

Advertising Linage

Data for November 2008

INCHES:

| ROP | 2008 | 2007 |
|---------------------|--------------|--------------|
| National: | 3017 | 3250 |
| Retail: | 18539 | 22489 |
| Classified: | 24049 | 26090 |
| Month Total: | 45605 | 51829 |

- 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: | (11) |
| Y-T-D: | (9) |

- 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 December 15, 2008