

TDNA Linage Report
June 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, TMC, inserts, zoned, direct mail, pre-prints, etc.

		2007	2006	+(-)%	\$\$\$+(-)%
ABILENE Reporter-News	National	4,778	5,597	-15%	2007-2006 ad revenue percent change Month: -3.93% Y-T-D: -4.80%
	Retail	15,485	15,789	-2%	
	Classified	42,780	45,915	-7%	
	Month Total:	63,043	67,301	-6%	
09/30/06 7-day avg circ:					
		37,774			
	Y-T-D Total:	377,814	411,826	-8%	
AUSTIN American-Statesman	National	5,003	3,374	48%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	62,611	64,093	-2%	
	Classified	55,483	55,425	0%	
	Month Total:	123,097	122,892	0%	
09/30/06 7-day avg circ:					
		183,496			
	Y-T-D Total:	734,779	719,109	2%	
The Beaumont Enterprise	National	4,490	4,034	11%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	31,950	38,308	-17%	
	Classified	27,866	33,586	-17%	
	Month Total:	64,306	75,928	-15%	
09/30/06 7-day avg circ:					
		52,822			
	Y-T-D Total:	342,419	413,342	-17%	
CORPUS CHRISTI Caller-Times	National	4,400	3,686	19%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	26,186	27,667	-5%	
	Classified	59,843	51,098	17%	
	Month Total:	90,429	82,451	10%	
09/30/06 7-day avg circ:					
		55,384			
	Y-T-D Total:	523,862	503,725	4%	
DALLAS Morning News	National				2007-2006 ad revenue percent change Month: Y-T-D:
	Retail				
	Classified				
	Month Total:				
09/30/06 7-day avg circ:					
		467,915			
	Y-T-D Total:				
DENTON Record-Chronicle	National				2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	21,553	21,187	2%	
	Classified	42,239	55,506	-24%	
	Month Total:	63,792	76,693	-17%	
09/30/06 7-day avg circ:					
		13,934			
	Y-T-D Total:	381,176	430,994	-12%	

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
June 2007

in alphabetical 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.

		2006	January	February	March
2007	Total Y-T-D				
	<i>last year:</i>	411,826	62,045	65,203	69,817
	<i>this year:</i>	377,814	59,986	59,694	63,456
2006	Total Y-T-D				
	<i>last year:</i>	719,109	108,377	108,946	120,840
	<i>this year:</i>	734,779	105,913	113,117	139,426
2006	Total Y-T-D				
	<i>last year:</i>	413,342	60,503	64,594	87,039
	<i>this year:</i>	342,419	49,821	52,437	66,470
2006	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
2006	Total Y-T-D				
	<i>last year:</i>	1,005,556	194,514	188,228	206,945
	<i>this year:</i>	842,388	155,622	157,285	186,025
2006	Total Y-T-D				
	<i>last year:</i>	430,994	59,310	57,305	76,255
	<i>this year:</i>	381,176	56,859	55,699	69,197

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
June 2007

in alphabetical order
Page 3 of 12

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

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
June 2007

in alphabetical order
Page 4 of 12

		SORT BY CIRC		
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	AUSTIN	183,496	1
		American-	183,496	2
		Statesman	183,496	3
		09/30/06 7-day avg circ:	183,496	4
			183,496	5
November	December	BEAUMONT	52,822	1
		Enterprise	52,822	2
			52,822	3
		09/30/06 7-day avg circ:	52,822	4
			52,822	5
November	December	CORPUS CHRISTI	55,384	1
		Caller-Times	55,384	2
			55,384	3
		09/30/06 7-day avg circ:	55,384	4
			55,384	5
November	December	DALLAS	467,915	1
		Morning News	467,915	2
			467,915	3
		09/30/06 7-day avg circ:	467,915	4
			467,915	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	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
June 2007

