

Advertising Linage

Data for October 2008

INCHES:

ROP	2008	2007
National:	7982	4866
Retail:	66870	60602
Classified:	39026	52870
Month Total:	113878	118338

- 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:	
Y-T-D:	

- 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 _____ Austin American-Statesman _____

Ad Manager _____ Mike Wilson _____ Signature _____

Submitted By: _____ Heather Gool _____, or by ad manager

E-Mail of person submitting data _____ hgool@statesman.com _____

Telephone _____ 912-5974 _____ Fax _____

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