

**TDNA Linage Report  
October 2007**

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

		2007	2006	+(-)%	\$\$\$+(-)%
<b>HOUSTON Chronicle</b>	National	25,489	22,693	12%	2007-2006 ad revenue percent change Month: -4.23% Y-T-D: -4.42%
	Retail	54,285	59,033	-8%	
	Classified	101,551	106,598	-5%	
	<b>Month Total:</b>	<b>181,325</b>	<b>188,324</b>	-4%	
09/30/06 7-day avg circ:					
557,059					
	<b>Y-T-D Total:</b>	<b>1,928,102</b>	<b>2,055,225</b>	-6%	
<b>DALLAS Morning News</b>	National				2007-2006 ad revenue percent change Month: Y-T-D:
	Retail				
	Classified				
	<b>Month Total:</b>				
09/30/06 7-day avg circ:					
467,915					
	<b>Y-T-D Total:</b>				
<b>SAN ANTONIO Express-News</b>	National	7,639	10,411	-27%	2007-2006 ad revenue percent change Month: -5.40% Y-T-D: -2.40%
	Retail	34,988	40,060	-13%	
	Classified	79,821	85,861	-7%	
	<b>Month Total:</b>	<b>122,448</b>	<b>136,332</b>	-10%	
09/30/06 7-day avg circ:					
247,215					
	<b>Y-T-D Total:</b>	<b>1,317,569</b>	<b>1,443,138</b>	-9%	
<b>AUSTIN American-Statesman</b>	National	4,866	7,005	-31%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	60,602	66,230	-8%	
	Classified	52,870	55,886	-5%	
	<b>Month Total:</b>	<b>118,338</b>	<b>129,121</b>	-8%	
09/30/06 7-day avg circ:					
183,496					
	<b>Y-T-D Total:</b>	<b>1,221,374</b>	<b>1,220,206</b>	0%	
<b>EL PASO Times</b>	National	1,334	442	202%	2007-2006 ad revenue percent change Month: Y-T-D:
	Retail	36,640	44,244	-17%	
	Classified	63,701	60,773	5%	
	<b>Month Total:</b>	<b>101,675</b>	<b>105,459</b>	-4%	
09/30/06 7-day avg circ:					
72,341					
	<b>Y-T-D Total:</b>	<b>1,022,426</b>	<b>1,080,171</b>	-5%	
<b>CORPUS CHRISTI Caller-Times</b>	National	3,154	2,992	5%	2007-2006 ad revenue percent change Month: -10.00% Y-T-D: -2.00%
	Retail	27,474	31,258	-12%	
	Classified	55,581	53,712	3%	
	<b>Month Total:</b>	<b>86,209</b>	<b>87,962</b>	-2%	
09/30/06 7-day avg circ:					
55,384					
	<b>Y-T-D Total:</b>	<b>837,833</b>	<b>854,258</b>	-2%	

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.

	2007	2006	January	February	March
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>2,055,225</b>	189,575	188,152	239,409
<i>this year:</i>	<b>1,928,102</b>		166,276	184,010	228,968
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>1,590,738</b>	194,514	188,228	206,945
<i>this year:</i>	<b>1,338,104</b>		155,622	157,285	186,025
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>1,443,138</b>	129,532	127,541	172,911
<i>this year:</i>	<b>1,317,569</b>		110,537	124,982	154,257
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>1,220,206</b>	108,377	108,946	120,840
<i>this year:</i>	<b>1,221,374</b>		105,913	113,117	139,426
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>1,080,171</b>	102,852	105,627	109,011
<i>this year:</i>	<b>1,022,426</b>		93,369	95,909	120,904
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>854,258</b>	74,669	79,867	91,800
<i>this year:</i>	<b>837,833</b>		73,658	109,656	82,126

