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| - <u>Classified</u> : legal, transient, real estate, auto, all other | in alpha order | ROP | SAU INC | HES | TOTAL RE | EVENUE |
|--|----------------|----------------|------------------|-------|----------------|-------------|
| classified - <u>Political ads</u> in category for rate sold | Full-run pa | id ad linage b | illed per rate o | ard | ROP, TMC, inse | |
| | | 2008 | 2007 | +(-)% | | \$\$\$+(-)% |
| ABILENE | National | 3,956 | 5,058 | -22% | 2008-2007 | |
| Reporter-News | Retail | 14,695 | 13,934 | 5% | ad revenue | |
| | Classified | 36,069 | 42,747 | -16% | percent change | |
| 09/30/07 7-day avg circ: | Month Total: | 54,720 | 61,739 | -11% | Month: | -4.90% |
| 31,917 | Y-T-D Total: | 430,151 | 501,822 | -14% | Y-T-D: | -8.60% |
| AUSTIN | National | 5,530 | 3,003 | 84% | 2008-2007 | |
| American- | Retail | 67,699 | 64,511 | 5% | ad revenue | |
| Statesman | Classified | 47,368 | 54,961 | -14% | percent change | |
| 09/30/07 7-day avg circ: | Month Total: | 120,597 | 122,475 | -2% | Month: | |
| 174,350 | Y-T-D Total: | 903,979 | 976,773 | -7% | Y-T-D: | |
| CORPUS CHRISTI | National | 1,559 | 3,620 | -57% | 2008-2007 | |
| Caller-Times | Retail | 24,737 | 26,632 | -7% | ad revenue | |
| | Classified | 51,268 | 54,950 | -7% | percent change | |
| 09/30/07 7-day avg circ: | Month Total: | 77,564 | 85,202 | -9% | Month: | -8.00% |
| 55,401 | Y-T-D Total: | 639,020 | 678,448 | -6% | Y-T-D: | -8.00% |
| DALLAS | National | 13,912 | 16,584 | -16% | 2008-2007 | |
| Morning News | Retail | 52,635 | 56,298 | -7% | ad revenue | |
| · · | Classified | 67,930 | 86,822 | -22% | percent change | |
| 09/30/07 7-day avg circ: | Month Total: | 134,477 | 159,704 | -16% | Month: | -16.60% |
| 415,007 | Y-T-D Total: | 1,078,442 | 1,309,775 | -18% | Y-T-D: | -16.70% |
| DENTON | National | | | | 2008-2007 | |
| Record-Chronicle | Retail | 26,822 | 25,273 | 6% | ad revenue | |
| | Classified | 40,162 | 46,968 | -14% | percent change | |
| 09/30/07 7-day avg circ: | Month Total: | 66,984 | 72,241 | -7% | Month: | -3.00% |
| 13,456 | Y-T-D Total: | 511,248 | 522,850 | -2% | Y-T-D: | 4.00% |
| EL PASO | National | 410 | 1,013 | -60% | 2008-2007 | |
| Times | Retail | 33,343 | 33,649 | -1% | ad revenue | |
| | Classified | 51,993 | 64,069 | -19% | percent change | |
| 09/30/07 7-day avg circ: | Month Total: | 85,746 | 98,731 | -13% | Month: | |
| 72,945 | Y-T-D Total: | 736,388 | 784,304 | -6% | Y-T-D: | |

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Accumulating month totals

<u>(producing Y-T-D totals</u> within report and <u>Y-T-D</u> % change)

Please notify TDNA if you revise any of these past figures so we can update this report.

