

# Advertising Linage

## Data for December 2008

**INCHES:**

<b>ROP</b>	<b>2008</b>	<b>2007</b>
<b>National:</b>	2541	3693
<b>Retail:</b>	19100	24238
<b>Classified:</b>	23356	25730
<b>Month Total:</b>	<b>44997</b>	<b>53661</b>

- 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)

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	(16)
<b>Y-T-D:</b>	(10)

- 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 San Angelo Standard-Times

Ad Manager Pam Hammer Signature \_\_\_\_\_

Submitted By: Dana S Gray, or  by ad manager

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**Submit by January 15, 2009**