

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 October 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:	2,395	3,350
Retail:	29,698	29,154
Classified:	20,421	29,256
Month Total:	52,514	61,760

TOTAL REVENUE:

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

\$	+(-)%
Month:	-8.19%
Y-T-D:	-4.3%

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