| | | 2007 | January | February | March |
|------------|---------------------|------------------------|---------|----------|---------|
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 501,822 | 59,987 | 59,694 | 65,069 |
| this year: | 430,151 | | 52,947 | 56,007 | 56,490 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 976,773 | 105,913 | 113,116 | 139,426 |
| this year: | 903,979 | | 94,179 | 107,447 | 124,892 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 678,448 | 75,178 | 77,751 | 83,251 |
| this year: | 639,020 | | 76,556 | 80,984 | 82,828 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 1,309,775 | 152,828 | 153,603 | 181,364 |
| this year: | 1,078,442 | | 129,226 | 136,054 | 146,457 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | - | - | |
| | Total Y-T-D | | | | |
| last year: | | 522,850 | 56,859 | 55,699 | 69,197 |
| this year: | 511,248 | | 55,788 | 60,570 | 65,075 |
| | | 2007 | January | February | March |
| | | | | | |
| | 2008 | Total Y-T-D | • | - | |
| | 2008 Total Y-T-D | Total Y-T-D | • | · | |
| last year: | | Total Y-T-D 784,304 | 93,370 | 95,808 | 100,675 |

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| April | May | June | July | August | September | October |
|---------|---------|---------|---------|---------|-----------|---------|
| • | • | | • | Ū | • | |
| 64,047 | 67,640 | 63,043 | 60,603 | 61,739 | | |
| 52,655 | 58,841 | 49,733 | 48,758 | 54,720 | | |
| April | May | June | July | August | September | October |
| | | | | | | |
| 123,518 | 129,708 | 123,097 | 119,520 | 122,475 | | |
| 113,269 | 124,070 | 112,436 | 107,089 | 120,597 | | |
| April | May | June | July | August | September | October |
| | | | | | | |
| 89,846 | 90,857 | 90,108 | 86,255 | 85,202 | | |
| 77,780 | 93,746 | 78,828 | 70,734 | 77,564 | | |
| April | May | June | July | August | September | October |
| | | | | | | |
| 170,684 | 165,123 | 166,769 | 159,700 | 159,704 | | |
| 132,921 | 143,878 | 131,828 | 123,601 | 134,477 | | |
| April | May | June | July | August | September | October |
| | | | | | | |
| 70,534 | 65,095 | 63,792 | 69,433 | 72,241 | | |
| 67,289 | 70,100 | 62,014 | 63,428 | 66,984 | | |
| April | May | June | July | August | September | October |
| | | | | | | |
| 96,972 | 102,131 | 96,710 | 99,907 | 98,731 | | |
| 90,861 | 96,454 | 89,303 | 83,147 | 85,746 | | |

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| | | SORT BY CIRC | |
|-------------------|--------------------------|-----------------|---|
| | | | |
| November December | ABILENE | 31,917 | 1 |
| | Reporter-News | 31,917 | 2 |
| • | Reporter News | 31,917 | 3 |
| | 09/30/07 7-day avg circ: | 31,917 | 4 |
| | 31,917 | 31,917 | 5 |
| | AUSTIN | 174.350 | 1 |
| | American- | 174,350 | 2 |
| | Statesman | 174,350 | 3 |
| | 09/30/07 7-day avg circ: | 174,350 | 4 |
| | 174,350 | 174,350 | 5 |
| November December | CORPUS CHRISTI | 55,401 | 1 |
| | Caller-Times | 55,401 | 2 |
| | | 55,401 | 3 |
| | 09/30/07 7-day avg circ: | 55,401 | 4 |
| | 55,401 | 55,401 | 5 |
| November December | DALLAS | 415,007 | 1 |
| | Morning News | 415,007 | 2 |
| | • | 415,007 | 3 |
| | 09/30/07 7-day avg circ: | 415,007 | 4 |
| | 415,007 | 415,007 | 5 |
| November December | DENTON | 13,456 | 1 |
| | Record-Chronicle | 13,456 | 2 |
| | | 13,456 | 3 |
| | 09/30/07 7-day avg circ: | 13,456 | 4 |
| | 13,456 | 13,456 | 5 |
| November December | EL PASO | 72,945 | 1 |
| | Times | 72,945 | 2 |
| | | 72.945 | 3 |
| | | 12,943 | • |
| | 09/30/07 7-day avg circ: | 72,945 | 4 |

