

Texas Daily Newspaper Association
718 West 5th Street, Suite 200 Austin, Texas 78701

Advertising Linage

Data for September 2008

INCHES:

ROP	2008	2007
National:	1035.0	1831.0
Retail:	12709.0	17347.0
Classified:	29284.0	42756.0
Month Total:	43028.0	61934.0

- 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:	(29)%
Y-T-D:	(15)%

- 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 Waco Tribune-Herald

Ad Manager Carla D'Andrea Signature 

Submitted By: Lori Morse-Jallo, or by ad manager

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Submit by November 15, 2008