

TDNA Linage Report July 2008

in alphabetical order
Page 1 of 16

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

		2008	2007	+(-)%		\$\$\$+(-)%
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:						
31,917						
	Y-T-D Total:	375,431	440,083	-15%	Y-T-D:	-9.10%
AUSTIN <i>American-Statesman</i>	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:	
CORPUS CHRISTI <i>Caller-Times</i>	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%
DALLAS <i>Morning News</i>	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%
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:						
13,456						
	Y-T-D Total:	444,264	450,609	-1%	Y-T-D:	-3.00%
EL PASO <i>Times</i>	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:	

Texas Daily Newspaper Association
718 West Fifth Street, Suite 200
Austin, Texas 78701-2796

(512) 476-4351...phone
(512) 476-0515...fax

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TDNA Linage Report July 2008

in alphabetical 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.

		2008	2007	January	February	March
			Total Y-T-D			
	last year:		440,083	59,987	59,694	65,069
	this year:	375,431		52,947	56,007	56,490
			Total Y-T-D			
	last year:		854,298	105,913	113,116	139,426
	this year:	783,382		94,179	107,447	124,892
			Total Y-T-D			
	last year:		593,246	75,178	77,751	83,251
	this year:	561,456		76,556	80,984	82,828
			Total Y-T-D			
	last year:		1,150,071	152,828	153,603	181,364
	this year:	943,965		129,226	136,054	146,457
			Total Y-T-D			
	last year:		450,609	56,859	55,699	69,197
	this year:	444,264		55,788	60,570	65,075
			Total Y-T-D			
	last year:		685,573	93,370	95,808	100,675
	this year:	650,642		92,801	94,885	103,191

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**TDNA Linage Report
July 2008**

in alphabetical order
Page 3 of 16

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
123,518	129,708	123,097	119,520			
113,269	124,070	112,436	107,089			
April	May	June	July	August	September	October
89,846	90,857	90,108	86,255			
77,780	93,746	78,828	70,734			
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
70,534	65,095	63,792	69,433			
67,289	70,100	62,014	63,428			
April	May	June	July	August	September	October
96,972	102,131	96,710	99,907			
90,861	96,454	89,303	83,147			

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**TDNA Linage Report
July 2008**

in alphabetical order
Page 4 of 16

		SORT BY CIRC		
November	December	ABILENE Reporter-News	31,917	1
			31,917	2
			31,917	3
		09/30/07 7-day avg circ:	31,917	4
			31,917	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	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
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	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	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

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in alphabetical order
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.

		2008	2007	+(-)%		\$\$\$+(-)%
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	
	09/30/07 7-day avg circ:	Month Total: 49,341	57,789	-15%	Month:	
	26,238	Y-T-D Total: 367,920	391,336	-6%	Y-T-D:	
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	
	09/30/07 7-day avg circ:	Month Total: 33,893	39,197	-14%	Month:	-16.00%
	23,418	Y-T-D Total:			Y-T-D:	-7.00%
HOUSTON <i>Chronicle</i>	National	19,116	20,984	-9%	2008-2007	
	Retail	46,736	47,070	-1%	ad revenue	
	Classified	90,929	102,322	-11%	percent change	
	09/30/07 7-day avg circ:	Month Total: 156,781	170,376	-8%	Month:	-13.20%
	541,603	Y-T-D Total: 1,200,972	1,340,116	-10%	Y-T-D:	-13.90%
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	
	09/30/07 7-day avg circ:	Month Total: 16,015	14,326	12%	Month:	5.08%
	6,959	Y-T-D Total: 116,749	106,435	10%	Y-T-D:	7.57%
MCALLEN <i>The Monitor</i>	National				2008-2007	
	Retail				ad revenue	
	Classified				percent change	
	09/30/07 7-day avg circ:	Month Total:			Month:	
	43,177	Y-T-D Total:			Y-T-D:	
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	
	09/30/07 7-day avg circ:	Month Total: 54,530	53,548	2%	Month:	-1.30%
	19,593	Y-T-D Total: 422,260	438,540	-4%	Y-T-D:	-0.10%
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	
	09/30/07 7-day avg circ:	Month Total: 52,436	57,938	-9%	Month:	-2.53%
	23,246	Y-T-D Total: 392,517	441,471	-11%	Y-T-D:	-5.91%

