

TDNA Linage Report August 2007

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

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
HOUSTON Chronicle	National	20,946	25,213	-17%	2007-2006
	Retail	54,459	56,151	-3%	ad revenue
	Classified	98,515	99,822	-1%	percent change
	Month Total:	173,920	181,186	-4%	Month: -4.83%
09/30/06 7-day avg circ:					
557,059	Y-T-D Total:	1,531,677	1,632,286	-6%	Y-T-D: -3.90%
DALLAS Morning News	National	16,584	21,146	-22%	2007-2006
	Retail	56,298	62,821	-10%	ad revenue
	Classified	90,158	105,185	-14%	percent change
	Month Total:	163,040	189,152	-14%	Month: -6.90%
09/30/06 7-day avg circ:					
467,915	Y-T-D Total:	1,138,454	1,138,454	-8%	Y-T-D: -9.50%
SAN ANTONIO Express-News	National	7,983	10,145	-21%	2007-2006
	Retail	34,698	35,282	-2%	ad revenue
	Classified	82,861	88,998	-7%	percent change
	Month Total:	125,542	134,425	-7%	Month: -3.90%
09/30/06 7-day avg circ:					
247,215	Y-T-D Total:	1,043,950	1,138,454	-8%	Y-T-D: -1.30%
AUSTIN American-Statesman	National	3,003	5,556	-46%	2007-2006
	Retail	64,511	63,442	2%	ad revenue
	Classified	54,961	53,914	2%	percent change
	Month Total:	122,475	122,912	0%	Month:
09/30/06 7-day avg circ:					
183,496	Y-T-D Total:	976,774	963,617	1%	Y-T-D:
EL PASO Times	National	1,013	534	90%	2007-2006
	Retail	33,649	38,487	-13%	ad revenue
	Classified	64,069	63,580	1%	percent change
	Month Total:	98,731	102,601	-4%	Month:
09/30/06 7-day avg circ:					
72,341	Y-T-D Total:	815,054	866,456	-6%	Y-T-D:
CORPUS CHRISTI Caller-Times	National				2007-2006
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/06 7-day avg circ:					
55,384	Y-T-D Total:				Y-T-D:

Texas Daily Newspaper Association
718 West Fifth Street, Suite 200
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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	January	February	March
		Total Y-T-D			
HOUSTON Chronicle	2007				
	Total Y-T-D				
	last year:	1,632,286	189,575	188,152	239,409
this year:	1,531,677	166,276	184,010	228,968	
DALLAS Morning News	2006				
	Total Y-T-D				
	last year:	1,391,894	194,514	188,228	206,945
this year:	1,168,531	155,622	157,285	186,025	
SAN ANTONIO Express-News	2006				
	Total Y-T-D				
	last year:	1,138,454	129,532	127,541	172,911
this year:	1,043,950	110,537	124,982	154,257	
AUSTIN American-Statesman	2006				
	Total Y-T-D				
	last year:	963,617	108,377	108,946	120,840
this year:	976,774	105,913	113,117	139,426	
EL PASO Times	2006				
	Total Y-T-D				
	last year:	866,456	102,852	105,627	109,011
this year:	815,054	93,369	95,909	120,904	
CORPUS CHRISTI Caller-Times	2006				
	Total Y-T-D				
	last year:	503,725	74,669	79,867	91,800
this year:	523,862	73,658	109,656	82,126	

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April	May	June	July	August	September	October
192,437	203,469	254,034	184,024	181,186		
182,703	189,044	231,301	175,455	173,920		
April	May	June	July	August	September	October
204,350	211,519		197,186	189,152		
174,694	168,762		163,103	163,040		
April	May	June	July	August	September	October
130,462	134,764	176,937	131,882	134,425		
114,430	131,176	163,044	119,982	125,542		
April	May	June	July	August	September	October
127,441	130,613	122,892	121,596	122,912		
123,518	129,708	123,097	119,520	122,475		
April	May	June	July	August	September	October
114,418	121,490	110,550	99,907	102,601		
96,971	102,131	97,281	109,758	98,731		
April	May	June	July	August	September	October
87,340	87,598	82,451	0	0		
83,442	84,551	90,429	0	0		

