

TDNA Linage Report
September 2007

in alphabetical order
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-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
					\$\$\$+(-)%
ABILENE	National	5,859	3,859	52%	2007-2006
Reporter-News	Retail	13,557	16,592	-18%	ad revenue
	Classified	40,602	44,557	-9%	percent change
09/30/06 7-day avg circ:	Month Total:	60,018	65,008	-8%	Month: -2.00%
37,774	Y-T-D Total:	560,174	614,859	-9%	Y-T-D: -3.90%
AUSTIN	National	4,030	5,772	-30%	2007-2006
American-	Retail	63,928	64,734	-1%	ad revenue
Statesman	Classified	58,304	56,962	2%	percent change
09/30/06 7-day avg circ:	Month Total:	126,262	127,468	-1%	Month: -1.00%
183,496	Y-T-D Total:	1,103,036	1,091,085	1%	Y-T-D: -0.10%
The Beaumont	National	4,375	3,996	9%	2007-2006
Enterprise	Retail	29,042	38,294	-24%	ad revenue
	Classified	27,949	30,680	-9%	percent change
09/30/06 7-day avg circ:	Month Total:	61,366	72,970	-16%	Month: -16.00%
52,822	Y-T-D Total:	504,099	599,489	-16%	Y-T-D: -16.00%
CORPUS CHRISTI	National	3,657	3,212	14%	2007-2006
Caller-Times	Retail	27,124	31,164	-13%	ad revenue
	Classified	55,776	51,284	9%	percent change
09/30/06 7-day avg circ:	Month Total:	86,557	85,660	1%	Month: 7.00%
55,384	Y-T-D Total:	751,624	766,296	-2%	Y-T-D: -1.00%
DALLAS	National	18,359	17,993	2%	2007-2006
Morning News	Retail	57,016	68,729	-17%	ad revenue
	Classified	94,198	112,122	-16%	percent change
09/30/06 7-day avg circ:	Month Total:	169,573	198,844	-15%	Month: -2.70%
467,915	Y-T-D Total:	1,338,104	1,590,738	-15%	Y-T-D: -8.80%
DENTON	National				2007-2006
Record-Chronicle	Retail	25,093	21,622	16%	ad revenue
	Classified	48,602	40,906	19%	percent change
09/30/06 7-day avg circ:	Month Total:	73,695	62,528	18%	Month: 5.00%
13,934	Y-T-D Total:	596,545	616,854	-3%	Y-T-D: -4.00%

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
	Total Y-T-D	Total Y-T-D			
ABILENE					
Reporter-News					
last year:		614,859	62,045	65,203	69,817
this year:	560,174		59,986	59,694	63,456
AUSTIN					
American-					
Statesman					
last year:		1,091,085	108,377	108,946	120,840
this year:	1,103,036		105,913	113,117	139,426
The Beaumont					
Enterprise					
last year:		599,489	60,503	64,594	87,039
this year:	504,099		49,821	52,437	66,470
CORPUS CHRISTI					
Caller-Times					
last year:		766,296	74,669	79,867	91,800
this year:	751,624		73,658	109,656	82,126
DALLAS					
Morning News					
last year:		1,590,738	194,514	188,228	206,945
this year:	1,338,104		155,622	157,285	186,025
DENTON					
Record-Chronicle					
last year:		616,854	59,310	57,305	76,255
this year:	596,545		56,859	55,699	69,197

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April	May	June	July	August	September	October
76,019	71,441	67,301	68,814	69,211	65,008	
64,025	67,610	63,043	60,603	61,739	60,018	
April	May	June	July	August	September	October
127,441	130,613	122,892	121,596	122,912	127,468	
123,518	129,708	123,097	119,520	122,475	126,262	
April	May	June	July	August	September	October
60,289	64,989	75,928	55,624	57,553	72,970	
47,556	61,829	64,306	47,795	52,519	61,366	
April	May	June	July	August	September	October
87,340	87,598	82,451	91,704	85,207	85,660	
83,442	84,551	90,429	54,949	86,256	86,557	
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
80,062	81,369	76,693	60,189	63,143	62,528	
70,534	65,095	63,792	69,433	72,241	73,695	

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				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	

