

TDNA Linage Report July 2007

in alphabetical order
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-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, TMC, inserts, zoned, direct mail, pre-prints, etc.

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	3,925	5,051	-22%	2007-2006
	Retail	14,035	16,150	-13%	ad revenue
	Classified	42,643	47,613	-10%	percent change
	Month Total:	60,603	68,814	-12%	Month: -7.46%
09/30/06 7-day avg circ:	37,774			Y-T-D: -5.18%	
	Y-T-D Total:	438,417	480,640	-9%	
AUSTIN <i>American-Statesman</i>	National	2,965	4,422	-33%	2007-2006
	Retail	60,847	59,025	3%	ad revenue
	Classified	55,708	58,149	-4%	percent change
	Month Total:	119,520	121,596	-2%	Month:
09/30/06 7-day avg circ:	183,496			Y-T-D:	
	Y-T-D Total:	854,299	840,705	2%	
The Beaumont <i>Enterprise</i>	National	2,921	3,461	-16%	2007-2006
	Retail	23,246	26,353	-12%	ad revenue
	Classified	21,628	25,810	-16%	percent change
	Month Total:	47,795	55,624	-14%	Month:
09/30/06 7-day avg circ:	52,822			Y-T-D:	
	Y-T-D Total:	390,214	468,966	-17%	
CORPUS CHRISTI <i>Caller-Times</i>	National				2007-2006
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/06 7-day avg circ:	55,384			Y-T-D:	
	Y-T-D Total:				
DALLAS <i>Morning News</i>	National	13,897	20,188	-31%	2007-2006
	Retail	56,328	58,828	-4%	ad revenue
	Classified	92,878	118,170	-21%	percent change
	Month Total:	163,103	197,186	-17%	Month: -10.20%
09/30/06 7-day avg circ:	467,915			Y-T-D: -9.90%	
	Y-T-D Total:				
DENTON <i>Record-Chronicle</i>	National				2007-2006
	Retail	21,661	20,190	7%	ad revenue
	Classified	47,772	39,999	19%	percent change
	Month Total:	69,433	60,189	15%	Month: -3.00%
09/30/06 7-day avg circ:	13,934			Y-T-D: -7.00%	
	Y-T-D Total:	450,609	491,183	-8%	

Texas Daily Newspaper Association
718 West Fifth Street, Suite 200
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(512) 476-4351...phone
(512) 476-0515...fax

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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			
2007	Total Y-T-D				
	<i>last year:</i>	480,640	62,045	65,203	69,817
	<i>this year:</i>	438,417	59,986	59,694	63,456
2007	Total Y-T-D				
	<i>last year:</i>	840,705	108,377	108,946	120,840
	<i>this year:</i>	854,299	105,913	113,117	139,426
2007	Total Y-T-D				
	<i>last year:</i>	468,966	60,503	64,594	87,039
	<i>this year:</i>	390,214	49,821	52,437	66,470
2007	Total Y-T-D				
	<i>last year:</i>	503,725	74,669	79,867	91,800
	<i>this year:</i>	523,862	73,658	109,656	82,126
2007	Total Y-T-D				
	<i>last year:</i>	1,202,742	194,514	188,228	206,945
	<i>this year:</i>	1,005,491	155,622	157,285	186,025
2007	Total Y-T-D				
	<i>last year:</i>	491,183	59,310	57,305	76,255
	<i>this year:</i>	450,609	56,859	55,699	69,197

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April	May	June	July	August	September	October
76,019	71,441	67,301	68,814			
64,025	67,610	63,043	60,603			
April	May	June	July	August	September	October
127,441	130,613	122,892	121,596			
123,518	129,708	123,097	119,520			
April	May	June	July	August	September	October
60,289	64,989	75,928	55,624			
47,556	61,829	64,306	47,795			
April	May	June	July	August	September	October
87,340	87,598	82,451	0			
83,442	84,551	90,429	0			
April	May	June	July	August	September	October
204,350	211,519		197,186			
174,694	168,762		163,103			
April	May	June	July	August	September	October
80,062	81,369	76,693	60,189			
70,534	65,095	63,792	69,433			