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		SORT BY CIRC	
November	December	HOUSTON Chronicle	557,059
			557,059
			557,059
		09/30/06 7-day avg circ:	557,059
		557,059	557,059
November	December	DALLAS Morning News	467,915
			467,915
			467,915
		09/30/06 7-day avg circ:	467,915
		467,915	467,915
November	December	SAN ANTONIO Express-News	247,215
			247,215
			247,215
		09/30/06 7-day avg circ:	247,215
		247,215	247,215
November	December	AUSTIN American-Statesman	183,496
			183,496
			183,496
		09/30/06 7-day avg circ:	183,496
		183,496	183,496
November	December	EL PASO Times	72,341
			72,341
			72,341
		09/30/06 7-day avg circ:	72,341
		72,341	72,341
November	December	CORPUS CHRISTI Caller-Times	55,384
			55,384
			55,384
		09/30/06 7-day avg circ:	55,384
		55,384	55,384

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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.

		2007	2006	+(-)%	2007-2006	\$\$\$+(-)%
The Beaumont Enterprise	National	3,039	3,725	-18%	2007-2006	
	Retail	27,902	28,443	-2%	ad revenue	
	Classified	21,578	25,385	-15%	percent change	
	Month Total:	52,519	57,553	-9%	Month:	0.10%
	Y-T-D Total:	442,733	526,519	-16%	Y-T-D:	1.20%
09/30/06 7-day avg circ: 52,822						
MCALLEN The Monitor	National				2007-2006	
	Retail				ad revenue	
	Classified				percent change	
	Month Total:				Month:	-6.90%
	Y-T-D Total:				Y-T-D:	-5.40%
09/30/06 7-day avg circ: 43,176						
WACO Tribune Herald	National	1,946	2,187	-11%	2007-2006	
	Retail	29,621	28,728	3%	ad revenue	
	Classified	32,178	33,764	-5%	percent change	
	Month Total:	63,745	64,679	-1%	Month:	0.10%
	Y-T-D Total:	486,288	495,989	-2%	Y-T-D:	1.20%
09/30/06 7-day avg circ: 39,661						
ABILENE Reporter-News	National	5,058	4,688	8%	2007-2006	
	Retail	13,934	17,312	-20%	ad revenue	
	Classified	42,747	47,211	-9%	percent change	
	Month Total:	61,739	69,211	-11%	Month:	-6.90%
	Y-T-D Total:	500,156	549,851	-9%	Y-T-D:	-5.40%
09/30/06 7-day avg circ: 37,774						
WICHITA FALLS Times Record News	National	4,267	5,673	-25%	2007-2006	
	Retail	21,823	21,647	1%	ad revenue	
	Classified	30,788	31,613	-3%	percent change	
	Month Total:	56,878	58,933	-3%	Month:	-7.70%
	Y-T-D Total:	416,700	443,647	-6%	Y-T-D:	-2.80%
09/30/06 7-day avg circ: 30,816						
GALVESTON County Daily News	National				2007-2006	
	Retail	24,601	21,089	17%	ad revenue	
	Classified	38,317	42,150	-9%	percent change	
	Month Total:	62,918	63,239	-1%	Month:	0.00%
	Y-T-D Total:	463,717	493,627	-6%	Y-T-D:	-1.00%
09/30/06 7-day avg circ: 27,624						
SAN ANGELO Standard-Times	National	3,241	2,777	17%	2007-2006	
	Retail	17,203	20,680	-17%	ad revenue	
	Classified	25,685	26,411	-3%	percent change	
	Month Total:	46,129	49,868	-7%	Month:	0.00%
	Y-T-D Total:	372,956	384,132	-3%	Y-T-D:	-1.00%
09/30/06 7-day avg circ: 26,972						

