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

Advertising Linage
Data for November 2008

INCHES:

<table>
<thead>
<tr>
<th></th>
<th>ROP 2008</th>
<th>ROP 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>National:</td>
<td>3017</td>
<td>3250</td>
</tr>
<tr>
<td>Retail:</td>
<td>18539</td>
<td>22489</td>
</tr>
<tr>
<td>Classified:</td>
<td>24049</td>
<td>26090</td>
</tr>
<tr>
<td>Month Total:</td>
<td>45605</td>
<td>51829</td>
</tr>
</tbody>
</table>

- 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)

$ \begin{array}{c|c|c}
\hline
\text{Month} & \text{(-)(+\%)} \\
\hline
\text{Y-T-D} & (11) \\
\text{Month} & (9) \\
\hline
\end{array}$

- 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

E-Mail of person submitting data  dgray@gosanangelocom____________________________

Telephone ___325/653-1221____________________    Fax __325/659-8171________________

E-mail linage to: cbrown@tdna.org    Or fax to: 512-476-0515
Submit by December 15, 2008