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April	May	June	July	August	September	October
192,437	203,469	254,034	184,024	181,186	234,615	188,324
182,703	189,044	231,301	175,455	173,920	215,100	181,325
April	May	June	July	August	September	October
204,350	211,519		197,186	189,152	198,844	
174,694	168,762		163,103	163,040	169,573	
April	May	June	July	August	September	October
130,462	134,764	176,937	131,882	134,425	168,352	136,332
114,430	131,176	163,044	119,982	125,542	151,171	122,448
April	May	June	July	August	September	October
127,441	130,613	122,892	121,596	122,912	127,468	129,121
123,518	129,708	123,097	119,520	122,475	126,262	118,338
April	May	June	July	August	September	October
114,418	121,490	110,550	99,907	102,601	108,256	105,459
96,971	102,131	97,281	109,758	98,731	105,697	101,675
April	May	June	July	August	September	October
87,340	87,598	82,451	91,704	85,207	85,660	87,962
83,442	84,551	90,429	54,949	86,256	86,557	86,209

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		SORT BY CIRC	
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	557,059 5
November	December	<b>DALLAS Morning News</b>	467,915 1
			467,915 2
			467,915 3
		09/30/06 7-day avg circ:	467,915 4
		467,915	467,915 5
November	December	<b>SAN ANTONIO Express-News</b>	247,215 1
			247,215 2
			247,215 3
		09/30/06 7-day avg circ:	247,215 4
		247,215	247,215 5
November	December	<b>AUSTIN American- Statesman</b>	183,496 1
			183,496 2
			183,496 3
		09/30/06 7-day avg circ:	183,496 4
		183,496	183,496 5
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	72,341 5
November	December	<b>CORPUS CHRISTI Caller-Times</b>	55,384 1
			55,384 2
			55,384 3
		09/30/06 7-day avg circ:	55,384 4
		55,384	55,384 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	+(-)%	2007-2006
					\$\$\$+(-)%
<b>The Beaumont Enterprise</b>	National	2,128	3,530	-40%	2007-2006
	Retail	24,635	27,964	-12%	ad revenue
	Classified	22,347	22,047	1%	percent change
	<b>Month Total:</b>	<b>49,110</b>	<b>53,541</b>	<b>-8%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>	<b>553,209</b>	<b>653,030</b>	<b>-15%</b>	<b>Y-T-D:</b>
09/30/06 7-day avg circ:					
52,822					
<b>MCALLEN The Monitor</b>	National	4,285	4,052	6%	2007-2006
	Retail	46,592	53,017	-12%	ad revenue
	Classified	46,542	47,874	-3%	percent change
	<b>Month Total:</b>	<b>97,419</b>	<b>104,943</b>	<b>-7%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>				<b>0.00%</b>
09/30/06 7-day avg circ:					
43,176					
<b>WACO Tribune Herald</b>	National	1,971	1,336	48%	2007-2006
	Retail	27,593	31,788	-13%	ad revenue
	Classified	32,233	33,320	-3%	percent change
	<b>Month Total:</b>	<b>61,797</b>	<b>66,444</b>	<b>-7%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>	<b>614,004</b>	<b>625,581</b>	<b>-2%</b>	<b>Y-T-D:</b>
09/30/06 7-day avg circ:					
39,661					
<b>ABILENE Reporter-News</b>	National	4,341	4,177	4%	2007-2006
	Retail	12,335	18,016	-32%	ad revenue
	Classified	36,780	44,476	-17%	percent change
	<b>Month Total:</b>	<b>53,456</b>	<b>66,669</b>	<b>-20%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>	<b>613,630</b>	<b>681,528</b>	<b>-10%</b>	<b>Y-T-D:</b>
09/30/06 7-day avg circ:					
37,774					
<b>VICTORIA Advocate</b>	National	1,401	2,334	-40%	2007-2006
	Retail	16,005	21,193	-24%	ad revenue
	Classified	29,011	32,512	-11%	percent change
	<b>Month Total:</b>	<b>46,417</b>	<b>56,039</b>	<b>-17%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>				<b>-7.10%</b>
09/30/06 7-day avg circ:					
33,863					
<b>WICHITA FALLS Times Record News</b>	National	3,759	4,798	-22%	2007-2006
	Retail	17,326	20,847	-17%	ad revenue
	Classified	28,052	30,783	-9%	percent change
	<b>Month Total:</b>	<b>49,137</b>	<b>56,428</b>	<b>-13%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>	<b>518,755</b>	<b>555,262</b>	<b>-7%</b>	<b>Y-T-D:</b>
09/30/06 7-day avg circ:					
30,816					
<b>GALVESTON County Daily News</b>	National				2007-2006
	Retail	23,573	25,597	-8%	ad revenue
	Classified	37,299	38,889	-4%	percent change
	<b>Month Total:</b>	<b>60,872</b>	<b>64,486</b>	<b>-6%</b>	<b>Month:</b>
	<b>Y-T-D Total:</b>	<b>582,862</b>	<b>621,392</b>	<b>-6%</b>	<b>Y-T-D:</b>
09/30/06 7-day avg circ:					
27,624					

