

TDNA Linage Report
March 2006

in alphabetical order
Page 1 of 20

-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	+(-)%	\$\$\$+(-)%
ABILENE	National	4,111	7,027	-41%	2006-2005
Reporter-News	Retail	16,973	15,021	13%	ad revenue
05 class/ret reflect partrun in.	Classified	48,733	41,716	17%	percent change
09/30/05 7-day avg circ:	Month Total:	69,817	63,764	9%	Month: 5.03%
33,583	Y-T-D Total:	197,065	176,696	12%	Y-T-D: 4.56%
AUSTIN	National	4,709	4,669	1%	2006-2005
American-	Retail	54,932	53,153	3%	ad revenue
Statesman	Classified	60,190	63,808	-6%	percent change
09/30/05 7-day avg circ:	Month Total:	119,831	121,630	-1%	Month: -1.00%
186,539	Y-T-D Total:	335,249	349,066	-4%	Y-T-D: -1.00%
BEAUMONT	National	3,560	1,751	103%	2006-2005
Enterprise	Retail	46,094	37,986	21%	ad revenue
	Classified	37,385	33,762	11%	percent change
09/30/05 7-day avg circ:	Month Total:	87,039	73,499	18%	Month: 12.00%
55,444	Y-T-D Total:	212,136	187,089	13%	Y-T-D: 11.00%
CORPUS CHRISTI	National	3,017	3,792	-20%	2006-2005
Caller-Times	Retail	34,963	23,455	49%	ad revenue
	Classified	53,820	51,428	5%	percent change
09/30/05 7-day avg circ:	Month Total:	91,800	78,675	17%	Month: 0.60%
56,267	Y-T-D Total:	246,336	224,885	10%	Y-T-D: -7.90%
DALLAS	National	22,826	22,289	2%	2006-2005
Morning News	Retail	68,102	79,582	-14%	ad revenue
	Classified	116,017	122,292	-5%	percent change
09/30/05 7-day avg circ:	Month Total:	206,945	224,163	-8%	Month: -0.20%
492,731	Y-T-D Total:	589,687	644,922	-9%	Y-T-D: -0.20%
DENTON	National				2006-2005
Record-Chronicle	Retail	22,358	21,645	3%	ad revenue
	Classified	53,897	42,512	27%	percent change
09/30/05 7-day avg circ:	Month Total:	76,255	64,157	19%	Month: 8.00%
14,421	Y-T-D Total:	192,870	190,269	1%	Y-T-D: 1.00%

Texas Daily Newspaper Association
718 West Fifth Street, Suite 200
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in alphabetical order
Page 2 of 20

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>		176,696	56,680	56,252	63,764
<i>this year:</i>	197,065		62,045	65,203	69,817
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		349,066	114,903	112,533	121,630
<i>this year:</i>	335,249		107,385	108,033	119,831
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		187,089	51,718	61,872	73,499
<i>this year:</i>	212,136		60,503	64,594	87,039
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		224,885	74,836	71,374	78,675
<i>this year:</i>	246,336		74,669	79,867	91,800
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		644,922	204,273	216,486	224,163
<i>this year:</i>	589,687		194,514	188,228	206,945
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		190,269	59,787	66,325	64,157
<i>this year:</i>	192,870		59,310	57,305	76,255

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TDNA Linage Report
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in alphabetical order
Page 3 of 20

<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>
<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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TDNA Linage Report
March 2006

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Page 4 of 20

				SORT BY CIRC	
<i>November</i>	<i>December</i>	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	
<i>November</i>	<i>December</i>	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	
<i>November</i>	<i>December</i>	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	
<i>November</i>	<i>December</i>	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	
<i>November</i>	<i>December</i>	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	
<i>November</i>	<i>December</i>	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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Page 5 of 20

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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
					\$\$\$+(-)%
EL PASO Times	National	1,490	698	113%	2006-2005
	Retail	43,654	40,900	7%	ad revenue
	Classified	63,867	60,036	6%	percent change
	Month Total:	109,011	101,634	7%	Month:
09/30/05 7-day avg circ:				Y-T-D:	
74,396					
	Y-T-D Total:	317,490	310,268	2%	
GALVESTON County Daily News	National				2006-2005
	Retail	26,725	35,923	-26%	ad revenue
	Classified	40,720	40,470	1%	percent change
	Month Total:	67,445	76,393	-12%	Month:
09/30/05 7-day avg circ:				Y-T-D:	
27,633					
	Y-T-D Total:	177,387	200,421	-11%	
HARLINGEN Valley Morning Star	National	3,395	4,376	-22%	2006-2005
	Retail	25,895	27,416	-6%	ad revenue
	Classified	19,859	19,977	-1%	percent change
	Month Total:	49,149	51,769	-5%	Month:
09/30/05 7-day avg circ:				Y-T-D:	
27,580					
	Y-T-D Total:	139,894	139,402	0%	5.00%
					7.00%
HOUSTON Chronicle	National	29,297	34,263	-14%	2006-2005
	Retail	74,065	72,496	2%	ad revenue
	Classified	136,047	158,573	-14%	percent change
	Month Total:	239,409	265,332	-10%	Month:
09/30/05 7-day avg circ:				Y-T-D:	
591,785					
	Y-T-D Total:	617,135	681,807	-9%	-4.47%
					-0.61%
KERRVILLE Daily Times	National				2006-2005
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/05 7-day avg circ:				Y-T-D:	
8,996					
	Y-T-D Total:				
LONGVIEW News-Journal	National				2006-2005
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/05 7-day avg circ:				Y-T-D:	
30,242					
	Y-T-D Total:				
MARSHALL News Messenger	National	32	21	52%	2006-2005
	Retail	11,119	12,961	-14%	ad revenue
	Classified	6,661	9,110	-27%	percent change
	Month Total:	17,812	22,092	-19%	Month:
09/30/05 7-day avg circ:				Y-T-D:	
7,024					
	Y-T-D Total:	46,594	54,574	-15%	-16.30%
					-9.40%