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TDNA Linage Report July 2008

in alphabetical order
Page 6 of 16

Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
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	2008	2007	January	February	March
Total Y-T-D		Total Y-T-D			
last year:		391,336	52,400	50,222	65,678
this year:	367,920		52,472	49,015	62,158
Total Y-T-D		Total Y-T-D			
last year:		197,888	35,198		42,443
this year:	191,567		38,513		44,481
Total Y-T-D		Total Y-T-D			
last year:		1,340,116	166,276	184,010	228,968
this year:	1,200,972		151,781	159,868	199,558
Total Y-T-D		Total Y-T-D			
last year:		106,435	15,373	13,788	17,282
this year:	116,749		14,266	16,174	20,367
Total Y-T-D		Total Y-T-D			
last year:		551,730	83,027	87,991	99,103
this year:	515,009		82,760	85,813	96,076
Total Y-T-D		Total Y-T-D			
last year:		438,540	56,215	62,929	74,689
this year:	422,260		55,267	56,698	70,701
Total Y-T-D		Total Y-T-D			
last year:		441,471	63,105	58,068	64,893
this year:	392,517		54,472	52,943	59,345

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**TDNA Linage Report
July 2008**

in alphabetical order
Page 7 of 16

April	May	June	July	August	September	October
58,101	59,573	47,573	57,789			
53,153	53,887	47,894	49,341			
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
182,703	183,564	224,219	170,376			
158,605	170,706	203,673	156,781			
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
92,987	94,795	93,827	0			
82,624	90,572	77,164	0			
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
68,999	68,407	60,061	57,938			
58,133	60,457	54,731	52,436			

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**TDNA Linage Report
July 2008**

in alphabetical order
Page 8 of 16

November	December			
		GALVESTON County Daily News	26,238	1
			26,238	2
			26,238	3
		09/30/07 7-day avg circ:	26,238	4
			26,238	5
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			
		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			
		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			
		MCALLEN The Monitor	43,177	1
			43,177	2
			43,177	3
		09/30/07 7-day avg circ:	43,177	4
			43,177	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			
		ODESSA American	23,246	1
			23,246	2
			23,246	3
		09/30/07 7-day avg circ:	23,246	4
			23,246	5

SORT
BY CIRC

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Page 9 of 16

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ROP SAU INCHES

TOTAL REVENUE

Full-run paid ad lineage billed per rate card

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

2008 2007 +(-)%

\$\$\$+(-)%

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**TDNA Linage Report
July 2008**

in alphabetical order
Page 10 of 16

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**TDNA Linage Report
July 2008**

in alphabetical order
Page 11 of 16



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**TDNA Linage Report
July 2008**

in alphabetical order
Page 12 of 16



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BY CIRC

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Page 13 of 16

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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.

