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 December 2008

INCHES:

- Full-run, paid ad linage (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,

ROP	2008	2007
National:	N/A	N/A
Retail:	24,275	28,380
Classified:	30,597	47,851
Month Total:	**54,872**	**76,231**

TOTAL REVENUE:

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

$	+(-)%
Month:	**-3%**
Y-T-D:	**-5%**

Newspaper DENTON RECORD CHRONICLE

Ad Manager SANDRA KELLY Signature

Submitted By MARGARET LAGARD , or ☐ by ad manager

E-Mail of person submitting data mlagard@dentonrc.com

Telephone 940-566-6805 Fax 940-566-6818

E-mail linage to: hturrentine@tdna.org
Or fax to: 512-476-0515
Please submit by 15th of the Month