

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, ect.)

Billed for specified category

per rate card

ROP	2008	2007
National:	2316	4788
Retail:	48467	58777
Classified:	37949	45048
Month Total:	88732	108613

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:	-17%
Y-T-D:	-14%

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

Telephone (956)-971-1896 FAX (956)-971-1821

E-mail lineage to: hturrentine@tdna.org

Or fax to: 512-476-0515