

TDNA Linage Report May 2007

in alphabetical order
Page 1 of 12

-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
					\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	5,156	5,529	-7%	2007-2006
	Retail	17,851	19,783	-10%	ad revenue
	Classified	44,603	46,129	-3%	percent change
	Month Total:	67,610	71,441	-5%	Month: -5.08%
09/30/06 7-day avg circ:					Y-T-D: -4.97%
		37,774	344,525	-9%	
AUSTIN <i>American-Statesman</i>	National	5,202	5,769	-10%	2007-2006
	Retail	67,134	67,099	0%	ad revenue
	Classified	57,372	57,745	-1%	percent change
	Month Total:	129,708	130,613	-1%	Month: -1.00%
09/30/06 7-day avg circ:					Y-T-D: 3%
		183,496	596,217	3%	
The Beaumont <i>Enterprise</i>	National	3,151	2,358	34%	2007-2006
	Retail	29,308	34,996	-16%	ad revenue
	Classified	29,370	27,635	6%	percent change
	Month Total:	61,829	64,989	-5%	Month: -5.00%
09/30/06 7-day avg circ:					Y-T-D: -18%
		52,822	337,414	-18%	
CORPUS CHRISTI <i>Caller-Times</i>	National	3,770	3,531	7%	2007-2006
	Retail	27,112	32,432	-16%	ad revenue
	Classified	53,669	51,635	4%	percent change
	Month Total:	84,551	87,598	-3%	Month: -2.60%
09/30/06 7-day avg circ:					Y-T-D: -5.60%
		55,384	421,274	3%	
DALLAS <i>Morning News</i>	National	17,313	21,443	-19%	2007-2006
	Retail	58,341	70,301	-17%	ad revenue
	Classified	93,108	119,775	-22%	percent change
	Month Total:	168,762	211,519	-20%	Month: -1.10%
09/30/06 7-day avg circ:					Y-T-D: -1.90%
		467,915	1,005,556	-16%	
DENTON <i>Record-Chronicle</i>	National				2007-2006
	Retail	22,747	26,353	-14%	ad revenue
	Classified	42,348	55,016	-23%	percent change
	Month Total:	65,095	81,369	-20%	Month: -11.00%
09/30/06 7-day avg circ:					Y-T-D: -7.00%
		13,934	317,384	-10%	

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 May 2007

in alphabetical 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.

		2006	January	February	March
		Total Y-T-D			
ABILENE <i>Reporter-News</i>	2007				
	Total Y-T-D				
	last year:	344,525	62,045	65,203	69,817
this year:	314,771	59,986	59,694	63,456	
AUSTIN <i>American-Statesman</i>	2006				
	Total Y-T-D				
	last year:	596,217	108,377	108,946	120,840
this year:	611,682	105,913	113,117	139,426	
The Beaumont <i>Enterprise</i>	2006				
	Total Y-T-D				
	last year:	337,414	60,503	64,594	87,039
this year:	278,113	49,821	52,437	66,470	
CORPUS CHRISTI <i>Caller-Times</i>	2006				
	Total Y-T-D				
	last year:	421,274	74,669	79,867	91,800
this year:	433,433	73,658	109,656	82,126	
DALLAS <i>Morning News</i>	2006				
	Total Y-T-D				
	last year:	1,005,556	194,514	188,228	206,945
this year:	842,388	155,622	157,285	186,025	
DENTON <i>Record-Chronicle</i>	2006				
	Total Y-T-D				
	last year:	354,301	59,310	57,305	76,255
this year:	317,384	56,859	55,699	69,197	

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
May 2007**

in alphabetical order
Page 3 of 12

April	May	June	July	August	September	October
76,019	71,441					
64,025	67,610					
April	May	June	July	August	September	October
127,441	130,613					
123,518	129,708					
April	May	June	July	August	September	October
60,289	64,989					
47,556	61,829					
April	May	June	July	August	September	October
87,340	87,598					
83,442	84,551					
April	May	June	July	August	September	October
204,350	211,519					
174,694	168,762					
April	May	June	July	August	September	October
80,062	81,369					
70,534	65,095					