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| Full-run paid ad linage billed per rate card Retail classified September September | - <u>Classified</u> : legal, transient, real estate, auto, all other classified | in alpha order | ROP | SAU INC | HES | TOTAL R | _ |
|--|---|----------------|-----------------|-----------------|-------|----------------|-------------|
| County Daily News Retail Classified Classified Month Total: Y-T-D Total: | -Political ads in category for | Full-run pa | id ad linage bi | lled per rate c | ard | | |
| Classified Cl | | J | 2008 | 2007 | +(-)% | | \$\$\$+(-)% |
| Classified Month Total: Month | GALVESTON | National | | | | 2008-2007 | |
| Ogi30/07 7-day avg circ: Month Total: Y-T-D T | County Daily News | Retail | | | | ad revenue | |
| 26,238 Y-T-D Total: Y-T-D: | | Classified | | | | percent change | |
| HARLINGEN | 09/30/07 7-day avg circ: | Month Total: | | | | Month: | |
| Valley Morning Star Retail 19,787 21,386 -7% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 36,390 40,659 -10% Month: -7.00% 23,418 Y-T-D Total: Y-T-D Total: Y-T-D: -9.00% Month: -7.00% HOUSTON National 17,340 20,946 -17% 2008-2007 ad revenue -9.00% Chronicle Retail 49,048 46,859 5% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 155,841 166,318 -6% Month: -12.20% 541,603 Y-T-D Total: 1,356,813 1,506,434 -10% Y-T-D: -13.70% MARSHALL National 42 10 320% 2008-2007 Ad revenue percent change 09/30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% <t< td=""><td>26,238</td><td>Y-T-D Total:</td><td></td><td></td><td></td><td>Y-T-D:</td><td></td></t<> | 26,238 | Y-T-D Total: | | | | Y-T-D: | |
| Classified 14,048 15,367 -9% percent change Month Total: 36,390 40,659 -10% Month: -7.00% Y-T-D: -9.00% Month: Y-T-D: -9.00% Y-T-D: -9.00% Month: Y-T-D: Month: Month: | HARLINGEN | National | 2,555 | 3,906 | -35% | 2008-2007 | |
| 09/30/07 7-day avg circ: Month Total: 36,390 40,659 -10% Month: -7.00% 23,418 Y-T-D Total: 20,946 -17% 2008-2007 ad revenue HOUSTON Retail 49,048 46,859 5% ad revenue 09/30/07 7-day avg circ: Month Total: 155,841 166,318 -6% Month: -12.20% 09/30/07 7-day avg circ: Month Total: 1,356,813 1,506,434 -10% Y-T-D: -13.70% MARSHALL National 42 10 320% 2008-2007 ad revenue percent change 13.70% ad revenue percent change 13.70% 40.88% 40.88% 40.987 16% 40.88% <td< td=""><td>Valley Morning Star</td><td>Retail</td><td>19,787</td><td>21,386</td><td>-7%</td><td>ad revenue</td><td></td></td<> | Valley Morning Star | Retail | 19,787 | 21,386 | -7% | ad revenue | |
| 23,418 Y-T-D Total: Y-T-D: -9.00% | | Classified | 14,048 | 15,367 | -9% | percent change | |
| HOUSTON | 09/30/07 7-day avg circ: | Month Total: | 36,390 | 40,659 | -10% | Month: | -7.00% |
| Chronicle Retail 49,048 46,859 5% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 155,841 166,318 -6% Month: -12.20% 541,603 Y-T-D Total: 1,356,813 1,506,434 -10% Y-T-D: -13.70% MARSHALL National 42 10 320% 2008-2007 News Messenger Retail 9,312 8,646 8% ad revenue 09/30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 ad revenue 208-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% 40.887 -34% 2008-2007 ad reve | 23,418 | Y-T-D Total: | | | | Y-T-D: | -9.00% |
| Classified 89,453 98,513 -9% percent change | HOUSTON | National | 17,340 | 20,946 | -17% | 2008-2007 | |
| 09/30/07 7-day avg circ: Month Total: 155,841 166,318 -6% Month: -12.20% 541,603 Y-T-D Total: 1,356,813 1,506,434 -10% Y-T-D: -13.70% MARSHALL National 42 10 320% 2008-2007 ad revenue 2008-2007 30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 Amorth Month -12.00% 45,123 -12% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND Retail Classified 2008-2007 American Month: Y-T-D: -10.00% Mo | Chronicle | Retail | 49,048 | 46,859 | 5% | ad revenue | |
