

Advertising Linage

Data for December 2008

INCHES:

ROP	2008	2007
National:	17,819	21,558
Retail:	64,259	71,772
Classified:	48,835	75,046
Month Total:	130,913	168,376

- 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)

\$	+(-)%
Month:	-26.5%
Y-T-D:	-18.9%

- 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 ____The Dallas Morning News_____

Ad Manager ____n/a_____ Signature_____

Submitted By: __Nancy McNeal_____, or by ad manager

E-Mail of person submitting data ____nmcneal@dallasnews.com_____

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Submit by January 15, 2009