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in alphabetical order
Page 6 of 20

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
EL PASO Times	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		310,268	114,076	94,558	101,634
	this year:	317,490		102,852	105,627	109,011
GALVESTON County Daily News	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		200,421	63,116	60,912	76,393
	this year:	177,387		54,925	55,017	67,445
HARLINGEN Valley Morning Star	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		139,402	44,594	43,039	51,769
	this year:	139,894		46,783	43,962	49,149
HOUSTON Chronicle	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		681,807	202,777	213,698	265,332
	this year:	617,135		189,574	188,152	239,409
KERRVILLE Daily Times	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		37,002	37,002	0	0
	this year:	37,776		37,776	0	0
LONGVIEW News-Journal	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		127,782	62,744	65,038	0
	this year:	125,211		61,789	63,422	0
MARSHALL News Messenger	2006 Total Y-T-D					
	2005 Total Y-T-D					
	last year:		54,574	16,200	16,282	22,092
	this year:	46,594		14,849	13,933	17,812

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TDNA Linage Report
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 Page 9 of 20

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ROP SAU INCHES

TOTAL REVENUE

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

2006 2005 +(-)%

\$\$\$+(-)%

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TDNA Linage Report
March 2006

in alphabetical order
 Page 10 of 20

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TDNA Linage Report
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in alphabetical order
Page 11 of 20



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in alphabetical order
Page 12 of 20



SORT
BY CIRC

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TDNA Linage Report
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in alphabetical order
Page 13 of 20

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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	+(-)%	2006-2005
					\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	3,771	4,698	-20%	2006-2005
	Retail	43,706	39,809	10%	ad revenue
	Classified	48,489	16,907	187%	percent change
	Month Total:	95,966	61,414	56%	Month: 9.00%
09/30/05 7-day avg circ:					
43,111	Y-T-D Total:	270,959	178,285	52%	Y-T-D: 7.00%
MIDLAND <i>Reporter-Telegram</i>	National	1,323	1,477	-10%	2006-2005
	Retail	38,899	39,731	-2%	ad revenue
	Classified	35,450	32,651	9%	percent change
	Month Total:	75,672	73,859	2%	Month: 9.20%
09/30/05 7-day avg circ:					
20,121	Y-T-D Total:	189,655	184,367	3%	Y-T-D: 10.00%
ODESSA <i>American</i>	National	3,136	4,289	-27%	2006-2005
	Retail	32,849	29,888	10%	ad revenue
	Classified	31,644	26,285	20%	percent change
	Month Total:	67,629	60,462	12%	Month: 22.00%
09/30/05 7-day avg circ:					
25,016	Y-T-D Total:	184,534	166,569	11%	Y-T-D: 17.00%
PASADENA <i>Citizen</i>	National				2006-2005
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/05 7-day avg circ:					
5,309	Y-T-D Total:				Y-T-D:
PLAINVIEW <i>Daily Herald</i>	National	692	476	45%	2006-2005
	Retail	12,684	11,304	12%	ad revenue
	Classified	13,604	13,810	-1%	percent change
	Month Total:	26,980	25,590	5%	Month: 13.60%
09/30/05 7-day avg circ:					
5,317	Y-T-D Total:	62,080	59,726	4%	Y-T-D: 11.80%
SAN ANGELO <i>Standard-Times</i>	National	3,965	3,385	17%	2006-2005
	Retail	21,562	19,332	12%	ad revenue
	Classified	22,332	21,399	4%	percent change
	Month Total:	47,859	44,116	8%	Month: 11.00%
09/30/05 7-day avg circ:					
27,129	Y-T-D Total:	140,546	134,317	5%	Y-T-D: 8.00%
SAN ANTONIO <i>Express-News</i>	National	12,278	12,027	2%	2006-2005
	Retail	50,184	52,914	-5%	ad revenue
	Classified	110,449	119,739	-8%	percent change
	Month Total:	172,911	184,680	-6%	Month: -0.90%
09/30/05 7-day avg circ:					
255,912	Y-T-D Total:	429,984	454,043	-5%	Y-T-D: 1.00%