| 541,603 Y-T-D Total: 1,356,813 1,506,434 -10% Y-T-D: -13.70% MARSHALL National 42 10 320% 2008-2007 ad revenue 2008-2007 30/07 7-62% Month Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 Amorth 45,123 -12% Month: -12.00% 43,177 49,588 -20% percent change 2008-2007 Amorth: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Month: -12.00% 40 revenue 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 ad revenue 2008-2007 2008-2007 2008-2007 | | Classified | 89,453 | 98,513 | -9% | percent change | |
| MARSHALL National 42 10 320% 2008-2007 News Messenger Retail 9,312 8,646 8% ad revenue 09/30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 ad revenue Classified 39,517 49,588 -20% percent change 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Retail 2008-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: 19,593 Y-T-D Total: 40,588 -20% 2008-2007 ad revenue Percent change 09/30/07 7-day avg circ: Month Total: 1,77-D: | 09/30/07 7-day avg circ: | Month Total: | 155,841 | 166,318 | -6% | Month: | -12.20% |
| News Messenger Retail 9,312 8,646 8% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 The Monitor Retail 39,901 45,123 -12% ad revenue Classified 39,517 49,588 -20% percent change 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Retail 2008-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: Month: Y-T-D: -11.00% 09/30/07 7-day avg circ: Month Total: 2,275 3,369 -32% 2008-2007 American < | 541,603 | Y-T-D Total: | 1,356,813 | 1,506,434 | -10% | Y-T-D: | -13.70% |
| Classified 8,131 6,987 16% percent change 09/30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 ad revenue Classified 39,517 49,588 -20% percent change 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Reporter-Telegram Retail Classified Classified 09/30/07 7-day avg circ: Month Total: 19,593 Y-T-D Total: 2,275 3,369 -32% 2008-2007 ad revenue percent change Month: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 ad revenue Percent change Classified 23,629 28,095 -16% Percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% 3 | MARSHALL | National | 42 | 10 | 320% | 2008-2007 | |
| 09/30/07 7-day avg circ: Month Total: 17,485 15,643 12% Month: 7.97% 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 The Monitor Retail 39,901 45,123 -12% ad revenue Classified 39,517 49,588 -20% percent change 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Retail 2008-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: Y-T-D Total: Y-T-D: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 American Retail 29,577 27,734 7% ad revenue Classified 23,629 28,095< | News Messenger | Retail | 9,312 | 8,646 | 8% | ad revenue | |
| 6,959 Y-T-D Total: 134,234 122,078 10% Y-T-D: 7.62% MCALLEN National 3,241 4,887 -34% 2008-2007 ad revenue 2008-2007 2008-200 | | Classified | 8,131 | 6,987 | 16% | percent change | |
| MCALLEN National 3,241 4,887 -34% 2008-2007 The Monitor Retail 39,901 45,123 -12% ad revenue 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Retail 2008-2007 ad revenue percent change Reporter-Telegram Retail Classified Month Total: Month: Y-T-D: 19,593 Y-T-D Total: Month Y-T-D: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 ad revenue Classified 29,577 27,734 7% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | 09/30/07 7-day avg circ: | Month Total: | 17,485 | 15,643 | 12% | Month: | 7.97% |
| The Monitor Retail 39,901 45,123 -12% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Retail 2008-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: Month: Y-T-D: 19,593 Y-T-D Total: Y-T-D: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 American Retail 29,577 27,734 7% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | 6,959 | Y-T-D Total: | 134,234 | 122,078 | 10% | Y-T-D: | 7.62% |
