

TDNA Linage Report
June 2006

in circulation order
Page 1 of 16

-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.

		2006	2005	+(-)%	\$\$\$+(-)%
HOUSTON Chronicle	National	34,296	33,710	2%	2006-2005 ad revenue percent change Month: 0.00% Y-T-D: -2.05%
	Retail	78,203	86,852	-10%	
	Classified	141,535	160,565	-12%	
	Month Total:	254,034	281,127	-10%	
09/30/05 7-day avg circ:					
591,785					
	Y-T-D Total:	1,267,075	1,409,427	-10%	
DALLAS Morning News	National	22,322	26,739	-17%	2006-2005 ad revenue percent change Month: -4.40% Y-T-D: -3.40%
	Retail	64,936	69,391	-6%	
	Classified	114,302	112,227	2%	
	Month Total:	201,560	208,357	-3%	
09/30/05 7-day avg circ:					
492,731					
	Y-T-D Total:	1,207,116	1,332,627	-9%	
SAN ANTONIO Express-News	National	11,348	12,504	-9%	2006-2005 ad revenue percent change Month: 2.80% Y-T-D: 1.60%
	Retail	48,522	54,117	-10%	
	Classified	117,197	116,372	1%	
	Month Total:	177,067	182,993	-3%	
09/30/05 7-day avg circ:					
255,912					
	Y-T-D Total:	872,277	921,007	-5%	
AUSTIN American-Statesman	National	3,374	3,522	-4%	2006-2005 ad revenue percent change Month: 1% Y-T-D: -4%
	Retail	51,054	50,943	0%	
	Classified	59,664	58,335	2%	
	Month Total:	114,092	112,800	1%	
09/30/05 7-day avg circ:					
186,539					
	Y-T-D Total:	690,632	722,618	-4%	
EL PASO Times	National	819	253	224%	2006-2005 ad revenue percent change Month: 6% Y-T-D: 4%
	Retail	43,905	40,911	7%	
	Classified	65,828	62,905	5%	
	Month Total:	110,552	104,069	6%	
09/30/05 7-day avg circ:					
74,396					
	Y-T-D Total:	663,950	641,227	4%	
CORPUS CHRISTI Caller-Times	National	3,686	3,879	-5%	2006-2005 ad revenue percent change Month: -11.90% Y-T-D: -7.30%
	Retail	27,667	22,655	22%	
	Classified	51,098	47,924	7%	
	Month Total:	82,451	74,458	11%	
09/30/05 7-day avg circ:					
56,267					
	Y-T-D Total:	503,725	464,596	8%	

Texas Daily Newspaper Association
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in circulation order
Page 2 of 16

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	2005	January	February	March
	Total Y-T-D					
	<i>last year:</i>		1,409,427	202,777	213,698	265,332
	<i>this year:</i>	1,267,075		189,574	188,152	239,409
	Total Y-T-D					
	<i>last year:</i>		1,332,627	204,273	216,486	224,163
	<i>this year:</i>	1,207,116		194,514	188,228	206,945
	Total Y-T-D					
	<i>last year:</i>		921,007	130,758	138,605	184,680
	<i>this year:</i>	872,277		129,532	127,541	172,911
	Total Y-T-D					
	<i>last year:</i>		722,618	114,903	112,533	121,630
	<i>this year:</i>	690,632		107,385	108,033	119,831
	Total Y-T-D					
	<i>last year:</i>		641,227	114,076	94,558	101,634
	<i>this year:</i>	663,950		102,852	105,627	109,011
	Total Y-T-D					
	<i>last year:</i>		464,596	74,836	71,374	78,675
	<i>this year:</i>	503,725		74,669	79,867	91,800

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TDNA Linage Report
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in circulation order
Page 3 of 16

April	May	June	July	August	September	October
218,099	228,394	281,127				
192,437	203,469	254,034				
April	May	June	July	August	September	October
237,654	241,694	208,357				
204,350	211,519	201,560				
April	May	June	July	August	September	October
138,143	145,828	182,993				
130,462	134,764	177,067				
April	May	June	July	August	September	October
123,769	136,983	112,800				
119,053	122,238	114,092				
April	May	June	July	August	September	October
110,745	116,145	104,069				
114,418	121,490	110,552				
April	May	June	July	August	September	October
78,592	86,661	74,458				
87,340	87,598	82,451				

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in circulation order
Page 4 of 16