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Page 14 of 20

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	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		178,285	60,230	56,641	61,414
<i>this year:</i>	270,959		87,334	87,659	95,966
<i>last year:</i>		184,367	51,954	58,554	73,859
<i>this year:</i>	189,655		54,267	59,716	75,672
<i>last year:</i>		166,569	54,489	51,618	60,462
<i>this year:</i>	184,534		58,904	58,001	67,629
<i>last year:</i>		7,854	7,854	0	0
<i>this year:</i>	9,340		9,340	0	0
<i>last year:</i>		59,726	15,271	18,865	25,590
<i>this year:</i>	62,080		14,829	20,271	26,980
<i>last year:</i>		134,317	43,906	46,295	44,116
<i>this year:</i>	140,546		43,747	48,940	47,859
<i>last year:</i>		454,043	130,758	138,605	184,680
<i>this year:</i>	429,984		129,532	127,541	172,911

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TDNA Linage Report
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Page 15 of 20

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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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Page 16 of 20

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November	December	MCALLEN	43,111	1	
		The Monitor	43,111	2	
			43,111	3	
		09/30/05 7-day avg circ:	43,111	4	
		43,111	43,111	5	
November	December	MIDLAND	20,121	1	
		Reporter-Telegram	20,121	2	
			20,121	3	
		09/30/05 7-day avg circ:	20,121	4	
		20,121	20,121	5	
November	December	ODESSA	25,016	1	
		American	25,016	2	
			25,016	3	
		09/30/05 7-day avg circ:	25,016	4	
		25,016	25,016	5	
November	December	PASADENA	5,309	1	
		Citizen	5,309	2	
			5,309	3	
		09/30/05 7-day avg circ:	5,309	4	
		5,309	5,309	5	
November	December	PLAINVIEW	5,317	1	
		Daily Herald	5,317	2	
			5,317	3	
		09/30/05 7-day avg circ:	5,317	4	
		5,317	5,317	5	
November	December	SAN ANGELO	27,129	1	
		Standard-Times	27,129	2	
			27,129	3	
		09/30/05 7-day avg circ:	27,129	4	
		27,129	27,129	5	
November	December	SAN ANTONIO	255,912	1	
		Express-News	255,912	2	
			255,912	3	
		09/30/05 7-day avg circ:	255,912	4	
		255,912	255,912	5	
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TOTAL REVENUE

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

		2006	2005	+(-)%	\$\$\$+(-)%
TEMPLE <i>Daily Telegram</i>	National	130	44	195%	2006-2005 ad revenue percent change Month: -1.00% Y-T-D: -1.80%
	Retail	21,194	22,930	-8%	
	Classified	18,028	18,145	-1%	
	Month Total:	39,352	41,119	-4%	
09/30/05 7-day avg circ:					
19,597					
	Y-T-D Total:	112,531	118,240	-5%	
TYLER <i>Morning Telegraph</i>	National				2006-2005 ad revenue percent change Month: Y-T-D:
	Retail				
	Classified				
	Month Total:				
09/30/05 7-day avg circ:					
42,068					
	Y-T-D Total:				
WACO <i>Tribune Herald</i>	National	999	1,976	-49%	2006-2005 ad revenue percent change Month: 1.10% Y-T-D: 0.10%
	Retail	30,842	30,122	2%	
	Classified	29,272	31,736	-8%	
	Month Total:	61,113	63,834	-4%	
09/30/05 7-day avg circ:					
40,518					
	Y-T-D Total:	171,895	184,770	-7%	
WICHITA FALLS <i>Times Record News</i>	National	3,540	7,226	-51%	2006-2005 ad revenue percent change Month: -4.20% Y-T-D: -3.50%
	Retail	20,243	23,346	-13%	
	Classified	29,719	34,791	-15%	
	Month Total:	53,502	65,363	-18%	
09/30/05 7-day avg circ:					
31,692					
	Y-T-D Total:	154,494	183,696	-16%	

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TDNA Linage Report
March 2006

in alphabetical order
Page 18 of 20

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					
	<i>last year:</i>		118,240	39,188	37,933	41,119
	<i>this year:</i>	112,531		36,689	36,490	39,352
	Total Y-T-D					
	<i>last year:</i>		169,457	85,497	83,960	0
	<i>this year:</i>	162,999		82,973	80,026	0
	Total Y-T-D					
	<i>last year:</i>		184,770	61,489	59,447	63,834
	<i>this year:</i>	171,895		56,902	53,880	61,113
	Total Y-T-D					
	<i>last year:</i>		183,696	60,405	57,928	65,363
	<i>this year:</i>	154,494		50,249	50,743	53,502

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**TDNA Linage Report
March 2006**

in alphabetical order
Page 19 of 20

April	May	June	July	August	September	October
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**TDNA Linage Report
March 2006**

in alphabetical order
Page 20 of 20

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