| Classified 39,517 49,588 -20% percent change | MCALLEN | National | 3,241 | 4,887 | -34% | 2008-2007 | |
| 09/30/07 7-day avg circ: Month Total: 82,659 99,598 -17% Month: -12.00% 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Reporter-Telegram Retail Classified 2008-2007 ad revenue percent change Month: 19,593 Y-T-D Total: Y-T-D: Month: Y-T-D: Y-T-D: ODESSA National National 2,275 3,369 -32% ad revenue percent change 2008-2007 ad revenue percent change 20,577 27,734 7% ad revenue percent change 20,577 ad revenue percent change 23,629 28,095 -16% percent change 20,50% -3,60% Month: -3,60% -3,60% Month: -3,60% | The Monitor | Retail | 39,901 | 45,123 | -12% | ad revenue | |
| 43,177 Y-T-D Total: 663,530 747,342 -11% Y-T-D: -11.00% MIDLAND National Reporter-Telegram Retail 2008-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: Month: Y-T-D: 19,593 Y-T-D Total: Y-T-D: Y-T-D: ODESSA National Retail 2,275 3,369 -32% ad revenue percent change American Retail 29,577 27,734 7% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | | Classified | 39,517 | 49,588 | -20% | percent change | |
| MIDLAND National Reporter-Telegram Retail Classified 2008-2007 ad revenue percent change 09/30/07 7-day avg circ: Month Total: Month: Y-T-D: 19,593 Y-T-D Total: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 American Retail 29,577 27,734 7% ad revenue Classified 23,629 28,095 -16% percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | 09/30/07 7-day avg circ: | Month Total: | 82,659 | 99,598 | -17% | Month: | -12.00% |
| Reporter-Telegram Retail Classified ad revenue percent change 09/30/07 7-day avg circ: Month Total: Month: 19,593 Y-T-D Total: Y-T-D: ODESSA National Retail 2,275 3,369 -32% 2008-2007 ad revenue American Retail 29,577 27,734 7% ad revenue percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | 43,177 | Y-T-D Total: | 663,530 | 747,342 | -11% | Y-T-D: | -11.00% |
| Classified Percent change Percent | MIDLAND | National | | | | 2008-2007 | |
| 09/30/07 7-day avg circ: Month Total: Month: 19,593 Y-T-D Total: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 American Retail 29,577 27,734 7% ad revenue Classified 23,629 28,095 -16% percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | Reporter-Telegram | Retail | | | | ad revenue | |
| 19,593 Y-T-D Total: Y-T-D: ODESSA National 2,275 3,369 -32% 2008-2007 American Retail 29,577 27,734 7% ad revenue Classified 23,629 28,095 -16% percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | | Classified | | | | percent change | |
| ODESSA National 2,275 3,369 -32% 2008-2007 American Retail 29,577 27,734 7% ad revenue Classified 23,629 28,095 -16% percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | 09/30/07 7-day avg circ: | Month Total: | | | | Month: | |
| American Retail 29,577 27,734 7% ad revenue Classified 23,629 28,095 -16% percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | 19,593 | Y-T-D Total: | | | | Y-T-D: | |
| Classified 23,629 28,095 -16% percent change 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | ODESSA | National | 2,275 | 3,369 | -32% | 2008-2007 | |
| 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | American | Retail | 29,577 | 27,734 | 7% | ad revenue | |
| 09/30/07 7-day avg circ: Month Total: 55,481 59,198 -6% Month: -3.60% | | Classified | 23,629 | 28,095 | -16% | percent change | |
| 23,246 Y-T-D Total: P447,998 500,669 -11% Y-T-D: -5.70% | 09/30/07 7-day avg circ: | Month Total: | 55,481 | 59,198 | -6% | | -3.60% |
| | 23,246 | Y-T-D Total: | - 447,998 | 500,669. | -11% | Y-T-D: | -5.70% |

