TDNA Linage Report November 2008

- <u>Classified</u> : legal, transient, real estate, auto, all other	in alpha order	ROP	SAU INC	HES	TOTAL RE	VENUE																	5
classified - <u>Political ads</u> in category for rate sold	Full-run pai	d ad linage b	illed per rate	<u>card</u>	ROP, TMC, inser direct mail, pre-p		Accumulating month totals (producing <u>Y-T-D totals</u> within report and <u>Y-T-D</u> % change) Please notify TDNA if you revise any of these past figures so we can update this report.														BY		
	_	2008	2007	+(-)%		\$\$\$+(-)%	Please n	Ottry TDNA II you	revise any or these	past figures so	we can update ti	nis report.											
ABILENE Reporter-News	National Retail	2,963 15,347	4,667 17,462	-37% -12%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	ABILENE Reporter-News	31,9 31,9
2008 7-day avg circ:	Classified Month Total:	30,344 48,654	39,006 61,135	-22% -20%	percent change Month:	-7.90%	last year:	Total Y-T-D	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:	31,9
30,497 AUSTIN	Y-T-D Total: National	7,151	640,852 6,935	-6% 3%	Y-T-D: 2008-2007	-9.90%	this year:	604,760	2007	52,947 January	56,007 February	56,490 March	52,655 April	58,841 May	49,733 June	48,758 July	54,720 August	60,018 September	53,456 October	61,135 November	December	31,917 AUSTIN	31,9 174
American- Statesman	Retail Classified Month Total:	72,554 34,963 114,668	78,024 46,885 131,844	-7% -25% -13%	ad revenue percent change Month:		loot veer	2008 Total Y-T-D	Total Y-T-D 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		American- Statesman 2008 7-day avg circ:	174 174 174
2008 7-day avg circ: 166,251 CORPUS CHRISTI	Y-T-D Total:	1,280,423	1,306,784	-2%	Y-T-D: 2008-2007		last year: this year:	1,280,423	2007	94,179 January	107,447 February	124,892 March	113,269	124,070 May	112,436 June	107,089	120,597	126,262 September	118,338 October	131,844 November	December	174,350 CORPUS CHRISTI	174
Caller-Times	Retail Classified	26,371 34,713	32,783 50,966	-20% -32%	ad revenue percent change			2008 Total Y-T-D	Total Y-T-D	January	rebluary	Marcri	April	iviay	June	July	August	September	October	November	December	Caller-Times	55,4 55,4
2008 7-day avg circ: 56,210	Month Total: Y-T-D Total:	63,241 893,580	85,759 872,371	-26% 2%	Month: Y-T-D:	-17.00% -11.00%	last year: this year:	893,580	872,371	75,178 76,556	77,751 80,984	83,251 82,828	89,846 77,780	90,857 93,746	90,108 78,828	86,255 70,734	85,202 77,564	61,174 84,386	69,508 84,415	63,241 85,759		2008 7-day avg circ: 55,401	55,4 55,4
DALLAS Morning News	National Retail	17,029 59,976	18,307 69,161	-7% -13%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	DALLAS Morning News	415, 415,
2008 7-day avg circ:	Classified Month Total:	56,248 133,253	72,007 159,475	-22% -16%	percent change Month:	-17.60%	last year:	Total Y-T-D	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:	415 415
DENTON Record-Chronicle	Y-T-D Total: National Retail	1,563,062 N/A 25,705	1,704,039 N/A 28,710	-8% -10%	Y-T-D: 2008-2007 ad revenue	-18.20%	this year:	1,563,062	2007 Total Y-T-D	129,226 January	136,054 February	146,457 March	132,921 April	143,878 May	131,828 June	123,601 July	134,477 August	166,158 September	158,987 October	159,475 November	December	415,007 DENTON Record-Chronicle	415 13,4 13,4
2008 7-day avg circ:	Classified Month Total:	33,478 59,183	67,519 96,229	-50% -38%	percent change Month:	-19.00%	last year:	Total Y-T-D	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:	13,4 13,4
