## TDNA Linage Report October 2008

-Classified: legal, transient, real estate, auto, all other	in alpha order	ROP	SAU INC	HES	TOTAL RE	VENUE																
classified -Political ads in category for	Full-run paid	billed per rate card		ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.			(producing V	Accumulating I		% change)												
rate sold		2008	2007	+(-)%		\$\$\$+(-)%	Please no		evise any of these			this report.										
ABILENE	National	3.117	4.341	-28%	2008-2007	333T(-) /6			2007	January	February	March	April	Mav	June	July	August	September	October	November	December	ABILENE
Reporter-News	Retail	12,142	12,334	-2%	ad revenue			2008	Total Y-T-D	January	rebruary	Walcii	Арш	ividy	June	Suly	August	Обраниов	October	NOVEITIDEI	December	Reporter-News
10/31/08 7-day avg circ:	Classified Month Total:	31,009 <b>46,268</b>	36,781 <b>53.456</b>	-16% -13%	percent change Month:	-7.90%	last year:	Total Y-T-D	592,198	59.987	59,694	65,069	64.047	67.640	63,043	60,603	61.739	44.108	46,268			10/31/08 7-day avg circ:
31,917	Y-T-D Total:	543,625	592,198	-8%	Y-T-D:	-9.90%	this year:	543,625		52,947	56,007	56,490	52,655	58,841	49,733	48,758	54,720	60,018	53,456			31,917
AUSTIN American-	National Retail	7,982 66,870	4,866 60,602	64% 10%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	AUSTIN American-
Statesman	Classified	39,026	52,870	-26%	percent change			Total Y-T-D														Statesman
10/31/08 7-day avg circ: 174 350	Month Total: Y-T-D Total:	113,878 1,148,579	118,338 1,192,116	-4% -4%	Month: Y-T-D:		last year: this year:	1.148.579	1,192,116	105,913	113,116	139,426 124,892	123,518	129,708	123,097	119,520	122,475	101,465 126,262	113,878			10/31/08 7-day avg circ: 174 350
CORPUS CHRISTI	National	1,239	1,360	-9%	2008-2007		uns year.	1,140,513	2007	January	February	March	April	May	June -	July	August	September	October	November	December	CORPUS CHRISTI
Caller-Times	Retail Classified	25,601 42,668	27,474 55.581	-7% -23%	ad revenue percent change			2008 Total Y-T-D	Total Y-T-D													Caller-Times
10/31/08 7-day avg circ:	Month Total:	69,508	84,415	-18%	Month:	-12.00%	last year:		809,130	75,178	77,751	83,251	89,846	90,857	90,108	86,255	85,202	61,174	69,508			10/31/08 7-day avg circ:
55,401	Y-T-D Total:	807,821	809,130	0%	Y-T-D:	-10.00%	this year:	807,821		76,556	80,984	82,828	77,780	93,746	78,828	70,734	77,564	84,386	84,415			55,401
DALLAS Morning News	National Retail	18,897 54.654	18,686 57,741	1% -5%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	DALLAS Morning News
•	Classified	58,559	82,551	-29%	percent change			Total Y-T-D														
10/31/08 7-day avg circ: 415.007	Month Total: Y-T-D Total:	132,110 1.403.578	158,978 1.570.786	-17% -11%	Month: Y-T-D:	-19.20% -18.20%	last year: this year:	1.403.578	1,570,786	152,828 129,226	153,603 136,054	181,364 146,457	170,684 132,921	165,123 143,878	166,769 131,828	159,700 123,601	159,704 134,477	128,901 166,158	132,110 158,978			10/31/08 7-day avg circ: 415.007
