

TDNA Linage Report
January 2006

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

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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

		2006	2005	+(-)%	2006-2005
					\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	5,280	5,351	-1%	2006-2005
	Retail	16,629	16,489	1%	ad revenue
	Classified	40,136	34,840	15%	percent change
	Month Total:	62,045	56,680	9%	Month: 3.89%
09/30/05 7-day avg circ:					
33,583	Y-T-D Total:	62,045	56,680	9%	Y-T-D: 3.89%
AUSTIN <i>American-Statesman</i>	National	3,781	3,467	9%	2006-2005
	Retail	49,883	47,816	4%	ad revenue
	Classified	53,721	63,620	-16%	percent change
	Month Total:	107,385	114,903	-7%	Month: -7%
09/30/05 7-day avg circ:					
186,539	Y-T-D Total:	107,385	114,903	-7%	Y-T-D: -7%
BEAUMONT <i>Enterprise</i>	National	3,092	1,707	81%	2006-2005
	Retail	29,997	25,950	16%	ad revenue
	Classified	27,414	24,061	14%	percent change
	Month Total:	60,503	51,718	17%	Month: 15.00%
09/30/05 7-day avg circ:					
55,444	Y-T-D Total:	60,503	51,718	17%	Y-T-D: 15.00%
BRYAN-COLLEGE STATION <i>Eagle</i>	National				2006-2005
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/05 7-day avg circ:					
26,330	Y-T-D Total:				Y-T-D:
CORPUS CHRISTI <i>Caller-Times</i>	National	5,145	3,054	68%	2006-2005
	Retail	26,028	24,364	7%	ad revenue
	Classified	43,496	47,418	-8%	percent change
	Month Total:	74,669	74,836	0%	Month: -9.00%
09/30/05 7-day avg circ:					
56,267	Y-T-D Total:	74,669	74,836	0%	Y-T-D: -9.00%
DALLAS <i>Morning News</i>	National	20,935	20,256	3%	2006-2005
	Retail	62,125	71,289	-13%	ad revenue
	Classified	111,454	112,728	-1%	percent change
	Month Total:	194,514	204,273	-5%	Month: 3.60%
09/30/05 7-day avg circ:					
492,731	Y-T-D Total:	194,514	204,273	-5%	Y-T-D: 3.60%
DENTON <i>Record-Chronicle</i>	National				2006-2005
	Retail	18,656	18,868	-1%	ad revenue
	Classified	40,654	40,919	-1%	percent change
	Month Total:	59,310	59,787	-1%	Month: 1.00%
09/30/05 7-day avg circ:					
14,421	Y-T-D Total:	59,310	59,787	-1%	Y-T-D: 1.00%

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.

	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		56,680	56,680		
<i>this year:</i>	62,045		62,045		
<i>last year:</i>		114,903	114,903		
<i>this year:</i>	107,385		107,385		
<i>last year:</i>		51,718	51,718		
<i>this year:</i>	60,503		60,503		
<i>last year:</i>		0	0		
<i>this year:</i>	0		0		
<i>last year:</i>		74,836	74,836		
<i>this year:</i>	74,669		74,669		
<i>last year:</i>		204,273	204,273		
<i>this year:</i>	194,514		194,514		
<i>last year:</i>		59,787	59,787		
<i>this year:</i>	59,310		59,310		

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April	May	June	July	August	September	October
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April	May	June	July	August	September	October
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April	May	June	July	August	September	October
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April	May	June	July	August	September	October
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April	May	June	July	August	September	October
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April	May	June	July	August	September	October
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April	May	June	July	August	September	October
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[Green bar]						
[Yellow bar]						