		SORT BY CIRC	
November	December		
		HOUSTON Chronicle	
		591,785	1
		591,785	2
		591,785	3
		591,785	4
		591,785	5
		09/30/05 7-day avg circ:	
		591,785	
November	December		
		DALLAS Morning News	
		492,731	1
		492,731	2
		492,731	3
		492,731	4
		492,731	5
		09/30/05 7-day avg circ:	
		492,731	
November	December		
		SAN ANTONIO Express-News	
		255,912	1
		255,912	2
		255,912	3
		255,912	4
		255,912	5
		09/30/05 7-day avg circ:	
		255,912	
November	December		
		AUSTIN American-Statesman	
		186,539	1
		186,539	2
		186,539	3
		186,539	4
		186,539	5
		09/30/05 7-day avg circ:	
		186,539	
November	December		
		EL PASO Times	
		74,396	1
		74,396	2
		74,396	3
		74,396	4
		74,396	5
		09/30/05 7-day avg circ:	
		74,396	
November	December		
		CORPUS CHRISTI Caller-Times	
		56,267	1
		56,267	2
		56,267	3
		56,267	4
		56,267	5
		09/30/05 7-day avg circ:	
		56,267	

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Page 5 of 16

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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.

		2006	2005	+(-)%	\$\$\$+(-)%
BEAUMONT <i>Enterprise</i>	National	4,034	2,419	67%	2006-2005 ad revenue percent change Month: 6.00% Y-T-D: 9.00%
	Retail	38,308	36,709	4%	
	Classified	33,586	30,705	9%	
	Month Total:	75,928	69,833	9%	
09/30/05 7-day avg circ:					
55,444					
	Y-T-D Total:	413,342	374,944	10%	
MCALLEN <i>The Monitor</i>	National				2006-2005 ad revenue percent change Month: 6.30% Y-T-D: 5.18%
	Retail				
	Classified				
	Month Total:				
09/30/05 7-day avg circ:					
43,111					
	Y-T-D Total:				
WACO <i>Tribune Herald</i>	National	1,682	1,939	-13%	2006-2005 ad revenue percent change Month: 4.40% Y-T-D: 1.78%
	Retail	27,398	25,437	8%	
	Classified	32,461	31,110	4%	
	Month Total:	61,541	58,486	5%	
09/30/05 7-day avg circ:					
40,518					
	Y-T-D Total:	360,933	377,780	-4%	
ABILENE <i>Reporter-News</i>	National	5,575	5,521	1%	2006-2005 ad revenue percent change Month: 6.30% Y-T-D: 5.18%
	Retail	15,789	14,251	11%	
	Classified	45,915	44,414	3%	
	Month Total:	67,279	64,186	5%	
09/30/05 7-day avg circ:					
33,583					
	Y-T-D Total:	411,804	370,751	11%	
WICHITA FALLS <i>Times Record News</i>	National	4,494	6,650	-32%	2006-2005 ad revenue percent change Month: 9.10% Y-T-D: 0.70%
	Retail	20,353	18,629	9%	
	Classified	30,744	34,925	-12%	
	Month Total:	55,591	60,204	-8%	
09/30/05 7-day avg circ:					
31,692					
	Y-T-D Total:	327,861	380,161	-14%	
GALVESTON <i>County Daily News</i>	National				2006-2005 ad revenue percent change Month: 9.10% Y-T-D: 0.70%
	Retail	19,870	27,048	-27%	
	Classified	42,511	39,715	7%	
	Month Total:	62,381	66,763	-7%	
09/30/05 7-day avg circ:					
27,633					
	Y-T-D Total:	367,613	413,943	-11%	

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TDNA Linage Report
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in circulation order
Page 6 of 16

Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
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		2006	2005	January	February	March
	2006	Total Y-T-D				
	Total Y-T-D					
	last year:		374,944	51,718	61,872	73,499
	this year:	413,342		60,503	64,594	87,039
	2006	Total Y-T-D				
	Total Y-T-D					
	last year:		300,175	60,230	56,641	61,414
	this year:	461,565		87,334	87,659	95,966
	2006	Total Y-T-D				
	Total Y-T-D					
	last year:		377,780	61,489	59,447	63,834
	this year:	360,933		56,902	53,880	61,113
	2006	Total Y-T-D				
	Total Y-T-D					
	last year:		370,751	56,680	56,252	63,764
	this year:	411,804		62,045	65,203	69,817
	2006	Total Y-T-D				
	Total Y-T-D					
	last year:		380,161	60,405	57,928	65,363
	this year:	327,861		50,249	50,743	53,502
	2006	Total Y-T-D				
	Total Y-T-D					
	last year:		413,943	63,116	60,912	76,393
	this year:	367,613		54,925	55,017	67,445

