

**Texas Daily Newspaper Association**

718 West Fifth Street, Austin, Texas 78701

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[www.tdna.org](http://www.tdna.org)

# Advertising Linage

## Data for December 2008

**INCHES:**

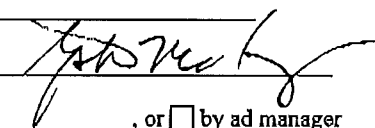
<b>ROP</b>	<b>2008</b>	<b>2007</b>
<b>National:</b>	1461	481
<b>Retail:</b>	18329	21469
<b>Classified:</b>	16633	28234
<b>Month Total:</b>	<b>36423</b>	<b>50184</b>

- 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)
- Convert to 6-col SAU: divide 8col/1.33, 9col/1.5, 10col/1.67

<b>\$</b>	<b>+(-)%</b>
<b>Month:</b>	(19.1%)
<b>Y-T-D:</b>	(5.9%)

**TOTAL REVENUE:**

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

Newspaper Victoria AdvocateAd Manager Ed GambardellaSignature Submitted By: Karen D. Horvath, or  by ad managerE-Mail of person submitting data khorvath@vicad.comTelephone 361-580-6306Fax 361-574-1202E-mail lineage to: [hturrentine@tdna.org](mailto:hturrentine@tdna.org)Or fax to: 512-476-0515Please submit by January 15, 2008

*Note: Linage portion includes Victoria Advocate, Real Estate tab, and Crossroads Entertainment only. Revenue portion excludes Web, and Matagorda and niche (per Cindy-TDNA). Based on SBS report 602.*