

TDNA Linage Report July 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, T.M.C. inserts, zoned, direct mail, pre-prints, etc.

| | | 2008 | 2007 | +(-)% | | \$\$\$+(-)% |
|------------------------------------|---------------------|------------------|------------------|-------------|----------------|----------------|
| HOUSTON Chronicle | National | 19,116 | 20,984 | -9% | 2008-2007 | |
| | Retail | 46,736 | 47,070 | -1% | ad revenue | |
| | Classified | 90,929 | 102,322 | -11% | percent change | |
| | Month Total: | 156,781 | 170,376 | -8% | Month: | -13.20% |
| 09/30/07 7-day avg circ: | | | | | | |
| 541,603 | Y-T-D Total: | 1,200,972 | 1,340,116 | -10% | Y-T-D: | -13.90% |
| DALLAS Morning News | National | 10,125 | 13,897 | -27% | 2008-2007 | |
| | Retail | 48,816 | 56,328 | -13% | ad revenue | |
| | Classified | 64,660 | 89,475 | -28% | percent change | |
| | Month Total: | 123,601 | 159,700 | -23% | Month: | -24.80% |
| 09/30/07 7-day avg circ: | | | | | | |
| 415,007 | Y-T-D Total: | 943,965 | 1,150,071 | -18% | Y-T-D: | -16.70% |
| SAN ANTONIO Express-News | National | 7,873 | 6,733 | 17% | 2008-2007 | |
| | Retail | 30,158 | 32,728 | -8% | ad revenue | |
| | Classified | 68,467 | 80,521 | -15% | percent change | |
| | Month Total: | 106,498 | 119,982 | -11% | Month: | -21.70% |
| 09/30/07 7-day avg circ: | | | | | | |
| 247,215 | Y-T-D Total: | 858,773 | 918,408 | -6% | Y-T-D: | -14.70% |
| AUSTIN American-Statesman | National | 5,490 | 2,965 | 85% | 2008-2007 | |
| | Retail | 57,123 | 60,847 | -6% | ad revenue | |
| | Classified | 44,476 | 55,708 | -20% | percent change | |
| | Month Total: | 107,089 | 119,520 | -10% | Month: | |
| 09/30/07 7-day avg circ: | | | | | | |
| 174,350 | Y-T-D Total: | 783,382 | 854,298 | -8% | Y-T-D: | |
| EL PASO Times | National | 719 | 395 | 82% | 2008-2007 | |
| | Retail | 30,278 | 34,574 | -12% | ad revenue | |
| | Classified | 52,150 | 64,938 | -20% | percent change | |
| | Month Total: | 83,147 | 99,907 | -17% | Month: | |
| 09/30/07 7-day avg circ: | | | | | | |
| 72,945 | Y-T-D Total: | 650,642 | 685,573 | -5% | Y-T-D: | |
| CORPUS CHRISTI Caller-Times | National | 3,026 | 3,706 | -18% | 2008-2007 | |
| | Retail | 22,522 | 24,755 | -9% | ad revenue | |
| | Classified | 45,186 | 57,794 | -22% | percent change | |
| | Month Total: | 70,734 | 86,255 | -18% | Month: | -16.00% |
| 09/30/07 7-day avg circ: | | | | | | |
| 55,401 | Y-T-D Total: | 561,456 | 593,246 | -5% | Y-T-D: | -8.00% |

