

**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 November 2008

**INCHES:**

- 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>ROP</b>	<b>2007</b>	<b>2008</b>
<b>National:</b>	1,382	899
<b>Retail:</b>	46,767	35,545
<b>Classified:</b>	62,274	45,446
<b>Month Total:</b>	<b>110,423</b>	<b>81,890</b>

**TOTAL REVENUE:**

- Provide percent variation from 2005 to 2006
- Include all advertising revenue – ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.

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

Newspaper El Paso Times

Ad Manager \_\_\_\_\_ Signature \_\_\_\_\_

Submitted By: Manuel Ramos, or  by ad manager

E-Mail of person submitting data mramos@elpasotimes.com

Telephone (915) 546 -2621 Fax \_\_\_\_\_

**E-mail lineage to: hturrentine@tdna.org**

**Or fax to: 512-476-0515**

**Please submit by October 15, 2006**