

TDNA Linage Report February 2008

in circulation order
Page 1 of 12

-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.

		2008	2007	+(-)%	2008-2007
					\$\$\$+(-)%
HOUSTON Chronicle	National	19,730	25,810	-24%	2008-2007
	Retail	51,231	57,304	-11%	ad revenue
	Classified	88,907	100,896	-12%	percent change
	Month Total:	159,868	184,010	-13%	Month: -11.01%
	Y-T-D Total:	311,649	350,286	-11%	Y-T-D: -11.80%
09/30/07 7-day avg circ: 541,603					
DALLAS Morning News	National	17,819	16,776	6%	2008-2007
	Retail	52,064	53,460	-3%	ad revenue
	Classified	66,171	83,367	-21%	percent change
	Month Total:	136,054	153,603	-11%	Month: -6.30%
	Y-T-D Total:	265,280	306,431	-13%	Y-T-D: -8.10%
09/30/07 7-day avg circ: 415,007					
SAN ANTONIO Express-News	National	11,644	10,844	7%	2008-2007
	Retail	35,273	38,068	-7%	ad revenue
	Classified	69,937	76,070	-8%	percent change
	Month Total:	116,854	124,982	-7%	Month: -5.50%
	Y-T-D Total:	229,837	235,519	-2%	Y-T-D: -6.70%
09/30/07 7-day avg circ: 247,215					
AUSTIN American-Statesman	National	5,505	5,965	-8%	2008-2007
	Retail	57,037	57,983	-2%	ad revenue
	Classified	44,905	49,168	-9%	percent change
	Month Total:	107,447	113,116	-5%	Month: -5.00%
	Y-T-D Total:	201,626	219,029	-8%	Y-T-D: -8.00%
09/30/07 7-day avg circ: 174,350					
EL PASO Times	National	1,266	1,160	9%	2008-2007
	Retail	31,582	34,448	-8%	ad revenue
	Classified	62,037	60,200	3%	percent change
	Month Total:	94,885	95,808	-1%	Month: -5.00%
	Y-T-D Total:	187,686	189,178	-1%	Y-T-D: -4.00%
09/30/07 7-day avg circ: 72,945					
CORPUS CHRISTI Caller-Times	National	2,925	3,261	-10%	2008-2007
	Retail	25,116	28,643	-12%	ad revenue
	Classified	52,943	45,847	15%	percent change
	Month Total:	80,984	77,751	4%	Month: -5.00%
	Y-T-D Total:	157,540	152,929	3%	Y-T-D: -4.00%
09/30/07 7-day avg circ: 55,401					
The Beaumont Enterprise	National				2008-2007
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month: -5.00%
	Y-T-D Total:				Y-T-D: -4.00%
09/30/07 7-day avg circ: 51,359					

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

TDNA Linage Report February 2008

in circulation order
Page 2 of 12

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	
HOUSTON Chronicle	2008 Total Y-T-D					
	last year:		350,286	166,276	184,010	
	this year:	311,649		151,781	159,868	
DALLAS Morning News	2008 Total Y-T-D					
	last year:		306,431	152,828	153,603	
	this year:	265,280		129,226	136,054	
SAN ANTONIO Express-News	2008 Total Y-T-D					
	last year:		235,519	110,537	124,982	
	this year:	229,837		112,983	116,854	
AUSTIN American-Statesman	2008 Total Y-T-D					
	last year:		219,029	105,913	113,116	
	this year:	201,626		94,179	107,447	
EL PASO Times	2008 Total Y-T-D					
	last year:		189,178	93,370	95,808	
	this year:	187,686		92,801	94,885	
CORPUS CHRISTI Caller-Times	2008 Total Y-T-D					
	last year:		152,929	75,178	77,751	
	this year:	157,540		76,556	80,984	
The Beaumont Enterprise	2008 Total Y-T-D					
	last year:		0	0		
	this year:	0		0		