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**Accumulating month totals**  
(producing Y-T-D totals within report and Y-T-D % change)  
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	2007	2006	January	February	March
	Total Y-T-D	Total Y-T-D			
<b>last year:</b>		<b>653,030</b>	60,503	64,594	87,039
<b>this year:</b>	<b>553,209</b>		49,821	52,437	66,470
<b>last year:</b>		<b>754,278</b>	1,433	87,659	95,966
<b>this year:</b>	<b>835,204</b>		83,027	87,991	94,520
<b>last year:</b>		<b>625,581</b>	57,757	55,784	62,662
<b>this year:</b>	<b>614,004</b>		55,900	59,537	61,536
<b>last year:</b>		<b>681,528</b>	62,045	65,203	69,817
<b>this year:</b>	<b>613,630</b>		59,986	59,694	63,456
<b>last year:</b>		<b>56,039</b>			
<b>this year:</b>	<b>46,417</b>				
<b>last year:</b>		<b>555,262</b>	50,249	50,743	53,502
<b>this year:</b>	<b>518,755</b>		45,703	48,777	50,088
<b>last year:</b>		<b>621,392</b>	54,925	55,017	67,445
<b>this year:</b>	<b>582,862</b>		52,400	50,222	65,678

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April	May	June	July	August	September	October
60,289	64,989	75,928	55,624	57,553	72,970	53,541
47,556	61,829	64,306	47,795	52,519	61,366	49,110
April	May	June	July	August	September	October
95,642	94,964	89,481	94,979	0	89,211	104,943
92,987	92,636	93,827	94,316	0	98,481	97,419
April	May	June	July	August	September	October
61,451	68,406	61,541	63,709	64,679	63,148	66,444
59,369	67,952	58,949	59,300	63,745	65,919	61,797
April	May	June	July	August	September	October
76,019	71,441	67,301	68,814	69,211	65,008	66,669
64,025	67,610	63,043	60,603	61,739	60,018	53,456
April	May	June	July	August	September	October
						56,039
						46,417
April	May	June	July	August	September	October
56,655	61,121	55,591	56,853	58,933	55,187	56,428
52,945	59,316	51,983	51,010	56,878	52,918	49,137
April	May	June	July	August	September	October
62,037	65,808	62,370	62,786	63,239	63,279	64,486
58,101	59,843	56,766	57,789	62,918	58,273	60,872

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November	December			SORT BY CIRC
		<b>BEAUMONT Enterprise</b>	52,822	1
			52,822	2
			52,822	3
		09/30/06 7-day avg circ:	52,822	4
			52,822	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>WACO Tribune Herald</b>	39,661	1
			39,661	2
			39,661	3
		09/30/06 7-day avg circ:	39,661	4
			39,661	5
November	December			
		<b>ABILENE Reporter-News</b>	37,774	1
			37,774	2
			37,774	3
		09/30/06 7-day avg circ:	37,774	4
			37,774	5
November	December			
		<b>VICTORIA Advocate</b>	33,863	1
			33,863	2
			33,863	3
		09/30/06 7-day avg circ:	33,863	4
			33,863	5
November	December			
		<b>WICHITA FALLS Times Record News</b>	30,816	1
			30,816	2
			30,816	3
		09/30/06 7-day avg circ:	30,816	4
			30,816	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

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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.