in alphabetical order
Page 5 of 12

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

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	+(-)%	2007-2006
					\$\$\$+(-)%
EL PASO Times	National	953	819	16%	2007-2006
	Retail	34,517	43,905	-21%	ad revenue
	Classified	61,811	65,286	-5%	percent change
09/30/06 7-day avg circ:	Month Total:	97,281	110,010	-12%	Month:
72,341	Y-T-D Total:	606,565	663,408	-9%	Y-T-D:
GALVESTON County Daily News	National				2007-2006
	Retail	19,232	19,870	-3%	ad revenue
	Classified	37,534	42,500	-12%	percent change
09/30/06 7-day avg circ:	Month Total:	56,766	62,370	-9%	Month:
27,624	Y-T-D Total:	343,010	367,602	-7%	Y-T-D:
HARLINGEN Valley Morning Star	National	3,192	3,797	-16%	2007-2006
	Retail	18,911	22,774	-17%	ad revenue
	Classified	16,100	17,132	-6%	percent change
09/30/06 7-day avg circ:	Month Total:	38,203	43,703	-13%	Month:
23,773	Y-T-D Total:	234,848	274,145	-14%	Y-T-D:
HOUSTON Chronicle	National	30,108	34,296	-12%	2007-2006
	Retail	75,123	78,203	-4%	ad revenue
	Classified	126,070	141,535	-11%	percent change
09/30/06 7-day avg circ:	Month Total:	231,301	254,034	-9%	Month:
557,059	Y-T-D Total:	1,182,302	1,267,076	-7%	Y-T-D:
MARSHALL News Messenger	National	36	79	-54%	2007-2006
	Retail	8,220	8,615	-5%	ad revenue
	Classified	6,931	6,436	8%	percent change
09/30/06 7-day avg circ:	Month Total:	15,187	15,130	0%	Month:
6,862	Y-T-D Total:	92,109	93,956	-2%	Y-T-D:
MCALLEN The Monitor	National	4,540	4,386	4%	2007-2006
	Retail	45,403	39,198	16%	ad revenue
	Classified	43,884	45,897	-4%	percent change
09/30/06 7-day avg circ:	Month Total:	93,827	89,481	5%	Month:
43,176	Y-T-D Total:	544,988	465,145	17%	Y-T-D:
MIDLAND Reporter-Telegram	National	2,070	2,010	3%	2007-2006
	Retail	31,847	44,857	-29%	ad revenue
	Classified	37,173	41,271	-10%	percent change
09/30/06 7-day avg circ:	Month Total:	71,090	88,138	-19%	Month:
20,111	Y-T-D Total:	384,991	413,714	-7%	Y-T-D:

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
June 2007

in alphabetical 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.

	2007	2006	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		663,408	102,852	105,627	109,011
<i>this year:</i>	606,565		93,369	95,909	120,904
<i>last year:</i>		367,602	54,925	55,017	67,445
<i>this year:</i>	343,010		52,400	50,222	65,678
<i>last year:</i>		274,145	45,833	42,754	47,803
<i>this year:</i>	234,848		35,198	37,182	41,194
<i>last year:</i>		1,267,076	189,575	188,152	239,409
<i>this year:</i>	1,182,302		166,276	184,010	228,968
<i>last year:</i>		93,956	14,849	13,933	17,812
<i>this year:</i>	92,109		15,373	13,788	17,282
<i>last year:</i>		465,145	1,433	87,659	95,966
<i>this year:</i>	544,988		83,027	87,991	94,520
<i>last year:</i>		413,714	54,267	59,716	75,672
<i>this year:</i>	384,991		56,215	62,928	74,689

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
June 2007

in alphabetical order
Page 7 of 12

April	May	June	July	August	September	October
114,418	121,490	110,010				
96,971	102,131	97,281				
April	May	June	July	August	September	October
62,037	65,808	62,370				
58,101	59,843	56,766				
April	May	June	July	August	September	October
45,920	48,132	43,703				
40,066	43,005	38,203				
April	May	June	July	August	September	October
192,437	203,469	254,034				
182,703	189,044	231,301				
April	May	June	July	August	September	October
14,786	17,446	15,130				
14,967	15,512	15,187				
April	May	June	July	August	September	October
95,642	94,964	89,481				
92,987	92,636	93,827				
April	May	June	July	August	September	October
65,319	70,602	88,138				
55,322	64,747	71,090				

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
June 2007

in alphabetical order
Page 8 of 12

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

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

SORT
BY CIRC

TDNA Linage Report
June 2007

in alphabetical order
Page 9 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, TMC, inserts, zoned, direct mail, pre-prints, etc.