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TDNA Linage Report August 2008

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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 | January | February | March |
|------------|-------------|-------------------|---------|----------|--------|
| | 2008 | 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 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 238,547 | 35,198 | | 42,443 |
| this year: | 227,957 | | 38,513 | | 44,48 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 1,506,434 | 166,276 | 184,010 | 228,96 |
| this year: | 1,356,813 | | 151,781 | 159,868 | 199,55 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 122,078 | 15,373 | 13,788 | 17,28 |
| this year: | 134,234 | | 14,266 | 16,174 | 20,36 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 747,342 | 83,027 | 87,991 | 99,10 |
| this year: | 663,530 | | 82,760 | 85,813 | 96,07 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 438,540 | 56,215 | 62,929 | 74,68 |
| this year: | 422,260 | | 55,267 | 56,698 | 70,70 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 500,669 | 63,105 | 58,068 | 64,89 |
| this year: | 447 998 | xas Daily Newspap | 54 472 | 52,943 | 59,34 |

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| April | May | June | July | August | September | Octobe |
|------------------|------------------|---------------------------------------|------------------|---------|-----------|--------|
| 50.404 | 50 570 | 47.570 | 57 700 | | | |
| 58,101 | 59,573 | 47,573 | 57,789 | 0 | | |
| 53,153 | 53,887 | 47,894 | 49,341 | 0 | | |
| April | May | June | July | August | September | Octobe |
| | 41,853 | 39,197 | 39,197 | 40,659 | | |
| | 40,787 | 33,893 | 33,893 | 36,390 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 182,703 | 183,564 | 224,219 | 170,376 | 166,318 | | |
| 158,605 | 170,706 | 203,673 | 156,781 | 155,841 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 14,967 | 15,512 | 15,187 | 14,326 | 15,643 | | |
| 16,976 | 17,072 | 15,879 | 16,015 | 17,485 | | |
| April | May | June | July | August | September | Octobe |
| 92,987 | 94,795 | 93,827 | 96,014 | 99,598 | | |
| 82,624 | 90,572 | 77,164 | 65,862 | 82,659 | | |
| April | May | June | July | August | September | Octobe |
| 55,000 | 04747 | 74.000 | 50 540 | • | | |
| 55,322 57,759 | 64,747 60,470 | 71,090 66,835 | 53,548 54,530 | 0 | | |
| | • | · · · · · · · · · · · · · · · · · · · | | | 0 1 1 | 0 1 1 |
| April | May | June | July | August | September | Octobe |
| 68,999 | 68,407 | 60,061 | 57,938 | 59,198 | | |
| 58,133 | 60,457 | _54.731 | Newspaper Ass | | | |

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| | | | SORT | |
|-------------|------------|--------------------------|---------|---|
| | | | BY CIRC | |
| | | | | |
| | | | | |
| | | | _ | |
| 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 | 26,238 | 5 |
| November | December | HARLINGEN | 23,418 | 1 |
| | | Valley Morning Star | 23,418 | 2 |
| | | | 23,418 | 3 |
| | | 09/30/07 7-day avg circ: | 23,418 | 4 |
| | | 23,418 | 23,418 | 5 |
| November | December | HOUSTON | 541,603 | 1 |
| | | Chronicle | 541,603 | 2 |
| | | | 541,603 | 3 |
| | | 09/30/07 7-day avg circ: | 541,603 | 4 |
| | | 541,603 | 541,603 | 5 |
| November | December | MARSHALL | 6,959 | 1 |
| | | News Messenger | 6,959 | 2 |
| | | · · | 6,959 | 3 |
| | | 09/30/07 7-day avg circ: | 6,959 | 4 |
| | | 6,959 | 6,959 | 5 |
| 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 | 43,177 | 5 |
| November | December | MIDLAND | 19,593 | 1 |
| | 2000 | Reporter-Telegram | 19,593 | 2 |
| | | rioportor rologia | 19,593 | 3 |
| | | 09/30/07 7-day avg circ: | 19,593 | 4 |
| | | 19,593 | 19,593 | 5 |
| November | December | ODESSA | 23.246 | 1 |
| ivoverribel | December | American | 23,246 | 2 |
| | | AIIIEIICAII | | |
| | | 00/20/07 7 day ava ali | 23,246 | 3 |
| | | 09/30/07 7-day avg circ: | 23,246 | |
| | Texas Dail | ly Newspaper Association | 23,246 | 5 |
| | 740 14/ | t Eifth Ctroot Cuite 200 | | |

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-<u>Classified</u>: legal, transient, real estate, auto, all other classified -<u>Political ads</u> in category for rate sold in alpha order

ROP SAU INCHES

TOTAL REVENUE

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

Full-run paid ad linage billed per rate card

2008 2007 +(-)%

\$\$\$+(-)%

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August 2008

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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.

