

TDNA Linage Report September 2008

in alphabetical order
Page 1 of 12

-Classified: legal, transient, real estate, auto, all other classified
-Political ads in category for rate sold

in alpha order

ROP SAU INCHES

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.

| | | 2008 | 2007 | +(-)% | \$\$\$+(-)% |
|------------------------------------|---------------------|------------------|------------------|-------------|---|
| HOUSTON Chronicle | National | 28,497 | 27,258 | 5% | 2008-2007 ad revenue percent change Month: -13.00% Y-T-D: -13.60% |
| | Retail | 56,783 | 64,691 | -12% | |
| | Classified | 104,507 | 123,150 | -15% | |
| | Month Total: | 189,787 | 215,099 | -12% | |
| 09/30/07 7-day avg circ: | | | | | |
| 541,603 | | | | | |
| | Y-T-D Total: | 1,571,912 | 1,696,221 | -7% | |
| DALLAS Morning News | National | 14,261 | 18,359 | -22% | 2008-2007 ad revenue percent change Month: -28.80% Y-T-D: -18.10% |
| | Retail | 51,499 | 57,016 | -10% | |
| | Classified | 63,141 | 90,783 | -30% | |
| | Month Total: | 128,901 | 166,158 | -22% | |
| 09/30/07 7-day avg circ: | | | | | |
| 415,007 | | | | | |
| | Y-T-D Total: | 1,244,600 | 1,438,676 | -13% | |
| SAN ANTONIO Express-News | National | 11,995 | 9,472 | 27% | 2008-2007 ad revenue percent change Month: -24.10% Y-T-D: -16.60% |
| | Retail | 37,185 | 41,840 | -11% | |
| | Classified | 84,360 | 99,859 | -16% | |
| | Month Total: | 133,540 | 151,171 | -12% | |
| 09/30/07 7-day avg circ: | | | | | |
| 247,215 | | | | | |
| | Y-T-D Total: | 1,113,457 | 1,177,490 | -5% | |
| AUSTIN American-Statesman | National | 5,107 | 4,030 | 27% | 2008-2007 ad revenue percent change Month: -29.00% Y-T-D: -4% |
| | Retail | 55,155 | 63,928 | -14% | |
| | Classified | 41,203 | 58,304 | -29% | |
| | Month Total: | 101,465 | 126,262 | -20% | |
| 09/30/07 7-day avg circ: | | | | | |
| 174,350 | | | | | |
| | Y-T-D Total: | 1,030,241 | 1,078,238 | -4% | |
| EL PASO Times | National | 285 | 631 | -55% | 2008-2007 ad revenue percent change Month: -29.00% Y-T-D: -2% |
| | Retail | 28,538 | 36,336 | -21% | |
| | Classified | 46,884 | 70,013 | -33% | |
| | Month Total: | 75,707 | 106,980 | -29% | |
| 09/30/07 7-day avg circ: | | | | | |
| 72,945 | | | | | |
| | Y-T-D Total: | 843,368 | 860,011 | -2% | |
| CORPUS CHRISTI Caller-Times | National | 1,352 | 1,486 | -9% | 2008-2007 ad revenue percent change Month: -29.00% Y-T-D: -10.00% |
| | Retail | 17,789 | 27,124 | -34% | |
| | Classified | 42,033 | 55,776 | -25% | |
| | Month Total: | 61,174 | 84,386 | -28% | |
| 09/30/07 7-day avg circ: | | | | | |
| 55,401 | | | | | |
| | Y-T-D Total: | 723,406 | 739,622 | -2% | |
| MCALLEN The Monitor | National | 1,898 | 4,101 | -54% | 2008-2007 ad revenue percent change Month: -27.00% Y-T-D: -13.00% |
| | Retail | 34,704 | 44,193 | -21% | |
| | Classified | 37,588 | 50,187 | -25% | |
| | Month Total: | 74,190 | 98,481 | -25% | |
| 09/30/07 7-day avg circ: | | | | | |
| 43,177 | | | | | |
| | Y-T-D Total: | 762,011 | 821,532 | -7% | |

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Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
Please notify TDNA if you revise any of these past figures so we can update this report.

