

**TDNA Linage Report
November 2008**

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.

\$\$\$+(-)%

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 | +(-)% | |
|----------------------------|---------------------|--------------------------------|------------------|-------|----------------|
| ABILENE | National | 2,963 | 4,667 | -37% | 2008-2007 |
| Reporter-News | Retail | 15,347 | 17,462 | -12% | ad revenue |
| | Classified | 30,344 | 39,006 | -22% | percent change |
| 2008 7-day avg circ: | Month Total: | 48,654 | 61,135 | -20% | Month: |
| 30,497 | Y-T-D Total: | 604,760 | 640,852 | -6% | Y-T-D: |
| | | | | | -7.90% |
| | | | | | -9.90% |
| AUSTIN | National | 7,151 | 6,935 | 3% | 2008-2007 |
| American-Statesman | Retail | 72,554 | 78,024 | -7% | ad revenue |
| | Classified | 34,963 | 46,885 | -25% | percent change |
| 2008 7-day avg circ: | Month Total: | 114,668 | 131,844 | -13% | Month: |
| 166,251 | Y-T-D Total: | 1,280,423 | 1,306,784 | -2% | Y-T-D: |
| | | | | | |
| CORPUS CHRISTI | National | 2,157 | 2,010 | 7% | 2008-2007 |
| Caller-Times | Retail | 26,371 | 32,783 | -20% | ad revenue |
| | Classified | 34,713 | 50,966 | -32% | percent change |
| 2008 7-day avg circ: | Month Total: | 63,241 | 85,759 | -26% | Month: |
| 56,210 | Y-T-D Total: | 893,580 | 872,371 | 2% | Y-T-D: |
| | | | | | -17.00% |
| | | | | | -11.00% |
| DALLAS | National | 17,029 | 18,307 | -7% | 2008-2007 |
| Morning News | Retail | 59,976 | 69,161 | -13% | ad revenue |
| | Classified | 56,248 | 72,007 | -22% | percent change |
| 2008 7-day avg circ: | Month Total: | 133,253 | 159,475 | -16% | Month: |
| 386,188 | Y-T-D Total: | 1,563,062 | 1,704,039 | -8% | Y-T-D: |
| | | | | | -17.60% |
| | | | | | -18.20% |
| DENTON | National | N/A | N/A | | 2008-2007 |
| Record-Chronicle | Retail | 25,705 | 28,710 | -10% | ad revenue |
| | Classified | 33,478 | 67,519 | -50% | percent change |
| 2008 7-day avg circ: | Month Total: | 59,183 | 96,229 | -38% | Month: |
| 12,764 | Y-T-D Total: | n/a no data for October | | | Y-T-D: |
| | | | | | |
| EL PASO | National | 1,382 | 899 | 54% | 2008-2007 |
| Times | Retail | 46,767 | 35,545 | 32% | ad revenue |
| | Classified | 62,274 | 45,446 | 37% | percent change |
| 2008 7-day avg circ: | Month Total: | 110,423 | 81,890 | 35% | Month: |
| 78,589 | Y-T-D Total: | 1,025,428 | 1,046,188 | -2% | Y-T-D: |
| | | | | | |
| GALVESTON | National | | | | 2008-2007 |
| County Daily News | Retail | 22,328 | 24,094 | -7% | ad revenue |
| | Classified | 35,682 | 33,298 | 7% | percent change |
| 2008 7-day avg circ: | Month Total: | 58,010 | 57,392 | 1% | Month: |
| 25,320 | Y-T-D Total: | 596,069 | 599,877 | -1% | Y-T-D: |
| | | | | | |
| HARLINGEN | National | | | | 2008-2007 |
| Valley Morning Star | Retail | | | | ad revenue |
| | Classified | | | | percent change |
| 2008 7-day avg circ: | Month Total: | | | | Month: |
| 21,857 | Y-T-D Total: | | | | Y-T-D: |
| | | | | | |
| HOUSTON | National | 26,292 | 24,422 | 8% | 2008-2007 |
| Chronicle | Retail | 53,844 | 67,710 | -20% | ad revenue |
| | Classified | 85,624 | 92,719 | -8% | percent change |
| 2008 7-day avg circ: | Month Total: | 165,760 | 184,851 | -10% | Month: |
| 491,275 | Y-T-D Total: | 1,938,088 | 2,023,827 | -4% | Y-T-D: |
| | | | | | -20.20% |
| | | | | | -14.30% |
| MARSHALL | National | | | | 2008-2007 |
| News Messenger | Retail | | | | ad revenue |
| | Classified | | | | percent change |
| 2008 7-day avg circ: | Month Total: | | | | Month: |
| 6,811 | Y-T-D Total: | | | | Y-T-D: |
| | | | | | |
| MCALLEN | National | 2,316 | 4,788 | -52% | 2008-2007 |
| The Monitor | Retail | 48,467 | 58,777 | -18% | ad revenue |
| | Classified | 37,949 | 45,048 | -16% | percent change |
| 2008 7-day avg circ: | Month Total: | 88,732 | 108,613 | -18% | Month: |
| 42,052 | Y-T-D Total: | 972,566 | 988,313 | -2% | Y-T-D: |
| | | | | | -17.00% |
| | | | | | -14.00% |
| MIDLAND | National | | | | 2008-2007 |
| Reporter-Telegram | Retail | | | | ad revenue |
| | Classified | | | | percent change |
| 2008 7-day avg circ: | Month Total: | | | | Month: |
| 19,088 | Y-T-D Total: | | | | Y-T-D: |
| | | | | | |
| ODESSA | National | 1,622 | 4,114 | -61% | 2008-2007 |
| American | Retail | 32,885 | 36,286 | -9% | ad revenue |

