

TDNA Linage Report August 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	+(-)%	2008-2007
					\$\$\$+(-)%
HOUSTON Chronicle	National	17,340	20,946	-17%	2008-2007
	Retail	49,048	46,859	5%	ad revenue
	Classified	89,453	98,513	-9%	percent change
	Month Total:	155,841	166,318	-6%	Month: -12.20%
09/30/07 7-day avg circ:					
541,603	Y-T-D Total:	1,356,813	1,506,434	-10%	Y-T-D: -13.70%
DALLAS Morning News	National	13,912	16,584	-16%	2008-2007
	Retail	52,635	56,298	-7%	ad revenue
	Classified	67,930	86,822	-22%	percent change
	Month Total:	134,477	159,704	-16%	Month: -16.60%
09/30/07 7-day avg circ:					
415,007	Y-T-D Total:	1,078,442	1,309,775	-18%	Y-T-D: -16.70%
SAN ANTONIO Express-News	National	7,909	7,983	-1%	2008-2007
	Retail	30,884	34,698	-11%	ad revenue
	Classified	64,720	82,861	-22%	percent change
	Month Total:	103,513	125,542	-18%	Month: -22.90%
09/30/07 7-day avg circ:					
247,215	Y-T-D Total:	962,286	1,043,950	-8%	Y-T-D: -15.60%
AUSTIN American-Statesman	National	5,530	3,003	84%	2008-2007
	Retail	67,699	64,511	5%	ad revenue
	Classified	47,368	54,961	-14%	percent change
	Month Total:	120,597	122,475	-2%	Month:
09/30/07 7-day avg circ:					
174,350	Y-T-D Total:	903,979	976,773	-7%	Y-T-D:
EL PASO Times	National	410	1,013	-60%	2008-2007
	Retail	33,343	33,649	-1%	ad revenue
	Classified	51,993	64,069	-19%	percent change
	Month Total:	85,746	98,731	-13%	Month:
09/30/07 7-day avg circ:					
72,945	Y-T-D Total:	736,388	784,304	-6%	Y-T-D:
CORPUS CHRISTI Caller-Times	National	1,559	3,620	-57%	2008-2007
	Retail	24,737	26,632	-7%	ad revenue
	Classified	51,268	54,950	-7%	percent change
	Month Total:	77,564	85,202	-9%	Month: -8.00%
09/30/07 7-day avg circ:					
55,401	Y-T-D Total:	639,020	678,448	-6%	Y-T-D: -8.00%

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.

	2008	2007	January	February	March
	Total Y-T-D	Total Y-T-D			
last year:		1,506,434	166,276	184,010	228,968
this year:	1,356,813		151,781	159,868	199,558
	Total Y-T-D	Total Y-T-D			
last year:		1,309,775	152,828	153,603	181,364
this year:	1,078,442		129,226	136,054	146,457
	Total Y-T-D	Total Y-T-D			
last year:		1,043,950	110,537	124,982	154,257
this year:	962,286		112,983	116,854	150,515
	Total Y-T-D	Total Y-T-D			
last year:		976,773	105,913	113,116	139,426
this year:	903,979		94,179	107,447	124,892
	Total Y-T-D	Total Y-T-D			
last year:		784,304	93,370	95,808	100,675
this year:	736,388		92,801	94,885	103,191
	Total Y-T-D	Total Y-T-D			
last year:		678,448	75,178	77,751	83,251
this year:	639,020		76,556	80,984	82,828

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April	May	June	July	August	September	October
182,703	183,564	224,219	170,376	166,318		
158,605	170,706	203,673	156,781	155,841		
April	May	June	July	August	September	October
170,684	165,123	166,769	159,700	159,704		
132,921	143,878	131,828	123,601	134,477		
April	May	June	July	August	September	October
114,430	131,176	163,044	119,982	125,542		
117,702	117,970	136,251	106,498	103,513		
April	May	June	July	August	September	October
123,518	129,708	123,097	119,520	122,475		
113,269	124,070	112,436	107,089	120,597		
April	May	June	July	August	September	October
96,972	102,131	96,710	99,907	98,731		
90,861	96,454	89,303	83,147	85,746		
April	May	June	July	August	September	October
89,846	90,857	90,108	86,255	85,202		
77,780	93,746	78,828	70,734	77,564		