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
<b>SAN ANGELO</b>	National	3,484	2,941	18%	2007-2006
<b>Standard-Times</b>	Retail	19,590	20,539	-5%	ad revenue
	Classified	27,941	25,218	11%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>51,015</b>	<b>48,698</b>	5%	<b>Month: -6.00%</b>
26,972	<b>Y-T-D Total:</b>	<b>471,300</b>	<b>483,842</b>	-3%	<b>Y-T-D: -1.00%</b>
<b>ODESSA</b>	National	3,350	3,668	-9%	2007-2006
<b>American</b>	Retail	29,154	36,673	-21%	ad revenue
	Classified	29,256	34,216	-14%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>61,760</b>	<b>74,557</b>	-17%	<b>Month: -15.00%</b>
25,216	<b>Y-T-D Total:</b>	<b>648,797</b>	<b>672,938</b>	-4%	<b>Y-T-D: -7.00%</b>
<b>HARLINGEN</b>	National	3,073	3,806	-19%	2007-2006
<b>Valley Morning Star</b>	Retail	17,008	20,754	-18%	ad revenue
	Classified	17,568	21,220	-17%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>37,649</b>	<b>45,780</b>	-18%	<b>Month: -13.00%</b>
23,773	<b>Y-T-D Total:</b>	<b>376,499</b>	<b>457,800</b>	-18%	<b>Y-T-D: -5.00%</b>
<b>MIDLAND</b>	National	1,688	603	180%	2007-2006
<b>Reporter-Telegram</b>	Retail	31,473	39,139	-20%	ad revenue
	Classified	34,145	37,236	-8%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>67,306</b>	<b>76,978</b>	-13%	<b>Month: 3.40%</b>
20,111	<b>Y-T-D Total:</b>	<b>645,153</b>	<b>705,999</b>	-9%	<b>Y-T-D: 7.90%</b>
<b>TEMPLE</b>	National	106	286	-63%	2007-2006
<b>Daily Telegram</b>	Retail	20,382	22,057	-8%	ad revenue
	Classified	15,438	16,572	-7%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>35,926</b>	<b>38,915</b>	-8%	<b>Month: -7.60%</b>
20,013	<b>Y-T-D Total:</b>	<b>379,771</b>	<b>387,330</b>	-2%	<b>Y-T-D: 2.40%</b>
<b>DENTON</b>	National				2007-2006
<b>Record-Chronicle</b>	Retail	28,697	20,293	41%	ad revenue
	Classified	48,002	44,245	8%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>76,699</b>	<b>64,538</b>	19%	<b>Month: 8.00%</b>
13,934	<b>Y-T-D Total:</b>	<b>673,244</b>	<b>681,392</b>	-1%	<b>Y-T-D: -3.00%</b>
<b>MARSHALL</b>	National	14	7	100%	2007-2006
<b>News Messenger</b>	Retail	7,745	9,530	-19%	ad revenue
	Classified	7,706	6,897	12%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>15,465</b>	<b>16,434</b>	-6%	<b>Month: -4.30%</b>
6,862	<b>Y-T-D Total:</b>	<b>152,495</b>	<b>155,247</b>	-2%	<b>Y-T-D: 0.00%</b>