| | | 2007 | January | February | March | April |
|------------------------------------|-------------------------|------------------|---------|----------|---------|---------|
| HOUSTON Chronicle | 2008 Total Y-T-D | | | | | |
| | last year: | 1,696,221 | 166,276 | 184,010 | 228,968 | 182,703 |
| | this year: | 1,571,912 | 151,781 | 159,868 | 199,558 | 158,605 |
| DALLAS Morning News | 2008 Total Y-T-D | | | | | |
| | last year: | 1,438,676 | 152,828 | 153,603 | 181,364 | 170,684 |
| | this year: | 1,244,600 | 129,226 | 136,054 | 146,457 | 132,921 |
| SAN ANTONIO Express-News | 2008 Total Y-T-D | | | | | |
| | last year: | 1,177,490 | 110,537 | 124,982 | 154,257 | 114,430 |
| | this year: | 1,113,457 | 112,983 | 116,854 | 150,515 | 117,702 |
| AUSTIN American-Statesman | 2008 Total Y-T-D | | | | | |
| | last year: | 1,078,238 | 105,913 | 113,116 | 139,426 | 123,518 |
| | this year: | 1,030,241 | 94,179 | 107,447 | 124,892 | 113,269 |
| EL PASO Times | 2008 Total Y-T-D | | | | | |
| | last year: | 860,011 | 93,370 | 95,808 | 100,675 | 96,972 |
| | this year: | 843,368 | 92,801 | 94,885 | 103,191 | 90,861 |
| CORPUS CHRISTI Caller-Times | 2008 Total Y-T-D | | | | | |
| | last year: | 739,622 | 75,178 | 77,751 | 83,251 | 89,846 |
| | this year: | 723,406 | 76,556 | 80,984 | 82,828 | 77,780 |
| MCALLEN The Monitor | 2008 Total Y-T-D | | | | | |
| | last year: | 821,532 | 83,027 | 87,991 | 99,103 | 92,987 |
| | this year: | 762,011 | 82,760 | 85,813 | 96,076 | 82,624 |

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| May | June | July | August | September | October | November |
|---------|---------|---------|---------|-----------|---------|----------|
| 183,564 | 224,219 | 170,376 | 166,318 | 189,787 | | |
| 170,706 | 203,673 | 156,781 | 155,841 | 215,099 | | |
| May | June | July | August | September | October | November |
| 165,123 | 166,769 | 159,700 | 159,704 | 128,901 | | |
| 143,878 | 131,828 | 123,601 | 134,477 | 166,158 | | |
| May | June | July | August | September | October | November |
| 131,176 | 163,044 | 119,982 | 125,542 | 133,540 | | |
| 117,970 | 136,251 | 106,498 | 103,513 | 151,171 | | |
| May | June | July | August | September | October | November |
| 129,708 | 123,097 | 119,520 | 122,475 | 101,465 | | |
| 124,070 | 112,436 | 107,089 | 120,597 | 126,262 | | |
| May | June | July | August | September | October | November |
| 102,131 | 96,710 | 99,907 | 98,731 | 75,707 | | |
| 96,454 | 89,303 | 83,147 | 85,746 | 106,980 | | |
| May | June | July | August | September | October | November |
| 90,857 | 90,108 | 86,255 | 85,202 | 61,174 | | |
| 93,746 | 78,828 | 70,734 | 77,564 | 84,386 | | |
| May | June | July | August | September | October | November |
| 94,795 | 93,827 | 96,014 | 99,598 | 74,190 | | |
| 90,572 | 77,164 | 65,862 | 82,659 | 98,481 | | |

