

**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 September 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

<b>ROP</b>	<b>2008</b>	<b>2007</b>
<b>National:</b>	53	151
<b>Retail:</b>	6643	7585
<b>Classified:</b>	6584	7216
<b>Month Total:</b>	<b>13280</b>	<b>14952</b>

**TOTAL REVENUE:**

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

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	-4.11
<b>Y-T-D:</b>	+6.30

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 October 15, 2008**