

**TDNA Linage Report**  
**April 2007**

*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**

**TOTAL REVENUE**

**Full-run paid ad lineage billed per rate card**

**ROP, T.M.C. inserts, zoned, direct mail, pre-prints, etc.**

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
<b>ABILENE</b>	National	4,523	4,508	0%	2007-2006
<b>Reporter-News</b>	Retail	17,247	21,645	-20%	ad revenue
	Classified	42,255	49,866	-15%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>64,025</b>	<b>76,019</b>	-16%	<b>Month: -9.37%</b>
37,774	<b>Y-T-D Total:</b>	<b>247,161</b>	<b>273,084</b>	-9%	<b>Y-T-D: -4.94%</b>
<b>AUSTIN</b>	National	5,033	5,311	-5%	2007-2006
<b>American-</b>	Retail	56,512	57,275	-1%	ad revenue
<b>Statesman</b>	Classified	61,973	64,855	-4%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>123,518</b>	<b>127,441</b>	-3%	<b>Month: -3.03%</b>
183,496	<b>Y-T-D Total:</b>	<b>481,974</b>	<b>465,604</b>	4%	<b>Y-T-D: 3.54%</b>
<b>The Beaumont</b>	National	3,142	2,823	11%	2007-2006
<b>Enterprise</b>	Retail	22,751	30,289	-25%	ad revenue
	Classified	21,663	27,177	-20%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>47,556</b>	<b>60,289</b>	-21%	<b>Month: -21.03%</b>
52,822	<b>Y-T-D Total:</b>	<b>216,284</b>	<b>272,425</b>	-21%	<b>Y-T-D: -20.96%</b>
<b>CORPUS CHRISTI</b>	National	3,963	3,531	12%	2007-2006
<b>Caller-Times</b>	Retail	25,804	33,306	-23%	ad revenue
	Classified	53,675	50,503	6%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>83,442</b>	<b>87,340</b>	-4%	<b>Month: 3.20%</b>
55,384	<b>Y-T-D Total:</b>	<b>348,882</b>	<b>333,676</b>	5%	<b>Y-T-D: -6.50%</b>
<b>DALLAS</b>	National	17,616	19,968	-12%	2007-2006
<b>Morning News</b>	Retail	57,754	65,092	-11%	ad revenue
	Classified	99,324	119,290	-17%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>174,694</b>	<b>204,350</b>	-15%	<b>Month: 3.50%</b>
467,915	<b>Y-T-D Total:</b>	<b>673,626</b>	<b>794,037</b>	-15%	<b>Y-T-D: -2.20%</b>
<b>DENTON</b>	National				2007-2006
<b>Record-Chronicle</b>	Retail	22,337	25,834	-14%	ad revenue
	Classified	48,197	54,228	-11%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>70,534</b>	<b>80,062</b>	-12%	<b>Month: -6.00%</b>
13,934	<b>Y-T-D Total:</b>	<b>252,289</b>	<b>272,932</b>	-8%	<b>Y-T-D: -6.00%</b>

Texas Daily Newspaper Association  
718 West Fifth Street, Suite 200  
Austin, Texas 78701-2796

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**TDNA Linage Report**  
**April 2007**

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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	January	February	March
		Total Y-T-D			
<b>2007</b>	<b>Total Y-T-D</b>				
<i>last year:</i>		273,084	62,045	65,203	69,817
<i>this year:</i>	247,161	59,986	59,694	63,456	
<b>2006</b>	<b>Total Y-T-D</b>				
<i>last year:</i>		465,604	108,377	108,946	120,840
<i>this year:</i>	481,974	105,913	113,117	139,426	
<b>2006</b>	<b>Total Y-T-D</b>				
<i>last year:</i>		272,425	60,503	64,594	87,039
<i>this year:</i>	216,284	49,821	52,437	66,470	
<b>2006</b>	<b>Total Y-T-D</b>				
<i>last year:</i>		333,676	74,669	79,867	91,800
<i>this year:</i>	348,882	73,658	109,656	82,126	
<b>2006</b>	<b>Total Y-T-D</b>				
<i>last year:</i>		794,037	194,514	188,228	206,945
<i>this year:</i>	673,626	155,622	157,285	186,025	
<b>2006</b>	<b>Total Y-T-D</b>				
<i>last year:</i>		272,932	59,310	57,305	76,255
<i>this year:</i>	252,289	56,859	55,699	69,197	