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		SORT BY CIRC	
November	December	ABILENE Reporter-News	37,774 1
			37,774 2
			37,774 3
		09/30/06 7-day avg circ:	37,774 4
			37,774 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 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 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 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 5
November	December	DENTON Record-Chronicle	13,934 1
			13,934 2
			13,934 3
		09/30/06 7-day avg circ:	13,934 4
			13,934 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	+(-)%	\$\$\$+(-)%
EL PASO Times	National	391	395	-1%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	39,418	34,574	14%	
	Classified	69,949	64,938	8%	
	Month Total:	109,758	99,907	10%	
09/30/06 7-day avg circ:					
72,341	Y-T-D Total:	716,323	763,855	-6%	
GALVESTON County Daily News	National				2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	21,058	18,654	13%	
	Classified	36,731	44,132	-17%	
	Month Total:	57,789	62,786	-8%	
09/30/06 7-day avg circ:					
27,624	Y-T-D Total:	400,799	430,388	-7%	
HARLINGEN Valley Morning Star	National	2,494	4,198	-41%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	18,748	22,273	-16%	
	Classified	18,860	21,315	-12%	
	Month Total:	40,102	47,786	-16%	
09/30/06 7-day avg circ:					
23,773	Y-T-D Total:	274,950	321,931	-15%	-14.00% -3.00%
HOUSTON Chronicle	National	20,984	23,891	-12%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	52,150	56,094	-7%	
	Classified	102,321	104,039	-2%	
	Month Total:	175,455	184,024	-5%	
09/30/06 7-day avg circ:					
557,059	Y-T-D Total:	1,357,757	1,451,100	-6%	-7.43% -3.78%
MARSHALL News Messenger	National	63	44	43%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	7,762	7,660	1%	
	Classified	6,501	6,739	-4%	
	Month Total:	14,326	14,443	-1%	
09/30/06 7-day avg circ:					
6,862	Y-T-D Total:	106,435	108,399	-2%	3.80% -0.70%
MCALLEN The Monitor	National	3,088	4,544	-32%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	44,289	41,354	7%	
	Classified	46,939	49,081	-4%	
	Month Total:	94,316	94,979	-1%	
09/30/06 7-day avg circ:					
43,176	Y-T-D Total:	639,304	560,124	14%	-1.00% 3.00%
MIDLAND Reporter-Telegram	National	1,557	790	97%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	24,349	31,873	-24%	
	Classified	27,642	31,698	-13%	
	Month Total:	53,548	64,361	-17%	
09/30/06 7-day avg circ:					
20,111	Y-T-D Total:	438,539	478,075	-8%	5.70% 7.00%

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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.

	2007	2006	January	February	March
Total Y-T-D		Total Y-T-D			
last year:		763,855	102,852	105,627	109,011
this year:	716,323		93,369	95,909	120,904
Total Y-T-D		Total Y-T-D			
last year:		430,388	54,925	55,017	67,445
this year:	400,799		52,400	50,222	65,678
Total Y-T-D		Total Y-T-D			
last year:		321,931	45,833	42,754	47,803
this year:	274,950		35,198	37,182	41,194
Total Y-T-D		Total Y-T-D			
last year:		1,451,100	189,575	188,152	239,409
this year:	1,357,757		166,276	184,010	228,968
Total Y-T-D		Total Y-T-D			
last year:		108,399	14,849	13,933	17,812
this year:	106,435		15,373	13,788	17,282
Total Y-T-D		Total Y-T-D			
last year:		560,124	1,433	87,659	95,966
this year:	639,304		83,027	87,991	94,520
Total Y-T-D		Total Y-T-D			
last year:		478,075	54,267	59,716	75,672
this year:	438,539		56,215	62,928	74,689

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April	May	June	July	August	September	October
114,418	121,490	110,550	99,907			
96,971	102,131	97,281	109,758			
April	May	June	July	August	September	October
62,037	65,808	62,370	62,786			
58,101	59,843	56,766	57,789			
April	May	June	July	August	September	October
45,920	48,132	43,703	47,786			
40,066	43,005	38,203	40,102			
April	May	June	July	August	September	October
192,437	203,469	254,034	184,024			
182,703	189,044	231,301	175,455			
April	May	June	July	August	September	October
14,786	17,446	15,130	14,443			
14,967	15,512	15,187	14,326			
April	May	June	July	August	September	October
95,642	94,964	89,481	94,979			
92,987	92,636	93,827	94,316			
April	May	June	July	August	September	October
65,319	70,602	88,138	64,361			
55,322	64,747	71,090	53,548			

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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	5
November	December			
		GALVESTON County Daily News	27,624	1
			27,624	2
			27,624	3
		09/30/06 7-day avg circ:	27,624	4
			27,624	5
November	December			
		HARLINGEN Valley Morning Star	23,773	1
			23,773	2
			23,773	3
		09/30/06 7-day avg circ:	23,773	4
			23,773	5
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	5
November	December			
		MARSHALL News Messenger	6,862	1
			6,862	2
			6,862	3
		09/30/06 7-day avg circ:	6,862	4
			6,862	5
November	December			
		MCALLEN The Monitor	43,176	1
			43,176	2
			43,176	3
		09/30/06 7-day avg circ:	43,176	4
			43,176	5
November	December			
		MIDLAND Reporter-Telegram	20,111	1
			20,111	2
			20,111	3
		09/30/06 7-day avg circ:	20,111	4
			20,111	5

