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 September 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:	28497	27258
Retail:	56783	64691
Classified:	104507	123150
Month Total:	**189787**	**215099**

TOTAL REVENUE:

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

$	+(-)%
Month:	-13.0
Y-T-D:	-13.6

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

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Or fax to: 512-476-0515
Please submit by October 15, 2008