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April	May	June	July	August	September	October
76,019						
64,025						
April	May	June	July	August	September	October
127,441						
123,518						
April	May	June	July	August	September	October
60,289						
47,556						
April	May	June	July	August	September	October
87,340						
83,442						
April	May	June	July	August	September	October
204,350						
174,694						
April	May	June	July	August	September	October
80,062						
70,534						

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		SORT BY CIRC	
November	December		
		<b>ABILENE</b>	37,774
		<b>Reporter-News</b>	37,774
			37,774
		09/30/06 7-day avg circ:	37,774
			37,774
November	December		
		<b>AUSTIN</b>	183,496
		<b>American-</b>	183,496
		<b>Statesman</b>	183,496
		09/30/06 7-day avg circ:	183,496
			183,496
November	December		
		<b>BEAUMONT</b>	52,822
		<b>Enterprise</b>	52,822
			52,822
		09/30/06 7-day avg circ:	52,822
			52,822
November	December		
		<b>CORPUS CHRISTI</b>	55,384
		<b>Caller-Times</b>	55,384
			55,384
		09/30/06 7-day avg circ:	55,384
			55,384
November	December		
		<b>DALLAS</b>	467,915
		<b>Morning News</b>	467,915
			467,915
		09/30/06 7-day avg circ:	467,915
			467,915
November	December		
		<b>DENTON</b>	13,934
		<b>Record-Chronicle</b>	13,934
			13,934
		09/30/06 7-day avg circ:	13,934
			13,934

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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.**

		2007	2006	+(-)%	\$\$\$+(-)%
<b>EL PASO Times</b>	National	772	872	-11%	2007-2006
	Retail	34,388	45,495	-24%	ad revenue
	Classified	61,811	68,051	-9%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>96,971</b>	<b>114,418</b>	-15%	<b>Month:</b>
72,341	<b>Y-T-D Total:</b>	<b>407,153</b>	<b>431,908</b>	-6%	<b>Y-T-D:</b>
<b>GALVESTON County Daily News</b>	National				2007-2006
	Retail	21,160	21,127	0%	ad revenue
	Classified	36,941	40,910	-10%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>58,101</b>	<b>62,037</b>	-6%	<b>Month:</b>
27,624	<b>Y-T-D Total:</b>	<b>226,401</b>	<b>239,424</b>	-5%	<b>Y-T-D:</b>
<b>HARLINGEN Valley Morning Star</b>	National	2,925	2,942	-1%	2007-2006
	Retail	18,568	23,810	-22%	ad revenue
	Classified	18,573	19,168	-3%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>40,066</b>	<b>45,920</b>	-13%	<b>Month:</b> 2.00%
23,773	<b>Y-T-D Total:</b>	<b>153,640</b>	<b>182,310</b>	-16%	<b>Y-T-D:</b> -1.00%
<b>HOUSTON Chronicle</b>	National	20,321	23,297	-13%	2007-2006
	Retail	53,999	58,749	-8%	ad revenue
	Classified	108,383	110,391	-2%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>182,703</b>	<b>192,437</b>	-5%	<b>Month:</b> -2.27%
557,059	<b>Y-T-D Total:</b>	<b>761,957</b>	<b>809,573</b>	-6%	<b>Y-T-D:</b> -1.29%
<b>MARSHALL News Messenger</b>	National	8	45	-82%	2007-2006
	Retail	8,685	8,596	1%	ad revenue
	Classified	6,274	6,145	2%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>14,967</b>	<b>14,786</b>	1%	<b>Month:</b> -1.90%
6,862	<b>Y-T-D Total:</b>	<b>61,410</b>	<b>61,380</b>	0%	<b>Y-T-D:</b> -0.20%
<b>MCALLEN The Monitor</b>	National	3,591	3,386	6%	2007-2006
	Retail	46,193	42,351	9%	ad revenue
	Classified	43,203	49,905	-13%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>92,987</b>	<b>95,642</b>	-3%	<b>Month:</b> 8.00%
43,176	<b>Y-T-D Total:</b>	<b>358,525</b>	<b>280,700</b>	28%	<b>Y-T-D:</b> 3.00%
<b>MIDLAND Reporter-Telegram</b>	National	688	791	-13%	2007-2006
	Retail	28,911	34,762	-17%	ad revenue
	Classified	25,723	29,766	-14%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>55,322</b>	<b>65,319</b>	-15%	<b>Month:</b> 6.10%
20,111	<b>Y-T-D Total:</b>	<b>249,154</b>	<b>254,974</b>	-2%	<b>Y-T-D:</b> 9.70%

