

## TDNA Linage Report May 2006

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.

		2006	2005	+(-)%	2006-2005
					\$\$\$+(-)%
<b>HOUSTON Chronicle</b>	National	25,740	31,066	-17%	2006-2005
	Retail	60,956	67,511	-10%	ad revenue
	Classified	116,773	129,817	-10%	percent change
	<b>Month Total:</b>	<b>203,469</b>	<b>228,394</b>	<b>-11%</b>	<b>Month: -5.14%</b>
09/30/05 7-day avg circ:				<b>Y-T-D: -2.73%</b>	
591,785	<b>Y-T-D Total:</b>	<b>1,013,041</b>	<b>1,128,300</b>	<b>-10%</b>	
<b>DALLAS Morning News</b>	National	21,443	31,243	-31%	2006-2005
	Retail	70,301	81,896	-14%	ad revenue
	Classified	119,775	128,555	-7%	percent change
	<b>Month Total:</b>	<b>211,519</b>	<b>241,694</b>	<b>-12%</b>	<b>Month: -12.70%</b>
09/30/05 7-day avg circ:				<b>Y-T-D: -3.20%</b>	
492,731	<b>Y-T-D Total:</b>	<b>1,005,556</b>	<b>1,124,270</b>	<b>-11%</b>	
<b>SAN ANTONIO Express-News</b>	National	9,679	11,437	-15%	2006-2005
	Retail	37,252	41,025	-9%	ad revenue
	Classified	87,833	93,366	-6%	percent change
	<b>Month Total:</b>	<b>134,764</b>	<b>145,828</b>	<b>-8%</b>	<b>Month: 0.70%</b>
09/30/05 7-day avg circ:				<b>Y-T-D: 1.30%</b>	
255,912	<b>Y-T-D Total:</b>	<b>695,210</b>	<b>738,014</b>	<b>-6%</b>	
<b>AUSTIN American-Statesman</b>	National	5,769	9,481	-39%	2006-2005
	Retail	54,110	60,479	-11%	ad revenue
	Classified	62,359	67,023	-7%	percent change
	<b>Month Total:</b>	<b>122,238</b>	<b>136,983</b>	<b>-11%</b>	<b>Month: -11%</b>
09/30/05 7-day avg circ:				<b>Y-T-D: -5%</b>	
186,539	<b>Y-T-D Total:</b>	<b>576,540</b>	<b>609,818</b>	<b>-5%</b>	
<b>EL PASO Times</b>	National	1,170	826	42%	2006-2005
	Retail	49,261	47,018	5%	ad revenue
	Classified	71,059	68,301	4%	percent change
	<b>Month Total:</b>	<b>121,490</b>	<b>116,145</b>	<b>5%</b>	<b>Month: 5%</b>
09/30/05 7-day avg circ:				<b>Y-T-D: 3%</b>	
74,396	<b>Y-T-D Total:</b>	<b>553,398</b>	<b>537,158</b>	<b>3%</b>	
<b>CORPUS CHRISTI Caller-Times</b>	National	3,531	5,039	-30%	2006-2005
	Retail	32,432	28,728	13%	ad revenue
	Classified	51,635	52,894	-2%	percent change
	<b>Month Total:</b>	<b>87,598</b>	<b>86,661</b>	<b>1%</b>	<b>Month: -9.70%</b>
09/30/05 7-day avg circ:				<b>Y-T-D: -6.40%</b>	
56,267	<b>Y-T-D Total:</b>	<b>421,274</b>	<b>390,138</b>	<b>8%</b>	

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			
last year:			<b>1,128,300</b>	202,777	213,698	265,332
this year:		<b>1,013,041</b>		189,574	188,152	239,409
last year:			<b>1,124,270</b>	204,273	216,486	224,163
this year:		<b>1,005,556</b>		194,514	188,228	206,945
last year:			<b>738,014</b>	130,758	138,605	184,680
this year:		<b>695,210</b>		129,532	127,541	172,911
last year:			<b>609,818</b>	114,903	112,533	121,630
this year:		<b>576,540</b>		107,385	108,033	119,831
last year:			<b>537,158</b>	114,076	94,558	101,634
this year:		<b>553,398</b>		102,852	105,627	109,011
last year:			<b>390,138</b>	74,836	71,374	78,675
this year:		<b>421,274</b>		74,669	79,867	91,800