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 July 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 |
|------------------------------------|-------------------------|------------------|------------------|---------|----------|---------|
| HOUSTON Chronicle | 2008 Total Y-T-D | | | | | |
| | <i>last year:</i> | | 1,340,116 | 166,276 | 184,010 | 228,968 |
| | <i>this year:</i> | 1,200,972 | | 151,781 | 159,868 | 199,558 |
| DALLAS Morning News | 2008 Total Y-T-D | | | | | |
| | <i>last year:</i> | | 1,150,071 | 152,828 | 153,603 | 181,364 |
| | <i>this year:</i> | 943,965 | | 129,226 | 136,054 | 146,457 |
| SAN ANTONIO Express-News | 2008 Total Y-T-D | | | | | |
| | <i>last year:</i> | | 918,408 | 110,537 | 124,982 | 154,257 |
| | <i>this year:</i> | 858,773 | | 112,983 | 116,854 | 150,515 |
| AUSTIN American-Statesman | 2008 Total Y-T-D | | | | | |
| | <i>last year:</i> | | 854,298 | 105,913 | 113,116 | 139,426 |
| | <i>this year:</i> | 783,382 | | 94,179 | 107,447 | 124,892 |
| EL PASO Times | 2008 Total Y-T-D | | | | | |
| | <i>last year:</i> | | 685,573 | 93,370 | 95,808 | 100,675 |
| | <i>this year:</i> | 650,642 | | 92,801 | 94,885 | 103,191 |
| CORPUS CHRISTI Caller-Times | 2008 Total Y-T-D | | | | | |
| | <i>last year:</i> | | 593,246 | 75,178 | 77,751 | 83,251 |
| | <i>this year:</i> | 561,456 | | 76,556 | 80,984 | 82,828 |

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
July 2008**

in circulation order
Page 3 of 12

| April | May | June | July | August | September | October |
|---------|---------|---------|---------|--------|-----------|---------|
| 182,703 | 183,564 | 224,219 | 170,376 | | | |
| 158,605 | 170,706 | 203,673 | 156,781 | | | |
| April | May | June | July | August | September | October |
| 170,684 | 165,123 | 166,769 | 159,700 | | | |
| 132,921 | 143,878 | 131,828 | 123,601 | | | |
| April | May | June | July | August | September | October |
| 114,430 | 131,176 | 163,044 | 119,982 | | | |
| 117,702 | 117,970 | 136,251 | 106,498 | | | |
| April | May | June | July | August | September | October |
| 123,518 | 129,708 | 123,097 | 119,520 | | | |
| 113,269 | 124,070 | 112,436 | 107,089 | | | |
| April | May | June | July | August | September | October |
| 96,972 | 102,131 | 96,710 | 99,907 | | | |
| 90,861 | 96,454 | 89,303 | 83,147 | | | |
| April | May | June | July | August | September | October |
| 89,846 | 90,857 | 90,108 | 86,255 | | | |
| 77,780 | 93,746 | 78,828 | 70,734 | | | |