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				SORT BY CIRC
November	December	ABILENE Reporter-News	33,583	1
			33,583	2
			33,583	3
		09/30/05 7-day avg circ:	33,583	4
		33,583	33,583	5
November	December	AUSTIN American- Statesman	186,539	1
			186,539	2
			186,539	3
		09/30/05 7-day avg circ:	186,539	4
		186,539	186,539	5
November	December	BEAUMONT Enterprise	55,444	1
			55,444	2
			55,444	3
		09/30/05 7-day avg circ:	55,444	4
		55,444	55,444	5
November	December	BRYAN-COLLEGE STATION Eagle	26,330	1
			26,330	2
			26,330	3
		09/30/05 7-day avg circ:	26,330	4
		26,330	26,330	5
November	December	CORPUS CHRISTI Caller-Times	56,267	1
			56,267	2
			56,267	3
		09/30/05 7-day avg circ:	56,267	4
		56,267	56,267	5
November	December	DALLAS Morning News	492,731	1
			492,731	2
			492,731	3
		09/30/05 7-day avg circ:	492,731	4
		492,731	492,731	5
November	December	DENTON Record-Chronicle	14,421	1
			14,421	2
			14,421	3
		09/30/05 7-day avg circ:	14,421	4
		14,421	14,421	5
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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.

		2006	2005	+(-)%		
					\$\$\$+(-)%	
EL PASO Times	National	739	1,088	-32%	2006-2005	
	Retail	38,180	44,095	-13%	ad revenue	
	Classified	63,933	68,893	-7%	percent change	
	Month Total:	102,852	114,076	-10%	Month:	
09/30/05 7-day avg circ:				Y-T-D:		
74,396						
		102,852	114,076	-10%		
GALVESTON County Daily News	National				2006-2005	
	Retail	18,095	23,917	-24%	ad revenue	
	Classified	36,830	39,199	-6%	percent change	
	Month Total:	54,925	63,116	-13%	Month:	
09/30/05 7-day avg circ:				Y-T-D:		
27,633						
		54,925	63,116	-13%		
HARLINGEN Valley Morning Star	National	3,189	4,072	-22%	2006-2005	
	Retail	23,502	22,746	3%	ad revenue	
	Classified	20,092	17,776	13%	percent change	
	Month Total:	46,783	44,594	5%	Month:	5.00%
09/30/05 7-day avg circ:				Y-T-D:	5.00%	
27,580						
		46,783	44,594	5%		
HOUSTON Chronicle	National	30,273	24,940	21%	2006-2005	
	Retail	55,174	55,728	-1%	ad revenue	
	Classified	104,127	122,109	-15%	percent change	
	Month Total:	189,574	202,777	-7%	Month:	4.35%
09/30/05 7-day avg circ:				Y-T-D:	4.35%	
591,785						
		189,574	202,777	-7%		
KERRVILLE Daily Times	National	326	72	353%	2006-2005	
	Retail	16,678	16,107	4%	ad revenue	
	Classified	20,772	20,823	0%	percent change	
	Month Total:	37,776	37,002	2%	Month:	3.60%
09/30/05 7-day avg circ:				Y-T-D:	3.60%	
8,996						
		37,776	37,002	2%		
LONGVIEW News-Journal	National	100	223	-55%	2006-2005	
	Retail	33,235	33,325	0%	ad revenue	
	Classified	28,454	29,196	-3%	percent change	
	Month Total:	61,789	62,744	-2%	Month:	5.30%
09/30/05 7-day avg circ:				Y-T-D:		
30,242						
		61,789	62,744	-2%		
MARSHALL News Messenger	National	168	106	58%	2006-2005	
	Retail	9,035	10,071	-10%	ad revenue	
	Classified	5,646	6,023	-6%	percent change	
	Month Total:	14,849	16,200	-8%	Month:	-4.00%
09/30/05 7-day avg circ:				Y-T-D:	-4.00%	
7,024						
		14,849	16,200	-8%		