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(producing Y-T-D totals within report and Y-T-D % change)  
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	2007	2006	January	February	March
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>431,908</b>	102,852	105,627	109,011
this year:	<b>407,153</b>		93,369	95,909	120,904
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>239,424</b>	54,925	55,017	67,445
this year:	<b>226,401</b>		52,400	50,222	65,678
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>182,310</b>	45,833	42,754	47,803
this year:	<b>153,640</b>		35,198	37,182	41,194
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>809,573</b>	189,575	188,152	239,409
this year:	<b>761,957</b>		166,276	184,010	228,968
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>61,380</b>	14,849	13,933	17,812
this year:	<b>61,410</b>		15,373	13,788	17,282
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>280,700</b>	1,433	87,659	95,966
this year:	<b>358,525</b>		83,027	87,991	94,520
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>254,974</b>	54,267	59,716	75,672
this year:	<b>249,154</b>		56,215	62,928	74,689

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114,418						
96,971						
April	May	June	July	August	September	October
62,037						
58,101						
April	May	June	July	August	September	October
45,920						
40,066						
April	May	June	July	August	September	October
192,437						
182,703						
April	May	June	July	August	September	October
14,786						
14,967						
April	May	June	July	August	September	October
95,642						
92,987						
April	May	June	July	August	September	October
65,319						
55,322						

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November	December				
		<b>EL PASO Times</b>	72,341	1	
			72,341	2	
			72,341	3	
		09/30/06 7-day avg circ:	72,341	4	
			72,341	5	
November	December				
		<b>GALVESTON County Daily News</b>	27,624	1	
			27,624	2	
			27,624	3	
		09/30/06 7-day avg circ:	27,624	4	
			27,624	5	
November	December				
		<b>HARLINGEN Valley Morning Star</b>	23,773	1	
			23,773	2	
			23,773	3	
		09/30/06 7-day avg circ:	23,773	4	
			23,773	5	
November	December				
		<b>HOUSTON Chronicle</b>	557,059	1	
			557,059	2	
			557,059	3	
		09/30/06 7-day avg circ:	557,059	4	
			557,059	5	
November	December				
		<b>MARSHALL News Messenger</b>	6,862	1	
			6,862	2	
			6,862	3	
		09/30/06 7-day avg circ:	6,862	4	
			6,862	5	
November	December				
		<b>MCALLEN The Monitor</b>	43,176	1	
			43,176	2	
			43,176	3	
		09/30/06 7-day avg circ:	43,176	4	
			43,176	5	
November	December				
		<b>MIDLAND Reporter-Telegram</b>	20,111	1	
			20,111	2	
			20,111	3	
		09/30/06 7-day avg circ:	20,111	4	
			20,111	5	

