

**TDNA Linage Report**  
**March 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**

**TOTAL REVENUE**

**Full-run paid ad lineage billed per rate card**

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

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
<b>ABILENE</b>	National	5,329	4,111	30%	2007-2006
<b>Reporter-News</b>	Retail	14,497	16,973	-15%	ad revenue
	Classified	43,630	48,733	-10%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>63,456</b>	<b>69,817</b>	-9%	<b>Month:</b>
37,774	<b>Y-T-D Total:</b>	<b>183,136</b>	<b>197,065</b>	-7%	<b>Y-T-D:</b>
	National	6,416	4,709	36%	2007-2006
<b>AUSTIN</b>	Retail	67,002	54,932	22%	ad revenue
<b>American-</b>	Classified	66,008	61,199	8%	percent change
<b>Statesman</b>	<b>Month Total:</b>	<b>139,426</b>	<b>120,840</b>	15%	<b>Month:</b>
09/30/06 7-day avg circ:	<b>Y-T-D Total:</b>	<b>358,456</b>	<b>338,163</b>	6%	<b>Y-T-D:</b>
183,496	National				2007-2006
<b>The Baytown Sun</b>	Retail				ad revenue
	Classified				percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>				<b>Month:</b>
8,681	<b>Y-T-D Total:</b>				<b>Y-T-D:</b>
	National	4,342	3,560	22%	2007-2006
<b>The Beaumont</b>	Retail	32,814	46,094	-29%	ad revenue
<b>Enterprise</b>	Classified	29,314	37,385	-22%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>66,470</b>	<b>87,039</b>	-24%	<b>Month:</b>
52,822	<b>Y-T-D Total:</b>	<b>168,728</b>	<b>212,136</b>	-20%	<b>Y-T-D:</b>
	National				2007-2006
<b>CORPUS CHRISTI</b>	Retail				ad revenue
<b>Caller-Times</b>	Classified				percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>				<b>Month:</b>
55,384	<b>Y-T-D Total:</b>				<b>Y-T-D:</b>
	National	19,905	22,826	-13%	2007-2006
<b>DALLAS</b>	Retail	65,194	68,102	-4%	ad revenue
<b>Morning News</b>	Classified	100,926	116,017	-13%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>186,025</b>	<b>206,945</b>	-10%	<b>Month:</b>
467,915	<b>Y-T-D Total:</b>	<b>498,932</b>	<b>589,687</b>	-15%	<b>Y-T-D:</b>
	National				2007-2006
<b>DENTON</b>	Retail	22,170	22,358	-1%	ad revenue
<b>Record-Chronicle</b>	Classified	47,027	53,897	-13%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>69,197</b>	<b>76,255</b>	-9%	<b>Month:</b>
13,934	<b>Y-T-D Total:</b>	<b>181,755</b>	<b>192,870</b>	-6%	<b>Y-T-D:</b>

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

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

hturrentine@tdna.org  
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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			
<b>last year:</b>		<b>197,065</b>	62,045	65,203	69,817
<b>this year:</b>	<b>183,136</b>		59,986	59,694	63,456
<b>last year:</b>		<b>338,163</b>	108,377	108,946	120,840
<b>this year:</b>	<b>358,456</b>		105,913	113,117	139,426
<b>last year:</b>		<b>0</b>	0	0	0
<b>this year:</b>	<b>0</b>		0	0	0
<b>last year:</b>		<b>212,136</b>	60,503	64,594	87,039
<b>this year:</b>	<b>168,728</b>		49,821	52,437	66,470
<b>last year:</b>		<b>154,536</b>	74,669	79,867	
<b>this year:</b>	<b>183,314</b>		73,658	109,656	
<b>last year:</b>		<b>589,687</b>	194,514	188,228	206,945
<b>this year:</b>	<b>498,932</b>		155,622	157,285	186,025
<b>last year:</b>		<b>192,870</b>	59,310	57,305	76,255
<b>this year:</b>	<b>181,755</b>		56,859	55,699	69,197