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| - <u>Classified</u> : legal, transient, real estate, auto, all other | in alpha order | ROP | SAU INCI | HES | TOTAL RI | EVENUE | |
|--|----------------|----------------|-----------------|---------|----------------|---|--|
| classified - <u>Political ads</u> in category for rate sold | Full-run pai | d ad linage bi | lled per rate c | ard | | ROP, TMC, inserts, zoned, direct mail, pre-prints, etc. | |
| | _ | 2008 | 2007 | +(-)% | | \$\$\$+(-)% | |
| PLAINVIEW | National | 404 | 463 | -13% | 2008-2007 | | |
| Daily Herald | Retail | 9,371 | 10,261 | -9% | ad revenue | | |
| - | Classified | 6,301 | 9,013 | -30% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 16,076 | 19,737 | -19% | Month: | 14.00% | |
| 5,051 | Y-T-D Total: | 131,735 | 139,602 | -6% | Y-T-D: | 13.00% | |
| SAN ANGELO | National | 1,812 | 3,241 | -44% | 2008-2007 | | |
| Standard-Times | Retail | 17,284 | 17,203 | 0% | ad revenue | | |
| | Classified | 28,691 | 25,685 | 12% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 47,787 | 46,129 | 4% | Month: | -4.00% | |
| 26,855 | Y-T-D Total: | 377,645 | 372,956 | 1% | Y-T-D: | -7.00% | |
| SAN ANTONIO | National | 7,909 | 7.983 | -1% | 2008-2007 | | |
| Express-News | Retail | 30.884 | 34.698 | -11% | ad revenue | | |
| | Classified | 64,720 | 82,861 | -22% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 103,513 | 125,542 | -18% | Month: | -22.90% | |
| 247,215 | Y-T-D Total: | 962,286 | 1,043,950 | -8% | Y-T-D: | -15.60% | |
| TEMPLE | National | 16 | 30 | -47% | 2008-2007 | | |
| Daily Telegram | Retail | 5.898 | 7.410 | -20% | ad revenue | | |
| zany relegiam | Classified | 2,334 | 3,418 | -32% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 8,248 | 10,858 | -24% | Month: | -16.00% | |
| 19,711 | Y-T-D Total: | 225,860 | 263,272 | -14% | Y-T-D: | -13.00% | |
| VICTORIA | National | 895 | 520 | 72% | 2008-2007 | | |
| Advocate | Retail | 17,514 | 15,949 | 10% | ad revenue | | |
| | Classified | 22,981 | 27,349 | -16% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 41,390 | 43,818 | -6% | Month: | 6.30% | |
| 31,619 | Y-T-D Total: | 333,482 | 351,514 | -5% | Y-T-D: | 0.50% | |
| WACO | National | 1,269 | 1,946 | -35% | 2008-2007 | | |
| Tribune-Herald | Retail | 23,906 | 29,621 | -19% | ad revenue | | |
| | Classified | 28,531 | 32,178 | -11% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 53,706 | 63,745 | -16% | Month: | -7.00% | |
| 38,990 | Y-T-D Total: | 435,186 | 486,288 | -11% | Y-T-D: | -10.80% | |
| WICHITA FALLS | National | 2,900 | 4.267 | -32% | 2008-2007 | | |
| Times Record News | Retail | 18,576 | 21,823 | -15% | ad revenue | | |
| | Classified | 27,983 | 30,788 | -9% | percent change | | |
| 09/30/07 7-day avg circ: | Month Total: | 49,459 | 56,878 | -13% | Month: | -11.00% | |
| 30.096 | | • | • | | Y-T-D: | -3.40% | |
| ==,=== | | Daily Newspa | per Association | ו ' ''ו | 5. | 20 /0 | |