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
July 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 | 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 | 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 | 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 | 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 | 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 | 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 July 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 | +(-)% | | |
|--|---------------------|---------------|---------------|-------------|----------------|----------------|
| | | | | | \$\$\$+(-)% | |
| 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 | 909 | 1,930 | -53% | 2008-2007 | |
| | Retail | 20,977 | 28,596 | -27% | ad revenue | |
| | Classified | 26,633 | 28,774 | -7% | percent change | |
| | Month Total: | 48,519 | 59,300 | -18% | Month: | -20.90% |
| 09/30/07 7-day avg circ: | | | | | Y-T-D: | -11.40% |
| 38,990 | | | | | | |
| ABILENE <i>Reporter-News</i> | National | 2,844 | 3,925 | -28% | 2008-2007 | |
| | Retail | 11,840 | 14,035 | -16% | ad revenue | |
| | Classified | 34,074 | 42,643 | -20% | percent change | |
| | Month Total: | 48,758 | 60,603 | -20% | Month: | -15.80% |
| 09/30/07 7-day avg circ: | | | | | Y-T-D: | -9.10% |
| 31,917 | | | | | | |
| VICTORIA <i>Advocate</i> | National | 463 | 560 | -17% | 2008-2007 | |
| | Retail | 19,332 | 16,401 | 18% | ad revenue | |
| | Classified | 20,655 | 27,564 | -25% | percent change | |
| | Month Total: | 40,450 | 44,525 | -9% | Month: | -1.05% |
| 09/30/07 7-day avg circ: | | | | | Y-T-D: | 0.22% |
| 31,619 | | | | | | |
| WICHITA FALLS <i>Times Record News</i> | National | 2,725 | 2,838 | -4% | 2008-2007 | |
| | Retail | 15,620 | 17,502 | -11% | ad revenue | |
| | Classified | 25,240 | 30,670 | -18% | percent change | |
| | Month Total: | 43,585 | 51,010 | -15% | Month: | -18.60% |
| 09/30/07 7-day avg circ: | | | | | Y-T-D: | -11.40% |
| 30,096 | | | | | | |
| SAN ANGELO <i>Standard-Times</i> | National | 2,364 | 2,865 | -17% | 2008-2007 | |
| | Retail | 15,715 | 16,575 | -5% | ad revenue | |
| | Classified | 25,218 | 26,234 | -4% | percent change | |
| | Month Total: | 43,297 | 45,674 | -5% | Month: | -11.00% |
| 09/30/07 7-day avg circ: | | | | | Y-T-D: | -8.00% |
| 26,855 | | | | | | |
| GALVESTON <i>County Daily News</i> | National | | | | 2008-2007 | |
| | Retail | 20,611 | 21,058 | -2% | ad revenue | |
| | Classified | 28,730 | 36,731 | -22% | percent change | |
| | Month Total: | 49,341 | 57,789 | -15% | 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 July 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 |
|--|--------------------|----------------|----------------|-------------|----------|--------|
| | | | | Total Y-T-D | | |
| MCALLEN <i>The Monitor</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 551,730 | 83,027 | 87,991 | 99,103 |
| | <i>this year:</i> | 515,009 | | 82,760 | 85,813 | 96,076 |
| WACO <i>Tribune-Herald</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 422,543 | 55,900 | 59,537 | 61,536 |
| | <i>this year:</i> | 381,480 | | 49,884 | 55,010 | 59,991 |
| ABILENE <i>Reporter-News</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 440,083 | 59,987 | 59,694 | 65,069 |
| | <i>this year:</i> | 375,431 | | 52,947 | 56,007 | 56,490 |
| VICTORIA <i>Advocate</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 307,696 | 40,926 | 38,299 | 46,904 |
| | <i>this year:</i> | 292,092 | | 41,033 | 41,047 | 46,379 |
| WICHITA FALLS <i>Times Record News</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 359,822 | 45,703 | 48,777 | 50,088 |
| | <i>this year:</i> | 338,817 | | 42,401 | 49,241 | 52,333 |
| SAN ANGELO <i>Standard-Times</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 326,827 | 40,573 | 48,851 | 48,087 |
| | <i>this year:</i> | 329,858 | | 41,487 | 49,723 | 48,923 |
| GALVESTON <i>County Daily News</i> | 2008 | | | | | |
| | Total Y-T-D | | | | | |
| | <i>last year:</i> | | 391,336 | 52,400 | 50,222 | 65,678 |
| | <i>this year:</i> | 367,920 | | 52,472 | 49,015 | 62,158 |

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
July 2008**

in circulation order
Page 7 of 12

| April | May | June | July | August | September | October |
|--------|--------|--------|--------|--------|-----------|---------|
| 92,987 | 94,795 | 93,827 | 0 | | | |
| 82,624 | 90,572 | 77,164 | 0 | | | |
| April | May | June | July | August | September | October |
| 59,369 | 67,952 | 58,949 | 59,300 | | | |
| 53,192 | 62,955 | 51,929 | 48,519 | | | |
| April | May | June | July | August | September | October |
| 64,047 | 67,640 | 63,043 | 60,603 | | | |
| 52,655 | 58,841 | 49,733 | 48,758 | | | |
| April | May | June | July | August | September | October |
| 42,112 | 50,617 | 44,313 | 44,525 | | | |
| 39,212 | 45,555 | 38,416 | 40,450 | | | |
| April | May | June | July | August | September | October |
| 52,945 | 59,316 | 51,983 | 51,010 | | | |
| 49,303 | 53,088 | 48,866 | 43,585 | | | |
| April | May | June | July | August | September | October |
| 46,071 | 49,525 | 48,046 | 45,674 | | | |
| 48,487 | 51,604 | 46,337 | 43,297 | | | |
| April | May | June | July | August | September | October |
| 58,101 | 59,573 | 47,573 | 57,789 | | | |
| 53,153 | 53,887 | 47,894 | 49,341 | | | |