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| | | SORT BY CIRC | |
|----------|------------------------------------|-----------------|---|
| December | HOUSTON Chronicle | 541,603 | 1 |
| | | 541,603 | 2 |
| | | 541,603 | 3 |
| | 09/30/07 7-day avg circ: | 541,603 | 4 |
| | 541,603 | 541,603 | 5 |
| December | DALLAS Morning News | 415,007 | 1 |
| | | 415,007 | 2 |
| | | 415,007 | 3 |
| | 09/30/07 7-day avg circ: | 415,007 | 4 |
| | 415,007 | 415,007 | 5 |
| December | SAN ANTONIO Express-News | 247,215 | 1 |
| | | 247,215 | 2 |
| | | 247,215 | 3 |
| | 09/30/07 7-day avg circ: | 247,215 | 4 |
| | 247,215 | 247,215 | 5 |
| December | AUSTIN American-Statesman | 174,350 | 1 |
| | | 174,350 | 2 |
| | | 174,350 | 3 |
| | 09/30/07 7-day avg circ: | 174,350 | 4 |
| | 174,350 | 174,350 | 5 |
| December | EL PASO Times | 72,945 | 1 |
| | | 72,945 | 2 |
| | | 72,945 | 3 |
| | 09/30/07 7-day avg circ: | 72,945 | 4 |
| | 72,945 | 72,945 | 5 |
| December | CORPUS CHRISTI Caller-Times | 55,401 | 1 |
| | | 55,401 | 2 |
| | | 55,401 | 3 |
| | 09/30/07 7-day avg circ: | 55,401 | 4 |
| | 55,401 | 55,401 | 5 |
| December | MCALLEN The Monitor | 43,177 | 1 |
| | | 43,177 | 2 |
| | | 43,177 | 3 |
| | 09/30/07 7-day avg circ: | 43,177 | 4 |
| | 43,177 | 43,177 | 5 |

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-Classified: legal, transient, real estate, auto, all other classified
-Political ads in category for rate sold

in alpha order

ROP SAU INCHES

Full-run paid ad lineage billed per rate card

| | | 2008 | 2007 | +(-)% | TOTAL REVENUE |
|----------------------------|---------------------|----------------|----------------|-------|---|
| | | | | | ROP, TMC, inserts, zoned, direct mail, pre-prints, etc. |
| | | | | | \$\$\$+(-)% |
| WACO | National | 1,035 | 1,831 | -43% | 2008-2007 |
| Tribune-Herald | Retail | 21,170 | 25,838 | -18% | ad revenue |
| | Classified | 24,659 | 38,250 | -36% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 46,864 | 65,919 | -29% | Month: -26.20% |
| 38,990 | Y-T-D Total: | 501,105 | 533,152 | -6% | Y-T-D: -12.60% |
| ABILENE | National | 2,955 | 5,859 | -50% | 2008-2007 |
| Reporter-News | Retail | 10,962 | 13,557 | -19% | ad revenue |
| | Classified | 30,191 | 40,602 | -26% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 44,108 | 60,018 | -27% | Month: -22.00% |
| 31,917 | Y-T-D Total: | 490,169 | 545,930 | -10% | Y-T-D: -10.10% |
| VICTORIA | National | 744 | 101 | 637% | 2008-2007 |
| Advocate | Retail | 15,942 | 16,345 | -2% | ad revenue |
| | Classified | 19,268 | 26,576 | -27% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 35,954 | 43,022 | -16% | Month: 6.30% |
| 31,619 | Y-T-D Total: | 376,504 | 387,468 | -3% | Y-T-D: 0.50% |
| WICHITA FALLS | National | 2,899 | 4,517 | -36% | 2008-2007 |
| Times Record News | Retail | 16,918 | 18,570 | -9% | ad revenue |
| | Classified | 22,503 | 29,831 | -25% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 42,320 | 52,918 | -20% | Month: -35.10% |
| 30,096 | Y-T-D Total: | 441,194 | 459,020 | -4% | Y-T-D: -13.50% |
| SAN ANGELO | National | 1,738 | 3,200 | -46% | 2008-2007 |
| Standard-Times | Retail | 15,166 | 17,828 | -15% | ad revenue |
| | Classified | 23,281 | 26,301 | -11% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 40,185 | 47,329 | -15% | Month: -20.00% |
| 26,855 | Y-T-D Total: | 424,974 | 413,141 | 3% | Y-T-D: -9.00% |
| GALVESTON | National | | | | 2008-2007 |
| County Daily News | Retail | 16,718 | 19,789 | -16% | ad revenue |
| | Classified | 15,077 | 38,485 | -61% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 31,795 | 58,274 | -45% | Month: |
| 26,238 | Y-T-D Total: | 477,805 | 486,250 | -2% | Y-T-D: |
| HARLINGEN | National | | | | 2008-2007 |
| Valley Morning Star | Retail | | | | ad revenue |
| | Classified | | | | percent change |
| 09/30/07 7-day avg circ: | Month Total: | | | | Month: |
| 23,418 | Y-T-D Total: | | | | Y-T-D: |

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Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
Please notify TDNA if you revise any of these past figures so we can update this report.

