

TDNA Linage Report January 2007

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

in circ order

ROP SAU INCHES

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
HOUSTON Chronicle	National	24,243	30,273	-20%	2007-2006
	Retail	47,948	55,174	-13%	ad revenue
	Classified	94,085	104,128	-10%	percent change
	Month Total:	166,276	189,575	-12%	Month: -3.08%
09/30/06 7-day avg circ:					
557,059	Y-T-D Total:	166,276	189,575	-12%	Y-T-D: -3.08%
DALLAS Morning News	National	12,672	20,935	-39%	2007-2006
	Retail	53,332	62,125	-14%	ad revenue
	Classified	89,618	111,454	-20%	percent change
	Month Total:	155,622	194,514	-20%	Month: -14.30%
09/30/06 7-day avg circ:					
467,915	Y-T-D Total:	155,622	194,514	-20%	Y-T-D: -14.30%
SAN ANTONIO Express-News	National	8,767	9,134	-4%	2007-2006
	Retail	30,179	37,956	-20%	ad revenue
	Classified	71,591	82,442	-13%	percent change
	Month Total:	110,537	129,532	-15%	Month: 1.70%
09/30/06 7-day avg circ:					
247,215	Y-T-D Total:	110,537	129,532	-15%	Y-T-D: 1.70%
AUSTIN American-Statesman	National	5,051	3,783	34%	2007-2006
	Retail	50,729	49,883	2%	ad revenue
	Classified	50,133	54,711	-8%	percent change
	Month Total:	105,913	108,377	-2%	Month: -2%
09/30/06 7-day avg circ:					
183,496	Y-T-D Total:	105,913	108,377	-2%	Y-T-D: -2%
EL PASO Times	National	1,066	739	44%	2007-2006
	Retail	33,441	38,180	-12%	ad revenue
	Classified	58,862	63,933	-8%	percent change
	Month Total:	93,369	102,852	-9%	Month: -9%
09/30/06 7-day avg circ:					
72,341	Y-T-D Total:	93,369	102,852	-9%	Y-T-D: -9%
CORPUS CHRISTI Caller-Times	National	3,265	5,145	-37%	2007-2006
	Retail	22,841	26,028	-12%	ad revenue
	Classified	47,552	43,496	9%	percent change
	Month Total:	73,658	74,669	-1%	Month: -20.70%
09/30/06 7-day avg circ:					
55,384	Y-T-D Total:	73,658	74,669	-1%	Y-T-D: -20.70%
The Beaumont Enterprise	National	3,638	3,092	18%	2007-2006
	Retail	23,448	29,997	-22%	ad revenue
	Classified	22,735	27,414	-17%	percent change
	Month Total:	49,821	60,503	-18%	Month: -9.00%
09/30/06 7-day avg circ:					
52,822	Y-T-D Total:	49,821	60,503	-18%	Y-T-D: -9.00%

Texas Daily Newspaper Association
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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.

	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
HOUSTON Chronicle					
last year:		189,575	189,575		
this year:	166,276		166,276		
DALLAS Morning News					
last year:		194,514	194,514		
this year:	155,622		155,622		
SAN ANTONIO Express-News					
last year:		129,532	129,532		
this year:	110,537		110,537		
AUSTIN American-Statesman					
last year:		108,377	108,377		
this year:	105,913		105,913		
EL PASO Times					
last year:		102,852	102,852		
this year:	93,369		93,369		
CORPUS CHRISTI Caller-Times					
last year:		74,669	74,669		
this year:	73,658		73,658		
The Beaumont Enterprise					
last year:		60,503	60,503		
this year:	49,821		49,821		

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SORT
BY CIRC

November	December	HOUSTON Chronicle	557,059	1
			557,059	2
			557,059	3
		09/30/06 7-day avg circ:	557,059	4
		557,059	557,059	5

November	December	DALLAS Morning News	467,915	1
			467,915	2
			467,915	3
		09/30/06 7-day avg circ:	467,915	4
		467,915	467,915	5

November	December	SAN ANTONIO Express-News	247,215	1
			247,215	2
			247,215	3
		09/30/06 7-day avg circ:	247,215	4
		247,215	247,215	5

November	December	AUSTIN American-Statesman	183,496	1
			183,496	2
			183,496	3
		09/30/06 7-day avg circ:	183,496	4
		183,496	183,496	5

November	December	EL PASO Times	72,341	1
			72,341	2
			72,341	3
		09/30/06 7-day avg circ:	72,341	4
		72,341	72,341	5

November	December	CORPUS CHRISTI Caller-Times	55,384	1
			55,384	2
			55,384	3
		09/30/06 7-day avg circ:	55,384	4
		55,384	55,384	5

