

TDNA Linage Report May 2008

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

		2008	2007	+(-)%	\$\$\$+(-)%
HOUSTON Chronicle	National	21,765	22,097	-2%	2008-2007 ad revenue percent change Month: -10.90% Y-T-D: -13.40%
	Retail	56,425	55,487	2%	
	Classified	92,516	105,980	-13%	
	Month Total:	170,706	183,564	-7%	
09/30/07 7-day avg circ:					
541,603					
	Y-T-D Total:	840,518	945,521	-11%	
DALLAS Morning News	National	13,565	17,313	-22%	2008-2007 ad revenue percent change Month: 15.80% Y-T-D: 14.50%
	Retail	55,825	58,341	-4%	
	Classified	74,488	89,469	-17%	
	Month Total:	143,878	165,123	-13%	
09/30/07 7-day avg circ:					
415,007					
	Y-T-D Total:	688,536	823,602	-16%	
SAN ANTONIO Express-News	National	8,809	11,271	-22%	2008-2007 ad revenue percent change Month: -15.50% Y-T-D: -11.20%
	Retail	35,841	39,516	-9%	
	Classified	73,320	80,389	-9%	
	Month Total:	117,970	131,176	-10%	
09/30/07 7-day avg circ:					
247,215					
	Y-T-D Total:	616,024	635,382	-3%	
AUSTIN American-Statesman	National	6,113	5,202	18%	2008-2007 ad revenue percent change Month: Y-T-D:
	Retail	68,486	67,134	2%	
	Classified	49,471	57,372	-14%	
	Month Total:	124,070	129,708	-4%	
09/30/07 7-day avg circ:					
174,350					
	Y-T-D Total:	563,857	611,681	-8%	
EL PASO Times	National	831	1,936	-57%	2008-2007 ad revenue percent change Month: Y-T-D:
	Retail	32,587	37,394	-13%	
	Classified	63,036	62,801	0%	
	Month Total:	96,454	102,131	-6%	
09/30/07 7-day avg circ:					
72,945					
	Y-T-D Total:	478,192	488,956	-2%	
CORPUS CHRISTI Caller-Times	National	9,109	9,561	-5%	2008-2007 ad revenue percent change Month: -3.00% Y-T-D: -5.00%
	Retail	28,163	27,628	2%	
	Classified	56,474	53,668	5%	
	Month Total:	93,746	90,857	3%	
09/30/07 7-day avg circ:					
55,401					
	Y-T-D Total:	411,894	416,883	-1%	

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.

		2008	2007	January	February	March
		2008	2007			
		Total Y-T-D	Total Y-T-D			
	<i>last year:</i>		945,521	166,276	184,010	228,968
	<i>this year:</i>	840,518		151,781	159,868	199,558
		2008	2007			
		Total Y-T-D	Total Y-T-D			
	<i>last year:</i>		823,602	152,828	153,603	181,364
	<i>this year:</i>	688,536		129,226	136,054	146,457
		2008	2007			
		Total Y-T-D	Total Y-T-D			
	<i>last year:</i>		635,382	110,537	124,982	154,257
	<i>this year:</i>	616,024		112,983	116,854	150,515
		2008	2007			
		Total Y-T-D	Total Y-T-D			
	<i>last year:</i>		611,681	105,913	113,116	139,426
	<i>this year:</i>	563,857		94,179	107,447	124,892
		2008	2007			
		Total Y-T-D	Total Y-T-D			
	<i>last year:</i>		488,956	93,370	95,808	100,675
	<i>this year:</i>	478,192		92,801	94,885	103,191
		2008	2007			
		Total Y-T-D	Total Y-T-D			
	<i>last year:</i>		416,883	75,178	77,751	83,251
	<i>this year:</i>	411,894		76,556	80,984	82,828

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April	May	June	July	August	September	October
182,703	183,564					
158,605	170,706					
April	May	June	July	August	September	October
170,684	165,123					
132,921	143,878					
April	May	June	July	August	September	October
114,430	131,176					
117,702	117,970					
April	May	June	July	August	September	October
123,518	129,708					
113,269	124,070					
April	May	June	July	August	September	October
96,972	102,131					
90,861	96,454					
April	May	June	July	August	September	October
89,846	90,857					
77,780	93,746					

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

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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.

