

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:	898	3,762
Retail:	33,893	35,571
Classified:	35,577	37,060
Month Total:	70,368	76,393

TOTAL REVENUE:

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

\$	+(-)%
Month:	(16.2)
Y-T-D:	(3.3)

Newspaper _____

Ad Manager _____ Signature _____

Submitted By: _____, or by ad manager

E-Mail of person submitting data _____

Telephone _____ Fax _____

E-mail lineage to: hturrentine@tdna.org

Or fax to: 512-476-0515

Please submit by September 15, 2008