

TDNA Linage Report
June 2008

in circulation order
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-Classified: legal, transient, real estate, auto, all other classified
-Political ads in category for rate sold

in circ order

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	+(-)%	\$\$\$+(-)%
HOUSTON Chronicle	National	22,895	30,107	-24%	2008-2007 ad revenue percent change Month: -16.60% Y-T-D: -14.00%
	Retail	64,706	68,043	-5%	
	Classified	116,072	126,069	-8%	
	Month Total:	203,673	224,219	-9%	
09/30/07 7-day avg circ: 541,603	Y-T-D Total:	1,044,191	1,169,740	-11%	
DALLAS Morning News	National	13,353	18,901	-29%	2008-2007 ad revenue percent change Month: -20.40% Y-T-D: -15.50%
	Retail	48,026	58,426	-18%	
	Classified	70,449	89,442	-21%	
	Month Total:	131,828	166,769	-21%	
09/30/07 7-day avg circ: 415,007	Y-T-D Total:	820,364	990,371	-17%	
SAN ANTONIO Express-News	National	9,637	14,037	-31%	2008-2007 ad revenue percent change Month: -26.40% Y-T-D: -13.80%
	Retail	37,266	47,628	-22%	
	Classified	89,348	101,379	-12%	
	Month Total:	136,251	163,044	-16%	
09/30/07 7-day avg circ: 247,215	Y-T-D Total:	752,275	798,426	-6%	
AUSTIN American-Statesman	National	5,221	5,003	4%	2008-2007 ad revenue percent change Month: -9% Y-T-D: -8%
	Retail	61,069	62,611	-2%	
	Classified	46,146	55,483	-17%	
	Month Total:	112,436	123,097	-9%	
09/30/07 7-day avg circ: 174,350	Y-T-D Total:	676,293	734,778	-8%	
EL PASO Times	National	539	953	-43%	2008-2007 ad revenue percent change Month: -8% Y-T-D: -3%
	Retail	29,522	34,517	-14%	
	Classified	59,242	61,240	-3%	
	Month Total:	89,303	96,710	-8%	
09/30/07 7-day avg circ: 72,945	Y-T-D Total:	567,495	585,666	-3%	
CORPUS CHRISTI Caller-Times	National	2,419	4,400	-45%	2008-2007 ad revenue percent change Month: -11.00% Y-T-D: -6.00%
	Retail	26,362	26,690	-1%	
	Classified	50,047	59,018	-15%	
	Month Total:	78,828	90,108	-13%	
09/30/07 7-day avg circ: 55,401	Y-T-D Total:	490,722	506,991	-3%	

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.

	2008	2007	January	February	March
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		1,169,740	166,276	184,010	228,968
<i>this year:</i>	1,044,191		151,781	159,868	199,558
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		990,371	152,828	153,603	181,364
<i>this year:</i>	820,364		129,226	136,054	146,457
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		798,426	110,537	124,982	154,257
<i>this year:</i>	752,275		112,983	116,854	150,515
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		734,778	105,913	113,116	139,426
<i>this year:</i>	676,293		94,179	107,447	124,892
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		585,666	93,370	95,808	100,675
<i>this year:</i>	567,495		92,801	94,885	103,191
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		506,991	75,178	77,751	83,251
<i>this year:</i>	490,722		76,556	80,984	82,828

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April	May	June	July	August	September	October
182,703	183,564	224,219				
158,605	170,706	203,673				
April	May	June	July	August	September	October
170,684	165,123	166,769				
132,921	143,878	131,828				
April	May	June	July	August	September	October
114,430	131,176	163,044				
117,702	117,970	136,251				
April	May	June	July	August	September	October
123,518	129,708	123,097				
113,269	124,070	112,436				
April	May	June	July	August	September	October
96,972	102,131	96,710				
90,861	96,454	89,303				
April	May	June	July	August	September	October
89,846	90,857	90,108				
77,780	93,746	78,828				

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		SORT BY CIRC	
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	541,603	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	415,007	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		
	AUSTIN American-Statesman	174,350	1
		174,350	2
		174,350	3
	09/30/07 7-day avg circ:	174,350	4
	174,350	174,350	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	72,945	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	55,401	5

