

Advertising Linage

Data for October 2008

INCHES:

ROP	2008	2007
National:	3117	4341
Retail:	12142	12334
Classified:	31009	36781
Month Total:	46268	53456

- 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)

\$	+(-)%
Month:	(7.9)
Y-T-D:	(9.9)

- 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 ___Abilene Reporter-News_____

Ad Manager _Stephanie Boggins_____Signature_____

Submitted By: __Lynn Fitzgerald_____, or by ad manager

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Submit by November 15, 2008