

# Advertising Linage

## Data for November 2008

**INCHES:**

<b>ROP</b>	<b>2008</b>	<b>2007</b>
<b>National:</b>	2910	6383
<b>Retail:</b>	18353	18724
<b>Classified:</b>	23907	28710
<b>Month Total:</b>	<b>45170</b>	<b>53817</b>

- 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)

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	(14%)
<b>Y-T-D:</b>	(14%)

- 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 Times Record News

Ad Manager Christy Ridinger Signature \_\_\_\_\_

Submitted By: Penny Webb, or  by ad manager

E-Mail of person submitting data webbp@timesrecordnews.com

Telephone (940) 720-3476 Fax \_\_\_\_\_

**E-mail lineage to: [cbrown@tdna.org](mailto:cbrown@tdna.org) Or fax to: 512-476-0515**  
**Submit by December 15, 2008**