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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
					\$\$\$+(-)%
MCALLEN	National	1,949	4,540	-57%	2008-2007
The Monitor	Retail	37,410	45,403	-18%	ad revenue
	Classified	37,805	43,884	-14%	percent change
09/30/07 7-day avg circ:	Month Total:	77,164	93,827	-18%	Month: -16.00%
43,177	Y-T-D Total:	515,009	551,730	-7%	Y-T-D: -9.00%
WACO	National	1,269	2,514	-50%	2008-2007
Tribune-Herald	Retail	21,963	27,253	-19%	ad revenue
	Classified	28,697	29,182	-2%	percent change
09/30/07 7-day avg circ:	Month Total:	51,929	58,949	-12%	Month: -9.90%
38,990	Y-T-D Total:	332,961	363,243	-8%	Y-T-D: -9.80%
ABILENE	National	2,698	4,778	-44%	2008-2007
Reporter-News	Retail	11,699	15,485	-24%	ad revenue
	Classified	35,336	42,780	-17%	percent change
09/30/07 7-day avg circ:	Month Total:	49,733	63,043	-21%	Month: -14.40%
31,917	Y-T-D Total:	326,673	379,480	-14%	Y-T-D: -8.00%
VICTORIA	National	634	1,051	-40%	2008-2007
Advocate	Retail	15,725	16,343	-4%	ad revenue
	Classified	22,057	26,919	-18%	percent change
09/30/07 7-day avg circ:	Month Total:	38,416	44,313	-13%	Month: -2.20%
31,619	Y-T-D Total:	251,642	263,171	-4%	Y-T-D: -0.10%
WICHITA FALLS	National	2,896	4,610	-37%	2008-2007
Times Record News	Retail	16,860	17,491	-4%	ad revenue
	Classified	29,110	29,882	-3%	percent change
09/30/07 7-day avg circ:	Month Total:	48,866	51,983	-6%	Month: -11.20%
30,096	Y-T-D Total:	295,232	308,812	-4%	Y-T-D: -10.20%
SAN ANGELO	National	2,453	3,804	-36%	2008-2007
Standard-Times	Retail	16,178	21,045	-23%	ad revenue
	Classified	27,706	26,901	3%	percent change
09/30/07 7-day avg circ:	Month Total:	46,337	51,750	-10%	Month: -11.00%
26,855	Y-T-D Total:	286,561	284,857	1%	Y-T-D: -7.00%
GALVESTON	National				2008-2007
County Daily News	Retail	18,684	16,110	16%	ad revenue
	Classified	29,210	31,463	-7%	percent change
09/30/07 7-day avg circ:	Month Total:	47,894	47,573	1%	Month:
26,238	Y-T-D Total:	318,579	333,547	-4%	Y-T-D:

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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.

	2008	2007	January	February	March
	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
last year:		363,243	55,900	59,537	61,536
this year:	332,961		49,884	55,010	59,991
last year:		379,480	59,987	59,694	65,069
this year:	326,673		52,947	56,007	56,490
last year:		263,171	40,926	38,299	46,904
this year:	251,642		41,033	41,047	46,379
last year:		308,812	45,703	48,777	50,088
this year:	295,232		42,401	49,241	52,333
last year:		284,857	40,573	48,851	48,087
this year:	286,561		41,487	49,723	48,923
last year:		333,547	52,400	50,222	65,678
this year:	318,579		52,472	49,015	62,158

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April	May	June	July	August	September	October
92,987	94,795	93,827				
82,624	90,572	77,164				
April	May	June	July	August	September	October
59,369	67,952	58,949				
53,192	62,955	51,929				
April	May	June	July	August	September	October
64,047	67,640	63,043				
52,655	58,841	49,733				
April	May	June	July	August	September	October
42,112	50,617	44,313				
39,212	45,555	38,416				
April	May	June	July	August	September	October
52,945	59,316	51,983				
49,303	53,088	48,866				
April	May	June	July	August	September	October
46,071	49,525	51,750				
48,487	51,604	46,337				
April	May	June	July	August	September	October
58,101	59,573	47,573				
53,153	53,887	47,894				

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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	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	5
November	December			
		ABILENE	31,917	1
		Reporter-News	31,917	2
			31,917	3
		09/30/07 7-day avg circ:	31,917	4
			31,917	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	5
November	December			
		WICHITA FALLS	30,096	1
		Times Record News	30,096	2
			30,096	3
		09/30/07 7-day avg circ:	30,096	4
			30,096	5
November	December			
		SAN ANGELO	26,855	1
		Standard-Times	26,855	2
			26,855	3
		09/30/07 7-day avg circ:	26,855	4
			26,855	5
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	5