| | 2008 | 2007 | January | February | March | April | May | June | July | August | September | October | November | December | | |
|--------------------------------------|--------------------|--------------------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------------------|--------------------------------------|---------|
| ABILENE Reporter-News | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | ABILENE Reporter-News | 31,917 |
| <i>last year:</i> | | 640,852 | 59,987 | 59,694 | 65,069 | 64,047 | 67,640 | 63,043 | 60,603 | 61,739 | 44,108 | 46,268 | 48,654 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 604,760 | | 52,947 | 56,007 | 56,490 | 52,655 | 58,841 | 49,733 | 48,758 | 54,720 | 60,018 | 53,456 | 61,135 | 31,917 | | 2 |
| | | | | | | | | | | | | | | 31,917 | | 3 |
| | | | | | | | | | | | | | | 31,917 | | 4 |
| | | | | | | | | | | | | | | 31,917 | | 5 |
| AUSTIN American-Statesman | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | AUSTIN American-Statesman | 174,350 |
| <i>last year:</i> | | 1,306,784 | 105,913 | 113,116 | 139,426 | 123,518 | 129,708 | 123,097 | 119,520 | 122,475 | 101,465 | 113,878 | 114,668 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 1,280,423 | | 94,179 | 107,447 | 124,892 | 113,269 | 124,070 | 112,436 | 107,089 | 120,597 | 126,262 | 118,338 | 131,844 | 174,350 | | 2 |
| | | | | | | | | | | | | | | 174,350 | | 3 |
| | | | | | | | | | | | | | | 174,350 | | 4 |
| | | | | | | | | | | | | | | 174,350 | | 5 |
| CORPUS CHRISTI Caller-Times | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | CORPUS CHRISTI Caller-Times | 55,401 |
| <i>last year:</i> | | 872,371 | 75,178 | 77,751 | 83,251 | 89,846 | 90,857 | 90,108 | 86,255 | 85,202 | 61,174 | 69,508 | 63,241 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 893,580 | | 76,556 | 80,984 | 82,828 | 77,780 | 93,746 | 78,828 | 70,734 | 77,564 | 84,386 | 84,415 | 85,759 | 55,401 | | 2 |
| | | | | | | | | | | | | | | 55,401 | | 3 |
| | | | | | | | | | | | | | | 55,401 | | 4 |
| | | | | | | | | | | | | | | 55,401 | | 5 |
| DALLAS Morning News | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | DALLAS Morning News | 415,007 |
| <i>last year:</i> | | 1,704,039 | 152,828 | 153,603 | 181,364 | 170,684 | 165,123 | 166,769 | 159,700 | 159,704 | 128,901 | 132,110 | 133,253 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 1,563,062 | | 129,226 | 136,054 | 146,457 | 132,921 | 143,878 | 131,828 | 123,601 | 134,477 | 166,158 | 158,987 | 159,475 | 415,007 | | 2 |