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April	May	June	July	August	September	October
218,099	228,394					
192,437	203,469					
April	May	June	July	August	September	October
237,654	241,694					
204,350	211,519					
April	May	June	July	August	September	October
138,143	145,828					
130,462	134,764					
April	May	June	July	August	September	October
123,769	136,983					
119,053	122,238					
April	May	June	July	August	September	October
110,745	116,145					
114,418	121,490					
April	May	June	July	August	September	October
78,592	86,661					
87,340	87,598					

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		SORT BY CIRC		
November	December	<b>HOUSTON Chronicle</b>	591,785	1
			591,785	2
			591,785	3
		09/30/05 7-day avg circ:	591,785	4
		591,785	591,785	5
November	December	<b>DALLAS Morning News</b>	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	<b>SAN ANTONIO Express-News</b>	255,912	1
			255,912	2
			255,912	3
		09/30/05 7-day avg circ:	255,912	4
		255,912	255,912	5
November	December	<b>AUSTIN American-Statesman</b>	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	<b>EL PASO Times</b>	74,396	1
			74,396	2
			74,396	3
		09/30/05 7-day avg circ:	74,396	4
		74,396	74,396	5
November	December	<b>CORPUS CHRISTI Caller-Times</b>	56,267	1
			56,267	2
			56,267	3
		09/30/05 7-day avg circ:	56,267	4
		56,267	56,267	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	+(-)%	\$\$\$+(-)%
<b>BEAUMONT</b>	National	2,358	2,083	13%	2006-2005
<b>Enterprise</b>	Retail	34,996	31,802	10%	ad revenue
	Classified	27,635	25,802	7%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>64,989</b>	<b>59,687</b>	9%	<b>Month: 11.00%</b>
55,444	<b>Y-T-D Total:</b>	<b>337,414</b>	<b>305,111</b>	11%	<b>Y-T-D: 10.00%</b>
<b>MCALLEN</b>	National	4,656	4,669	0%	2006-2005
<b>The Monitor</b>	Retail	44,115	43,921	0%	ad revenue
	Classified	46,193	16,706	177%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>94,964</b>	<b>65,296</b>	45%	<b>Month: 4.00%</b>
43,111	<b>Y-T-D Total:</b>	<b>461,565</b>	<b>300,175</b>	54%	<b>Y-T-D: 9.00%</b>
<b>WACO</b>	National	2,181	3,173	-31%	2006-2005
<b>Tribune Herald</b>	Retail	34,659	34,944	-1%	ad revenue
	Classified	30,262	34,970	-13%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>67,102</b>	<b>73,087</b>	-8%	<b>Month: -2.80%</b>
40,518	<b>Y-T-D Total:</b>	<b>299,392</b>	<b>319,294</b>	-6%	<b>Y-T-D: 1.20%</b>
<b>ABILENE</b>	National	5,529	6,856	-19%	2006-2005
<b>Reporter-News</b>	Retail	19,783	20,540	-4%	ad revenue
05 class/ret reflect partrun in.	Classified	46,129	39,740	16%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>71,441</b>	<b>67,136</b>	6%	<b>Month: 0.56%</b>
33,583	<b>Y-T-D Total:</b>	<b>344,525</b>	<b>306,565</b>	12%	<b>Y-T-D: 4.97%</b>
<b>WICHITA FALLS</b>	National	4,951	6,991	-29%	2006-2005
<b>Times Record News</b>	Retail	23,686	25,232	-6%	ad revenue
	Classified	32,484	37,802	-14%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>61,121</b>	<b>70,025</b>	-13%	<b>Month: 5.00%</b>
31,692	<b>Y-T-D Total:</b>	<b>272,270</b>	<b>319,957</b>	-15%	<b>Y-T-D: -0.80%</b>
<b>GALVESTON</b>	National				2006-2005
<b>County Daily News</b>	Retail	24,938	32,998	-24%	ad revenue
	Classified	40,870	41,743	-2%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>65,808</b>	<b>74,741</b>	-12%	<b>Month:</b>
27,633	<b>Y-T-D Total:</b>	<b>305,232</b>	<b>347,180</b>	-12%	<b>Y-T-D:</b>