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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 | January | February | March |
|------------|-------------|-------------|---------|----------|--------|
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 139,602 | 13,599 | 15,134 | 24,537 |
| this year: | 131,735 | | 14,517 | 15,689 | 21,378 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 372,956 | 40,573 | 48,851 | 48,08 |
| this year: | 377,645 | | 41,487 | 49,723 | 48,92 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 1,043,950 | 110,537 | 124,982 | 154,25 |
| this year: | 962,286 | | 112,983 | 116,854 | 150,51 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | - | - | |
| | Total Y-T-D | | | | |
| last year: | | 263,272 | 17,534 | 36,687 | 42,05 |
| this year: | 225,860 | | 18,752 | 31,128 | 36,44 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 351,514 | 40,926 | 38,299 | 46,90 |
| this year: | 333,482 | | 41,033 | 41,047 | 46,37 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 486,288 | 55,900 | 59,537 | 61,53 |
| this year: | 435,186 | | 49,884 | 55,010 | 59,99 |
| | | 2007 | January | February | March |
| | 2008 | Total Y-T-D | | | |
| | Total Y-T-D | | | | |
| last year: | | 416.700 | 45.703 | 48,777 | 50,08 |
| act your. | | , | -, | | |

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| April | May | June | July | August | September | Octobe |
|---------|---------|---------|---------------|---------|-----------|---------|
| Арш | way | dano | ouly | August | Осрістьст | Colobol |
| 16,790 | 14,694 | 20,279 | 14,832 | 19,737 | | |
| 14,080 | 14,029 | 19,824 | 16,142 | 16,076 | | |
| April | May | June | July | August | September | Octobe |
| 46,071 | 49,525 | 48,046 | 45,674 | 46,129 | | |
| 48,487 | 51,604 | 46,337 | 43,297 | 47,787 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 114,430 | 131,176 | 163,044 | 119,982 | 125,542 | | |
| 117,702 | 117,970 | 136,251 | 106,498 | 103,513 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 41,172 | 37,143 | 40,451 | 37,373 | 10,858 | | |
| 33,575 | 36,217 | 32,368 | 29,131 | 8,248 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 42,112 | 50,617 | 44,313 | 44,525 | 43,818 | | |
| 39,212 | 45,555 | 38,416 | 40,450 | 41,390 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 59,369 | 67,952 | 58,949 | 59,300 | 63,745 | | |
| 53,192 | 62,955 | 51,929 | 48,519 | 53,706 | | |
| April | May | June | July | August | September | Octobe |
| | | | | | | |
| 52,945 | 59,316 | 51,983 | 51,010 | 56,878 | | |
| 49,303 | 53,088 | 40.000 | Newspaper Ass | 40.450 | | |

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| | | | SORT | |
|----------|----------|------------------------------------|--------------------|--------|
| | | | BY CIRC | |
| | | | | |
| | | | | |
| November | December | PLAINVIEW | 5,051 | 1 |
| November | December | Daily Herald | 5,051 | 2 |
| | | Duny Heraid | 5,051 | 3 |
| | | 09/30/07 7-day avg circ: | 5,051 | 4 |
| | | 5.051 | 5,051 | 5 |
| November | December | SAN ANGELO | 26,855 | 1 |
| November | December | Standard-Times | 26,855 | 2 |
| | | Stanuaru-Times | 26,855 | 3 |
| | | 09/30/07 7-day avg circ: | 26,855 | 4 |
| | | 26,855 | 26,855 | 5 |
| November | December | SAN ANTONIO | - | 1 |
| November | December | | 247,215 | |
| | | Express-News | 247,215 247,215 | 2 |
| | | 00/00/07 7 1 | | |
| | | 09/30/07 7-day avg circ: | 247,215 | 4 |
| | | 247,215 | 247,215 | 5 |
| November | December | TEMPLE | 19,711 | 1 |
| | | Daily Telegram | 19,711 | 2 |
| | | | 19,711 | 3 |
| | | 09/30/07 7-day avg circ: | 19,711 | 4 |
| | | 19,711 | 19,711 | 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 | 31,619 | 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 | 38,990 | 5 |
| November | | | | |
| November | December | WICHITA FALLS | 30,096 | 1 |
| November | December | WICHITA FALLS Times Record News | 30,096 30,096 | 1 2 |
| November | December | | | |
| November | December | | 30,096 | 2 |

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