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
July 2008**

in circulation order
Page 8 of 12

| 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 July 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, T.M.C. inserts, zoned, direct mail, pre-prints, etc.

| | | 2008 | 2007 | +(-)% | 2008-2007 |
|--|---------------------|---------------|---------------|-----------------------|-----------------------|
| | | | | | \$\$\$+(-)% |
| HARLINGEN <i>Valley Morning Star</i> | National | 1,524 | 3,192 | -52% | 2008-2007 |
| | Retail | 17,929 | 18,911 | -5% | ad revenue |
| | Classified | 14,440 | 17,094 | -16% | percent change |
| | Month Total: | 33,893 | 39,197 | -14% | Month: -16.00% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: -7.00% | |
| 23,418 | | | | | |
| ODESSA <i>American</i> | National | 1,836 | 2,996 | -39% | 2008-2007 |
| | Retail | 26,581 | 24,872 | 7% | ad revenue |
| | Classified | 24,019 | 30,070 | -20% | percent change |
| | Month Total: | 52,436 | 57,938 | -9% | Month: -2.53% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: -5.91% | |
| 23,246 | | | | | |
| TEMPLE <i>Daily Telegram</i> | National | 88 | 2,120 | -96% | 2008-2007 |
| | Retail | 17,430 | 19,552 | -11% | ad revenue |
| | Classified | 11,613 | 15,701 | -26% | percent change |
| | Month Total: | 29,131 | 37,373 | -22% | Month: -19.00% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: -11.80% | |
| 19,711 | | | | | |
| MIDLAND <i>Reporter-Telegram</i> | National | 1,156 | 1,557 | -26% | 2008-2007 |
| | Retail | 24,400 | 24,349 | 0% | ad revenue |
| | Classified | 28,974 | 27,642 | 5% | percent change |
| | Month Total: | 54,530 | 53,548 | 2% | Month: -1.30% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: -0.10% | |
| 19,593 | | | | | |
| DENTON <i>Record-Chronicle</i> | National | | | | 2008-2007 |
| | Retail | 21,560 | 21,661 | 0% | ad revenue |
| | Classified | 41,868 | 47,772 | -12% | percent change |
| | Month Total: | 63,428 | 69,433 | -9% | Month: -6.00% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: -3.00% | |
| 13,456 | | | | | |
| MARSHALL <i>News Messenger</i> | National | 16 | 63 | -75% | 2008-2007 |
| | Retail | 8,647 | 7,762 | 11% | ad revenue |
| | Classified | 7,352 | 6,501 | 13% | percent change |
| | Month Total: | 16,015 | 14,326 | 12% | Month: 5.08% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: 7.57% | |
| 6,959 | | | | | |
| PLAINVIEW <i>Daily Herald</i> | National | 416 | 308 | 35% | 2008-2007 |
| | Retail | 8,748 | 7,927 | 10% | ad revenue |
| | Classified | 6,978 | 6,597 | 6% | percent change |
| | Month Total: | 16,142 | 14,832 | 9% | Month: 11.00% |
| 09/30/07 7-day avg circ: | | | | Y-T-D: 12.00% | |
| 5,051 | | | | | |

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 July 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 | |
| <i>last year:</i> | Total Y-T-D | | 197,888 | 35,198 | 42,443 | |
| | <i>this year:</i> | 191,567 | | 38,513 | 44,481 | |
| | | | | | | |
| <i>last year:</i> | Total Y-T-D | | 441,471 | 63,105 | 58,068 | 64,893 |
| | <i>this year:</i> | 392,517 | | 54,472 | 52,943 | 59,345 |
| | | | | | | |
| <i>last year:</i> | Total Y-T-D | | 252,414 | 17,534 | 36,687 | 42,054 |
| | <i>this year:</i> | 217,612 | | 18,752 | 31,128 | 36,441 |
| | | | | | | |
| <i>last year:</i> | Total Y-T-D | | 438,540 | 56,215 | 62,929 | 74,689 |
| | <i>this year:</i> | 422,260 | | 55,267 | 56,698 | 70,701 |
| | | | | | | |
| <i>last year:</i> | Total Y-T-D | | 450,609 | 56,859 | 55,699 | 69,197 |
| | <i>this year:</i> | 444,264 | | 55,788 | 60,570 | 65,075 |
| | | | | | | |
| <i>last year:</i> | Total Y-T-D | | 106,435 | 15,373 | 13,788 | 17,282 |
| | <i>this year:</i> | 116,749 | | 14,266 | 16,174 | 20,367 |
| | | | | | | |
| <i>last year:</i> | Total Y-T-D | | 119,865 | 13,599 | 15,134 | 24,537 |
| | <i>this year:</i> | 115,659 | | 14,517 | 15,689 | 21,378 |
| | | | | | | |