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

**TDNA Linage Report
February 2008**

in circulation order
Page 3 of 12

April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

**TDNA Linage Report
February 2008**

in circulation order
Page 4 of 12

				SORT BY CIRC	
November	December	HOUSTON Chronicle	541,603	1	
			541,603	2	
			541,603	3	
		09/30/07 7-day avg circ:	541,603	4	
		541,603	541,603	5	
November	December	DALLAS Morning News	415,007	1	
			415,007	2	
			415,007	3	
		09/30/07 7-day avg circ:	415,007	4	
		415,007	415,007	5	
November	December	SAN ANTONIO Express-News	247,215	1	
			247,215	2	
			247,215	3	
		09/30/07 7-day avg circ:	247,215	4	
		247,215	247,215	5	
November	December	AUSTIN American- Statesman	174,350	1	
			174,350	2	
			174,350	3	
		09/30/07 7-day avg circ:	174,350	4	
		174,350	174,350	5	
November	December	EL PASO Times	72,945	1	
			72,945	2	
			72,945	3	
		09/30/07 7-day avg circ:	72,945	4	
		72,945	72,945	5	
November	December	CORPUS CHRISTI Caller-Times	55,401	1	
			55,401	2	
			55,401	3	
		09/30/07 7-day avg circ:	55,401	4	
		55,401	55,401	5	
November	December	The Beaumont Enterprise	51,359	1	
			51,359	2	
			51,359	3	
		09/30/07 7-day avg circ:	51,359	4	
		51,359	51,359	5	

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

TDNA Linage Report February 2008

in circulation order
Page 5 of 12

-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.

		2008	2007	+(-)%			2008-2007	\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National						2008-2007	
	Retail						ad revenue	
	Classified						percent change	
	Month Total:						Month:	
09/30/07 7-day avg circ:							Y-T-D:	
43,177								
WACO <i>Tribune-Herald</i>	National	2,064	3,519	-41%			2008-2007	
	Retail	24,461	27,480	-11%			ad revenue	
	Classified	28,485	28,538	0%			percent change	
	Month Total:	55,010	59,537	-8%			Month:	-12.20%
09/30/07 7-day avg circ:							Y-T-D:	-8.50%
38,990								
ABILENE <i>Reporter-News</i>	National	5,338	4,168	28%			2008-2007	
	Retail	12,298	15,382	-20%			ad revenue	
	Classified	38,371	40,144	-4%			percent change	
	Month Total:	56,007	59,694	-6%			Month:	-2.30%
09/30/07 7-day avg circ:							Y-T-D:	-3.90%
31,917								
VICTORIA <i>Advocate</i>	National	1,103	2,640	-58%			2008-2007	
	Retail	13,605	14,204	-4%			ad revenue	
	Classified	26,339	21,455	23%			percent change	
	Month Total:	41,047	38,299	7%			Month:	3.50%
09/30/07 7-day avg circ:							Y-T-D:	3.80%
31,619								
WICHITA FALLS <i>Times Record News</i>	National	4,419	3,568	24%			2008-2007	
	Retail	16,375	18,963	-14%			ad revenue	
	Classified	28,447	26,246	8%			percent change	
	Month Total:	49,241	48,777	1%			Month:	-3.20%
09/30/07 7-day avg circ:							Y-T-D:	-7.20%
30,096								
SAN ANGELO <i>Standard-Times</i>	National	4,408	2,736	61%			2008-2007	
	Retail	18,162	20,326	-11%			ad revenue	
	Classified	27,153	25,789	5%			percent change	
	Month Total:	49,723	48,851	2%			Month:	-7.00%
09/30/07 7-day avg circ:							Y-T-D:	-4.00%
26,855								
GALVESTON <i>County Daily News</i>	National						2008-2007	
	Retail	18,238	16,918	8%			ad revenue	
	Classified	30,777	33,304	-8%			percent change	
	Month Total:	49,015	50,222	-2%			Month:	
09/30/07 7-day avg circ:							Y-T-D:	
26,238								

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

TDNA Linage Report February 2008

in circulation order
Page 6 of 12

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
MCALLEN <i>The Monitor</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		83,027	83,027		
<i>this year:</i>	82,760		82,760			
WACO <i>Tribune-Herald</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		115,437	55,900	59,537	
<i>this year:</i>	104,894		49,884	55,010		
ABILENE <i>Reporter-News</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		119,681	59,987	59,694	
<i>this year:</i>	108,954		52,947	56,007		
VICTORIA <i>Advocate</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		79,225	40,926	38,299	
<i>this year:</i>	82,080		41,033	41,047		
WICHITA FALLS <i>Times Record News</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		94,480	45,703	48,777	
<i>this year:</i>	91,642		42,401	49,241		
SAN ANGELO <i>Standard-Times</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		89,424	40,573	48,851	
<i>this year:</i>	91,210		41,487	49,723		
GALVESTON <i>County Daily News</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		102,622	52,400	50,222	
<i>this year:</i>	101,487		52,472	49,015		

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

**TDNA Linage Report
February 2008**

in circulation order
Page 7 of 12

April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

**TDNA Linage Report
February 2008**

in circulation order
Page 8 of 12

				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	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	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	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	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	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	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	26,238	5	

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

TDNA Linage Report February 2008

in circulation order
Page 9 of 12

-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.

