

**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>	1,634	4,408
<b>Retail:</b>	29,869	30,232
<b>Classified:</b>	22,699	26,800
<b>Month Total:</b>	<b>54,202</b>	<b>61,440</b>

**TOTAL REVENUE:**

- Provide percent variation from 2006 to 2007
- Include all advertising revenue – ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	-16.6%
<b>Y-T-D:</b>	-6.8%

Newspaper Odessa American

Ad Director Stacey Ream Signature \_\_\_\_\_

Submitted By: \_\_\_\_\_, or X by ad manager

E-Mail of person submitting data jgraham@oaoa.com

Telephone 432-333-7602 Fax 432-334-8641

**E-mail lineage to: hturrentine@tdna.org**

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

**Please submit by Sept. 15, 2007**