| | | 2007 | January | February | March | April |
|-------------------|--|----------------|---------|----------|--------|--------|
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 533,152 | 55,900 | 59,537 | 61,536 | 59,369 |
| <i>this year:</i> | | 501,105 | 49,884 | 55,010 | 59,991 | 53,192 |
| <hr/> | | | | | | |
| | | 2007 | January | February | March | April |
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 545,930 | 59,987 | 59,694 | 65,069 | 64,047 |
| <i>this year:</i> | | 490,169 | 52,947 | 56,007 | 56,490 | 52,655 |
| <hr/> | | | | | | |
| | | 2007 | January | February | March | April |
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 387,468 | 40,926 | 38,299 | 46,904 | 42,112 |
| <i>this year:</i> | | 376,504 | 41,033 | 41,047 | 46,379 | 39,212 |
| <hr/> | | | | | | |
| | | 2007 | January | February | March | April |
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 459,020 | 45,703 | 48,777 | 50,088 | 52,945 |
| <i>this year:</i> | | 441,194 | 42,401 | 49,241 | 52,333 | 49,303 |
| <hr/> | | | | | | |
| | | 2007 | January | February | March | April |
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 413,141 | 40,573 | 48,851 | 48,087 | 46,071 |
| <i>this year:</i> | | 424,974 | 41,487 | 49,723 | 48,923 | 48,487 |
| <hr/> | | | | | | |
| | | 2007 | January | February | March | April |
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 486,250 | 52,400 | 50,222 | 65,678 | 58,101 |
| <i>this year:</i> | | 477,805 | 52,472 | 49,015 | 62,158 | 53,153 |
| <hr/> | | | | | | |
| | | 2007 | January | February | March | April |
| | | 2008 | | | | |
| | | Total Y-T-D | | | | |
| <i>last year:</i> | | 326,538 | 35,198 | 87,991 | 42,443 | 0 |
| <i>this year:</i> | | 313,770 | 38,513 | 85,813 | 44,481 | 0 |

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| May | June | July | August | September | October | November |
|--------|--------|--------|--------|-----------|---------|----------|
| 67,952 | 58,949 | 59,300 | 63,745 | 46,864 | | |
| 62,955 | 51,929 | 48,519 | 53,706 | 65,919 | | |
| May | June | July | August | September | October | November |
| 67,640 | 63,043 | 60,603 | 61,739 | 44,108 | | |
| 58,841 | 49,733 | 48,758 | 54,720 | 60,018 | | |
| May | June | July | August | September | October | November |
| 50,617 | 44,313 | 44,525 | 43,818 | 35,954 | | |
| 45,555 | 38,416 | 40,450 | 41,390 | 43,022 | | |
| May | June | July | August | September | October | November |
| 59,316 | 51,983 | 51,010 | 56,878 | 42,320 | | |
| 53,088 | 48,866 | 43,585 | 49,459 | 52,918 | | |
| May | June | July | August | September | October | November |
| 49,525 | 48,046 | 45,674 | 46,129 | 40,185 | | |
| 51,604 | 46,337 | 43,297 | 47,787 | 47,329 | | |
| May | June | July | August | September | October | November |
| 59,573 | 47,573 | 57,789 | 63,119 | 31,795 | | |
| 53,887 | 47,894 | 49,341 | 51,611 | 58,274 | | |
| May | June | July | August | September | October | November |
| 41,853 | 39,197 | 39,197 | 40,659 | | | |
| 40,787 | 33,893 | 33,893 | 36,390 | | | |