		2008	2007	+(-)%	2008-2007
					\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	2,780	3,558	-22%	2008-2007
	Retail	45,044	47,557	-5%	ad revenue
	Classified	42,748	43,680	-2%	percent change
	Month Total:	90,572	94,795	-4%	Month: -1.00%
	Y-T-D Total:	437,845	457,903	-4%	Y-T-D: -7.00%
09/30/07 7-day avg circ: 43,177					
WACO <i>Tribune-Herald</i>	National	1,442	2,842	-49%	2008-2007
	Retail	30,980	36,189	-14%	ad revenue
	Classified	30,533	28,921	6%	percent change
	Month Total:	62,955	67,952	-7%	Month: -10.00%
	Y-T-D Total:	281,032	304,294	-8%	Y-T-D: -9.70%
09/30/07 7-day avg circ: 38,990					
ABILENE <i>Reporter-News</i>	National	3,315	5,187	-36%	2008-2007
	Retail	15,431	17,850	-14%	ad revenue
	Classified	40,095	44,603	-10%	percent change
	Month Total:	58,841	67,640	-13%	Month: -10.00%
	Y-T-D Total:	276,940	316,437	-12%	Y-T-D: -6.80%
09/30/07 7-day avg circ: 31,917					
VICTORIA <i>Advocate</i>	National	392	1,659	-76%	2008-2007
	Retail	17,788	20,248	-12%	ad revenue
	Classified	27,375	28,710	-5%	percent change
	Month Total:	45,555	50,617	-10%	Month: -4.30%
	Y-T-D Total:	213,226	218,858	-3%	Y-T-D: 0.29%
09/30/07 7-day avg circ: 31,619					
WICHITA FALLS <i>Times Record News</i>	National	4,358	5,015	-13%	2008-2007
	Retail	18,175	22,654	-20%	ad revenue
	Classified	30,555	31,647	-3%	percent change
	Month Total:	53,088	59,316	-10%	Month: -14.40%
	Y-T-D Total:	246,366	256,829	-4%	Y-T-D: -10.00%
09/30/07 7-day avg circ: 30,096					
SAN ANGELO <i>Standard-Times</i>	National	3,747	4,133	-9%	2008-2007
	Retail	18,127	19,675	-8%	ad revenue
	Classified	29,730	25,717	16%	percent change
	Month Total:	51,604	49,525	4%	Month: -10.00%
	Y-T-D Total:	240,224	233,107	3%	Y-T-D: -7.00%
09/30/07 7-day avg circ: 26,855					
GALVESTON <i>County Daily News</i>	National				2008-2007
	Retail	21,290	21,360	0%	ad revenue
	Classified	32,597	38,213	-15%	percent change
	Month Total:	53,887	59,573	-10%	Month: -10.00%
	Y-T-D Total:	270,685	285,974	-5%	Y-T-D: -7.00%
09/30/07 7-day avg circ: 26,238					

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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.

	2008	2007	January	February	March
Total Y-T-D		Total Y-T-D			
last year:		457,903	83,027	87,991	99,103
this year:	437,845		82,760	85,813	96,076
Total Y-T-D		Total Y-T-D			
last year:		304,294	55,900	59,537	61,536
this year:	281,032		49,884	55,010	59,991
Total Y-T-D		Total Y-T-D			
last year:		316,437	59,987	59,694	65,069
this year:	276,940		52,947	56,007	56,490
Total Y-T-D		Total Y-T-D			
last year:		218,858	40,926	38,299	46,904
this year:	213,226		41,033	41,047	46,379
Total Y-T-D		Total Y-T-D			
last year:		256,829	45,703	48,777	50,088
this year:	246,366		42,401	49,241	52,333
Total Y-T-D		Total Y-T-D			
last year:		233,107	40,573	48,851	48,087
this year:	240,224		41,487	49,723	48,923
Total Y-T-D		Total Y-T-D			
last year:		285,974	52,400	50,222	65,678
this year:	270,685		52,472	49,015	62,158

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92,987	94,795					
82,624	90,572					
April	May	June	July	August	September	October
59,369	67,952					
53,192	62,955					
April	May	June	July	August	September	October
64,047	67,640					
52,655	58,841					
April	May	June	July	August	September	October
42,112	50,617					
39,212	45,555					
April	May	June	July	August	September	October
52,945	59,316					
49,303	53,088					
April	May	June	July	August	September	October
46,071	49,525					
48,487	51,604					
April	May	June	July	August	September	October
58,101	59,573					
53,153	53,887					

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				SORT BY CIRC	
November	December	MCALLEN	43,177	1	
		The Monitor	43,177	2	
			43,177	3	
		09/30/07 7-day avg circ:	43,177	4	
			43,177	5	
November	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	5	
November	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	5	
November	December	VICTORIA	31,619	1	
		Advocate	31,619	2	
			31,619	3	
		09/30/07 7-day avg circ:	31,619	4	
			31,619	5	
November	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	5	
November	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	5	
November	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	5	