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Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
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		2006	2005	January	February	March
EL PASO Times	2006					
	Total Y-T-D					
	last year:		114,076	114,076		
	this year:	102,852		102,852		
GALVESTON County Daily News	2006					
	Total Y-T-D					
	last year:		63,116	63,116		
	this year:	54,925		54,925		
HARLINGEN Valley Morning Star	2006					
	Total Y-T-D					
	last year:		44,594	44,594		
	this year:	46,783		46,783		
HOUSTON Chronicle	2006					
	Total Y-T-D					
	last year:		202,777	202,777		
	this year:	189,574		189,574		
KERRVILLE Daily Times	2006					
	Total Y-T-D					
	last year:		37,002	37,002		
	this year:	37,776		37,776		
LONGVIEW News-Journal	2006					
	Total Y-T-D					
	last year:		62,744	62,744		
	this year:	61,789		61,789		
MARSHALL News Messenger	2006					
	Total Y-T-D					
	last year:		16,200	16,200		
	this year:	14,849		14,849		

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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.

2006	2005	+(-)%	\$\$\$+(-)%
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SORT
BY CIRC

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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.

		2006	2005	+(-)%	2006-2005
					\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	3,557	4,494	-21%	2006-2005
	Retail	38,703	38,685	0%	ad revenue
	Classified	45,074	17,051	164%	percent change
	Month Total:	87,334	60,230	45%	Month: 4.00%
09/30/05 7-day avg circ:					
43,111	Y-T-D Total:	87,334	60,230	45%	Y-T-D: 4.00%
MIDLAND <i>Reporter-Telegram</i>	National	1,892	1,085	74%	2006-2005
	Retail	28,404	27,376	4%	ad revenue
	Classified	23,971	23,493	2%	percent change
	Month Total:	54,267	51,954	4%	Month: 11.30%
09/30/05 7-day avg circ:					
20,121	Y-T-D Total:	54,267	51,954	4%	Y-T-D: 11.30%
ODESSA <i>American</i>	National	2,986	4,377	-32%	2006-2005
	Retail	25,644	24,595	4%	ad revenue
	Classified	30,274	25,517	19%	percent change
	Month Total:	58,904	54,489	8%	Month: 12.00%
09/30/05 7-day avg circ:					
25,016	Y-T-D Total:	58,904	54,489	8%	Y-T-D: 12.00%
PASADENA <i>Citizen</i>	National				2006-2005
	Retail	5,454	4,875	12%	ad revenue
	Classified	3,886	2,979	30%	percent change
	Month Total:	9,340	7,854	19%	Month: 12.00%
09/30/05 7-day avg circ:					
5,309	Y-T-D Total:	9,340	7,854	19%	Y-T-D: 12.00%
PLAINVIEW <i>Daily Herald</i>	National	399	174	129%	2006-2005
	Retail	8,006	9,131	-12%	ad revenue
	Classified	6,424	5,966	8%	percent change
	Month Total:	14,829	15,271	-3%	Month: 8.30%
09/30/05 7-day avg circ:					
5,317	Y-T-D Total:	14,829	15,271	-3%	Y-T-D: 8.30%
SAN ANGELO <i>Standard-Times</i>	National	3,656	5,439	-33%	2006-2005
	Retail	19,303	17,606	10%	ad revenue
	Classified	20,788	20,861	0%	percent change
	Month Total:	43,747	43,906	0%	Month: 0.00%
09/30/05 7-day avg circ:					
27,129	Y-T-D Total:	43,747	43,906	0%	Y-T-D: 0.00%
SAN ANTONIO <i>Express-News</i>	National	9,134	8,795	4%	2006-2005
	Retail	37,956	37,312	2%	ad revenue
	Classified	82,442	84,651	-3%	percent change
	Month Total:	129,532	130,758	-1%	Month: 3.80%
09/30/05 7-day avg circ:					
255,912	Y-T-D Total:	129,532	130,758	-1%	Y-T-D: 3.80%

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	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		60,230	60,230		
<i>this year:</i>	87,334		87,334		
<i>last year:</i>		51,954	51,954		
<i>this year:</i>	54,267		54,267		
<i>last year:</i>		54,489	54,489		
<i>this year:</i>	58,904		58,904		
<i>last year:</i>		7,854	7,854		
<i>this year:</i>	9,340		9,340		
<i>last year:</i>		15,271	15,271		
<i>this year:</i>	14,829		14,829		
<i>last year:</i>		43,906	43,906		
<i>this year:</i>	43,747		43,747		
<i>last year:</i>		130,758	130,758		
<i>this year:</i>	129,532		129,532		

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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.