12,764	Y-T-D Total:	n/a no data			Y-T-D:		this year:	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	13,4
EL PASO Times	National Retail	1,382 46,767	899 35,545	54% 32%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	EL PASO Times	72,9 72,9
2008 7-day avg circ:	Classified Month Total: Y-T-D Total:	62,274 110,423 1.025,428	45,446 81,890 1.046.188	37% 35% -2%	percent change Month: Y-T-D:		last year:	Total Y-T-D 1.025.428	1,046,188	93,370 92,801	95,808 94,885	100,675 103,191	96,972 90,861	102,131 96,454	96,710 89,303	99,907 83,147	98,731 85,746	75,707 106,980	75,754 100,170	110,423 81,890		2008 7-day avg circ:	72,9 72,9 72.9
GALVESTON	National	,,,,,,	, , , , ,		2008-2007	_	uns year.	,, .	2007	January	February	March	April	May	June	July	August	September	October	November	December	GALVESTON	26,2
County Daily News 2008 7-day avg circ:	Retail Classified Month Total:	22,328 35,682 58,010	24,094 33,298 57,392	-7% 7% 1%	ad revenue percent change Month:		last year:	2008 Total Y-T-D	Total Y-T-D 599,877	52,400	50,222	65,678	58,101	59,573	47,573	57,789	63,119	31,795	55,617	58,010		County Daily News 2008 7-day avg circ:	26,2 26,2 26,2
25,320 HARLINGEN	Y-T-D Total:	596,069	599,877	-1%	Y-T-D: 2008-2007	_	this year:	596,069	2007	52,472 January	49,015 February	62,158 March	53,153 April	53,887 May	47,894 June	49,341 July	51,611 August	58,274 September	60,872 October	57,392 November	December	26,238 HARLINGEN	26,2
Valley Morning Star	Retail Classified				ad revenue percent change			2008 Total Y-T-D	Total Y-T-D	oundary	robradiy	Waron	түрт	way	dune	outy	riagaot	Coptember	Colober	rvovember	December	Valley Morning Star	23,4 23,4
2008 7-day avg circ: 21,857	Month Total: Y-T-D Total:				Month: Y-T-D:		last year: this year:	313,770	326,538	35,198 38,513	87,991 85,813	42,443 44,481	0 0	41,853 40,787	39,197 33,893	39,197 33,893	40,659 36,390	0 0	0	0 0		2008 7-day avg circ: 23,418	23,4 23,4
HOUSTON Chronicle	National Retail	26,292 53,844	24,422 67,710	8% -20%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	HOUSTON Chronicle	541, 541,
2008 7-day avg circ: 491 275	Classified Month Total: Y-T-D Total:	85,624 165,760 1.938.088	92,719 184,851 2.023.827	-8% -10% -4%	percent change Month: Y-T-D:	-20.20% -14.30%	last year: this year:	Total Y-T-D 1.938.088	2,023,827	166,276 151,781	184,010 159,868	228,968 199,558	182,703 158,605	183,564 170,706	224,219 203,673	170,376 156,781	166,318 155,841	189,787 215,099	161,846 181,325	165,760 184,851		2008 7-day avg circ: 541.603	541, 541,
MARSHALL News Messenger	National Retail	1,950,000	2,023,021	-4 /0	2008-2007 ad revenue	-17.30 /0	uns yeal.	2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	MARSHALL News Messenger	6,95
2008 7-day avg circ:	Classified Month Total:				percent change Month:		last year:	Total Y-T-D	150,042	15,373	13,788	17,282	14,967	15,512	15,187	14,326	15,643	13,280	14,684	0		2008 7-day avg circ:	6,95 6,95
6,811 MCALLEN	Y-T-D Total: National	2,316	4,788	-52%	Y-T-D: 2008-2007		this year:	164,651	2007	14,266 January	16,174 February	20,367 March	16,976 April	17,072 May	15,879 June	16,015 July	17,485 August	14,952 September	15,465 October	0 November	December	6,959 MCALLEN	6,95 43,1
The Monitor	Retail Classified	48,467 37,949	58,777 45,048	-18% -16%	ad revenue percent change			2008 Total Y-T-D	Total Y-T-D	•				-				•				The Monitor	43,1 43,1