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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	+(-)%	\$\$\$+(-)%
<b>EL PASO Times</b>	National	1,621	1,490	9%	2007-2006
	Retail	49,580	43,654	14%	ad revenue
	Classified	69,703	63,867	9%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>120,904</b>	<b>109,011</b>	11%	<b>Month:</b>
72,341	<b>Y-T-D Total:</b>	<b>310,182</b>	<b>317,490</b>	-2%	<b>Y-T-D:</b>
<b>GALVESTON County Daily News</b>	National				2007-2006
	Retail	25,566	26,725	-4%	ad revenue
	Classified	40,112	40,720	-1%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>65,678</b>	<b>67,445</b>	-3%	<b>Month:</b>
27,624	<b>Y-T-D Total:</b>	<b>168,300</b>	<b>177,387</b>	-5%	<b>Y-T-D:</b>
<b>HARLINGEN Valley Morning Star</b>	National	4,151	3,395	22%	2007-2006
	Retail	18,295	25,895	-29%	ad revenue
	Classified	18,748	18,513	1%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>41,194</b>	<b>47,803</b>	-14%	<b>Month:</b> 2.00%
23,773	<b>Y-T-D Total:</b>	<b>113,574</b>	<b>136,390</b>	-17%	<b>Y-T-D:</b> -2.00%
<b>HOUSTON Chronicle</b>	National	29,242	29,297	0%	2007-2006
	Retail	69,155	74,065	-7%	ad revenue
	Classified	130,571	136,047	-4%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>228,968</b>	<b>239,409</b>	-4%	<b>Month:</b> 2.23%
557,059	<b>Y-T-D Total:</b>	<b>579,254</b>	<b>617,136</b>	-6%	<b>Y-T-D:</b> -0.97%
<b>MARSHALL News Messenger</b>	National	29	32	-9%	2007-2006
	Retail	10,564	11,119	-5%	ad revenue
	Classified	6,689	6,661	0%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>17,282</b>	<b>17,812</b>	-3%	<b>Month:</b> 0.21%
6,862	<b>Y-T-D Total:</b>	<b>46,443</b>	<b>46,594</b>	0%	<b>Y-T-D:</b> 0.44%
<b>MCALLEN The Monitor</b>	National	4,477	3,771	19%	2007-2006
	Retail	45,730	43,706	5%	ad revenue
	Classified	44,313	48,489	-9%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>94,520</b>	<b>95,966</b>	-2%	<b>Month:</b> 8.00%
43,176	<b>Y-T-D Total:</b>	<b>265,538</b>	<b>185,058</b>	43%	<b>Y-T-D:</b> 3.00%
<b>MIDLAND Reporter-Telegram</b>	National	1,199	1,323	-9%	2007-2006
	Retail	38,464	38,899	-1%	ad revenue
	Classified	35,026	35,450	-1%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>74,689</b>	<b>75,672</b>	-1%	<b>Month:</b> 15.00%
20,111	<b>Y-T-D Total:</b>	<b>193,832</b>	<b>189,655</b>	2%	<b>Y-T-D:</b> 10.90%

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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
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		317,490	102,852	105,627	109,011
this year:	310,182		93,369	95,909	120,904
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		177,387	54,925	55,017	67,445
this year:	168,300		52,400	50,222	65,678
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		136,390	45,833	42,754	47,803
this year:	113,574		35,198	37,182	41,194
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		617,136	189,575	188,152	239,409
this year:	579,254		166,276	184,010	228,968
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		46,594	14,849	13,933	17,812
this year:	46,443		15,373	13,788	17,282
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		185,058	1,433	87,659	95,966
this year:	265,538		83,027	87,991	94,520
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		189,655	54,267	59,716	75,672
this year:	193,832		56,215	62,928	74,689

