

**Texas Daily Newspaper Association**  
718 West Fifth Street, Austin, Texas 78701  
(512) 476-4351...phone  
(512) 476-0515...fax  
[www.tdna.org](http://www.tdna.org)

# Advertising Linage

## Data for October 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>	256	368
<b>Retail:</b>	9604	10973
<b>Classified:</b>	6485	7944
<b>Month Total:</b>	<b>16345</b>	<b>19285</b>

### TOTAL REVENUE:

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

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	-8%
<b>Y-T-D:</b>	10%

Newspaper Plainview Daily Herald

Ad Manager Vernah Ramsower Signature \_\_\_\_\_

Submitted By: Monica Garcia, or ☐ by ad manager

E-Mail of person submitting data mmgarcia@hearstnp.com

Telephone (806) 296-1311 Fax (806) 296-1315

**E-mail lineage to: hturrentine@tdna.org**  
**Or fax to: 512-476-0515**  
**Please submit by March 15, 2008**