2008 7-day avg circ: 42,052	Month Total: Y-T-D Total:	88,732 972,566	108,613 988,313	-18% -2%	Month: Y-T-D:	-17.00% -14.00%	last year: this year:	972,566	988,313	83,027 82,760	87,991 85,813	99,103 96,076	92,987 82,624	94,795 90,572	93,827 77,164	96,014 65,862	99,598 82,659	74,190 98,481	78,049 101,942	88,732 108,613		2008 7-day avg circ: 43,177	43,1
MIDLAND Reporter-Telegram	National Retail				2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	MIDLAND Reporter-Telegram	19,5 19,5 19,5
2008 7-day avg circ:	Classified Month Total: Y-T-D Total:				percent change Month: Y-T-D:		last year:	Total Y-T-D 498.653	508,908	56,215 55,267	62,929 56,698	74,689 70,701	55,322 57,759	64,747 60,470	71,090 66.835	53,548 54,530	0	70,368 76,393	0	0		2008 7-day avg circ:	19,5 19,5 19,5
ODESSA	National Retail	1,622 32,885	4,114 36,286	-61% -9%	2008-2007 ad revenue	_	and your.	2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	ODESSA	23,2

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Classified: legal, transient, real estate, auto, all other classified	in alpha order	ROP	SAU INC	HES	TOTAL RE																		SOF
- <u>Political ads</u> in category for rate sold	Full-run paid ad linage billed per rate card ROP. TMC, inserts, direct mail, pre-prin						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.											BY CI					
		2008	2007	+(-)%		\$\$\$+(-)%	T lease I	louly TDIVA II you I	evise arry or triese	past rigures so	we can update t	піз героп.											
	Classified	18,896	23,237	-19%				Total Y-T-D															23,246
108 7-day avg circ:	Month Total: Y-T-D Total:	53,403 634,835	63,637 660,788	-16% -4%		-16.60% -8.10%	last year:	634.835	660,788	63,105 54,472	58,068 52,943	64,893 59,345	68,999 58,133	68,407 60,457	60,061 54,731	57,938 52,436	59,198 55,481	54,202 61,440	52,514 61,760	53,403 63,637		2008 7-day avg circ:	23,246
,616			•			-0.10%	this year:	634,635		- '						- ,	, -		- ' ' ' '			23,246	
AINVIEW ally Herald	National Retail	290 14,984	207 9,296	40% 61%	2008-2007 ad revenue			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	PLAINVIEW Daily Herald	5,051 5,051
iliy neralu	Classified	8,290	7,602	9%				Total Y-T-D	וטומו ז-ו-ט													Daily Heraid	5,051
08 7-day avg circ:	Month Total:	23,564	17,105	38%	Month:	-7.00%	last year:	Total 1-1-D	199,525	13,599	15,134	24,537	16,790	14,694	20,279	14,832	19,737	20,014	16,345	23,564		2008 7-day avg circ:	5,051
60	Y-T-D Total:	187,862	199.525	-6%		6.00%	this year:	187.862	.00,020	14,517	15,689	21,378	14.080	14.029	19.824	16,142	16,076	19.737	19,285	17,105		5.051	5.051
N ANGELO	National	3.017	3,250	-7%	2008-2007			,	2007	January	February	March	April	Mav	June	July	August	September	October	November	December	SAN ANGELO	26,85
andard-Times	Retail	18,539	22,489	-18%	ad revenue			2008	Total Y-T-D	our aury	, oblidally	maron.	, 40	ay	ouno.	ou.y	7.agaot	Coptombo	0010001	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	200020.	Standard-Times	26,85
	Classified	24,049	26,090	-8%	percent change			Total Y-T-D															26,85
08 7-day avg circ:	Month Total:	45,605	51,829	-12%	Month:	-11.00%	last year:		503,002	40,573	48,851	48,087	46,071	49,525	48,046	45,674	46,129	40,185	44,256	45,605		2008 7-day avg circ:	26,85
649	Y-T-D Total:	527,818	503,002	5%	Y-T-D:	-9.00%	this year:	527,818		41,487	49,723	48,923	48,487	51,604	46,337	43,297	47,787	47,329	51,015	51,829		26,855	26,85
N ANTONIO	National	9,611	8,459	14%	2008-2007				2007	January	February	March	April	May	June	July	August	September	October	November	December	SAN ANTONIO	247,2