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TDNA Linage Report
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in circulation order
Page 7 of 16

April	May	June	July	August	September	October
58,335	59,687	69,833				
60,289	64,989	75,928				
April	May	June	July	August	September	October
56,594	65,296	0				
95,642	94,964	0				
April	May	June	July	August	September	October
61,437	73,087	58,486				
60,395	67,102	61,541				
April	May	June	July	August	September	October
62,733	67,136	64,186				
76,019	71,441	67,279				
April	May	June	July	August	September	October
66,236	70,025	60,204				
56,655	61,121	55,591				
April	May	June	July	August	September	October
72,018	74,741	66,763				
62,037	65,808	62,381				

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Page 8 of 16

		SORT BY CIRC	
November	December		
		BEAUMONT Enterprise	
		55,444	1
		55,444	2
		55,444	3
		09/30/05 7-day avg circ:	4
		55,444	5
November	December		
		MCALLEN The Monitor	
		43,111	1
		43,111	2
		43,111	3
		09/30/05 7-day avg circ:	4
		43,111	5
November	December		
		WACO Tribune Herald	
		40,518	1
		40,518	2
		40,518	3
		09/30/05 7-day avg circ:	4
		40,518	5
November	December		
		ABILENE Reporter-News	
		33,583	1
		33,583	2
		33,583	3
		09/30/05 7-day avg circ:	4
		33,583	5
November	December		
		WICHITA FALLS Times Record News	
		31,692	1
		31,692	2
		31,692	3
		09/30/05 7-day avg circ:	4
		31,692	5
November	December		
		GALVESTON County Daily News	
		27,633	1
		27,633	2
		27,633	3
		09/30/05 7-day avg circ:	4
		27,633	5

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Page 9 of 16

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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.

		2006	2005	+(-)%	\$\$\$+(-)%
HARLINGEN <i>Valley Morning Star</i>	National	3,797	5,051	-25%	2006-2005 ad revenue percent change Month: 18.00% Y-T-D: 8.00%
	Retail	22,774	19,204	19%	
	Classified	18,286	18,742	-2%	
	Month Total:	44,857	42,997	4%	
09/30/05 7-day avg circ:					
27,580					
	Y-T-D Total:	278,803	279,953	0%	
SAN ANGELO <i>Standard-Times</i>	National	3,804	3,860	-1%	2006-2005 ad revenue percent change Month: 5.00% Y-T-D: 6.00%
	Retail	21,045	18,995	11%	
	Classified	26,901	27,608	-3%	
	Month Total:	51,750	50,463	3%	
09/30/05 7-day avg circ:					
27,129					
	Y-T-D Total:	286,817	284,613	1%	
ODESSA <i>American</i>	National	2,530	4,456	-43%	2006-2005 ad revenue percent change Month: 14.00% Y-T-D: 14.00%
	Retail	29,255	27,428	7%	
	Classified	34,200	28,184	21%	
	Month Total:	65,985	60,068	10%	
09/30/05 7-day avg circ:					
25,016					
	Y-T-D Total:	386,560	357,735	8%	
MIDLAND <i>Reporter-Telegram</i>	National	2,010	1,350	49%	2006-2005 ad revenue percent change Month: 20.00% Y-T-D: 11.10%
	Retail	44,857	38,157	18%	
	Classified	41,271	32,433	27%	
	Month Total:	88,138	71,940	23%	
09/30/05 7-day avg circ:					
20,121					
	Y-T-D Total:	413,714	378,043	9%	
TEMPLE <i>Daily Telegram</i>	National	54	111	-51%	2006-2005 ad revenue percent change Month: -1.38% Y-T-D: -1.41%
	Retail	21,635	24,227	-11%	
	Classified	15,679	14,192	10%	
	Month Total:	37,368	38,530	-3%	
09/30/05 7-day avg circ:					
19,597					
	Y-T-D Total:	230,424	237,953	-3%	
DENTON <i>Record-Chronicle</i>	National				2006-2005 ad revenue percent change Month: -1.00% Y-T-D: 3.00%
	Retail	21,187	21,058	1%	
	Classified	55,506	43,531	28%	
	Month Total:	76,693	64,589	19%	
09/30/05 7-day avg circ:					
14,421					
	Y-T-D Total:	431,624	392,079	10%	

