total rev	140,307,941	167,604,395
	percent change		-19.45%