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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
					\$\$\$+(-)%
ODESSA	National	2,996	2,786	8%	2007-2006
	Retail	24,872	30,100	-17%	ad revenue
	Classified	57,938	36,100	60%	percent change
09/30/06 7-day avg circ:		Month Total:	85,806	68,986	24%
25,216		Y-T-D Total:	466,399	458,292	2%
PLAINVIEW	National	308	245	26%	2007-2006
	Retail	7,927	10,321	-23%	ad revenue
	Classified	6,597	8,695	-24%	percent change
09/30/06 7-day avg circ:		Month Total:	14,832	19,261	-23%
5,194		Y-T-D Total:	119,865	140,971	-15%
SAN ANGELO	National	2,865	2,973	-4%	2007-2006
	Retail	16,575	20,543	-19%	ad revenue
	Classified	26,234	23,931	10%	percent change
09/30/06 7-day avg circ:		Month Total:	45,674	47,447	-4%
26,972		Y-T-D Total:	326,827	334,264	-2%
SAN ANTONIO	National	6,733	7,745	-13%	2007-2006
	Retail	32,728	34,144	-4%	ad revenue
	Classified	80,521	89,993	-11%	percent change
09/30/06 7-day avg circ:		Month Total:	119,982	131,882	-9%
247,215		Y-T-D Total:	918,408	1,004,029	-9%
TEMPLE	National	2,120	189	1022%	2007-2006
	Retail	20,510	21,440	-4%	ad revenue
	Classified	15,701	16,257	-3%	percent change
09/30/06 7-day avg circ:		Month Total:	38,331	37,886	1%
20,013		Y-T-D Total:	265,420	268,192	-1%
WACO	National	1,930	998	93%	2007-2006
	Retail	28,596	28,630	0%	ad revenue
	Classified	28,774	34,081	-16%	percent change
09/30/06 7-day avg circ:		Month Total:	59,300	63,709	-7%
39,661		Y-T-D Total:	422,543	431,310	-2%
WICHITA FALLS	National	2,838	4,440	-36%	2007-2006
	Retail	17,502	18,975	-8%	ad revenue
	Classified	30,670	33,438	-8%	percent change
09/30/06 7-day avg circ:		Month Total:	51,010	56,853	-10%
30,816		Y-T-D Total:	359,822	384,714	-6%

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Please notify TDNA if you revise any of these past figures so we can update this report.

		2007	2006	January	February	March
		Total Y-T-D	Total Y-T-D			
last year:			458,292	58,904	58,001	67,629
this year:		466,399		60,165	58,068	64,893
last year:			140,971	14,829	20,271	26,980
this year:		119,865		13,599	15,134	24,537
last year:			334,264	43,747	48,940	47,859
this year:		326,827		40,573	48,851	48,087
last year:			1,004,029	129,532	127,541	172,911
this year:		918,408		110,537	124,982	154,257
last year:			268,192	36,689	36,490	39,234
this year:		265,420		32,536	35,687	42,020
last year:			431,310	57,757	55,784	62,662
this year:		422,543		55,900	59,537	61,536
last year:			384,714	50,249	50,743	53,502
this year:		359,822		45,703	48,777	50,088

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69,576	66,465	68,731	68,986			
68,999	68,407	60,061	85,806			
April	May	June	July	August	September	October
17,329	18,726	23,575	19,261			
16,790	14,694	20,279	14,832			
April	May	June	July	August	September	October
46,948	47,573	51,750	47,447			
46,071	49,525	48,046	45,674			
April	May	June	July	August	September	October
130,462	134,764	176,937	131,882			
114,430	131,176	163,044	119,982			
April	May	June	July	August	September	October
41,430	39,095	37,368	37,886			
39,252	37,143	40,451	38,331			
April	May	June	July	August	September	October
61,451	68,406	61,541	63,709			
59,369	67,952	58,949	59,300			
April	May	June	July	August	September	October
56,655	61,121	55,591	56,853			
52,945	59,316	51,983	51,010			

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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	25,216	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
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	26,972	5
November	December			
		SAN ANTONIO	247,215	1
		Express-News	247,215	2
			247,215	3
		09/30/06 7-day avg circ:	247,215	4
		247,215	247,215	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			
		WACO	39,661	1
		Tribune Herald	39,661	2
			39,661	3
		09/30/06 7-day avg circ:	39,661	4
		39,661	39,661	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	30,816	5

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