From: Laster, Grady [GLaster@express-news.net]
Sent: Thursday, November 06, 2008 3:50 PM
To: cbrown@tdna.org
Cc: Chavana, John; Pridgen, Natalie; Laue, Fran
Subject: TDNA stats Oct 2008

TDNA
ADVERTISING LINEAGE **OCTOBER 2008**

send to: Cyndi Brown cbrown@tdna.org
John Chavana, Natalie Pridgen, Fran Laue

ROP	**2008**	**2007**
National	10,339	7,639
Retail	30,631	34,988
Classified	62,206	79,821
Total	103,176	122,448

TOTAL REVENUE	**$**	**+(-)%**
Percent variation	Month	-25.1%
All advertising	Y-T-D	-17.4%
inc dir mail		
0005 & 0007		

from: Grady Laster
San Antonio Express-News
glaster@express-news.net
tel: 210-250-3821
fax: 210-250-3824

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