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| | | SORT BY CIRC | |
|----------|----------------------------|-----------------|---|
| December | WACO | 38,990 | 1 |
| | Tribune-Herald | 38,990 | 2 |
| | | 38,990 | 3 |
| | 09/30/07 7-day avg circ: | 38,990 | 4 |
| | 38,990 | 38,990 | 5 |
| December | ABILENE | 31,917 | 1 |
| | Reporter-News | 31,917 | 2 |
| | | 31,917 | 3 |
| | 09/30/07 7-day avg circ: | 31,917 | 4 |
| | 31,917 | 31,917 | 5 |
| December | VICTORIA | 31,619 | 1 |
| | Advocate | 31,619 | 2 |
| | | 31,619 | 3 |
| | 09/30/07 7-day avg circ: | 31,619 | 4 |
| | 31,619 | 31,619 | 5 |
| December | WICHITA FALLS | 30,096 | 1 |
| | Times Record News | 30,096 | 2 |
| | | 30,096 | 3 |
| | 09/30/07 7-day avg circ: | 30,096 | 4 |
| | 30,096 | 30,096 | 5 |
| December | SAN ANGELO | 26,855 | 1 |
| | Standard-Times | 26,855 | 2 |
| | | 26,855 | 3 |
| | 09/30/07 7-day avg circ: | 26,855 | 4 |
| | 26,855 | 26,855 | 5 |
| December | GALVESTON | 26,238 | 1 |
| | County Daily News | 26,238 | 2 |
| | | 26,238 | 3 |
| | 09/30/07 7-day avg circ: | 26,238 | 4 |
| | 26,238 | 26,238 | 5 |
| December | HARLINGEN | 23,418 | 1 |
| | Valley Morning Star | 23,418 | 2 |
| | | 23,418 | 3 |
| | 09/30/07 7-day avg circ: | 23,418 | 4 |
| | 23,418 | 23,418 | 5 |

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-Political ads in category for rate sold

in alpha order

ROP SAU INCHES

TOTAL REVENUE

Full-run paid ad lineage billed per rate card

ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.

| | | 2008 | 2007 | +(-)% | \$\$\$+(-)% |
|--------------------------|---------------------|----------------|----------------|-------|-----------------------|
| ODESSA | National | 1,634 | 4,408 | -63% | 2008-2007 |
| American | Retail | 29,869 | 30,232 | -1% | ad revenue |
| | Classified | 22,699 | 26,800 | -15% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 54,202 | 61,440 | -12% | Month: -16.60% |
| 23,246 | Y-T-D Total: | 509,438 | 554,871 | -8% | Y-T-D: -6.80% |
| TEMPLE | National | 71 | 162 | -56% | 2008-2007 |
| Daily Telegram | Retail | 13,268 | 17,746 | -25% | ad revenue |
| | Classified | 9,227 | 13,742 | -33% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 22,566 | 31,650 | -29% | Month: -24.00% |
| 19,711 | Y-T-D Total: | 257,510 | 285,838 | -10% | Y-T-D: -14.00% |
| MIDLAND | National | 898 | 3,762 | -76% | 2008-2007 |
| Reporter-Telegram | Retail | 33,893 | 35,571 | -5% | ad revenue |
| | Classified | 35,577 | 37,060 | -4% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 70,368 | 76,393 | -8% | Month: -8.00% |
| 19,593 | Y-T-D Total: | 70,368 | 76,393 | -8% | Y-T-D: -8.00% |
| DENTON | National | N/A | N/A | | 2008-2007 |
| Record-Chronicle | Retail | 25,215 | 25,093 | 0% | ad revenue |
| | Classified | 35,742 | 48,602 | -26% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 60,957 | 73,695 | -17% | Month: -18.00% |
| 13,456 | Y-T-D Total: | 584,943 | 583,807 | 0% | Y-T-D: -3.00% |
| MARSHALL | National | 53 | 151 | -65% | 2008-2007 |
| News Messenger | Retail | 6,643 | 7,585 | -12% | ad revenue |
| | Classified | 6,584 | 7,216 | -9% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 13,280 | 14,952 | -11% | Month: -4.11% |
| 6,959 | Y-T-D Total: | 149,186 | 135,358 | 10% | Y-T-D: 6.30% |
| PLAINVIEW | National | 467 | 463 | 1% | 2008-2007 |
| Daily Herald | Retail | 11,499 | 10,261 | 12% | ad revenue |
| | Classified | 8,048 | 9,013 | -11% | percent change |
| 09/30/07 7-day avg circ: | Month Total: | 20,014 | 19,737 | 1% | Month: 4.00% |
| 5,051 | Y-T-D Total: | 151,472 | 159,616 | -5% | Y-T-D: 9.00% |

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(producing Y-T-D totals within report and Y-T-D % change)
Please notify TDNA if you revise any of these past figures so we can update this report.