November	December	BEAUMONT Enterprise	52,822	1
			52,822	2
			52,822	3
		09/30/06 7-day avg circ:	52,822	4
		52,822	52,822	5

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ROP SAU INCHES

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	2,506	0		2007-2006
	Retail	44,300	2,332	1800%	ad revenue
	Classified	36,221	(899)	-4129%	percent change
	Month Total:	83,027	1,433	5694%	Month: -2.00%
	Y-T-D Total:	83,027	1,433	5694%	Y-T-D: -2.00%
09/30/06 7-day avg circ: 43,176					
WACO <i>Tribune Herald</i>	National	1,243	2,074	-40%	2007-2006
	Retail	26,183	29,729	-12%	ad revenue
	Classified	28,474	25,954	10%	percent change
	Month Total:	55,900	57,757	-3%	Month: -8.60%
	Y-T-D Total:	55,900	57,757	-3%	Y-T-D: -8.60%
09/30/06 7-day avg circ: 39,661					
ABILENE <i>Reporter-News</i>	National	4,186	5,280	-21%	2007-2006
	Retail	14,997	16,629	-10%	ad revenue
	Classified	40,803	40,136	2%	percent change
	Month Total:	59,986	62,045	-3%	Month: -3.49%
	Y-T-D Total:	59,986	62,045	-3%	Y-T-D: -3.49%
09/30/06 7-day avg circ: 37,774					
WICHITA FALLS <i>Times Record News</i>	National	4,522	3,988	13%	2007-2006
	Retail	15,327	17,690	-13%	ad revenue
	Classified	25,854	28,571	-10%	percent change
	Month Total:	45,703	50,249	-9%	Month: -1.80%
	Y-T-D Total:	45,703	50,249	-9%	Y-T-D: -1.80%
09/30/06 7-day avg circ: 30,816					
GALVESTON <i>County Daily News</i>	National				2007-2006
	Retail	18,520	18,095	2%	ad revenue
	Classified	33,880	36,830	-8%	percent change
	Month Total:	52,400	54,925	-5%	Month: -5.00%
	Y-T-D Total:	52,400	54,925	-5%	Y-T-D: -5.00%
09/30/06 7-day avg circ: 27,624					
SAN ANGELO <i>Standard-Times</i>	National	3,025	3,656	-17%	2007-2006
	Retail	16,558	19,303	-14%	ad revenue
	Classified	20,990	20,788	1%	percent change
	Month Total:	40,573	43,747	-7%	Month: -9.00%
	Y-T-D Total:	40,573	43,747	-7%	Y-T-D: -9.00%
09/30/06 7-day avg circ: 26,972					
ODESSA <i>American</i>	National	3,077	2,986	3%	2007-2006
	Retail	27,789	25,644	8%	ad revenue
	Classified	29,299	30,274	-3%	percent change
	Month Total:	60,165	58,904	2%	Month: -5.00%
	Y-T-D Total:	60,165	58,904	2%	Y-T-D: -5.00%
09/30/06 7-day avg circ: 25,216					

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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.

	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		1,433	1,433		
<i>this year:</i>	83,027		83,027		
<i>last year:</i>		57,757	57,757		
<i>this year:</i>	55,900		55,900		
<i>last year:</i>		62,045	62,045		
<i>this year:</i>	59,986		59,986		
<i>last year:</i>		50,249	50,249		
<i>this year:</i>	45,703		45,703		
<i>last year:</i>		54,925	54,925		
<i>this year:</i>	52,400		52,400		
<i>last year:</i>		43,747	43,747		
<i>this year:</i>	40,573		40,573		
<i>last year:</i>		58,904	58,904		
<i>this year:</i>	60,165		60,165		

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November	December	MCALLEN	43,176	1	
		The Monitor	43,176	2	
			43,176	3	
		09/30/06 7-day avg circ:	43,176	4	
			43,176	5	
November	December	WACO	39,661	1	
		Tribune Herald	39,661	2	
			39,661	3	
		09/30/06 7-day avg circ:	39,661	4	
			39,661	5	
November	December	ABILENE	37,774	1	
		Reporter-News	37,774	2	
			37,774	3	
		09/30/06 7-day avg circ:	37,774	4	
			37,774	5	
November	December	WICHITA FALLS	30,816	1	
		Times Record News	30,816	2	
			30,816	3	
		09/30/06 7-day avg circ:	30,816	4	
			30,816	5	
November	December	GALVESTON	27,624	1	
		County Daily News	27,624	2	
			27,624	3	
		09/30/06 7-day avg circ:	27,624	4	
			27,624	5	
November	December	SAN ANGELO	26,972	1	
		Standard-Times	26,972	2	
			26,972	3	
		09/30/06 7-day avg circ:	26,972	4	
			26,972	5	
November	December	ODESSA	25,216	1	
		American	25,216	2	
			25,216	3	
		09/30/06 7-day avg circ:	25,216	4	
			25,216	5	
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ROP SAU INCHES