DENTON	National				2008-2007				2007	January	February	March	April	May	June	July	August	September	October	November	December	DENTON
Record-Chronicle	Retail Classified				ad revenue percent change			2008 Total Y-T-D	Total Y-T-D													Record-Chronicle
10/31/08 7-day avg circ:	Month Total:				Month:		last year:		583,807	56,859	55,699	69,197	70,534	65,095	63,792	69,433	72,241	60,957	0			10/31/08 7-day avg circ:
13,456 EL PASO	Y-T-D Total: National	783	1.426	-45%	Y-T-D: 2008-2007		this year:	584,943	2007	55,788 January	60,570 February	65,075 March	67,289 April	70,100 May	62,014 June	63,428 July	66,984 August	73,695 September	October 0	November	December	13,456 EL PASO
Times	Retail	29,813	35,043	-15%	ad revenue			2008	Total Y-T-D	January	residary	iviai CII	April	iviay	June	July	August	зеркетивет	October	ivoverniier	December	Times
10/31/08 7-day avg circ:	Classified Month Total:	45,158 <b>75,754</b>	63,701 100.170	-29% -24%	percent change Month:		last year:	Total Y-T-D	935,765	93.370	95.808	100.675	96.972	102.131	96.710	99 907	98 731	75.707	75.754			10/31/08 7-day avg circ:
72,945	Y-T-D Total:	943,538	935,765	1%	Y-T-D:		this year:	943,538	330,765	93,370	94,885	100,675	90,861	96,454	89,303	83,147	85,746	106,980	100,170			72,945
GALVESTON	National Retail	24.566	23.573	40.	2008-2007			2008	2007 T-4-1 V T D	January	February	March	April	May	June	July	August	September	October	November	December	GALVESTON
County Daily News	Classified	31,051	23,573 37,299	-17%	ad revenue percent change			Total Y-T-D	Total Y-T-D													County Daily News
10/31/08 7-day avg circ:	Month Total: Y-T-D Total:	55,617 538.677	60,872	-9% -1%	Month: Y-T-D:		last year:	538 677	541,867	52,400 52,472	50,222 49,015	65,678 62,158	58,101 53,153	59,573 53,887	47,573 47,894	57,789 49,341	63,119 51,611	31,795 58 274	55,617 60,872			10/31/08 7-day avg circ: 26 238
26,238 HARLINGEN	Y-I-D Total: National	538,677	541,867	-1%	Y-1-D: 2008-2007	_	this year:	538,677	2007	January	February	62,158 March	53,153 April	53,887 May	47,894 June	49,341 July	51,611 August	58,274 Sentember	October	November	December	26,238 HARLINGEN
Valley Morning Star	Retail				ad revenue			2008	Total Y-T-D	dundary	, obradily	maron	7 40111	way	Curio	outy	rioguot	Coptombo	COLODO	rtorombor	Booomboi	Valley Morning Star
10/31/08 7-day avg circ:	Classified Month Total:				percent change Month:		last year:	Total Y-T-D	326.538	35.198	87.991	42,443	0	41.853	39,197	39,197	40.659	0	0			10/31/08 7-day avg circ:
23,418	Y-T-D Total:				Y-T-D:		this year:	313,770	,	38,513	85,813	44,481	0	40,787	33,893	33,893	36,390	0	0			23,418
HOUSTON Chronicle	National Retail	23,921 48.047	25,488 54.285	-6% -11%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	HOUSTON Chronicle
	Classified	89,878	101,552	-11%	percent change			Total Y-T-D														
10/31/08 7-day avg circ: 541.603	Month Total: Y-T-D Total:	161,846 1.753.237	181,325 1.858.067	-11% -6%	Month: Y-T-D:	-14.20% -13.70%	last year: this year:	1,753,237	1,858,067	166,276 151,781	184,010 159,868	228,968 199,558	182,703 158,605	183,564 170,706	224,219 203,673	170,376 156,781	166,318 155,841	189,787 215.099	161,846 181,325			10/31/08 7-day avg circ: 541.603