| | | 2007 | January | February | March | April |
|-------------------|----------------|--------------------|---------|----------|--------|--------|
| | 2008 | Total Y-T-D | | | | |
| <i>last year:</i> | | 554,871 | 63,105 | 58,068 | 64,893 | 68,999 |
| <i>this year:</i> | 509,438 | | 54,472 | 52,943 | 59,345 | 58,133 |
| | 2007 | Total Y-T-D | | | | |
| <i>last year:</i> | | 285,838 | 17,534 | 36,687 | 42,054 | 41,172 |
| <i>this year:</i> | 257,510 | | 18,752 | 31,128 | 36,441 | 33,575 |
| | 2007 | Total Y-T-D | | | | |
| <i>last year:</i> | | 508,908 | 56,215 | 62,929 | 74,689 | 55,322 |
| <i>this year:</i> | 498,653 | | 55,267 | 56,698 | 70,701 | 57,759 |
| | 2007 | Total Y-T-D | | | | |
| <i>last year:</i> | | 583,807 | 56,859 | 55,699 | 69,197 | 70,534 |
| <i>this year:</i> | 584,943 | | 55,788 | 60,570 | 65,075 | 67,289 |
| | 2007 | Total Y-T-D | | | | |
| <i>last year:</i> | | 135,358 | 15,373 | 13,788 | 17,282 | 14,967 |
| <i>this year:</i> | 149,186 | | 14,266 | 16,174 | 20,367 | 16,976 |
| | 2007 | Total Y-T-D | | | | |
| <i>last year:</i> | | 159,616 | 13,599 | 15,134 | 24,537 | 16,790 |
| <i>this year:</i> | 151,472 | | 14,517 | 15,689 | 21,378 | 14,080 |

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**TDNA Linage Report
September 2008**

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| May | June | July | August | September | October | November |
|--------|--------|--------|--------|-----------|---------|----------|
| 68,407 | 60,061 | 57,938 | 59,198 | 54,202 | | |
| 60,457 | 54,731 | 52,436 | 55,481 | 61,440 | | |
| May | June | July | August | September | October | November |
| 37,143 | 40,451 | 37,373 | 10,858 | 22,566 | | |
| 36,217 | 32,368 | 29,131 | 8,248 | 31,650 | | |
| May | June | July | August | September | October | November |
| 64,747 | 71,090 | 53,548 | 0 | 70,368 | | |
| 60,470 | 66,835 | 54,530 | 0 | 76,393 | | |
| May | June | July | August | September | October | November |
| 65,095 | 63,792 | 69,433 | 72,241 | 60,957 | | |
| 70,100 | 62,014 | 63,428 | 66,984 | 73,695 | | |
| May | June | July | August | September | October | November |
| 15,512 | 15,187 | 14,326 | 15,643 | 13,280 | | |
| 17,072 | 15,879 | 16,015 | 17,485 | 14,952 | | |
| May | June | July | August | September | October | November |
| 14,694 | 20,279 | 14,832 | 19,737 | 20,014 | | |
| 14,029 | 19,824 | 16,142 | 16,076 | 19,737 | | |

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| | | SORT BY CIRC | |
|----------|--------------------------------------|-----------------|---|
| December | ODESSA American | 23,246 | 1 |
| | | 23,246 | 2 |
| | | 23,246 | 3 |
| | 09/30/07 7-day avg circ: | 23,246 | 4 |
| | 23,246 | 23,246 | 5 |
| December | TEMPLE Daily Telegram | 19,711 | 1 |
| | | 19,711 | 2 |
| | | 19,711 | 3 |
| | 09/30/07 7-day avg circ: | 19,711 | 4 |
| | 19,711 | 19,711 | 5 |
| December | MIDLAND Reporter-Telegram | 19,593 | 1 |
| | | 19,593 | 2 |
| | | 19,593 | 3 |
| | 09/30/07 7-day avg circ: | 19,593 | 4 |
| | 19,593 | 19,593 | 5 |
| December | DENTON Record-Chronicle | 13,456 | 1 |
| | | 13,456 | 2 |
| | | 13,456 | 3 |
| | 09/30/07 7-day avg circ: | 13,456 | 4 |
| | 13,456 | 13,456 | 5 |
| December | MARSHALL News Messenger | 6,959 | 1 |
| | | 6,959 | 2 |
| | | 6,959 | 3 |
| | 09/30/07 7-day avg circ: | 6,959 | 4 |
| | 6,959 | 6,959 | 5 |
| December | PLAINVIEW Daily Herald | 5,051 | 1 |
| | | 5,051 | 2 |
| | | 5,051 | 3 |
| | 09/30/07 7-day avg circ: | 5,051 | 4 |
| | 5,051 | 5,051 | 5 |

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