

RENTRAK CORP  
Form SC 13G  
February 14, 2008

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SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

\_\_\_\_\_  
SCHEDULE 13G  
\_\_\_\_\_

UNDER THE SECURITIES EXCHANGE ACT OF 1934  
(AMENDMENT NO. ) \*

RENTRAK CORP.

-----  
(NAME OF ISSUER)

COMMON STOCK, \$0.001 PAR VALUE PER SHARE

-----  
(TITLE OF CLASS OF SECURITIES)

760174102

-----  
(CUSIP NUMBER)

DECEMBER 31, 2007

-----  
(DATE OF EVENT WHICH REQUIRES FILING OF THIS STATEMENT)

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CHECK THE APPROPRIATE BOX TO DESIGNATE THE RULE PURSUANT TO WHICH THIS SCHEDULE  
IS FILED:

RULE 13d-1(b)

RULE 13d-1(C)

RULE 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's  
initial filing on this form with respect to the subject class of securities, and  
for any subsequent amendment containing information which would alter the  
disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed  
to be "filed" for the purpose of Section 18 of the Securities Exchange Act of  
1934 ("Act") or otherwise subject to the liabilities of that section of the Act  
but shall be subject to all other provisions of the Act (however, see the  
Notes).

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1 NAME OF REPORTING PERSON:  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON (ENTITIES ONLY):

Ashford Capital Management, Inc.

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2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) []  
(b) []

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3 SEC USE ONLY

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4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

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|              |   |                          |                |
|--------------|---|--------------------------|----------------|
|              | 5 | SOLE VOTING POWER        | 809,872 shares |
| NUMBER OF    |   |                          | -----          |
| SHARES       | 6 | SHARED VOTING POWER      | 0 shares       |
| BENEFICIALLY |   |                          | -----          |
| OWNED BY     | 7 | SOLE DISPOSITIVE POWER   | 809,872 shares |
| EACH         |   |                          | -----          |
| REPORTING    | 8 | SHARED DISPOSITIVE POWER | 0 shares       |
| PERSON       |   |                          | -----          |
| WITH         |   |                          |                |

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9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

809,872 shares

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10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\* []

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11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

7.54%

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12 TYPE OF REPORTING PERSON\*

IA

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CUSIP NO. 760174102

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ITEM 1.

(a) Name of Issuer:

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Rentrak Corp.

(b) Address of Issuer's Principal Executive Offices:

7700 NE Ambassador Place, Portland, OR 97220

### ITEM 2.

(a) Name of Person Filing:

Ashford Capital Management, Inc.

(b) Address of Principal Business Office or, if none, Residence:

P.O. Box 4172, Wilmington, DE 19807

(c) Citizenship:

A Delaware Corporation

(d) Title of Class of Securities:

Common Stock, \$0.001 Par Value Per Share

(e) CUSIP Number:

760174102

ITEM 3. IF THIS STATEMENT IS FILED PURSUANT TO SS.SS.240.13d-1(b) OR 240.13d-2(b) OR (c), CHECK WHETHER THE PERSON FILING IS A:

- (a)  Broker or dealer registered under section 15 of the Act
- (b)  Bank as defined in section 3(a)(6) of the Act
- (c)  Insurance company as defined in section 3(a)(19) of the Act
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940
- (e)  An investment adviser in accordance with ss.240.13d-1(b)(1)(ii)(E)
- (f)  An employee benefit plan or endowment fund in accordance with ss.240.13d-1(b)(1)(ii)(F)
- (g)  A parent holding company or control person in accordance with ss.240.13d-1(b)(1)(ii)(G)
- (h)  A savings association as defined in section 3(b) of the Federal Deposit Insurance Act
- (i)  A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940
- (j)  Group, in accordance with ss.240.13d-1(b)-1(ii)(J)

### ITEM 4. OWNERSHIP

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount Beneficially Owned: 809,872 shares

(b) Percent of Class: 7.54%

The foregoing percentage is calculated based on 10,748,127 shares of Common Stock reported to be outstanding as of November 1, 2007 in the Issuer's Quarterly Report filed on Form 10-Q.



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After reasonable inquiry and to the best of its knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 14, 2008

ASHFORD CAPITAL MANAGEMENT, INC.

By: /s/ Anthony M. Petrucci  
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Anthony M. Petrucci  
Chief Financial Officer and Chief Compliance Officer