

**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

<b>ROP</b>	<b>2008</b>	<b>2007</b>
<b>National:</b>	1738	3200
<b>Retail:</b>	15166	17828
<b>Classified:</b>	23281	26301
<b>Month Total:</b>	<b>40185</b>	<b>47329</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>	(20)
<b>Y-T-D:</b>	(9)

Newspaper San Angelo Standard-Times

Ad Manager Todd Frantz 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 lineage to: hturrentine@tdna.org**

**Or fax to: 512-476-0515**

**Please submit by September 15, 2008**