MARSHALL	National	73	14	421%	2008-2007	10.7070	uno your.	1,7 00,207	2007	January	February	March	April	May	June	July	August	September	October	November	December	MARSHALL
News Messenger	Retail Classified	8,000 6.611	7,745 7.706	3% -14%	ad revenue percent change			2008 Total Y-T-D	Total Y-T-D								-					News Messenger
10/31/08 7-day avg circ:	Month Total:	14,684	15,465	-5%	Month:	-3.84%	last year:	IOIAI T-I-D	150,042	15,373	13,788	17,282	14,967	15,512	15,187	14,326	15,643	13,280	14,684			10/31/08 7-day avg circ:
6,959	Y-T-D Total:	164,651	150,042	10%	Y-T-D:	5.23%	this year:	164,651		14,266	16,174	20,367	16,976	17,072	15,879	16,015	17,485	14,952	15,465			6,959
MCALLEN The Monitor	National Retail	3,240 38,998	4,337 48,307	-25% -19%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	MCALLEN The Monitor
10/21/00 7	Classified Month Total:	35,811 <b>78.049</b>	49,298 <b>101.942</b>	-27%	percent change Month:	-21.00%	loot	Total Y-T-D	899.581	83.027	87.991	99.103	92.987	94.795	93.827	96.014	99 598	74 190	78.049			10/24/00 7 -
10/31/08 7-day avg circ: 43,177	Y-T-D Total:	78,049 863,953	101,942 899,581	-23% -4%	Month: Y-T-D:	-21.00% -14.00%	last year: this year:	863,953	099,001	83,027	87,991 85,813	96,076	92,987 82,624	94,795	93,827 77,164	65,862	99,598 82,659	74,190 98,481	101,942			10/31/08 7-day avg circ: 43,177
MIDLAND	National				2008-2007				2007	January	February	March	April	May	June	July	August	September	October	November	December	MIDLAND
Reporter-Telegram	Retail Classified				ad revenue percent change			2008 Total Y-T-D	Total Y-T-D													Reporter-Telegram
10/31/08 7-day avg circ:	Month Total:				Month:		last year:	498.653	508,908	56,215 55,267	62,929 56,698	74,689 70,701	55,322 57,759	64,747	71,090 66,835	53,548 54,530	0	70,368 76,393	0			10/31/08 7-day avg circ:
19,593 ODESSA	Y-T-D Total: National	2,395	3,350	-29%	Y-T-D: 2008-2007		this year:	498,653	2007	55,267 January	56,698 February	70,701 March	57,759 April	60,470 May	66,835 June	54,530 July	August	76,393 September	October	November	December	19,593 ODESSA
American	Retail	29,698	29,154	2%	ad revenue			2008	Total Y-T-D	· · ,	,					,		,				American
10/31/08 7-day avg circ:	Classified Month Total:	20,421 <b>52,514</b>	29,256 <b>61,760</b>	-30% -15%	percent change Month:	-8.19%	last year:	Total Y-T-D	607,385	63,105	58,068	64,893	68,999	68,407	60,061	57,938	59,198	54,202	52,514			10/31/08 7-day avg circ:
23,246	Y-T-D Total:	571,198	607,385	-6%	Y-T-D:	-4.30%	this year:	571,198		54,472	52,943	59,345	58,133	60,457	54,731	52,436	55,481	61,440	61,760			23,246
PLAINVIEW	National Retail	256 9 604	368 10.973	-30% -12%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	PLAINVIEW Daily Herald
Daily Herald	Classified	6,485	7,944	-18%	percent change			Total Y-T-D														•
