

This monthly report supplies newspapers with current benchmarks of ROP, classified and preprint lineage — and on a more timely basis than any other national lineage report.

Each report includes monthly and year-to-date figures for each participating newspaper, including our exclusive lineage reports and number of preprints for 74 of your potential national advertisers (such as Pizza Hut, Target and J.C. Penney).

See who is getting advertising you would like to have, and use the information to motivate your sales force.

To order the report or to obtain more information, write or call Karla Zander:

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December 2011	December 2012	Percent Change
13,214.0	0.0	
33,508.0	0.0	
11,245.0	0.0	
9,487.3	0.0	
16,881.0		
31,722.0	34.2	
25,265.3	23.5	
16,151.0	16.5	



# Ad Revenue Opportunity Report

Insight for strategic  
ad sales management

**INLAND**  
PRESS FOUNDATION

## Advertising Linage Report facilitates search for revenue prospects

Good deals are rare. But Inland Press Association offers one every year: the monthly advertising lineage report.

The lineage report supplies newspapers with current benchmarks for ROP, classified and preprint lineage. These comparisons provide a reliable assessment of advertising performance.

## Compares lineage totals

The lineage report allows newspapers to compare lineage totals against newspapers in the same region and circulation size. Included in each report are monthly and year-to-date figures for each newspaper participating in the report.

Monthly lineage from key retailers is recorded in the preprint report. A newspaper can compare advertiser spending with newspapers in the region and with newspapers of similar circulation.

Important features which are not available in other national lineage reports are the lineage features recorded for 42 individual stores such as J.C. Penney and Target and the number of preprint orders for 35 individual stores such as Pizza Hut and Wal-Mart.

## Monthly Advertising Linage Report

This report supplies newspapers with current benchmarks of ROP, classified and preprint lineage—and on a more timely basis than any other national lineage report. Each report includes monthly and year-to-date figures for each participating newspaper. Two important features, which you won't find in any other lineage report, are the lineage reports and number of preprints recorded for 74 individual stores, including big advertisers such as Pizza Hut, Target and J.C. Penney. See who is getting advertising you would like to have and use the information to motivate and direct your sales force more effectively.

**2014 forms  
are now  
available!**

	December 2011	December 2012	Percent Change	A
	13,214.0	0.0		
	33,508.0	0.0		
	11,245.0	0.0		
	9,487.3	0.0		
	16,881.0	0.0		
	31,722.0	34,201.3	7.8%	
	25,265.3	23,434.7	- 7.2%	
	16,151.0	16,525.0	2.3%	

## Cost-effective

The cost to Inland members is only \$199 a year. Participants receive 12 months of lineage reports from newspapers in the same region and from newspapers in one of five circulation categories.

In addition, **the report lists important market information for each participating paper:** average advertising rates, classified columns per page, sales breakdowns of ROP types, city zone population, total newspaper designated market, publication schedule and more. Report forms require a minimal investment of time. Forms are concise and easy to read. They must be completed by the 15th of each month.

Monthly reports are mailed by the 21st. Monthly and year-to-date analyses are contained for lineage totals. **Key retailers are recorded monthly.** The 14-page monthly report is printed on three-hole punch paper for easy storage and accessibility. And if participants are not completely satisfied with the reports for the first three months of the year, Inland will refund the participant's fee if contacted before April 30. The lineage report is a valuable benchmarking tool. And one that increases in value the more it is used.