

TDNA Linage Report February 2008

in alphabetical order
Page 1 of 16

-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.

		2008	2007	+(-)%		\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	5,338	4,168	28%	2008-2007	
	Retail	12,298	15,382	-20%	ad revenue	
	Classified	38,371	40,144	-4%	percent change	
	Month Total:	56,007	59,694	-6%	Month:	-2.30%
09/30/07 7-day avg circ:						
31,917	Y-T-D Total:	108,954	119,681	-9%	Y-T-D:	-3.90%
AUSTIN <i>American-Statesman</i>	National	5,505	5,965	-8%	2008-2007	
	Retail	57,037	57,983	-2%	ad revenue	
	Classified	44,905	49,168	-9%	percent change	
	Month Total:	107,447	113,116	-5%	Month:	
09/30/07 7-day avg circ:						
174,350	Y-T-D Total:	201,626	219,029	-8%	Y-T-D:	
The Beaumont <i>Enterprise</i>	National				2008-2007	
	Retail				ad revenue	
	Classified				percent change	
	Month Total:				Month:	
09/30/07 7-day avg circ:						
51,359	Y-T-D Total:				Y-T-D:	
CORPUS CHRISTI <i>Caller-Times</i>	National	2,925	3,261	-10%	2008-2007	
	Retail	25,116	28,643	-12%	ad revenue	
	Classified	52,943	45,847	15%	percent change	
	Month Total:	80,984	77,751	4%	Month:	-5.00%
09/30/07 7-day avg circ:						
55,401	Y-T-D Total:	157,540	152,929	3%	Y-T-D:	-4.00%
DALLAS <i>Morning News</i>	National	17,819	16,776	6%	2008-2007	
	Retail	52,064	53,460	-3%	ad revenue	
	Classified	66,171	83,367	-21%	percent change	
	Month Total:	136,054	153,603	-11%	Month:	-6.30%
09/30/07 7-day avg circ:						
415,007	Y-T-D Total:	265,280	306,431	-13%	Y-T-D:	-8.10%
DENTON <i>Record-Chronicle</i>	National				2008-2007	
	Retail	21,089	18,782	12%	ad revenue	
	Classified	39,481	36,917	7%	percent change	
	Month Total:	60,570	55,699	9%	Month:	7.00%
09/30/07 7-day avg circ:						
13,456	Y-T-D Total:	116,358	112,558	3%	Y-T-D:	7.00%
EL PASO <i>Times</i>	National	1,266	1,160	9%	2008-2007	
	Retail	31,582	34,448	-8%	ad revenue	
	Classified	62,037	60,200	3%	percent change	
	Month Total:	94,885	95,808	-1%	Month:	
09/30/07 7-day avg circ:						
72,945	Y-T-D Total:	187,686	189,178	-1%	Y-T-D:	

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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:		119,681	59,987	59,694	
this year:	108,954		52,947	56,007	
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		219,029	105,913	113,116	
this year:	201,626		94,179	107,447	
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		0	0	0	
this year:	0		0	0	
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		152,929	75,178	77,751	
this year:	157,540		76,556	80,984	
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		306,431	152,828	153,603	
this year:	265,280		129,226	136,054	
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		112,558	56,859	55,699	
this year:	116,358		55,788	60,570	
	2008	2007			
	Total Y-T-D	Total Y-T-D			
last year:		189,178	93,370	95,808	
this year:	187,686		92,801	94,885	