		2008	2007	+(-)%		
					\$\$\$+(-)%	
HARLINGEN	National				2008-2007	
Valley Morning Star	Retail				ad revenue	
	Classified				percent change	
09/30/07 7-day avg circ:	Month Total:				Month:	
23,418	Y-T-D Total:				Y-T-D:	
ODESSA	National	3,299	3,168	4%	2008-2007	
American	Retail	27,991	26,896	4%	ad revenue	
	Classified	21,653	28,004	-23%	percent change	
09/30/07 7-day avg circ:	Month Total:	52,943	58,068	-9%	Month:	-8.80%
23,246	Y-T-D Total:	107,415	121,173	-11%	Y-T-D:	-9.10%
TEMPLE	National	15	85	-82%	2008-2007	
Daily Telegram	Retail	17,499	20,241	-14%	ad revenue	
	Classified	13,614	16,361	-17%	percent change	
09/30/07 7-day avg circ:	Month Total:	31,128	36,687	-15%	Month:	-3.00%
19,711	Y-T-D Total:	49,880	54,221	-8%	Y-T-D:	-10.00%
MIDLAND	National	884	1,952	-55%	2008-2007	
Reporter-Telegram	Retail	28,178	31,467	-10%	ad revenue	
	Classified	27,636	29,510	-6%	percent change	
09/30/07 7-day avg circ:	Month Total:	56,698	62,929	-10%	Month:	1.30%
19,593	Y-T-D Total:	111,965	119,144	-6%	Y-T-D:	3.00%
DENTON	National				2008-2007	
Record-Chronicle	Retail	21,089	18,782	12%	ad revenue	
	Classified	39,481	36,917	7%	percent change	
09/30/07 7-day avg circ:	Month Total:	60,570	55,699	9%	Month:	7.00%
13,456	Y-T-D Total:	116,358	112,558	3%	Y-T-D:	7.00%
MARSHALL	National	22	72	-69%	2008-2007	
News Messenger	Retail	8,215	7,974	3%	ad revenue	
	Classified	7,937	5,742	38%	percent change	
09/30/07 7-day avg circ:	Month Total:	16,174	13,788	17%	Month:	10.00%
6,959	Y-T-D Total:	30,440	29,161	4%	Y-T-D:	0.20%
PLAINVIEW	National	302	226	34%	2008-2007	
Daily Herald	Retail	8,756	8,087	8%	ad revenue	
	Classified	6,631	6,821	-3%	percent change	
09/30/07 7-day avg circ:	Month Total:	15,689	15,134	4%	Month:	21.00%
5,051	Y-T-D Total:	30,206	28,733	5%	Y-T-D:	17.00%

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

TDNA Linage Report February 2008

in circulation order
Page 10 of 12

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	
HARLINGEN	Valley Morning Star					
last year:	Total Y-T-D		35,198	35,198		
this year:	Total Y-T-D	38,513		38,513		
ODESSA	American					
last year:	Total Y-T-D		121,173	63,105	58,068	
this year:	Total Y-T-D	107,415		54,472	52,943	
TEMPLE	Daily Telegram					
last year:	Total Y-T-D		54,221	17,534	36,687	
this year:	Total Y-T-D	49,880		18,752	31,128	
MIDLAND	Reporter-Telegram					
last year:	Total Y-T-D		119,144	56,215	62,929	
this year:	Total Y-T-D	111,965		55,267	56,698	
DENTON	Record-Chronicle					
last year:	Total Y-T-D		112,558	56,859	55,699	
this year:	Total Y-T-D	116,358		55,788	60,570	
MARSHALL	News Messenger					
last year:	Total Y-T-D		29,161	15,373	13,788	
this year:	Total Y-T-D	30,440		14,266	16,174	
PLAINVIEW	Daily Herald					
last year:	Total Y-T-D		28,733	13,599	15,134	
this year:	Total Y-T-D	30,206		14,517	15,689	

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

**TDNA Linage Report
February 2008**

in circulation order
Page 11 of 12

April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						
April	May	June	July	August	September	October
[Green bar]						
[Yellow bar]						

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org

**TDNA Linage Report
February 2008**

in circulation order
Page 12 of 12

				SORT BY CIRC	
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	
		23,246	23,246	5	
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	

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

(512) 476-4351...phone
(512) 476-0515...fax

hturrentine@tdna.org
www.tdna.org