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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
					\$\$\$+(-)%
EL PASO Times	National	632	887	-29%	2007-2006
	Retail	35,052	44,597	-21%	ad revenue
	Classified	70,013	62,772	12%	percent change
	Month Total:	105,697	108,256	-2%	Month:
09/30/06 7-day avg circ:				Y-T-D:	
72,341					
GALVESTON County Daily News	National				2007-2006
	Retail	19,789	20,719	-4%	ad revenue
	Classified	38,484	42,560	-10%	percent change
	Month Total:	58,273	63,279	-8%	Month:
09/30/06 7-day avg circ:				Y-T-D:	
27,624					
HARLINGEN Valley Morning Star	National				2007-2006
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/06 7-day avg circ:				Y-T-D:	
23,773					
HOUSTON Chronicle	National	27,258	31,380	-13%	2007-2006
	Retail	64,691	73,685	-12%	ad revenue
	Classified	123,151	129,550	-5%	percent change
	Month Total:	215,100	234,615	-8%	Month:
09/30/06 7-day avg circ:				-8.05%	
557,059				Y-T-D:	
				-4.44%	
MARSHALL News Messenger	National	151	72	110%	2007-2006
	Retail	7,585	8,494	-11%	ad revenue
	Classified	7,216	6,295	15%	percent change
	Month Total:	14,952	14,861	1%	Month:
09/30/06 7-day avg circ:				2.40%	
6,862				Y-T-D:	
				0.50%	
MCALLEN The Monitor	National				2007-2006
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/06 7-day avg circ:				Y-T-D:	
43,176					
MIDLAND Reporter-Telegram	National	3,762	1,144	229%	2007-2006
	Retail	35,571	41,835	-15%	ad revenue
	Classified	37,060	40,524	-9%	percent change
	Month Total:	76,393	83,503	-9%	Month:
09/30/06 7-day avg circ:				13.50%	
20,111				Y-T-D:	
				8.50%	

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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
	Total Y-T-D	Total Y-T-D			
last year:		974,712	102,852	105,627	109,011
this year:	920,751		93,369	95,909	120,904
last year:		556,906	54,925	55,017	67,445
this year:	521,990		52,400	50,222	65,678
last year:		367,461	45,833	42,754	47,803
this year:	317,877		35,198	37,182	41,194
last year:		1,866,901	189,575	188,152	239,409
this year:	1,746,777		166,276	184,010	228,968
last year:		138,813	14,849	13,933	17,812
this year:	137,030		15,373	13,788	17,282
last year:		560,124	1,433	87,659	95,966
this year:	639,304		83,027	87,991	94,520
last year:		629,021	54,267	59,716	75,672
this year:	577,847		56,215	62,928	74,689

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April	May	June	July	August	September	October
114,418	121,490	110,550	99,907	102,601	108,256	
96,971	102,131	97,281	109,758	98,731	105,697	
April	May	June	July	August	September	October
62,037	65,808	62,370	62,786	63,239	63,279	
58,101	59,843	56,766	57,789	62,918	58,273	
April	May	June	July	August	September	October
45,920	48,132	43,703	47,786	45,530	0	
40,066	43,005	38,203	40,102	42,927	0	
April	May	June	July	August	September	October
192,437	203,469	254,034	184,024	181,186	234,615	
182,703	189,044	231,301	175,455	173,920	215,100	
April	May	June	July	August	September	October
14,786	17,446	15,130	14,443	15,553	14,861	
14,967	15,512	15,187	14,326	15,643	14,952	
April	May	June	July	August	September	October
95,642	94,964	89,481	94,979	0	0	
92,987	92,636	93,827	94,316	0	0	
April	May	June	July	August	September	October
65,319	70,602	88,138	64,361	67,443	83,503	
55,322	64,747	71,090	53,548	62,915	76,393	

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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