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

		2008	2007	+(-)%	2008-2007
					\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	3,241	4,887	-34%	2008-2007
	Retail	39,901	45,123	-12%	ad revenue
	Classified	39,517	49,588	-20%	percent change
	Month Total:	82,659	99,598	-17%	Month: -12.00%
09/30/07 7-day avg circ:					
43,177	Y-T-D Total:	663,530	747,342	-11%	Y-T-D: -11.00%
WACO <i>Tribune-Herald</i>	National	1,269	1,946	-35%	2008-2007
	Retail	23,906	29,621	-19%	ad revenue
	Classified	28,531	32,178	-11%	percent change
	Month Total:	53,706	63,745	-16%	Month: -7.00%
09/30/07 7-day avg circ:					
38,990	Y-T-D Total:	435,186	486,288	-11%	Y-T-D: -10.80%
ABILENE <i>Reporter-News</i>	National	3,956	5,058	-22%	2008-2007
	Retail	14,695	13,934	5%	ad revenue
	Classified	36,069	42,747	-16%	percent change
	Month Total:	54,720	61,739	-11%	Month: -4.90%
09/30/07 7-day avg circ:					
31,917	Y-T-D Total:	430,151	501,822	-14%	Y-T-D: -8.60%
VICTORIA <i>Advocate</i>	National	895	520	72%	2008-2007
	Retail	17,514	15,949	10%	ad revenue
	Classified	22,981	27,349	-16%	percent change
	Month Total:	41,390	43,818	-6%	Month: 6.30%
09/30/07 7-day avg circ:					
31,619	Y-T-D Total:	333,482	351,514	-5%	Y-T-D: 0.50%
WICHITA FALLS <i>Times Record News</i>	National	2,900	4,267	-32%	2008-2007
	Retail	18,576	21,823	-15%	ad revenue
	Classified	27,983	30,788	-9%	percent change
	Month Total:	49,459	56,878	-13%	Month: -11.00%
09/30/07 7-day avg circ:					
30,096	Y-T-D Total:	388,276	416,700	-7%	Y-T-D: -3.40%
SAN ANGELO <i>Standard-Times</i>	National	1,812	3,241	-44%	2008-2007
	Retail	17,284	17,203	0%	ad revenue
	Classified	28,691	25,685	12%	percent change
	Month Total:	47,787	46,129	4%	Month: -4.00%
09/30/07 7-day avg circ:					
26,855	Y-T-D Total:	377,645	372,956	1%	Y-T-D: -7.00%
GALVESTON <i>County Daily News</i>	National				2008-2007
	Retail	22,504	24,802	-9%	ad revenue
	Classified	29,107	38,317	-24%	percent change
	Month Total:	51,611	63,119	-18%	Month: -4.00%
09/30/07 7-day avg circ:					
26,238	Y-T-D Total:	419,531	454,455	-8%	Y-T-D: -7.70%

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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
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		747,342	83,027	87,991	99,103
this year:	663,530		82,760	85,813	96,076
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		486,288	55,900	59,537	61,536
this year:	435,186		49,884	55,010	59,991
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		501,822	59,987	59,694	65,069
this year:	430,151		52,947	56,007	56,490
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		351,514	40,926	38,299	46,904
this year:	333,482		41,033	41,047	46,379
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		416,700	45,703	48,777	50,088
this year:	388,276		42,401	49,241	52,333
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		372,956	40,573	48,851	48,087
this year:	377,645		41,487	49,723	48,923
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		454,455	52,400	50,222	65,678
this year:	419,531		52,472	49,015	62,158

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April	May	June	July	August	September	October
92,987	94,795	93,827	96,014	99,598		
82,624	90,572	77,164	65,862	82,659		
April	May	June	July	August	September	October
59,369	67,952	58,949	59,300	63,745		
53,192	62,955	51,929	48,519	53,706		
April	May	June	July	August	September	October
64,047	67,640	63,043	60,603	61,739		
52,655	58,841	49,733	48,758	54,720		
April	May	June	July	August	September	October
42,112	50,617	44,313	44,525	43,818		
39,212	45,555	38,416	40,450	41,390		
April	May	June	July	August	September	October
52,945	59,316	51,983	51,010	56,878		
49,303	53,088	48,866	43,585	49,459		
April	May	June	July	August	September	October
46,071	49,525	48,046	45,674	46,129		
48,487	51,604	46,337	43,297	47,787		
April	May	June	July	August	September	October
58,101	59,573	47,573	57,789	63,119		
53,153	53,887	47,894	49,341	51,611		

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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