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in circulation order
Page 10 of 16

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(producing Y-T-D totals within report and Y-T-D % change)
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		2006	2005	January	February	March
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>			279,953	44,594	43,039	51,769
<i>this year:</i>		278,803		46,783	43,962	49,149
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>			284,613	43,906	46,295	44,116
<i>this year:</i>		286,817		43,747	48,940	47,859
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>			357,735	54,489	51,618	60,462
<i>this year:</i>		386,560		58,904	58,001	67,629
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>			378,043	51,954	58,554	73,859
<i>this year:</i>		413,714		54,267	59,716	75,672
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>			237,953	39,188	37,933	41,119
<i>this year:</i>		230,424		36,689	36,490	39,352
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>			392,079	59,787	66,325	64,157
<i>this year:</i>		431,624		59,310	57,305	76,255

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in circulation order
Page 11 of 16

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48,313	49,241	42,997				
45,920	48,132	44,857				
April	May	June	July	August	September	October
45,734	54,099	50,463				
46,948	47,573	51,750				
April	May	June	July	August	September	October
63,838	67,260	60,068				
69,576	66,465	65,985				
April	May	June	July	August	September	October
59,757	61,979	71,940				
65,319	70,602	88,138				
April	May	June	July	August	September	October
40,824	40,359	38,530				
41,430	39,095	37,368				
April	May	June	July	August	September	October
68,327	68,894	64,589				
80,692	81,369	76,693				

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Page 12 of 16

						SORT BY CIRC	
November	December	HARLINGEN		27,580	1		
		Valley Morning Star		27,580	2		
				27,580	3		
		09/30/05 7-day avg circ:		27,580	4		
				27,580	5		
November	December	SAN ANGELO		27,129	1		
		Standard-Times		27,129	2		
				27,129	3		
		09/30/05 7-day avg circ:		27,129	4		
				27,129	5		
November	December	ODESSA		25,016	1		
		American		25,016	2		
				25,016	3		
		09/30/05 7-day avg circ:		25,016	4		
				25,016	5		
November	December	MIDLAND		20,121	1		
		Reporter-Telegram		20,121	2		
				20,121	3		
		09/30/05 7-day avg circ:		20,121	4		
				20,121	5		
November	December	TEMPLE		19,597	1		
		Daily Telegram		19,597	2		
				19,597	3		
		09/30/05 7-day avg circ:		19,597	4		
				19,597	5		
November	December	DENTON		14,421	1		
		Record-Chronicle		14,421	2		
				14,421	3		
		09/30/05 7-day avg circ:		14,421	4		
				14,421	5		

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Page 13 of 16

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Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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

		2006	2005	+(-)%		\$\$\$+(-)%
MARSHALL	National	79	5		2006-2005	
News Messenger	Retail	8,615	9,108		ad revenue	
	Classified	6,436	6,651		percent change	
09/30/05 7-day avg circ:	Month Total:	15,130	15,764		Month:	-5.90%
7,024	Y-T-D Total:	93,956	104,635		Y-T-D:	-5.50%
PLAINVIEW	National	366	434	-16%	2006-2005	
Daily Herald	Retail	13,518	12,558	8%	ad revenue	
	Classified	9,691	7,871	23%	percent change	
09/30/05 7-day avg circ:	Month Total:	23,575	20,863	13%	Month:	-2.70%
5,317	Y-T-D Total:	121,710	116,248	5%	Y-T-D:	3.40%

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Page 14 of 16

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	2005	January	February	March
	2006					
	Total Y-T-D					
<i>last year:</i>			104,635	16,200	16,282	22,092
<i>this year:</i>	93,956			14,849	13,933	17,812
	2006					
	Total Y-T-D					
<i>last year:</i>			116,248	15,271	18,865	25,590
<i>this year:</i>	121,710			14,829	20,271	26,980

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TDNA Linage Report
June 2006

in circulation order
Page 15 of 16

<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
17,308	16,989	15,764				
14,786	17,446	15,130				

<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
18,052	17,607	20,863				
17,329	18,726	23,575				

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in circulation order
Page 16 of 16

<i>November</i>	<i>December</i>			
		MARSHALL	7,024	1
		News Messenger	7,024	2
			7,024	3
		09/30/05 7-day avg circ:	7,024	4
			7,024	5
			7,024	
		PLAINVIEW	5,317	1
		Daily Herald	5,317	2
			5,317	3
		09/30/05 7-day avg circ:	5,317	4
			5,317	5
			5,317	

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