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	Total Y-T-D	Total Y-T-D			
<b>last year:</b>		<b>483,842</b>	43,747	48,940	47,859
<b>this year:</b>	<b>471,300</b>		40,573	48,851	48,087
<b>last year:</b>		<b>672,938</b>	58,904	58,001	67,629
<b>this year:</b>	<b>648,797</b>		60,165	58,068	64,893
<b>last year:</b>		<b>413,241</b>	45,833	42,754	47,803
<b>this year:</b>	<b>355,526</b>		35,198	37,182	41,194
<b>last year:</b>		<b>705,999</b>	54,267	59,716	75,672
<b>this year:</b>	<b>645,153</b>		56,215	62,928	74,689
<b>last year:</b>		<b>387,330</b>	36,689	36,490	39,234
<b>this year:</b>	<b>379,771</b>		32,536	35,687	42,020
<b>last year:</b>		<b>681,392</b>	59,310	57,305	76,255
<b>this year:</b>	<b>673,244</b>		56,859	55,699	69,197
<b>last year:</b>		<b>155,247</b>	14,849	13,933	17,812
<b>this year:</b>	<b>152,495</b>		15,373	13,788	17,282

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April	May	June	July	August	September	October
46,948	47,573	51,750	47,447	49,868	51,012	48,698
46,071	49,525	48,046	45,674	46,129	47,329	51,015
April	May	June	July	August	September	October
69,576	66,465	68,731	68,986	68,339	71,750	74,557
68,999	68,407	60,061	85,806	59,198	61,440	61,760
April	May	June	July	August	September	October
45,920	48,132	43,703	47,786	45,530	0	45,780
40,066	43,005	38,203	40,102	42,927	0	37,649
April	May	June	July	August	September	October
65,319	70,602	88,138	64,361	67,443	83,503	76,978
55,322	64,747	71,090	53,548	62,915	76,393	67,306
April	May	June	July	August	September	October
41,430	39,095	37,368	37,886	42,383	37,840	38,915
39,252	37,143	40,451	38,331	40,344	38,081	35,926
April	May	June	July	August	September	October
80,062	81,369	76,693	60,189	63,143	62,528	64,538
70,534	65,095	63,792	69,433	72,241	73,695	76,699
April	May	June	July	August	September	October
14,786	17,446	15,130	14,443	15,553	14,861	16,434
14,967	15,512	15,187	14,326	15,643	14,952	15,465

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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	5
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	5
November	December			
		<b>HARLINGEN</b>	23,773	1
		<b>Valley Morning Star</b>	23,773	2
			23,773	3
		09/30/06 7-day avg circ:	23,773	4
			23,773	5
November	December			
		<b>MIDLAND</b>	20,111	1
		<b>Reporter-Telegram</b>	20,111	2
			20,111	3
		09/30/06 7-day avg circ:	20,111	4
			20,111	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	5
November	December			
		<b>DENTON</b>	13,934	1
		<b>Record-Chronicle</b>	13,934	2
			13,934	3
		09/30/06 7-day avg circ:	13,934	4
			13,934	5
November	December			
		<b>MARSHALL</b>	6,862	1
		<b>News Messenger</b>	6,862	2
			6,862	3
		09/30/06 7-day avg circ:	6,862	4
			6,862	5

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

		2007	2006	+(-)%		\$\$\$+(-)%
<b>PLAINVIEW</b>	National	368	358	3%	2007-2006	
<b>Daily Herald</b>	Retail	10,973	11,543	-5%	ad revenue	
	Classified	7,944	9,438	-16%	percent change	
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>19,285</b>	<b>21,339</b>	-10%	<b>Month:</b>	<b>1.00%</b>
5,194	<b>Y-T-D Total:</b>	<b>173,425</b>	<b>208,993</b>	-17%	<b>Y-T-D:</b>	<b>-11.00%</b>

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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
	<b>Total Y-T-D</b>	<b>Total Y-T-D</b>			
<i>last year:</i>		<b>208,993</b>	14,829	20,271	26,980
<i>this year:</i>	<b>173,425</b>		13,599	15,134	24,537

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<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
17,329	18,726	23,575	19,261	21,514	25,169	21,339
16,790	14,694	20,279	14,832	14,538	19,737	19,285

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<i>November</i>	<i>December</i>	<b>PLAINVIEW Daily Herald</b>		
			5,194	1
			5,194	2
			5,194	3
		09/30/06 7-day avg circ:	5,194	4
		5,194	5,194	5

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