| | | | | | | | | | | | | | | 415,007 | | 3 |
| | | | | | | | | | | | | | | 415,007 | | 4 |
| | | | | | | | | | | | | | | 415,007 | | 5 |
| DENTON Record-Chronicle | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | DENTON Record-Chronicle | 13,456 |
| <i>last year:</i> | | 642,990 | 56,859 | 55,699 | 69,197 | 70,534 | 65,095 | 63,792 | 69,433 | 72,241 | 60,957 | 0 | 59,183 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 681,172 | | 55,788 | 60,570 | 65,075 | 67,289 | 70,100 | 62,014 | 63,428 | 66,984 | 73,695 | 0 | 96,229 | 13,456 | | 2 |
| | | | | | | | | | | | | | | 13,456 | | 3 |
| | | | | | | | | | | | | | | 13,456 | | 4 |
| | | | | | | | | | | | | | | 13,456 | | 5 |
| EL PASO Times | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | EL PASO Times | 72,945 |
| <i>last year:</i> | | 1,046,188 | 93,370 | 95,808 | 100,675 | 96,972 | 102,131 | 96,710 | 99,907 | 98,731 | 75,707 | 75,754 | 110,423 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 1,025,428 | | 92,801 | 94,885 | 103,191 | 90,861 | 96,454 | 89,303 | 83,147 | 85,746 | 106,980 | 100,170 | 81,890 | 72,945 | | 2 |
| | | | | | | | | | | | | | | 72,945 | | 3 |
| | | | | | | | | | | | | | | 72,945 | | 4 |
| | | | | | | | | | | | | | | 72,945 | | 5 |
| GALVESTON County Daily News | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | GALVESTON County Daily News | 26,238 |
| <i>last year:</i> | | 599,877 | 52,400 | 50,222 | 65,678 | 58,101 | 59,573 | 47,573 | 57,789 | 63,119 | 31,795 | 55,617 | 58,010 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 596,069 | | 52,472 | 49,015 | 62,158 | 53,153 | 53,887 | 47,894 | 49,341 | 51,611 | 58,274 | 60,872 | 57,392 | 26,238 | | 2 |
| | | | | | | | | | | | | | | 26,238 | | 3 |
| | | | | | | | | | | | | | | 26,238 | | 4 |
| | | | | | | | | | | | | | | 26,238 | | 5 |
| HARLINGEN Valley Morning Star | Total Y-T-D | Total Y-T-D | | | | | | | | | | | | | HARLINGEN Valley Morning Star | 23,418 |
| <i>last year:</i> | | 326,538 | 35,198 | 87,991 | 42,443 | 0 | 41,853 | 39,197 | 39,197 | 40,659 | 0 | 0 | 0 | 2008 7-day avg circ: | | 1 |
| <i>this year:</i> | 313,770 | | 38,513 | 85,813 | 44,481 | 0 | 40,787 | 33,893 | 33,893 | 36,390 | 0 | 0 | 0 | 23,418 | | 2 |
| | | | | | | | | | | | | | | 23,418 | | 3 |
| | | | | | | | | | | | | | | 23,418 | | 4 |
| | | | | | | | | | | | | | | 23,418 | | 5 |
| HOUSTON Chronicle | Total Y-T-D | | | | | | | | | | | | | | | |