press-News	Retail	33,399	42,774	-22%	ad revenue			2008	Total Y-T-D													Express-News	247,2
	Classified	54,150	77,529	-30%	percent change			Total Y-T-D															247,2
08 7-day avg circ:	Month Total:	97,160	128,762	-25%	Month:	-34.30%	last year:		1,377,826	110,537	124,982	154,257	114,430	131,176	163,044	119,982	125,542	133,540	103,176	97,160		2008 7-day avg circ:	247,2
3,739	Y-T-D Total:	1,364,667	1,377,826	-1%		-18.80%	this year:	1,364,667		112,983	116,854	150,515	117,702	117,970	136,251	106,498	103,513	151,171	122,448	128,762		247,215	247,2
MPLE	National				2008-2007				2007	January	February	March	April	May	June	July	August	September	October	November	December	TEMPLE	19,71
ily Telegram	Retail				ad revenue			2008	Total Y-T-D													Daily Telegram	19,71
	Classified				percent change		11	Total Y-T-D	005 000	47.504	00.007	40.054	44 470	07.440	40.454	07.070	40.050	00.500	0	•			19,71
108 7-day avg circ: 1.972	Month Total: Y-T-D Total:				Month: Y-T-D:		last year:	257,510	285,838	17,534 18,752	36,687 31,128	42,054 36,441	41,172 33,575	37,143 36,217	40,451 32,368	37,373 29,131	10,858 8,248	22,566 31,650	0	0		2008 7-day avg circ: 19.711	19,71 19,71
		504	200	4500/			this year:	257,510		•								- ,	0	<u> </u>	- 1		
CTORIA dvocate	National Retail	534 19,915	206 19.410	159%	2008-2007			2008	2007 Total Y-T-D	January	February	March	April	May	June	July	August	September	October	November	December	VICTORIA Advocate	31,61
ivocate	Classified	18,254	26.694	-32%	ad revenue percent change			Total Y-T-D	Total 1-1-D													Advocate	31,61
08 7-day avg circ:	Month Total:	38,703	46.310	-16%	Month:	-10.50%	last year:	Total 1-1-D	470,023	40,926	38,299	46,904	42,112	50,617	44,313	44,525	43,818	35,954	43,852	38,703		2008 7-day avg circ:	31,61
243	Y-T-D Total:	470,440	470,023	0%	Y-T-D:	-4.60%	this year:	470.440	470,020	41,033	41.047	46,379	39,212	45,555	38,416	40,450	41,390	43.022	47,626	46,310		31.619	31,61
ACO	National	1,602	2,228	-28%	2008-2007			,	2007	January	February	March	April	May	June	July	August	September	October	November	December	WACO	38,99
ibune-Herald	Retail	24,888	28,905	-14%	ad revenue			2008	Total Y-T-D	oundary	1 Coldary	waron	ripin	May	ounc	outy	riagast	Coptomber	October	November	December	Tribune-Herald	38,99
	Classified	23,192	30,995	-25%				Total Y-T-D														TTINUTIO TTOTATA	38,99
8 7-day avg circ:	Month Total:	49,682	62,128	-20%	Month:	-12.70%	last year:		628,094	55,900	59,537	61,536	59,369	67,952	58,949	59,300	63,745	46,864	45,260	49,682		2008 7-day avg circ:	38,99
, ,	Y-T-D Total:	620,637	628,094	-1%	Y-T-D:	-12.80%	this year:	620,637	,	49,884	55,010	59,991	53,192	62,955	51,929	48,519	53,706	65,919	57,404	62,128		38,990	38,99
CHITA FALLS	National	2,910	6,383	-54%	2008-2007				2007	January	February	March	April	May	June	July	August	September	October	November	December	WICHITA FALLS	30,09
nes Record News	Retail	18,353	18,724	-2%	ad revenue			2008	Total Y-T-D	•	•		•	•		•	ŭ	•				Times Record News	30,09
	Classified	23,907	28,710	-17%	percent change			Total Y-T-D															30,09
08 7-day avg circ:	Month Total:	45,170	53,817	-16%	Month:	-14.00%	last year:		546,906	45,703	48,777	50,088	52,945	59,316	51,983	51,010	56,878	42,320	42,716	45,170		2008 7-day avg circ:	30,09
.406	Y-T-D Total:	544.148	546.906	-1%	Y-T-D:	-14.00%	this year:	544.148		42,401	49,241	52,333	49.303	53.088	48.866	43,585	49,459	52,918	49.137	53.817		30,096	30.096