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TOTAL REVENUE

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

		2008	2007	+(-)%		\$\$\$+(-)%
GALVESTON <i>County Daily News</i>	National				2008-2007	
	Retail	18,238	16,918	8%	ad revenue	
	Classified	30,777	33,304	-8%	percent change	
09/30/07 7-day avg circ:	Month Total:	49,015	50,222	-2%	Month:	
26,238	Y-T-D Total:	101,487	102,622	-1%	Y-T-D:	
HARLINGEN <i>Valley Morning Star</i>	National				2008-2007	
	Retail				ad revenue	
	Classified				percent change	
09/30/07 7-day avg circ:	Month Total:				Month:	
23,418	Y-T-D Total:				Y-T-D:	
HOUSTON <i>Chronicle</i>	National	19,730	25,810	-24%	2008-2007	
	Retail	51,231	57,304	-11%	ad revenue	
	Classified	88,907	100,896	-12%	percent change	
09/30/07 7-day avg circ:	Month Total:	159,868	184,010	-13%	Month:	-11.01%
541,603	Y-T-D Total:	311,649	350,286	-11%	Y-T-D:	-11.80%
MARSHALL <i>News Messenger</i>	National	22	72	-69%	2008-2007	
	Retail	8,215	7,974	3%	ad revenue	
	Classified	7,937	5,742	38%	percent change	
09/30/07 7-day avg circ:	Month Total:	16,174	13,788	17%	Month:	10.00%
6,959	Y-T-D Total:	30,440	29,161	4%	Y-T-D:	0.20%
MCALLEN <i>The Monitor</i>	National				2008-2007	
	Retail				ad revenue	
	Classified				percent change	
09/30/07 7-day avg circ:	Month Total:				Month:	
43,177	Y-T-D Total:				Y-T-D:	
MIDLAND <i>Reporter-Telegram</i>	National	884	1,952	-55%	2008-2007	
	Retail	28,178	31,467	-10%	ad revenue	
	Classified	27,636	29,510	-6%	percent change	
09/30/07 7-day avg circ:	Month Total:	56,698	62,929	-10%	Month:	1.30%
19,593	Y-T-D Total:	111,965	119,144	-6%	Y-T-D:	3.00%
ODESSA <i>American</i>	National	3,299	3,168	4%	2008-2007	
	Retail	27,991	26,896	4%	ad revenue	
	Classified	21,653	28,004	-23%	percent change	
09/30/07 7-day avg circ:	Month Total:	52,943	58,068	-9%	Month:	-8.80%
23,246	Y-T-D Total:	107,415	121,173	-11%	Y-T-D:	-9.10%

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Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
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	2008	2007	January	February	March
Total Y-T-D		Total Y-T-D			
last year:		102,622	52,400	50,222	
this year:	101,487		52,472	49,015	
Total Y-T-D		Total Y-T-D			
last year:		35,198	35,198		
this year:	38,513		38,513		
Total Y-T-D		Total Y-T-D			
last year:		350,286	166,276	184,010	
this year:	311,649		151,781	159,868	
Total Y-T-D		Total Y-T-D			
last year:		29,161	15,373	13,788	
this year:	30,440		14,266	16,174	
Total Y-T-D		Total Y-T-D			
last year:		83,027	83,027		
this year:	82,760		82,760		
Total Y-T-D		Total Y-T-D			
last year:		119,144	56,215	62,929	
this year:	111,965		55,267	56,698	
Total Y-T-D		Total Y-T-D			
last year:		121,173	63,105	58,068	
this year:	107,415		54,472	52,943	

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ROP SAU INCHES

TOTAL REVENUE

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

2008 2007 +(-)%

\$\$\$+(-)%

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TOTAL REVENUE

ROP, T.M.C. inserts, zoned, direct mail, pre-prints, etc.

