

**TDNA Linage Report
October 2008**

Classified: legal, transient, real estate, auto, all other classified		ROP SAU INCHES		TOTAL REVENUE	
in alpha order		2008	2007	±(-)%	\$\$\$±(-)%
Full-run paid ad lineage billed per rate card		ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.			
Daily Telegram					
Retail Classified		ad revenue			
10/31/08 7-day avg circ:		percent change			
19,711		Month: -24.00%			
Y-T-D Total:		Y-T-D: -14.00%			
VICTORIA Advocate					
National		800	1,506	-47%	2008-2007 ad revenue
Retail		22,676	17,420	30%	ad revenue
Classified		20,376	28,700	-29%	percent change
10/31/08 7-day avg circ:		Month: 3.00%			
31,619		Y-T-D: -0.80%			
Y-T-D Total:		424,130	431,320	-2%	
WACO Tribune-Herald					
National		1,635	1,971	-17%	2008-2007 ad revenue
Retail		13,590	19,043	-29%	ad revenue
Classified		30,035	36,390	-17%	percent change
10/31/08 7-day avg circ:		Month: -17.00%			
38,990		Y-T-D: -16.00%			
Y-T-D Total:		558,509	578,412	-3%	
WICHITA FALLS Times Record News					
National		3,124	3,759	-17%	2008-2007 ad revenue
Retail		16,947	17,326	-2%	ad revenue
Classified		22,645	28,052	-19%	percent change
10/31/08 7-day avg circ:		Month: -15.70%			
30,096		Y-T-D: -13.40%			
Y-T-D Total:		490,331	501,736	-2%	

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.

2008	Total Y-T-D	2007												2008	Total Y-T-D
		January	February	March	April	May	June	July	August	September	October	November	December		
Daily Telegram															
ad revenue															
percent change															
Month: -24.00%															
Y-T-D: -14.00%															
VICTORIA Advocate															
National															
Retail															
Classified															
10/31/08 7-day avg circ:															
31,619															
Y-T-D Total:															
2008															
Total Y-T-D															
last year:															
this year:															
WACO Tribune-Herald															
National															
Retail															
Classified															
10/31/08 7-day avg circ:															
38,990															
Y-T-D Total:															
2007															
Total Y-T-D															
last year:															
this year:															
WICHITA FALLS Times Record News															
National															
Retail															
Classified															
10/31/08 7-day avg circ:															
30,096															
Y-T-D Total:															

SORT
BY CIRC

19,711 2
19,711 3
19,711 4
19,711 5
31,619 1
31,619 2
31,619 3
31,619 4
31,619 5
38,990 1
38,990 2
38,990 3
38,990 4
38,990 5
30,096 1
30,096 2
30,096 3
30,096 4
30,096 5