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
HARLINGEN <i>Valley Morning Star</i>	National	2,275	3,189	-29%	2007-2006
	Retail	17,527	23,502	-25%	ad revenue
	Classified	15,396	19,142	-20%	percent change
	Month Total:	35,198	45,833	-23%	Month: -10.00%
	Y-T-D Total:	35,198	45,833	-23%	Y-T-D: -10.00%
09/30/06 7-day avg circ:					
23,773					
MIDLAND <i>Reporter-Telegram</i>	National	1,192	1,892	-37%	2007-2006
	Retail	29,068	28,404	2%	ad revenue
	Classified	25,955	23,971	8%	percent change
	Month Total:	56,215	54,267	4%	Month: 9.20%
	Y-T-D Total:	56,215	54,267	4%	Y-T-D: 9.20%
09/30/06 7-day avg circ:					
20,111					
TEMPLE <i>Daily Telegram</i>	National	142	24	492%	2007-2006
	Retail	18,902	20,917	-10%	ad revenue
	Classified	13,492	15,748	-14%	percent change
	Month Total:	32,536	36,689	-11%	Month: -13.00%
	Y-T-D Total:	32,536	36,689	-11%	Y-T-D: -13.00%
09/30/06 7-day avg circ:					
20,013					
DENTON <i>Record-Chronicle</i>	National				2007-2006
	Retail	18,038	18,656	-3%	ad revenue
	Classified	38,821	40,654	-5%	percent change
	Month Total:	56,859	59,310	-4%	Month: -4.00%
	Y-T-D Total:	56,859	59,310	-4%	Y-T-D: -4.00%
09/30/06 7-day avg circ:					
13,934					
The Baytown Sun	National				2007-2006
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
	Y-T-D Total:				Y-T-D:
09/30/06 7-day avg circ:					
8,681					
MARSHALL <i>News Messenger</i>	National	9	168	-95%	2007-2006
	Retail	9,322	9,035	3%	ad revenue
	Classified	6,042	5,646	7%	percent change
	Month Total:	15,373	14,849	4%	Month: -0.90%
	Y-T-D Total:	15,373	14,849	4%	Y-T-D: -0.90%
09/30/06 7-day avg circ:					
6,862					
PLAINVIEW <i>Daily Herald</i>	National	208	399	-48%	2007-2006
	Retail	7,487	8,006	-6%	ad revenue
	Classified	5,904	6,424	-8%	percent change
	Month Total:	13,599	14,829	-8%	Month: -10.00%
	Y-T-D Total:	13,599	14,829	-8%	Y-T-D: -10.00%
09/30/06 7-day avg circ:					
5,194					

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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.

		2006	2005	January	February	March
		Total Y-T-D				
<i>last year:</i>			45,833	45,833		
	this year:	35,198		35,198		
<i>last year:</i>			54,267	54,267		
	this year:	56,215		56,215		
<i>last year:</i>			36,689	36,689		
	this year:	32,536		32,536		
<i>last year:</i>			59,310	59,310		
	this year:	56,859		56,859		
<i>last year:</i>			0	0		
	this year:	0		0		
<i>last year:</i>			14,849	14,849		
	this year:	15,373		15,373		
<i>last year:</i>			14,829	14,829		
	this year:	13,599		13,599		

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November	December	HARLINGEN	23,773	1	
		Valley Morning Star	23,773	2	
			23,773	3	
		09/30/06 7-day avg circ:	23,773	4	
		23,773	23,773	5	
November	December	MIDLAND	20,111	1	
		Reporter-Telegram	20,111	2	
			20,111	3	
		09/30/06 7-day avg circ:	20,111	4	
		20,111	20,111	5	
November	December	TEMPLE	20,013	1	
		Daily Telegram	20,013	2	
			20,013	3	
		09/30/06 7-day avg circ:	20,013	4	
		20,013	20,013	5	
November	December	DENTON	13,934	1	
		Record-Chronicle	13,934	2	
			13,934	3	
		09/30/06 7-day avg circ:	13,934	4	
		13,934	13,934	5	
November	December	The Baytown Sun	8,681	1	
		Enterprise	8,681	2	
			8,681	3	
		09/30/06 7-day avg circ:	8,681	4	
		8,681	8,681	5	
November	December	MARSHALL	6,862	1	
		News Messenger	6,862	2	
			6,862	3	
		09/30/06 7-day avg circ:	6,862	4	
		6,862	6,862	5	
November	December	PLAINVIEW	5,194	1	
		Daily Herald	5,194	2	
			5,194	3	
		09/30/06 7-day avg circ:	5,194	4	
		5,194	5,194	5	

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