

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

Advertising Linage

Data for September 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

| ROP | 2008 | 2007 |
|---------------------|----------------|----------------|
| National: | 14,261 | 18,359 |
| Retail: | 51,499 | 57,016 |
| Classified: | 63,141 | 90,783 |
| Month Total: | 128,901 | 166,158 |
| | | |

TOTAL REVENUE:

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

| \$ | +(-)% |
|---------------|--------------|
| Month: | -28.8% |
| Y-T-D: | -18.1% |

Newspaper _____ The Dallas Morning News _____

Ad Manager _____ Signature _____

Submitted By: _____ NMcNeal _____, or by ad manager

E-Mail of person submitting data _____ nmcneal@ahbelo.com _____

Telephone __ (214) 977-7202 _____ Fax ____ (214) 977-8169 _____

E-mail lineage to: hturrentine@tdna.org

Or fax to: 512-476-0515

Please submit by September 15, 2008