•		16,345 170.757	19,285 175.961	-15% -3%	Month: Y-T-D:	-8.00% 10.00%	last year:	170.757	175,961	13,599	15,134 15,689	24,537 21,378	16,790 14,080	14,694 14,029	20,279 19,824	14,832 16,142	19,737	20,014	16,345 19,285			10/31/08 7-day avg circ: 5.051
Daily Herald  10/31/08 7-day avg circ: 5.051	Month Total:		,	-29%	2008-2007	10.00 /8	uns year.	,	2007	January	February	March	April	May	June	July	August	September	October	November	December	SAN ANGELO
10/31/08 7-day avg circ:	Month Total: Y-T-D Total: National	2,473	3,484	-2970				2008						-		-	-					
10/31/08 7-day avg circ: 5,051	Y-T-D Total: National Retail	2,473 16,963	19,590	-13%	ad revenue				Total Y-T-D													Standard-Times
10/31/08 7-day avg circ: 5,051 SAN ANGELO Standard-Times	Y-T-D Total: National	2,473				-10.00%	last year:	Total Y-T-D	Total Y-T-D 457,397	40,573	48,851	48,087	46,071	49,525	48,046	45,674	46,129	40,185	44,256			Standard-Times  10/31/08 7-day avg circ:
10/31/08 7-day avg circ: 5.051 SAN ANGELO Standard-Times 10/31/08 7-day avg circ: 26,855	Y-T-D Total:  National Retail Classified Month Total: Y-T-D Total:	2,473 16,963 24,820 44,256 475,989	19,590 27,941 <b>51,015</b> <b>457,397</b>	-13% -11% -13% 4%	ad revenue percent change Month: Y-T-D:	-10.00% -9.00%	last year: this year:		457,397	41,487	49,723	48,923	48,487	51,604	46,337	43,297	47,787	47,329	51,015			10/31/08 7-day avg circ: 26,855
10/31/08 7-day avg circ: 5,051 SAN ANGELO Standard-Times 10/31/08 7-day avg circ: 26,855 SAN ANTONIO	Y-T-D Total:  National Retail Classified Month Total: Y-T-D Total: National	2,473 16,963 24,820 44,256 475,989	19,590 27,941 <b>51,015</b> <b>457,397</b> 7,639	-13% -11% -13% 4%	ad revenue percent change Month: Y-T-D: 2008-2007			Total Y-T-D 475,989	457,397											November	December	10/31/08 7-day avg circ: 26,855 SAN ANTONIO
10/31/08 7-day avg circ: 5.051 SAN ANGELO Standard-Times 10/31/08 7-day avg circ: 26.855 SAN ANTONIO Express-News	Y-T-D Total:  National Retail Classified Month Total: Y-T-D Total: National Retail Classified	2,473 16,963 24,820 <b>44,256</b> <b>475,989</b> 10,339 30,631 62,206	19,590 27,941 <b>51,015</b> <b>457,397</b> 7,639 34,988 79,821	-13% -11% -13% 4% 35% -12% -22%	ad revenue percent change Month: Y-T-D: 2008-2007 ad revenue percent change	-9.00%	this year:	Total Y-T-D	457,397 2007 Total Y-T-D	41,487 January	49,723 February	48,923 March	48,487 April	51,604 May	46,337 June	43,297 July	47,787 August	47,329 September	51,015 October	November	December	10/31/08 7-day avg circ: 26,855 SAN ANTONIO Express-News
10/31/08 7-day avg circ: 5,051 SAN ANGELO Standard-Times 10/31/08 7-day avg circ: 26,855 SAN ANTONIO	Y-T-D Total:  National Retail Classified Month Total: Y-T-D Total:  National Retail	2,473 16,963 24,820 <b>44,256</b> <b>475,989</b> 10,339 30,631	19,590 27,941 <b>51,015</b> <b>457,397</b> 7,639 34,988	-13% -11% -13% 4% 35% -12%	ad revenue percent change Month: Y-T-D: 2008-2007 ad revenue			Total Y-T-D 475,989 2008	457,397	41,487	49,723	48,923	48,487	51,604	46,337	43,297	47,787	47,329	51,015	November	December	10/31/08 7-day avg circ: 26,855 SAN ANTONIO