		2008	2007	+(-)%		
					\$\$\$+(-)%	
PLAINVIEW <i>Daily Herald</i>	National	302	226	34%	2008-2007	
	Retail	8,756	8,087	8%	ad revenue	
	Classified	6,631	6,821	-3%	percent change	
	Month Total:	15,689	15,134	4%	Month:	21.00%
09/30/07 7-day avg circ:				Y-T-D:	17.00%	
5,051						
	Y-T-D Total:	30,206	28,733	5%		
SAN ANGELO <i>Standard-Times</i>	National	4,408	2,736	61%	2008-2007	
	Retail	18,162	20,326	-11%	ad revenue	
	Classified	27,153	25,789	5%	percent change	
	Month Total:	49,723	48,851	2%	Month:	-7.00%
09/30/07 7-day avg circ:				Y-T-D:	-4.00%	
26,855						
	Y-T-D Total:	91,210	89,424	2%		
SAN ANTONIO <i>Express-News</i>	National	11,644	10,844	7%	2008-2007	
	Retail	35,273	38,068	-7%	ad revenue	
	Classified	69,937	76,070	-8%	percent change	
	Month Total:	116,854	124,982	-7%	Month:	-5.50%
09/30/07 7-day avg circ:				Y-T-D:	-6.70%	
247,215						
	Y-T-D Total:	229,837	235,519	-2%		
TEMPLE <i>Daily Telegram</i>	National	15	85	-82%	2008-2007	
	Retail	17,499	20,241	-14%	ad revenue	
	Classified	13,614	16,361	-17%	percent change	
	Month Total:	31,128	36,687	-15%	Month:	-3.00%
09/30/07 7-day avg circ:				Y-T-D:	-10.00%	
19,711						
	Y-T-D Total:	49,880	54,221	-8%		
VICTORIA <i>Advocate</i>	National	1,103	2,640	-58%	2008-2007	
	Retail	13,605	14,204	-4%	ad revenue	
	Classified	26,339	21,455	23%	percent change	
	Month Total:	41,047	38,299	7%	Month:	3.50%
09/30/07 7-day avg circ:				Y-T-D:	3.80%	
31,619						
	Y-T-D Total:	82,080	79,225	4%		
WACO <i>Tribune-Herald</i>	National	2,064	3,519	-41%	2008-2007	
	Retail	24,461	27,480	-11%	ad revenue	
	Classified	28,485	28,538	0%	percent change	
	Month Total:	55,010	59,537	-8%	Month:	-12.20%
09/30/07 7-day avg circ:				Y-T-D:	-8.50%	
38,990						
	Y-T-D Total:	104,894	115,437	-9%		
WICHITA FALLS <i>Times Record News</i>	National	4,419	3,568	24%	2008-2007	
	Retail	16,375	18,963	-14%	ad revenue	
	Classified	28,447	26,246	8%	percent change	
	Month Total:	49,241	48,777	1%	Month:	-3.20%
09/30/07 7-day avg circ:				Y-T-D:	-7.20%	
30,096						
	Y-T-D Total:	91,642	94,480	-3%		

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		2008	2007	January	February	March
		Total Y-T-D				
<i>last year:</i>			28,733	13,599	15,134	
		30,206		14,517	15,689	
		2008	2007			
		Total Y-T-D				
<i>last year:</i>			89,424	40,573	48,851	
		91,210		41,487	49,723	
		2008	2007			
		Total Y-T-D				
<i>last year:</i>			235,519	110,537	124,982	
		229,837		112,983	116,854	
		2008	2007			
		Total Y-T-D				
<i>last year:</i>			54,221	17,534	36,687	
		49,880		18,752	31,128	
		2008	2007			
		Total Y-T-D				
<i>last year:</i>			79,225	40,926	38,299	
		82,080		41,033	41,047	
		2008	2007			
		Total Y-T-D				
<i>last year:</i>			115,437	55,900	59,537	
		104,894		49,884	55,010	
		2008	2007			
		Total Y-T-D				
<i>last year:</i>			94,480	45,703	48,777	
		91,642		42,401	49,241	

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November	December	PLAINVIEW Daily Herald	5,051	1
			5,051	2
			5,051	3
		09/30/07 7-day avg circ:	5,051	4
			5,051	5
November	December	SAN ANGELO Standard-Times	26,855	1
			26,855	2
			26,855	3
		09/30/07 7-day avg circ:	26,855	4
			26,855	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	5
November	December	TEMPLE Daily Telegram	19,711	1
			19,711	2
			19,711	3
		09/30/07 7-day avg circ:	19,711	4
			19,711	5
November	December	VICTORIA Advocate	31,619	1
			31,619	2
			31,619	3
		09/30/07 7-day avg circ:	31,619	4
			31,619	5
November	December	WACO Tribune-Herald	38,990	1
			38,990	2
			38,990	3
		09/30/07 7-day avg circ:	38,990	4
			38,990	5
November	December	WICHITA FALLS Times Record News	30,096	1
			30,096	2
			30,096	3
		09/30/07 7-day avg circ:	30,096	4
			30,096	5

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