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
May 2007**

in alphabetical order
Page 4 of 12

		SORT BY CIRC	
November	December	ABILENE Reporter-News	37,774 1
			37,774 2
			37,774 3
		09/30/06 7-day avg circ:	37,774 4
		37,774	37,774 5
November	December	AUSTIN American- Statesman	183,496 1
			183,496 2
			183,496 3
		09/30/06 7-day avg circ:	183,496 4
		183,496	183,496 5
November	December	BEAUMONT Enterprise	52,822 1
			52,822 2
			52,822 3
		09/30/06 7-day avg circ:	52,822 4
		52,822	52,822 5
November	December	CORPUS CHRISTI Caller-Times	55,384 1
			55,384 2
			55,384 3
		09/30/06 7-day avg circ:	55,384 4
		55,384	55,384 5
November	December	DALLAS Morning News	467,915 1
			467,915 2
			467,915 3
		09/30/06 7-day avg circ:	467,915 4
		467,915	467,915 5
November	December	DENTON Record-Chronicle	13,934 1
			13,934 2
			13,934 3
		09/30/06 7-day avg circ:	13,934 4
		13,934	13,934 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
May 2007

in alphabetical order
Page 5 of 12

-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
					\$\$\$+(-)%
EL PASO Times	National	1,936	1,170	65%	2007-2006
	Retail	37,394	49,261	-24%	ad revenue
	Classified	62,801	71,059	-12%	percent change
09/30/06 7-day avg circ:	Month Total:	102,131	121,490	-16%	Month:
72,341	Y-T-D Total:	509,284	553,398	-8%	Y-T-D:
GALVESTON County Daily News	National				2007-2006
	Retail	21,630	24,938	-13%	ad revenue
	Classified	38,213	40,870	-7%	percent change
09/30/06 7-day avg circ:	Month Total:	59,843	65,808	-9%	Month:
27,624	Y-T-D Total:	286,244	305,232	-6%	Y-T-D:
HARLINGEN Valley Morning Star	National	2,671	4,652	-43%	2007-2006
	Retail	21,171	23,977	-12%	ad revenue
	Classified	19,163	19,503	-2%	percent change
09/30/06 7-day avg circ:	Month Total:	43,005	48,132	-11%	Month:
23,773	Y-T-D Total:	196,645	230,442	-15%	Y-T-D:
HOUSTON Chronicle	National	22,097	25,740	-14%	2007-2006
	Retail	60,967	60,956	0%	ad revenue
	Classified	105,980	116,773	-9%	percent change
09/30/06 7-day avg circ:	Month Total:	189,044	203,469	-7%	Month:
557,059	Y-T-D Total:	951,001	1,013,042	-6%	Y-T-D:
MARSHALL News Messenger	National	31	441	-93%	2007-2006
	Retail	9,538	10,091	-5%	ad revenue
	Classified	5,943	6,914	-14%	percent change
09/30/06 7-day avg circ:	Month Total:	15,512	17,446	-11%	Month:
6,862	Y-T-D Total:	76,922	78,826	-2%	Y-T-D:
MCALLEN The Monitor	National	3,479	4,656	-25%	2007-2006
	Retail	46,748	44,115	6%	ad revenue
	Classified	42,409	46,193	-8%	percent change
09/30/06 7-day avg circ:	Month Total:	92,636	94,964	-2%	Month:
43,176	Y-T-D Total:	451,161	375,664	20%	Y-T-D:
MIDLAND Reporter-Telegram	National	985	859	15%	2007-2006
	Retail	30,976	37,845	-18%	ad revenue
	Classified	32,786	31,898	3%	percent change
09/30/06 7-day avg circ:	Month Total:	64,747	70,602	-8%	Month:
20,111	Y-T-D Total:	313,901	325,576	-4%	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

hturrentine@tdna.org
www.tdna.org

TDNA Linage Report
May 2007

in alphabetical 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.

		2007	2006	January	February	March
		Total Y-T-D	Total Y-T-D			
EL PASO Times	last year:		553,398	102,852	105,627	109,011
	this year:	509,284		93,369	95,909	120,904
GALVESTON County Daily News	last year:		305,232	54,925	55,017	67,445
	this year:	286,244		52,400	50,222	65,678
HARLINGEN Valley Morning Star	last year:		230,442	45,833	42,754	47,803
	this year:	196,645		35,198	37,182	41,194
HOUSTON Chronicle	last year:		1,013,042	189,575	188,152	239,409
	this year:	951,001		166,276	184,010	228,968
MARSHALL News Messenger	last year:		78,826	14,849	13,933	17,812
	this year:	76,922		15,373	13,788	17,282
MCALLEN The Monitor	last year:		375,664	1,433	87,659	95,966
	this year:	451,161		83,027	87,991	94,520
MIDLAND Reporter-Telegram	last year:		325,576	54,267	59,716	75,672
	this year:	313,901		56,215	62,928	74,689

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
May 2007**

in alphabetical order
Page 7 of 12

April	May	June	July	August	September	October
114,418	121,490					
96,971	102,131					
April	May	June	July	August	September	October
62,037	65,808					
58,101	59,843					
April	May	June	July	August	September	October
45,920	48,132					
40,066	43,005					
April	May	June	July	August	September	October
192,437	203,469					
182,703	189,044					
April	May	June	July	August	September	October
14,786	17,446					
14,967	15,512					
April	May	June	July	August	September	October
95,642	94,964					
92,987	92,636					
April	May	June	July	August	September	October
65,319	70,602					
55,322	64,747					

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
May 2007**

in alphabetical order
Page 8 of 12

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

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 May 2007

in alphabetical order
Page 9 of 12

-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.