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 July 2008

in circulation order
Page 11 of 12

| April | May | June | July | August | September | October |
|-------|--------|--------|--------|--------|-----------|---------|
| | 41,853 | 39,197 | 39,197 | | | |
| | 40,787 | 33,893 | 33,893 | | | |
| April | May | June | July | August | September | October |
| | 68,999 | 68,407 | 60,061 | 57,938 | | |
| | 58,133 | 60,457 | 54,731 | 52,436 | | |
| April | May | June | July | August | September | October |
| | 41,172 | 37,143 | 40,451 | 37,373 | | |
| | 33,575 | 36,217 | 32,368 | 29,131 | | |
| April | May | June | July | August | September | October |
| | 55,322 | 64,747 | 71,090 | 53,548 | | |
| | 57,759 | 60,470 | 66,835 | 54,530 | | |
| April | May | June | July | August | September | October |
| | 70,534 | 65,095 | 63,792 | 69,433 | | |
| | 67,289 | 70,100 | 62,014 | 63,428 | | |
| April | May | June | July | August | September | October |
| | 14,967 | 15,512 | 15,187 | 14,326 | | |
| | 16,976 | 17,072 | 15,879 | 16,015 | | |
| April | May | June | July | August | September | October |
| | 16,790 | 14,694 | 20,279 | 14,832 | | |
| | 14,080 | 14,029 | 19,824 | 16,142 | | |

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 July 2008

in circulation order
Page 12 of 12

| November | December | HARLINGEN Valley Morning Star | 23,418 | 1 |
|----------|----------|----------------------------------|--------|---|
| | | | 23,418 | 2 |
| | | | 23,418 | 3 |
| | | 09/30/07 7-day avg circ: | 23,418 | 4 |
| | | | 23,418 | 5 |
| November | December | ODESSA American | 23,246 | 1 |
| | | | 23,246 | 2 |
| | | | 23,246 | 3 |
| | | 09/30/07 7-day avg circ: | 23,246 | 4 |
| | | | 23,246 | 5 |
| November | December | TEMPLE Daily Telegram | 19,711 | 1 |
| | | | 19,711 | 2 |
| | | | 19,711 | 3 |
| | | 09/30/07 7-day avg circ: | 19,711 | 4 |
| | | | 19,711 | 5 |
| November | December | MIDLAND Reporter-Telegram | 19,593 | 1 |
| | | | 19,593 | 2 |
| | | | 19,593 | 3 |
| | | 09/30/07 7-day avg circ: | 19,593 | 4 |
| | | | 19,593 | 5 |
| November | December | DENTON Record-Chronicle | 13,456 | 1 |
| | | | 13,456 | 2 |
| | | | 13,456 | 3 |
| | | 09/30/07 7-day avg circ: | 13,456 | 4 |
| | | | 13,456 | 5 |
| November | December | MARSHALL News Messenger | 6,959 | 1 |
| | | | 6,959 | 2 |
| | | | 6,959 | 3 |
| | | 09/30/07 7-day avg circ: | 6,959 | 4 |
| | | | 6,959 | 5 |
| November | December | PLAINVIEW Daily Herald | 5,051 | 1 |
| | | | 5,051 | 2 |
| | | | 5,051 | 3 |
| | | 09/30/07 7-day avg circ: | 5,051 | 4 |
| | | | 5,051 | 5 |

SORT
BY CIRC

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