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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
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>305,111</b>	51,718	61,872	73,499
this year:	<b>337,414</b>		60,503	64,594	87,039
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>300,175</b>	60,230	56,641	61,414
this year:	<b>461,565</b>		87,334	87,659	95,966
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>319,294</b>	61,489	59,447	63,834
this year:	<b>299,392</b>		56,902	53,880	61,113
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>306,565</b>	56,680	56,252	63,764
this year:	<b>344,525</b>		62,045	65,203	69,817
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>319,957</b>	60,405	57,928	65,363
this year:	<b>272,270</b>		50,249	50,743	53,502
<b>Total Y-T-D</b>		<b>Total Y-T-D</b>			
last year:		<b>347,180</b>	63,116	60,912	76,393
this year:	<b>305,232</b>		54,925	55,017	67,445

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April	May	June	July	August	September	October
58,335	59,687					
60,289	64,989					
April	May	June	July	August	September	October
56,594	65,296					
95,642	94,964					
April	May	June	July	August	September	October
61,437	73,087					
60,395	67,102					
April	May	June	July	August	September	October
62,733	67,136					
76,019	71,441					
April	May	June	July	August	September	October
66,236	70,025					
56,655	61,121					
April	May	June	July	August	September	October
72,018	74,741					
62,037	65,808					

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		SORT BY CIRC		
November	December	<b>BEAUMONT Enterprise</b>	55,444	1
			55,444	2
			55,444	3
		09/30/05 7-day avg circ:	55,444	4
			55,444	5
November	December	<b>MCALLEN The Monitor</b>	43,111	1
			43,111	2
			43,111	3
		09/30/05 7-day avg circ:	43,111	4
			43,111	5
November	December	<b>WACO Tribune Herald</b>	40,518	1
			40,518	2
			40,518	3
		09/30/05 7-day avg circ:	40,518	4
			40,518	5
November	December	<b>ABILENE Reporter-News</b>	33,583	1
			33,583	2
			33,583	3
		09/30/05 7-day avg circ:	33,583	4
			33,583	5
November	December	<b>WICHITA FALLS Times Record News</b>	31,692	1
			31,692	2
			31,692	3
		09/30/05 7-day avg circ:	31,692	4
			31,692	5
November	December	<b>GALVESTON County Daily News</b>	27,633	1
			27,633	2
			27,633	3
		09/30/05 7-day avg circ:	27,633	4
			27,633	5

