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 linage (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:	23921	25488
Retail:	48047	54285
Classified:	89878	101552
Month Total:	**161846**	**181325**

TOTAL REVENUE:

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

$	+(-)%
Month:	-14.2
Y-T-D:	-13.7

Newspaper Houston Chronicle

Ad Manager _____Signature_____

Submitted By: Lisa Reyes, Financial Analyst , or ☐ by ad manager

E-Mail of person submitting data elizabeth.reyes@chron.com

Telephone 713-362-7432 Fax 713-354-3953

E-mail linage to: cbrown@tdna.org
Or fax to: 512-476-0515
Please submit by November 15, 2008