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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			
last year:		526,519	60,503	64,594	87,039
this year:	442,733		49,821	52,437	66,470
Total Y-T-D		Total Y-T-D			
last year:		560,124	1,433	87,659	95,966
this year:	639,304		83,027	87,991	94,520
Total Y-T-D		Total Y-T-D			
last year:		495,989	57,757	55,784	62,662
this year:	486,288		55,900	59,537	61,536
Total Y-T-D		Total Y-T-D			
last year:		549,851	62,045	65,203	69,817
this year:	500,156		59,986	59,694	63,456
Total Y-T-D		Total Y-T-D			
last year:		443,647	50,249	50,743	53,502
this year:	416,700		45,703	48,777	50,088
Total Y-T-D		Total Y-T-D			
last year:		493,627	54,925	55,017	67,445
this year:	463,717		52,400	50,222	65,678
Total Y-T-D		Total Y-T-D			
last year:		384,132	43,747	48,940	47,859
this year:	372,956		40,573	48,851	48,087

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April	May	June	July	August	September	October
60,289	64,989	75,928	55,624	57,553		
47,556	61,829	64,306	47,795	52,519		
April	May	June	July	August	September	October
95,642	94,964	89,481	94,979	0		
92,987	92,636	93,827	94,316	0		
April	May	June	July	August	September	October
61,451	68,406	61,541	63,709	64,679		
59,369	67,952	58,949	59,300	63,745		
April	May	June	July	August	September	October
76,019	71,441	67,301	68,814	69,211		
64,025	67,610	63,043	60,603	61,739		
April	May	June	July	August	September	October
56,655	61,121	55,591	56,853	58,933		
52,945	59,316	51,983	51,010	56,878		
April	May	June	July	August	September	October
62,037	65,808	62,370	62,786	63,239		
58,101	59,843	56,766	57,789	62,918		
April	May	June	July	August	September	October
46,948	47,573	51,750	47,447	49,868		
46,071	49,525	48,046	45,674	46,129		

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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	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			
		WACO Tribune Herald	39,661	1
			39,661	2
			39,661	3
		09/30/06 7-day avg circ:	39,661	4
			39,661	5
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	5
November	December			
		WICHITA FALLS Times Record News	30,816	1
			30,816	2
			30,816	3
		09/30/06 7-day avg circ:	30,816	4
			30,816	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			
		SAN ANGELO Standard-Times	26,972	1
			26,972	2
			26,972	3
		09/30/06 7-day avg circ:	26,972	4
			26,972	5

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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.

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
ODESSA	National	3,369	2,719	24%	2007-2006
American	Retail	27,734	31,110	-11%	ad revenue
	Classified	28,095	34,510	-19%	percent change
09/30/06 7-day avg circ:	Month Total:	59,198	68,339	-13%	Month: -13.00%
25,216	Y-T-D Total:	525,597	526,631	0%	Y-T-D: -7.00%
HARLINGEN	National	3,906	4,087	-4%	2007-2006
Valley Morning Star	Retail	21,386	19,572	9%	ad revenue
	Classified	17,635	21,871	-19%	percent change
09/30/06 7-day avg circ:	Month Total:	42,927	45,530	-6%	Month: -0.36%
23,773	Y-T-D Total:	317,877	367,461	-13%	Y-T-D: -0.10%
MIDLAND	National	1,710	1,480	16%	2007-2006
Reporter-Telegram	Retail	31,540	33,166	-5%	ad revenue
	Classified	29,665	32,797	-10%	percent change
09/30/06 7-day avg circ:	Month Total:	62,915	67,443	-7%	Month: 12.50%
20,111	Y-T-D Total:	501,454	545,518	-8%	Y-T-D: 7.70%
TEMPLE	National	44	160	-73%	2007-2006
Daily Telegram	Retail	24,192	26,575	-9%	ad revenue
	Classified	16,108	15,648	3%	percent change
09/30/06 7-day avg circ:	Month Total:	40,344	42,383	-5%	Month: 0.00%
20,013	Y-T-D Total:	305,764	310,575	-2%	Y-T-D: 2.70%
DENTON	National				2007-2006
Record-Chronicle	Retail	25,273	21,521	17%	ad revenue
	Classified	46,968	41,622	13%	percent change
09/30/06 7-day avg circ:	Month Total:	72,241	63,143	14%	Month: 7.00%
13,934	Y-T-D Total:	522,850	554,326	-6%	Y-T-D: -5.00%
MARSHALL	National	10	137	-93%	2007-2006
News Messenger	Retail	8,646	8,915	-3%	ad revenue
	Classified	6,987	6,501	7%	percent change
09/30/06 7-day avg circ:	Month Total:	15,643	15,553	1%	Month: 7.20%
6,862	Y-T-D Total:	122,078	123,952	-2%	Y-T-D: 0.30%
PLAINVIEW	National	278	383	-27%	2007-2006
Daily Herald	Retail	6,743	10,854	-38%	ad revenue
	Classified	7,517	10,277	-27%	percent change
09/30/06 7-day avg circ:	Month Total:	14,538	21,514	-32%	Month: -11.00%
5,194	Y-T-D Total:	134,403	162,485	-17%	Y-T-D: -14.00%