		2007	2006	+(-)%	\$\$\$+(-)%
ODESSA	National	4,011	2,530	59%	2007-2006
American	Retail	27,612	30,100	-8%	ad revenue
	Classified	28,438	36,101	-21%	percent change
09/30/06 7-day avg circ:	Month Total:	60,061	68,731	-13%	Month: -9.00%
25,216	Y-T-D Total:	380,593	389,306	-2%	Y-T-D: -9.00%
PLAINVIEW	National	358	366	-2%	2007-2006
Daily Herald	Retail	11,433	13,518	-15%	ad revenue
	Classified	8,488	9,691	-12%	percent change
09/30/06 7-day avg circ:	Month Total:	20,279	23,575	-14%	Month: -2.00%
5,194	Y-T-D Total:	105,033	121,710	-14%	Y-T-D: -14.00%
SAN ANGELO	National	3,637	3,804	-4%	2007-2006
Standard-Times	Retail	18,388	21,045	-13%	ad revenue
	Classified	26,021	26,901	-3%	percent change
09/30/06 7-day avg circ:	Month Total:	48,046	51,750	-7%	Month: 1.00%
26,972	Y-T-D Total:	281,153	286,817	-2%	Y-T-D: 0.00%
SAN ANTONIO	National	14,037	11,348	24%	2007-2006
Express-News	Retail	47,628	48,522	-2%	ad revenue
	Classified	101,379	117,067	-13%	percent change
09/30/06 7-day avg circ:	Month Total:	163,044	176,937	-8%	Month: -5.80%
247,215	Y-T-D Total:	798,426	872,147	-8%	Y-T-D: -0.30%
TEMPLE	National	50	54	-7%	2007-2006
Daily Telegram	Retail	24,501	21,635	13%	ad revenue
	Classified	15,900	15,679	1%	percent change
09/30/06 7-day avg circ:	Month Total:	40,451	37,368	8%	Month: 11.10%
20,013	Y-T-D Total:	227,089	230,306	-1%	Y-T-D: 2.00%
WACO	National	2,514	1,682	49%	2007-2006
Tribune Herald	Retail	27,253	27,398	-1%	ad revenue
	Classified	29,182	32,461	-10%	percent change
09/30/06 7-day avg circ:	Month Total:	58,949	61,541	-4%	Month: 1.30%
39,661	Y-T-D Total:	363,243	367,601	-1%	Y-T-D: 1.10%
WICHITA FALLS	National	4,610	4,494	3%	2007-2006
Times Record News	Retail	17,491	20,353	-14%	ad revenue
	Classified	29,882	30,744	-3%	percent change
09/30/06 7-day avg circ:	Month Total:	51,983	55,591	-6%	Month: 4.00%
30,816	Y-T-D Total:	308,812	327,861	-6%	Y-T-D: 0.90%

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
June 2007

in alphabetical 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.

	2007	2006	January	February	March
Total Y-T-D					
last year:		389,306	58,904	58,001	67,629
this year:	380,593		60,165	58,068	64,893
Total Y-T-D					
last year:		121,710	14,829	20,271	26,980
this year:	105,033		13,599	15,134	24,537
Total Y-T-D					
last year:		286,817	43,747	48,940	47,859
this year:	281,153		40,573	48,851	48,087
Total Y-T-D					
last year:		872,147	129,532	127,541	172,911
this year:	798,426		110,537	124,982	154,257
Total Y-T-D					
last year:		230,306	36,689	36,490	39,234
this year:	227,089		32,536	35,687	42,020
Total Y-T-D					
last year:		367,601	57,757	55,784	62,662
this year:	363,243		55,900	59,537	61,536
Total Y-T-D					
last year:		327,861	50,249	50,743	53,502
this year:	308,812		45,703	48,777	50,088

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
June 2007

in alphabetical order
Page 11 of 12

April	May	June	July	August	September	October
69,576	66,465	68,731				
68,999	68,407	60,061				
April	May	June	July	August	September	October
17,329	18,726	23,575				
16,790	14,694	20,279				
April	May	June	July	August	September	October
46,948	47,573	51,750				
46,071	49,525	48,046				
April	May	June	July	August	September	October
130,462	134,764	176,937				
114,430	131,176	163,044				
April	May	June	July	August	September	October
41,430	39,095	37,368				
39,252	37,143	40,451				
April	May	June	July	August	September	October
61,451	68,406	61,541				
59,369	67,952	58,949				
April	May	June	July	August	September	October
56,655	61,121	55,591				
52,945	59,316	51,983				

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
June 2007

in alphabetical order
Page 12 of 12

November	December			SORT BY CIRC
		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
		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
		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
		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
		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
		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
		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

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