		2006	2005	+(-)%	\$\$\$+(-)%
TEMPLE <i>Daily Telegram</i>	National	24	12	100%	2006-2005 ad revenue percent change Month: -1.20% Y-T-D: -1.20%
	Retail	20,917	21,547	-3%	
	Classified	15,748	17,629	-11%	
	Month Total:	36,689	39,188	-6%	
09/30/05 7-day avg circ:					
19,597	Y-T-D Total:	36,689	39,188	-6%	
TYLER <i>Morning Telegraph</i>	National	1,081	1,175	-8%	2006-2005 ad revenue percent change Month: 1.00% Y-T-D: 1.00%
	Retail	34,002	37,525	-9%	
	Classified	47,890	46,797	2%	
	Month Total:	82,973	85,497	-3%	
09/30/05 7-day avg circ:					
42,068	Y-T-D Total:	82,973	85,497	-3%	
WACO <i>Tribune Herald</i>	National	2,074	1,977	5%	2006-2005 ad revenue percent change Month: -1.40% Y-T-D: -1.40%
	Retail	28,874	27,979	3%	
	Classified	25,954	31,533	-18%	
	Month Total:	56,902	61,489	-7%	
09/30/05 7-day avg circ:					
40,518	Y-T-D Total:	56,902	61,489	-7%	
WICHITA FALLS <i>Times Record News</i>	National	3,988	7,950	-50%	2006-2005 ad revenue percent change Month: -8.10% Y-T-D: -8.10%
	Retail	17,690	19,565	-10%	
	Classified	28,571	32,890	-13%	
	Month Total:	50,249	60,405	-17%	
09/30/05 7-day avg circ:					
31,692	Y-T-D Total:	50,249	60,405	-17%	

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		2006	2005	January	February	March
	2006	Total Y-T-D				
	Total Y-T-D					
	<i>last year:</i>		39,188	39,188		
	<i>this year:</i>	36,689		36,689		
	2006	Total Y-T-D				
	Total Y-T-D					
	<i>last year:</i>		85,497	85,497		
	<i>this year:</i>	82,973		82,973		
	2006	Total Y-T-D				
	Total Y-T-D					
	<i>last year:</i>		61,489	61,489		
	<i>this year:</i>	56,902		56,902		
	2006	Total Y-T-D				
	Total Y-T-D					
	<i>last year:</i>		60,405	60,405		
	<i>this year:</i>	50,249		50,249		

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<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>

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				SORT BY CIRC
<i>November</i>	<i>December</i>	TEMPLE	19,597	1
		Daily Telegram	19,597	2
			19,597	3
		09/30/05 7-day avg circ:	19,597	4
		19,597	19,597	5
<i>November</i>	<i>December</i>	TYLER	42,068	1
		Morning Telegraph	42,068	2
			42,068	3
		09/30/05 7-day avg circ:	42,068	4
		42,068	42,068	5
<i>November</i>	<i>December</i>	WACO	40,518	1
		Tribune Herald	40,518	2
			40,518	3
		09/30/05 7-day avg circ:	40,518	4
		40,518	40,518	5
<i>November</i>	<i>December</i>	WICHITA FALLS	31,692	1
		Times Record News	31,692	2
			31,692	3
		09/30/05 7-day avg circ:	31,692	4
		31,692	31,692	5

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