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
ODESSA	National	3,964	1,980	100%	2007-2006
American	Retail	30,736	33,405	-8%	ad revenue
	Classified	33,707	31,080	8%	percent change
09/30/06 7-day avg circ:	Month Total:	68,407	66,465	3%	Month: -9.50%
25,216	Y-T-D Total:	320,532	320,575	0%	Y-T-D: -9.50%
PLAINVIEW	National	290	411	-29%	2007-2006
Daily Herald	Retail	7,391	10,772	-31%	ad revenue
	Classified	7,013	7,543	-7%	percent change
09/30/06 7-day avg circ:	Month Total:	14,694	18,726	-22%	Month: -12.00%
5,194	Y-T-D Total:	84,754	98,135	-14%	Y-T-D: -17.00%
SAN ANGELO	National	4,133	4,033	2%	2007-2006
Standard-Times	Retail	19,675	20,093	-2%	ad revenue
	Classified	25,717	23,447	10%	percent change
09/30/06 7-day avg circ:	Month Total:	49,525	47,573	4%	Month: 4.00%
26,972	Y-T-D Total:	233,107	235,067	-1%	Y-T-D: 0.00%
SAN ANTONIO	National	11,271	9,679	16%	2007-2006
Express-News	Retail	39,516	37,252	6%	ad revenue
	Classified	80,389	87,833	-8%	percent change
09/30/06 7-day avg circ:	Month Total:	131,176	134,764	-3%	Month: -2.30%
247,215	Y-T-D Total:	635,382	695,210	-9%	Y-T-D: 1.00%
TEMPLE	National	32	154	-79%	2007-2006
Daily Telegram	Retail	21,140	21,306	-1%	ad revenue
	Classified	15,971	17,635	-9%	percent change
09/30/06 7-day avg circ:	Month Total:	37,143	39,095	-5%	Month: 1.00%
20,013	Y-T-D Total:	186,638	192,938	-3%	Y-T-D: 0.00%
WACO	National	2,842	2,181	30%	2007-2006
Tribune Herald	Retail	36,189	35,963	1%	ad revenue
	Classified	28,921	30,262	-4%	percent change
09/30/06 7-day avg circ:	Month Total:	67,952	68,406	-1%	Month: 0.90%
39,661	Y-T-D Total:	304,294	306,060	-1%	Y-T-D: 1.00%
WICHITA FALLS	National	5,015	4,951	1%	2007-2006
Times Record News	Retail	22,654	23,686	-4%	ad revenue
	Classified	31,647	32,484	-3%	percent change
09/30/06 7-day avg circ:	Month Total:	59,316	61,121	-3%	Month: -1.80%
30,816	Y-T-D Total:	256,829	272,270	-6%	Y-T-D: -0.20%

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 May 2007

in alphabetical 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.

		2007	2006	January	February	March
	Total Y-T-D					
last year:			320,575	58,904	58,001	67,629
this year:	320,532			60,165	58,068	64,893
	Total Y-T-D					
last year:			98,135	14,829	20,271	26,980
this year:	84,754			13,599	15,134	24,537
	Total Y-T-D					
last year:			235,067	43,747	48,940	47,859
this year:	233,107			40,573	48,851	48,087
	Total Y-T-D					
last year:			695,210	129,532	127,541	172,911
this year:	635,382			110,537	124,982	154,257
	Total Y-T-D					
last year:			192,938	36,689	36,490	39,234
this year:	186,638			32,536	35,687	42,020
	Total Y-T-D					
last year:			306,060	57,757	55,784	62,662
this year:	304,294			55,900	59,537	61,536
	Total Y-T-D					
last year:			272,270	50,249	50,743	53,502
this year:	256,829			45,703	48,777	50,088

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
May 2007**

in alphabetical order
Page 11 of 12

April	May	June	July	August	September	October
69,576	66,465					
68,999	68,407					
17,329	18,726					
16,790	14,694					
46,948	47,573					
46,071	49,525					
130,462	134,764					
114,430	131,176					
41,430	39,095					
39,252	37,143					
61,451	68,406					
59,369	67,952					
56,655	61,121					
52,945	59,316					

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
May 2007**

in alphabetical order
Page 12 of 12

November	December			SORT BY CIRC
		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
		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
		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
		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
		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
		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
		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

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