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ROP SAU INCHES

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TOTAL REVENUE

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

		2008	2007	+(-)%	\$\$\$+(-)%
HARLINGEN <i>Valley Morning Star</i>	National	2,708	2,671	1%	2008-2007 ad revenue percent change Month: -10.00% Y-T-D: -6.00%
	Retail	22,172	21,171	5%	
	Classified	15,907	18,011	-12%	
	Month Total:	40,787	41,853	-3%	
09/30/07 7-day avg circ:					
23,418					
Y-T-D Total:					
ODESSA <i>American</i>	National	2,919	3,964	-26%	2008-2007 ad revenue percent change Month: -2.90%
	Retail	33,502	30,736	9%	
	Classified	24,036	33,707	-29%	
	Month Total:	60,457	68,407	-12%	
09/30/07 7-day avg circ:					
Y-T-D Total:					
TEMPLE <i>Daily Telegram</i>	National	124	32	288%	2008-2007 ad revenue percent change Month: -9.00% Y-T-D: -9.00%
	Retail	21,749	21,140	3%	
	Classified	14,344	15,971	-10%	
	Month Total:	36,217	37,143	-2%	
09/30/07 7-day avg circ:					
19,711					
Y-T-D Total:	156,113	174,590	-11%		
MIDLAND <i>Reporter-Telegram</i>	National	985	985	0%	2008-2007 ad revenue percent change Month: -3.00% Y-T-D: 1.20%
	Retail	31,287	30,976	1%	
	Classified	28,198	32,786	-14%	
	Month Total:	60,470	64,747	-7%	
09/30/07 7-day avg circ:					
19,593					
Y-T-D Total:	300,895	313,902	-4%		
DENTON <i>Record-Chronicle</i>	National				2008-2007 ad revenue percent change Month: 4.00% Y-T-D: 3.00%
	Retail	25,137	22,747	11%	
	Classified	44,963	42,348	6%	
	Month Total:	70,100	65,095	8%	
09/30/07 7-day avg circ:					
13,456					
Y-T-D Total:	318,822	317,384	0%		
MARSHALL <i>News Messenger</i>	National	68	31	119%	2008-2007 ad revenue percent change Month: 11.39% Y-T-D: 5.95%
	Retail	9,657	9,538	1%	
	Classified	7,347	5,943	24%	
	Month Total:	17,072	15,512	10%	
09/30/07 7-day avg circ:					
6,959					
Y-T-D Total:	84,855	76,922	10%		
PLAINVIEW <i>Daily Herald</i>	National	272	290	-6%	2008-2007 ad revenue percent change Month: 10.00% Y-T-D: 8.00%
	Retail	6,769	7,391	-8%	
	Classified	6,988	7,013	0%	
	Month Total:	14,029	14,694	-5%	
09/30/07 7-day avg circ:					
5,051					
Y-T-D Total:	79,693	84,754	-6%		

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	2008	2007	January	February	March
Total Y-T-D		Total Y-T-D			
last year:		119,494	35,198		42,443
this year:	123,781		38,513		44,481
Total Y-T-D		Total Y-T-D			
last year:		323,472	63,105	58,068	64,893
this year:	156,113		18,752	31,128	36,441
Total Y-T-D		Total Y-T-D			
last year:		313,902	56,215	62,929	74,689
this year:	300,895		55,267	56,698	70,701
Total Y-T-D		Total Y-T-D			
last year:		317,384	56,859	55,699	69,197
this year:	318,822		55,788	60,570	65,075
Total Y-T-D		Total Y-T-D			
last year:		76,922	15,373	13,788	17,282
this year:	84,855		14,266	16,174	20,367
Total Y-T-D		Total Y-T-D			
last year:		84,754	13,599	15,134	24,537
this year:	79,693		14,517	15,689	21,378

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	41,853					
	40,787					
April	May	June	July	August	September	October
68,999	68,407					
April	May	June	July	August	September	October
41,172	37,143					
33,575	36,217					
April	May	June	July	August	September	October
55,322	64,747					
57,759	60,470					
April	May	June	July	August	September	October
70,534	65,095					
67,289	70,100					
April	May	June	July	August	September	October
14,967	15,512					
16,976	17,072					
April	May	June	July	August	September	October
16,790	14,694					
14,080	14,029					

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