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**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
					\$\$\$+(-)%
<b>ODESSA</b>	National	3,710	3,136	18%	2007-2006
<b>American</b>	Retail	29,012	32,849	-12%	ad revenue
	Classified	32,171	31,644	2%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>64,893</b>	<b>67,629</b>	-4%	<b>Month: -8.80%</b>
25,216	<b>Y-T-D Total:</b>	<b>183,126</b>	<b>184,534</b>	-1%	<b>Y-T-D: -9.00%</b>
<b>PLAINVIEW</b>	National	281	692	-59%	2007-2006
<b>Daily Herald</b>	Retail	8,357	12,684	-34%	ad revenue
	Classified	15,899	13,604	17%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>24,537</b>	<b>26,980</b>	-9%	<b>Month: -20.00%</b>
5,194	<b>Y-T-D Total:</b>	<b>53,270</b>	<b>62,080</b>	-14%	<b>Y-T-D: -20.00%</b>
<b>SAN ANGELO</b>	National	4,610	3,965	16%	2007-2006
<b>Standard-Times</b>	Retail	17,888	21,562	-17%	ad revenue
	Classified	25,589	22,332	15%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>48,087</b>	<b>47,859</b>	0%	<b>Month: -2.00%</b>
26,972	<b>Y-T-D Total:</b>	<b>137,511</b>	<b>140,546</b>	-2%	<b>Y-T-D: -4.00%</b>
<b>SAN ANTONIO</b>	National	10,418	12,278	-15%	2007-2006
<b>Express-News</b>	Retail	40,125	50,184	-20%	ad revenue
	Classified	103,714	110,449	-6%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>154,257</b>	<b>172,911</b>	-11%	<b>Month: 2.10%</b>
247,215	<b>Y-T-D Total:</b>	<b>389,776</b>	<b>429,984</b>	-9%	<b>Y-T-D: 2.80%</b>
<b>TEMPLE</b>	National	29	12	142%	2007-2006
<b>Daily Telegram</b>	Retail	23,482	21,194	11%	ad revenue
	Classified	18,509	18,028	3%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>42,020</b>	<b>39,234</b>	7%	<b>Month: 4.64%</b>
20,013	<b>Y-T-D Total:</b>	<b>110,243</b>	<b>112,413</b>	-2%	<b>Y-T-D: -2.47%</b>
<b>WACO</b>	National	2,500	999	150%	2007-2006
<b>Tribune Herald</b>	Retail	27,484	32,391	-15%	ad revenue
	Classified	31,552	29,272	8%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>61,536</b>	<b>62,662</b>	-2%	<b>Month: 3.70%</b>
39,661	<b>Y-T-D Total:</b>	<b>176,973</b>	<b>176,203</b>	0%	<b>Y-T-D: 1.50%</b>
<b>WICHITA FALLS</b>	National	3,648	3,540	3%	2007-2006
<b>Times Record News</b>	Retail	17,169	20,243	-15%	ad revenue
	Classified	29,271	29,719	-2%	percent change
09/30/06 7-day avg circ:	<b>Month Total:</b>	<b>50,888</b>	<b>53,502</b>	-6%	<b>Month: 1.90%</b>
30,816	<b>Y-T-D Total:</b>	<b>144,568</b>	<b>154,494</b>	-6%	<b>Y-T-D: 0.10%</b>

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		Total Y-T-D	Total Y-T-D			
<b>ODESSA</b>	<b>American</b>	<b>183,126</b>	<b>184,534</b>	58,904	58,001	67,629
last year:			184,534			
this year:		183,126		60,165	58,068	64,893
<b>PLAINVIEW</b>	<b>Daily Herald</b>	<b>53,270</b>	<b>62,080</b>	14,829	20,271	26,980
last year:			62,080			
this year:		53,270		13,599	15,134	24,537
<b>SAN ANGELO</b>	<b>Standard-Times</b>	<b>137,511</b>	<b>140,546</b>	43,747	48,940	47,859
last year:			140,546			
this year:		137,511		40,573	48,851	48,087
<b>SAN ANTONIO</b>	<b>Express-News</b>	<b>389,776</b>	<b>429,984</b>	129,532	127,541	172,911
last year:			429,984			
this year:		389,776		110,537	124,982	154,257
<b>TEMPLE</b>	<b>Daily Telegram</b>	<b>110,243</b>	<b>112,413</b>	36,689	36,490	39,234
last year:			112,413			
this year:		110,243		32,536	35,687	42,020
<b>WACO</b>	<b>Tribune Herald</b>	<b>176,973</b>	<b>176,203</b>	57,757	55,784	62,662
last year:			176,203			
this year:		176,973		55,900	59,537	61,536
<b>WICHITA FALLS</b>	<b>Times Record News</b>	<b>144,568</b>	<b>154,494</b>	50,249	50,743	53,502
last year:			154,494			
this year:		144,568		45,703	48,777	50,088

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