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ROP SAU INCHES

TOTAL REVENUE

Full-run paid ad lineage billed per rate card

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

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
ODESSA	National	4,408	3,404	29%	2007-2006
	Retail	30,232	33,542	-10%	ad revenue
	Classified	26,800	34,804	-23%	percent change
09/30/06 7-day avg circ:		Month Total:	71,750	-14%	Month: 0.00%
25,216		Y-T-D Total:	598,381	-2%	Y-T-D: -6.00%
PLAINVIEW	National	463	590	-22%	2007-2006
	Retail	10,261	12,083	-15%	ad revenue
	Classified	9,013	12,496	-28%	percent change
09/30/06 7-day avg circ:		Month Total:	25,169	-22%	Month: -8.00%
5,194		Y-T-D Total:	187,654	-18%	Y-T-D: -13.00%
SAN ANGELO	National	3,200	2,524	27%	2007-2006
	Retail	17,828	21,512	-17%	ad revenue
	Classified	26,301	26,976	-3%	percent change
09/30/06 7-day avg circ:		Month Total:	51,012	-7%	Month: -1.00%
26,972		Y-T-D Total:	435,144	-3%	Y-T-D: -1.00%
SAN ANTONIO	National	9,472	10,744	-12%	2007-2006
	Retail	41,840	45,648	-8%	ad revenue
	Classified	99,859	111,960	-11%	percent change
09/30/06 7-day avg circ:		Month Total:	168,352	-10%	Month: -7.80%
247,215		Y-T-D Total:	1,306,806	-9%	Y-T-D: -2.10%
TEMPLE	National	171	54	217%	2007-2006
	Retail	21,177	21,585	-2%	ad revenue
	Classified	16,733	16,201	3%	percent change
09/30/06 7-day avg circ:		Month Total:	37,840	1%	Month: 10.00%
20,013		Y-T-D Total:	348,415	-1%	Y-T-D: 3.50%
WACO	National	1,831	2,517	-27%	2007-2006
	Retail	25,838	28,165	-8%	ad revenue
	Classified	38,250	32,466	18%	percent change
09/30/06 7-day avg circ:		Month Total:	63,148	4%	Month: 1.30%
39,661		Y-T-D Total:	559,137	-1%	Y-T-D: 1.20%
WICHITA FALLS	National	4,517	4,372	3%	2007-2006
	Retail	18,570	20,763	-11%	ad revenue
	Classified	29,831	30,052	-1%	percent change
09/30/06 7-day avg circ:		Month Total:	55,187	-4%	Month: -4.20%
30,816		Y-T-D Total:	498,834	-6%	Y-T-D: -2.90%

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(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:		598,381	58,904	58,001	67,629
this year:	587,037		60,165	58,068	64,893
Total Y-T-D					
last year:		187,654	14,829	20,271	26,980
this year:	154,140		13,599	15,134	24,537
Total Y-T-D					
last year:		435,144	43,747	48,940	47,859
this year:	420,285		40,573	48,851	48,087
Total Y-T-D					
last year:		1,306,806	129,532	127,541	172,911
this year:	1,195,121		110,537	124,982	154,257
Total Y-T-D					
last year:		348,415	36,689	36,490	39,234
this year:	343,845		32,536	35,687	42,020
Total Y-T-D					
last year:		559,137	57,757	55,784	62,662
this year:	552,207		55,900	59,537	61,536
Total Y-T-D					
last year:		498,834	50,249	50,743	53,502
this year:	469,618		45,703	48,777	50,088

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69,576	66,465	68,731	68,986	68,339	71,750	
68,999	68,407	60,061	85,806	59,198	61,440	
April	May	June	July	August	September	October
17,329	18,726	23,575	19,261	21,514	25,169	
16,790	14,694	20,279	14,832	14,538	19,737	
April	May	June	July	August	September	October
46,948	47,573	51,750	47,447	49,868	51,012	
46,071	49,525	48,046	45,674	46,129	47,329	
April	May	June	July	August	September	October
130,462	134,764	176,937	131,882	134,425	168,352	
114,430	131,176	163,044	119,982	125,542	151,171	
April	May	June	July	August	September	October
41,430	39,095	37,368	37,886	42,383	37,840	
39,252	37,143	40,451	38,331	40,344	38,081	
April	May	June	July	August	September	October
61,451	68,406	61,541	63,709	64,679	63,148	
59,369	67,952	58,949	59,300	63,745	65,919	
April	May	June	July	August	September	October
56,655	61,121	55,591	56,853	58,933	55,187	
52,945	59,316	51,983	51,010	56,878	52,918	

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		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
November	December			
		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
November	December			
		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
November	December			
		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
November	December			
		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
November	December			
		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
November	December			
		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

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