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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		2008	2007	+(-)%	2008-2007
					\$\$\$+(-)%
HARLINGEN <i>Valley Morning Star</i>	National	2,555	3,906	-35%	2008-2007
	Retail	19,787	21,386	-7%	ad revenue
	Classified	14,048	15,367	-9%	percent change
	Month Total:	36,390	40,659	-10%	Month: -7.00%
09/30/07 7-day avg circ:				Y-T-D: -9.00%	
23,418					
ODESSA <i>American</i>	National	2,275	3,369	-32%	2008-2007
	Retail	29,577	27,734	7%	ad revenue
	Classified	23,629	28,095	-16%	percent change
	Month Total:	55,481	59,198	-6%	Month: -3.60%
09/30/07 7-day avg circ:				Y-T-D: -5.70%	
23,246					
TEMPLE <i>Daily Telegram</i>	National	16	30	-47%	2008-2007
	Retail	5,898	7,410	-20%	ad revenue
	Classified	2,334	3,418	-32%	percent change
	Month Total:	8,248	10,858	-24%	Month: -16.00%
09/30/07 7-day avg circ:				Y-T-D: -13.00%	
19,711					
MIDLAND <i>Reporter-Telegram</i>	National				2008-2007
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/07 7-day avg circ:				Y-T-D:	
19,593					
DENTON <i>Record-Chronicle</i>	National				2008-2007
	Retail	26,822	25,273	6%	ad revenue
	Classified	40,162	46,968	-14%	percent change
	Month Total:	66,984	72,241	-7%	Month: -3.00%
09/30/07 7-day avg circ:				Y-T-D: 4.00%	
13,456					
MARSHALL <i>News Messenger</i>	National	42	10	320%	2008-2007
	Retail	9,312	8,646	8%	ad revenue
	Classified	8,131	6,987	16%	percent change
	Month Total:	17,485	15,643	12%	Month: 7.97%
09/30/07 7-day avg circ:				Y-T-D: 7.62%	
6,959					
PLAINVIEW <i>Daily Herald</i>	National	404	463	-13%	2008-2007
	Retail	9,371	10,261	-9%	ad revenue
	Classified	6,301	9,013	-30%	percent change
	Month Total:	16,076	19,737	-19%	Month: 14.00%
09/30/07 7-day avg circ:				Y-T-D: 13.00%	
5,051					

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		2008	2007	January	February	March
					Total Y-T-D	
<i>last year:</i>	Total Y-T-D		238,547	35,198		42,443
	<i>this year:</i>	227,957		38,513		44,481
<i>last year:</i>	Total Y-T-D		500,669	63,105	58,068	64,893
	<i>this year:</i>	447,998		54,472	52,943	59,345
<i>last year:</i>	Total Y-T-D		263,272	17,534	36,687	42,054
	<i>this year:</i>	225,860		18,752	31,128	36,441
<i>last year:</i>	Total Y-T-D		438,540	56,215	62,929	74,689
	<i>this year:</i>	422,260		55,267	56,698	70,701
<i>last year:</i>	Total Y-T-D		522,850	56,859	55,699	69,197
	<i>this year:</i>	511,248		55,788	60,570	65,075
<i>last year:</i>	Total Y-T-D		122,078	15,373	13,788	17,282
	<i>this year:</i>	134,234		14,266	16,174	20,367
<i>last year:</i>	Total Y-T-D		139,602	13,599	15,134	24,537
	<i>this year:</i>	131,735		14,517	15,689	21,378

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	41,853	39,197	39,197	40,659		
	40,787	33,893	33,893	36,390		
April	May	June	July	August	September	October
68,999	68,407	60,061	57,938	59,198		
58,133	60,457	54,731	52,436	55,481		
April	May	June	July	August	September	October
41,172	37,143	40,451	37,373	10,858		
33,575	36,217	32,368	29,131	8,248		
April	May	June	July	August	September	October
55,322	64,747	71,090	53,548	0		
57,759	60,470	66,835	54,530	0		
April	May	June	July	August	September	October
70,534	65,095	63,792	69,433	72,241		
67,289	70,100	62,014	63,428	66,984		
April	May	June	July	August	September	October
14,967	15,512	15,187	14,326	15,643		
16,976	17,072	15,879	16,015	17,485		
April	May	June	July	August	September	October
16,790	14,694	20,279	14,832	19,737		
14,080	14,029	19,824	16,142	16,076		

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		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
		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
		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
		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
		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
		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
		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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