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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			
ODESSA	2007				
American	Total Y-T-D				
last year:		526,631	58,904	58,001	67,629
this year:	525,597		60,165	58,068	64,893
HARLINGEN	2006				
Valley Morning Star	Total Y-T-D				
last year:		367,461	45,833	42,754	47,803
this year:	317,877		35,198	37,182	41,194
MIDLAND	2006				
Reporter-Telegram	Total Y-T-D				
last year:		545,518	54,267	59,716	75,672
this year:	501,454		56,215	62,928	74,689
TEMPLE	2006				
Daily Telegram	Total Y-T-D				
last year:		310,575	36,689	36,490	39,234
this year:	305,764		32,536	35,687	42,020
DENTON	2006				
Record-Chronicle	Total Y-T-D				
last year:		554,326	59,310	57,305	76,255
this year:	522,850		56,859	55,699	69,197
MARSHALL	2006				
News Messenger	Total Y-T-D				
last year:		123,952	14,849	13,933	17,812
this year:	122,078		15,373	13,788	17,282
PLAINVIEW	2006				
Daily Herald	Total Y-T-D				
last year:		162,485	14,829	20,271	26,980
this year:	134,403		13,599	15,134	24,537

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69,576	66,465	68,731	68,986	68,339		
68,999	68,407	60,061	85,806	59,198		
April	May	June	July	August	September	October
45,920	48,132	43,703	47,786	45,530		
40,066	43,005	38,203	40,102	42,927		
April	May	June	July	August	September	October
65,319	70,602	88,138	64,361	67,443		
55,322	64,747	71,090	53,548	62,915		
April	May	June	July	August	September	October
41,430	39,095	37,368	37,886	42,383		
39,252	37,143	40,451	38,331	40,344		
April	May	June	July	August	September	October
80,062	81,369	76,693	60,189	63,143		
70,534	65,095	63,792	69,433	72,241		
April	May	June	July	August	September	October
14,786	17,446	15,130	14,443	15,553		
14,967	15,512	15,187	14,326	15,643		
April	May	June	July	August	September	October
17,329	18,726	23,575	19,261	21,514		
16,790	14,694	20,279	14,832	14,538		

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November	December	ODESSA	25,216	1	
		American	25,216	2	
			25,216	3	
		09/30/06 7-day avg circ:	25,216	4	
			25,216	5	
November	December	HARLINGEN	23,773	1	
		Valley Morning Star	23,773	2	
			23,773	3	
		09/30/06 7-day avg circ:	23,773	4	
			23,773	5	
November	December	MIDLAND	20,111	1	
		Reporter-Telegram	20,111	2	
			20,111	3	
		09/30/06 7-day avg circ:	20,111	4	
			20,111	5	
November	December	TEMPLE	20,013	1	
		Daily Telegram	20,013	2	
			20,013	3	
		09/30/06 7-day avg circ:	20,013	4	
			20,013	5	
November	December	DENTON	13,934	1	
		Record-Chronicle	13,934	2	
			13,934	3	
		09/30/06 7-day avg circ:	13,934	4	
			13,934	5	
November	December	MARSHALL	6,862	1	
		News Messenger	6,862	2	
			6,862	3	
		09/30/06 7-day avg circ:	6,862	4	
			6,862	5	
November	December	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	

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