SORT  
BY CIRC

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**ROP SAU INCHES**

**TOTAL REVENUE**

**Full-run paid ad lineage billed per rate card**

**ROP, T.M.C. inserts, zoned, direct mail, pre-prints, etc.**

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
<b>ODESSA</b>	National	2,557	2,040	25%	2007-2006
<b>American</b>	Retail	35,092	35,206	0%	ad revenue
	Classified	31,350	32,330	-3%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>68,999</b>	<b>69,576</b>	-1%	<b>Month: -10.00%</b>
25,216	<b>Y-T-D Total:</b>	<b>252,125</b>	<b>254,110</b>	-1%	<b>Y-T-D: -9.50%</b>
<b>PLAINVIEW</b>	National	273	313	-13%	2007-2006
<b>Daily Herald</b>	Retail	7,932	9,886	-20%	ad revenue
	Classified	8,585	7,130	20%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>16,790</b>	<b>17,329</b>	-3%	<b>Month: -8.00%</b>
5,194	<b>Y-T-D Total:</b>	<b>70,060</b>	<b>79,409</b>	-12%	<b>Y-T-D: -17.00%</b>
<b>SAN ANGELO</b>	National	2,664	3,311	-20%	2007-2006
<b>Standard-Times</b>	Retail	19,108	19,979	-4%	ad revenue
	Classified	24,299	23,658	3%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>46,071</b>	<b>46,948</b>	-2%	<b>Month: 5.00%</b>
26,972	<b>Y-T-D Total:</b>	<b>183,582</b>	<b>187,494</b>	-2%	<b>Y-T-D: -2.00%</b>
<b>SAN ANTONIO</b>	National	8,315	11,101	-25%	2007-2006
<b>Express-News</b>	Retail	27,915	35,450	-21%	ad revenue
	Classified	78,200	83,911	-7%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>114,430</b>	<b>130,462</b>	-12%	<b>Month: -1.30%</b>
247,215	<b>Y-T-D Total:</b>	<b>504,206</b>	<b>560,446</b>	-10%	<b>Y-T-D: 1.90%</b>
<b>TEMPLE</b>	National	14	68	-79%	2007-2006
<b>Daily Telegram</b>	Retail	22,966	23,503	-2%	ad revenue
	Classified	16,272	17,859	-9%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>39,252</b>	<b>41,430</b>	-5%	<b>Month: 6.39%</b>
20,013	<b>Y-T-D Total:</b>	<b>149,495</b>	<b>153,843</b>	-3%	<b>Y-T-D: 0.00%</b>
<b>WACO</b>	National	2,193	1,883	16%	2007-2006
<b>Tribune Herald</b>	Retail	27,105	30,157	-10%	ad revenue
	Classified	30,071	29,411	2%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>59,369</b>	<b>61,451</b>	-3%	<b>Month: -0.20%</b>
39,661	<b>Y-T-D Total:</b>	<b>236,342</b>	<b>237,654</b>	-1%	<b>Y-T-D: 1.00%</b>
<b>WICHITA FALLS</b>	National	3,626	3,581	1%	2007-2006
<b>Times Record News</b>	Retail	18,330	21,215	-14%	ad revenue
	Classified	30,989	31,859	-3%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>52,945</b>	<b>56,655</b>	-7%	<b>Month: 0.60%</b>
30,816	<b>Y-T-D Total:</b>	<b>197,513</b>	<b>211,149</b>	-6%	<b>Y-T-D: 0.20%</b>

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	2007	2006	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		254,110	58,904	58,001	67,629
<i>this year:</i>	252,125		60,165	58,068	64,893
<i>last year:</i>		79,409	14,829	20,271	26,980
<i>this year:</i>	70,060		13,599	15,134	24,537
<i>last year:</i>		187,494	43,747	48,940	47,859
<i>this year:</i>	183,582		40,573	48,851	48,087
<i>last year:</i>		560,446	129,532	127,541	172,911
<i>this year:</i>	504,206		110,537	124,982	154,257
<i>last year:</i>		153,843	36,689	36,490	39,234
<i>this year:</i>	149,495		32,536	35,687	42,020
<i>last year:</i>		237,654	57,757	55,784	62,662
<i>this year:</i>	236,342		55,900	59,537	61,536
<i>last year:</i>		211,149	50,249	50,743	53,502
<i>this year:</i>	197,513		45,703	48,777	50,088

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**TDNA Linage Report**  
**April 2007**

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April	May	June	July	August	September	October
69,576						
68,999						
April	May	June	July	August	September	October
17,329						
16,790						
April	May	June	July	August	September	October
46,948						
46,071						
April	May	June	July	August	September	October
130,462						
114,430						
April	May	June	July	August	September	October
41,430						
39,252						
April	May	June	July	August	September	October
61,451						
59,369						
April	May	June	July	August	September	October
56,655						
52,945						

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November	December			
		<b>ODESSA</b>	25,216	1
		<b>American</b>	25,216	2
			25,216	3
		09/30/06 7-day avg circ:	25,216	4
		25,216	25,216	5
November	December			
		<b>PLAINVIEW</b>	5,194	1
		<b>Daily Herald</b>	5,194	2
			5,194	3
		09/30/06 7-day avg circ:	5,194	4
		5,194	5,194	5
November	December			
		<b>SAN ANGELO</b>	26,972	1
		<b>Standard-Times</b>	26,972	2
			26,972	3
		09/30/06 7-day avg circ:	26,972	4
		26,972	26,972	5
November	December			
		<b>SAN ANTONIO</b>	247,215	1
		<b>Express-News</b>	247,215	2
			247,215	3
		09/30/06 7-day avg circ:	247,215	4
		247,215	247,215	5
November	December			
		<b>TEMPLE</b>	20,013	1
		<b>Daily Telegram</b>	20,013	2
			20,013	3
		09/30/06 7-day avg circ:	20,013	4
		20,013	20,013	5
November	December			
		<b>WACO</b>	39,661	1
		<b>Tribune Herald</b>	39,661	2
			39,661	3
		09/30/06 7-day avg circ:	39,661	4
		39,661	39,661	5
November	December			
		<b>WICHITA FALLS</b>	30,816	1
		<b>Times Record News</b>	30,816	2
			30,816	3
		09/30/06 7-day avg circ:	30,816	4
		30,816	30,816	5

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