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ROP SAU INCHES

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		2008	2007	+(-)%	\$\$\$+(-)%
HARLINGEN <i>Valley Morning Star</i>	National	1,524	3,192	-52%	2008-2007 ad revenue percent change Month: -16.00% Y-T-D: -7.00%
	Retail	17,929	18,911	-5%	
	Classified	14,440	17,094	-16%	
	Month Total:	33,893	39,197	-14%	
09/30/07 7-day avg circ:					
23,418					
Y-T-D Total:					
ODESSA <i>American</i>	National	2,798	4,011	-30%	2008-2007 ad revenue percent change Month: -4.40% Y-T-D: -7.40%
	Retail	27,148	27,612	-2%	
	Classified	24,785	28,438	-13%	
	Month Total:	54,731	60,061	-9%	
09/30/07 7-day avg circ:					
23,246					
Y-T-D Total:					
TEMPLE <i>Daily Telegram</i>	National	16	50	-68%	2008-2007 ad revenue percent change Month: -16.00% Y-T-D: -10.00%
	Retail	19,517	24,501	-20%	
	Classified	12,835	15,900	-19%	
	Month Total:	32,368	40,451	-20%	
09/30/07 7-day avg circ:					
19,711					
Y-T-D Total:					
MIDLAND <i>Reporter-Telegram</i>	National	933	2,070	-55%	2008-2007 ad revenue percent change Month: -4.50% Y-T-D: 0.10%
	Retail	32,038	31,847	1%	
	Classified	33,864	37,173	-9%	
	Month Total:	66,835	71,090	-6%	
09/30/07 7-day avg circ:					
19,593					
Y-T-D Total:					
DENTON <i>Record-Chronicle</i>	National				2008-2007 ad revenue percent change Month: 7.00% Y-T-D: 6.00%
	Retail	22,246	21,553	3%	
	Classified	39,768	42,239	-6%	
	Month Total:	62,014	63,792	-3%	
09/30/07 7-day avg circ:					
13,456					
Y-T-D Total:					
MARSHALL <i>News Messenger</i>	National	12	36	-67%	2008-2007 ad revenue percent change Month: 17.94% Y-T-D: 8.00%
	Retail	8,719	8,220	6%	
	Classified	7,148	6,931	3%	
	Month Total:	15,879	15,187	5%	
09/30/07 7-day avg circ:					
6,959					
Y-T-D Total:					
PLAINVIEW <i>Daily Herald</i>	National	414	358	16%	2008-2007 ad revenue percent change Month: 9.00% Y-T-D: 8.00%
	Retail	10,073	11,433	-12%	
	Classified	9,337	8,488	10%	
	Month Total:	19,824	20,279	-2%	
09/30/07 7-day avg circ:					
5,051					
Y-T-D Total:					

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	2008	2007	January	February	March
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		158,691	35,198		42,443
<i>this year:</i>	157,674		38,513		44,481
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		383,533	63,105	58,068	64,893
<i>this year:</i>	340,081		54,472	52,943	59,345
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		215,041	17,534	36,687	42,054
<i>this year:</i>	188,481		18,752	31,128	36,441
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		384,992	56,215	62,929	74,689
<i>this year:</i>	367,730		55,267	56,698	70,701
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		381,176	56,859	55,699	69,197
<i>this year:</i>	380,836		55,788	60,570	65,075
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		92,109	15,373	13,788	17,282
<i>this year:</i>	100,734		14,266	16,174	20,367
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		105,033	13,599	15,134	24,537
<i>this year:</i>	99,517		14,517	15,689	21,378

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	41,853	39,197				
	40,787	33,893				
April	May	June	July	August	September	October
68,999	68,407	60,061				
58,133	60,457	54,731				
April	May	June	July	August	September	October
41,172	37,143	40,451				
33,575	36,217	32,368				
April	May	June	July	August	September	October
55,322	64,747	71,090				
57,759	60,470	66,835				
April	May	June	July	August	September	October
70,534	65,095	63,792				
67,289	70,100	62,014				
April	May	June	July	August	September	October
14,967	15,512	15,187				
16,976	17,072	15,879				
April	May	June	July	August	September	October
16,790	14,694	20,279				
14,080	14,029	19,824				

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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			
		ODESSA	23,246	1
		American	23,246	2
			23,246	3
		09/30/07 7-day avg circ:	23,246	4
		23,246	23,246	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			
		MIDLAND	19,593	1
		Reporter-Telegram	19,593	2
			19,593	3
		09/30/07 7-day avg circ:	19,593	4
		19,593	19,593	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			
		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			
		PLAINVIEW	5,051	1
		Daily Herald	5,051	2
			5,051	3
		09/30/07 7-day avg circ:	5,051	4
		5,051	5,051	5

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