30,096 30,096 30,096 30,096 30,096

10/31/08 7-day avg circ: 30,096

## TDNA Linage Report October 2008

2007 Total Y-T-D

501,736

45,703 42,401 48,777 49,241 50,088 52,333 52,945 59,316 49,303 53,088

2008 Total Y-T-D

last year: this year:

<ul> <li><u>Classified</u>: legal, transient, real estate, auto, all other classified</li> </ul>	in alpha order	ROP	SAU INC	HES	TOTAL RI	
- <u>Political ads</u> in category for rate sold	Full-run paid	d ad linage bil	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.			
	•	2008	2007	+(-)%		\$\$\$+(-)%
Daily Telegram	Retail				ad revenue	
	Classified				percent change	
10/31/08 7-day avg circ:	Month Total:				Month:	-24.00%
19,711	Y-T-D Total:				Y-T-D:	-14.00%
VICTORIA	National	800	1,506	-47%	2008-2007	•
Advocate	Retail	22,676	17,420	30%	ad revenue	
	Classified	20,376	28,700	-29%	percent change	
10/31/08 7-day avg circ:	Month Total:	43,852	47,626	-8%	Month:	3.00%
31,619	Y-T-D Total:	424,130	431,320	-2%	Y-T-D:	-0.80%
WACO	National	1,635	1,971	-17%	2008-2007	
Tribune-Herald	Retail	13,590	19,043	-29%	ad revenue	
	Classified	30,035	36,390	-17%	percent change	
10/31/08 7-day avg circ:	Month Total:	45,260	57,404	-21%	Month:	-17.00%
38,990	Y-T-D Total:	558,509	578,412	-3%	Y-T-D:	-16.00%
WICHITA FALLS	National	3,124	3,759	-17%	2008-2007	
Times Record News	Retail	16,947	17,326	-2%	ad revenue	
	Classified	22,645	28,052	-19%	percent change	
10/31/08 7-day avg circ:	Month Total:	42,716	49,137	-13%	Month:	-15.70%
30.096	Y-T-D Total:	490,331	501.736	-2%	Y-T-D:	-13.40%

																SORT	
	(producing V	Accumulating I -T-D totals within I		0 % change)												BY CIRC	
Please n	otify TDNA if you r				his report.												
	,,		,g														
	2008	Total Y-T-D													Daily Telegram	19,711	2
	Total Y-T-D															19,711	3
last year:		285,838	17,534	36,687	42,054	41,172	37,143	40,451	37,373	10,858	22,566	0			10/31/08 7-day avg circ:	19,711	4
this year:	257,510		18,752	31,128	36,441	33,575	36,217	32,368	29,131	8,248	31,650	0			19,711	19,711	5
		2007	January	February	March	April	May	June	July	August	September	October	November	December	VICTORIA	31,619	1
	2008	Total Y-T-D													Advocate	31,619	2
	Total Y-T-D																
																31,619	3
last year:	10141112	431,320	40,926	38,299	46,904	42,112	50,617	44,313	44,525	43,818	35,954	43,852			10/31/08 7-day avg circ:	31,619 31,619	3 4
last year: this year:	424,130	431,320	40,926 41,033	38,299 41,047	46,904 46,379	42,112 39,212	50,617 45,555	44,313 38,416	44,525 40,450	43,818 41,390	35,954 43,022	43,852 47,626			10/31/08 7-day avg circ: 31,619		3 4 5
		431,320 2007											November	December		31,619	3 4 5
		- 7	41,033	41,047	46,379	39,212	45,555	38,416	40,450	41,390	43,022	47,626	November	December	31,619	31,619 31,619	3 4 5 1 2
	424,130	2007	41,033	41,047	46,379	39,212	45,555	38,416	40,450	41,390	43,022	47,626	November	December	31,619 WACO	31,619 31,619 38,990	3 4 5 1 2 3
	424,130	2007	41,033	41,047	46,379	39,212	45,555	38,416	40,450	41,390	43,022	47,626	November	December	31,619 WACO	31,619 31,619 38,990 38,990	3 4 5 1 2 3 4

51,983 48,866

51,010 43,585 August

56,878 49,459 42,320 42,716 52,918 49,137