

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

Advertising Linage

Data for December 2008

INCHES:

ROP	2008	2007
National:	1909	2501
Retail:	28673	36297
Classified:	31344	53038
Month Total:	41,926	91,836

- 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:	-24%
Y-T-D:	-12%

- 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 Corpus Christi Caller - Times

Ad Manager _____ Signature _____

Submitted By: Michelle Cabrera, or by ad manager

E-Mail of person submitting data cabreram@caller.com

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Submit by January 15, 2009