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ROP SAU INCHES

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TOTAL REVENUE

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		2006	2005	+(-)%	2006-2005
					\$\$\$+(-)%
<b>HARLINGEN</b> <i>Valley Morning Star</i>	National	4,652	4,223	10%	2006-2005
	Retail	23,977	26,437	-9%	ad revenue
	Classified	19,503	18,581	5%	percent change
	<b>Month Total:</b>	<b>48,132</b>	<b>49,241</b>	<b>-2%</b>	<b>Month: 0.00%</b>
09/30/05 7-day avg circ:					
27,580	<b>Y-T-D Total:</b>	<b>233,946</b>	<b>236,956</b>	<b>-1%</b>	<b>Y-T-D: 6.00%</b>
<b>SAN ANGELO</b> <i>Standard-Times</i>	National	4,033	3,849	5%	2006-2005
	Retail	20,093	22,976	-13%	ad revenue
	Classified	23,447	27,274	-14%	percent change
	<b>Month Total:</b>	<b>47,573</b>	<b>54,099</b>	<b>-12%</b>	<b>Month: -2.00%</b>
09/30/05 7-day avg circ:					
27,129	<b>Y-T-D Total:</b>	<b>235,067</b>	<b>234,150</b>	<b>0%</b>	<b>Y-T-D: 6.00%</b>
<b>ODESSA</b> <i>American</i>	National	1,980	4,484	-56%	2006-2005
	Retail	33,405	33,521	0%	ad revenue
	Classified	31,080	29,255	6%	percent change
	<b>Month Total:</b>	<b>66,465</b>	<b>67,260</b>	<b>-1%</b>	<b>Month: 9.00%</b>
09/30/05 7-day avg circ:					
25,016	<b>Y-T-D Total:</b>	<b>320,575</b>	<b>297,667</b>	<b>8%</b>	<b>Y-T-D: 14.00%</b>
<b>MIDLAND</b> <i>Reporter-Telegram</i>	National	859	1,541	-44%	2006-2005
	Retail	37,845	35,552	6%	ad revenue
	Classified	31,898	24,886	28%	percent change
	<b>Month Total:</b>	<b>70,602</b>	<b>61,979</b>	<b>14%</b>	<b>Month: 11.20%</b>
09/30/05 7-day avg circ:					
20,121	<b>Y-T-D Total:</b>	<b>325,576</b>	<b>306,103</b>	<b>6%</b>	<b>Y-T-D: 8.50%</b>
<b>TEMPLE</b> <i>Daily Telegram</i>	National	154	278	-45%	2006-2005
	Retail	21,306	22,999	-7%	ad revenue
	Classified	17,635	17,082	3%	percent change
	<b>Month Total:</b>	<b>39,095</b>	<b>40,359</b>	<b>-3%</b>	<b>Month: -1.98%</b>
09/30/05 7-day avg circ:					
19,597	<b>Y-T-D Total:</b>	<b>193,056</b>	<b>199,423</b>	<b>-3%</b>	<b>Y-T-D: -1.17%</b>
<b>DENTON</b> <i>Record-Chronicle</i>	National				2006-2005
	Retail	26,353	22,863	15%	ad revenue
	Classified	55,016	46,031	20%	percent change
	<b>Month Total:</b>	<b>81,369</b>	<b>68,894</b>	<b>18%</b>	<b>Month: 2.00%</b>
09/30/05 7-day avg circ:					
14,421	<b>Y-T-D Total:</b>	<b>354,931</b>	<b>327,490</b>	<b>8%</b>	<b>Y-T-D: 4.00%</b>

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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
					Total Y-T-D	
<i>last year:</i>	<b>Total Y-T-D</b>		<b>236,956</b>	44,594	43,039	51,769
	<b>this year:</b>	<b>233,946</b>		46,783	43,962	49,149
<i>last year:</i>	<b>Total Y-T-D</b>		<b>234,150</b>	43,906	46,295	44,116
	<b>this year:</b>	<b>235,067</b>		43,747	48,940	47,859
<i>last year:</i>	<b>Total Y-T-D</b>		<b>297,667</b>	54,489	51,618	60,462
	<b>this year:</b>	<b>320,575</b>		58,904	58,001	67,629
<i>last year:</i>	<b>Total Y-T-D</b>		<b>306,103</b>	51,954	58,554	73,859
	<b>this year:</b>	<b>325,576</b>		54,267	59,716	75,672
<i>last year:</i>	<b>Total Y-T-D</b>		<b>199,423</b>	39,188	37,933	41,119
	<b>this year:</b>	<b>193,056</b>		36,689	36,490	39,352
<i>last year:</i>	<b>Total Y-T-D</b>		<b>327,490</b>	59,787	66,325	64,157
	<b>this year:</b>	<b>354,931</b>		59,310	57,305	76,255

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April	May	June	July	August	September	October
48,313	49,241					
45,920	48,132					
April	May	June	July	August	September	October
45,734	54,099					
46,948	47,573					
April	May	June	July	August	September	October
63,838	67,260					
69,576	66,465					
April	May	June	July	August	September	October
59,757	61,979					
65,319	70,602					
April	May	June	July	August	September	October
40,824	40,359					
41,430	39,095					
April	May	June	July	August	September	October
68,327	68,894					
80,692	81,369					