		2008	2007	+(-)%	2008-2007
					\$\$\$+(-)%
PLAINVIEW	National	416	308	35%	2008-2007
Daily Herald	Retail	8,748	7,927	10%	ad revenue
	Classified	6,978	6,597	6%	percent change
09/30/07 7-day avg circ:	Month Total:	16,142	14,832	9%	Month: 11.00%
5,051	Y-T-D Total:	115,659	119,865	-4%	Y-T-D: 12.00%
SAN ANGELO	National	2,364	2,865	-17%	2008-2007
Standard-Times	Retail	15,715	16,575	-5%	ad revenue
	Classified	25,218	26,234	-4%	percent change
09/30/07 7-day avg circ:	Month Total:	43,297	45,674	-5%	Month: -11.00%
26,855	Y-T-D Total:	329,858	326,827	1%	Y-T-D: -8.00%
SAN ANTONIO	National	7,873	6,733	17%	2008-2007
Express-News	Retail	30,158	32,728	-8%	ad revenue
	Classified	68,467	80,521	-15%	percent change
09/30/07 7-day avg circ:	Month Total:	106,498	119,982	-11%	Month: -21.70%
247,215	Y-T-D Total:	858,773	918,408	-6%	Y-T-D: -14.70%
TEMPLE	National	88	2,120	-96%	2008-2007
Daily Telegram	Retail	17,430	19,552	-11%	ad revenue
	Classified	11,613	15,701	-26%	percent change
09/30/07 7-day avg circ:	Month Total:	29,131	37,373	-22%	Month: -19.00%
19,711	Y-T-D Total:	217,612	252,414	-14%	Y-T-D: -11.80%
VICTORIA	National	463	560	-17%	2008-2007
Advocate	Retail	19,332	16,401	18%	ad revenue
	Classified	20,655	27,564	-25%	percent change
09/30/07 7-day avg circ:	Month Total:	40,450	44,525	-9%	Month: -1.05%
31,619	Y-T-D Total:	292,092	307,696	-5%	Y-T-D: 0.22%
WACO	National	909	1,930	-53%	2008-2007
Tribune-Herald	Retail	20,977	28,596	-27%	ad revenue
	Classified	26,633	28,774	-7%	percent change
09/30/07 7-day avg circ:	Month Total:	48,519	59,300	-18%	Month: -20.90%
38,990	Y-T-D Total:	381,480	422,543	-10%	Y-T-D: -11.40%
WICHITA FALLS	National	2,725	2,838	-4%	2008-2007
Times Record News	Retail	15,620	17,502	-11%	ad revenue
	Classified	25,240	30,670	-18%	percent change
09/30/07 7-day avg circ:	Month Total:	43,585	51,010	-15%	Month: -18.60%
30,096	Y-T-D Total:	338,817	359,822	-6%	Y-T-D: -11.40%

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Page 14 of 16

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	2008	2007	January	February	March
	Total Y-T-D	Total Y-T-D			
PLAINVIEW					
Daily Herald					
last year:		119,865	13,599	15,134	24,537
this year:	115,659		14,517	15,689	21,378
SAN ANGELO					
Standard-Times					
last year:		326,827	40,573	48,851	48,087
this year:	329,858		41,487	49,723	48,923
SAN ANTONIO					
Express-News					
last year:		918,408	110,537	124,982	154,257
this year:	858,773		112,983	116,854	150,515
TEMPLE					
Daily Telegram					
last year:		252,414	17,534	36,687	42,054
this year:	217,612		18,752	31,128	36,441
VICTORIA					
Advocate					
last year:		307,696	40,926	38,299	46,904
this year:	292,092		41,033	41,047	46,379
WACO					
Tribune-Herald					
last year:		422,543	55,900	59,537	61,536
this year:	381,480		49,884	55,010	59,991
WICHITA FALLS					
Times Record News					
last year:		359,822	45,703	48,777	50,088
this year:	338,817		42,401	49,241	52,333

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Page 15 of 16

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16,790	14,694	20,279	14,832			
14,080	14,029	19,824	16,142			
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
114,430	131,176	163,044	119,982			
117,702	117,970	136,251	106,498			
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
42,112	50,617	44,313	44,525			
39,212	45,555	38,416	40,450			
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
52,945	59,316	51,983	51,010			
49,303	53,088	48,866	43,585			

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in alphabetical order
Page 16 of 16

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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	5,051 5
November	December	SAN ANGELO Standard-Times	26,855 1
			26,855 2
			26,855 3
		09/30/07 7-day avg circ:	26,855 4
		26,855	26,855 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	247,215 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	19,711 5
November	December	VICTORIA Advocate	31,619 1
			31,619 2
			31,619 3
		09/30/07 7-day avg circ:	31,619 4
		31,619	31,619 5
November	December	WACO Tribune-Herald	38,990 1
			38,990 2
			38,990 3
		09/30/07 7-day avg circ:	38,990 4
		38,990	38,990 5
November	December	WICHITA FALLS Times Record News	30,096 1
			30,096 2
			30,096 3
		09/30/07 7-day avg circ:	30,096 4
		30,096	30,096 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