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Austin, Texas 78701-2796

(512) 476-4351...phone  
(512) 476-0515...fax

hturrentine@tdna.org  
www.tdna.org

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				SORT BY CIRC	
November	December				
		<b>HARLINGEN</b>	27,580	1	
		<b>Valley Morning Star</b>	27,580	2	
			27,580	3	
		09/30/05 7-day avg circ:	27,580	4	
			27,580	5	
November	December				
		<b>SAN ANGELO</b>	27,129	1	
		<b>Standard-Times</b>	27,129	2	
			27,129	3	
		09/30/05 7-day avg circ:	27,129	4	
			27,129	5	
November	December				
		<b>ODESSA</b>	25,016	1	
		<b>American</b>	25,016	2	
			25,016	3	
		09/30/05 7-day avg circ:	25,016	4	
			25,016	5	
November	December				
		<b>MIDLAND</b>	20,121	1	
		<b>Reporter-Telegram</b>	20,121	2	
			20,121	3	
		09/30/05 7-day avg circ:	20,121	4	
			20,121	5	
November	December				
		<b>TEMPLE</b>	19,597	1	
		<b>Daily Telegram</b>	19,597	2	
			19,597	3	
		09/30/05 7-day avg circ:	19,597	4	
			19,597	5	
November	December				
		<b>DENTON</b>	14,421	1	
		<b>Record-Chronicle</b>	14,421	2	
			14,421	3	
		09/30/05 7-day avg circ:	14,421	4	
			14,421	5	

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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.**

		2006	2005	+(-)%	
<b>MARSHALL</b>	National	441	68	549%	2006-2005
<b>News Messenger</b>	Retail	10,091	9,969	1%	ad revenue
	Classified	6,914	6,952	-1%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>17,446</b>	<b>16,989</b>	3%	<b>Month:</b>
7,024	<b>Y-T-D Total:</b>	<b>78,826</b>	<b>88,871</b>	-11%	<b>Y-T-D:</b>
					<b>-2.40%</b>
					<b>-5.40%</b>
<b>PLAINVIEW</b>	National	411	408	1%	2006-2005
<b>Daily Herald</b>	Retail	10,772	10,006	8%	ad revenue
	Classified	7,543	7,193	5%	percent change
09/30/05 7-day avg circ:	<b>Month Total:</b>	<b>18,726</b>	<b>17,607</b>	6%	<b>Month:</b>
5,317	<b>Y-T-D Total:</b>	<b>98,135</b>	<b>95,385</b>	3%	<b>Y-T-D:</b>
					<b>-10.80%</b>
					<b>4.90%</b>

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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
	<b>2006</b>		<b>Total Y-T-D</b>			
	<b>Total Y-T-D</b>					
<i>last year:</i>			<b>88,871</b>	16,200	16,282	22,092
<i>this year:</i>	<b>78,826</b>			14,849	13,933	17,812
	<b>2006</b>		<b>Total Y-T-D</b>			
	<b>Total Y-T-D</b>					
<i>last year:</i>			<b>95,385</b>	15,271	18,865	25,590
<i>this year:</i>	<b>98,135</b>			14,829	20,271	26,980

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April	May	June	July	August	September	October
17,308	16,989					
14,786	17,446					

  

April	May	June	July	August	September	October
18,052	17,607					
17,329	18,726					

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		<b>MARSHALL</b>	7,024	1
		<b>News Messenger</b>	7,024	2
			7,024	3
		09/30/05 7-day avg circ:	7,024	4
			7,024	5
			7,024	
November	December			
		<b>PLAINVIEW</b>	5,317	1
		<b>Daily Herald</b>	5,317	2
			5,317	3
		09/30/05 7-day avg circ:	5,317	4
			5,317	5
			5,317	

SORT  
BY CIRC

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