

TDNA Linage Report February 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
					\$\$\$+(-)%
HOUSTON Chronicle	National	25,080	28,115	-11%	ad revenue
	Retail	58,379	59,560	-2%	percent change
	Classified	104,693	126,023	-17%	
	Month Total:	188,152	213,698	-12%	Month: 0.07%
09/30/05 7-day avg circ:				Y-T-D: 2.05%	
591,785					
DALLAS Morning News	National	17,936	24,431	-27%	ad revenue
	Retail	60,079	76,192	-21%	percent change
	Classified	110,213	115,863	-5%	
	Month Total:	188,228	216,486	-13%	Month: -4.10%
09/30/05 7-day avg circ:				Y-T-D: -0.20%	
492,731					
SAN ANTONIO Express-News	National	8,988	10,428	-14%	ad revenue
	Retail	38,387	40,423	-5%	percent change
	Classified	80,166	87,754	-9%	
	Month Total:	127,541	138,605	-8%	Month: 1.20%
09/30/05 7-day avg circ:				Y-T-D: 2.50%	
255,912					
AUSTIN American-Statesman	National	2,762	3,554	-22%	ad revenue
	Retail	52,000	49,057	6%	percent change
	Classified	53,271	59,922	-11%	
	Month Total:	108,033	112,533	-4%	Month: -4.10%
09/30/05 7-day avg circ:				Y-T-D: -11.70%	
186,539					
EL PASO Times	National	1,080	1,161	-7%	ad revenue
	Retail	41,984	38,774	8%	percent change
	Classified	62,563	54,623	15%	
	Month Total:	105,627	94,558	12%	Month: 12.00%
09/30/05 7-day avg circ:				Y-T-D: 0%	
74,396					
CORPUS CHRISTI Caller-Times	National	3,429	3,984	-14%	ad revenue
	Retail	28,565	21,915	30%	percent change
	Classified	47,873	45,475	5%	
	Month Total:	79,867	71,374	12%	Month: -14.60%
09/30/05 7-day avg circ:				Y-T-D: -11.70%	
56,267					
BEAUMONT Enterprise	National	2,471	1,632	51%	ad revenue
	Retail	32,173	31,760	1%	percent change
	Classified	29,950	28,480	5%	
	Month Total:	64,594	61,872	4%	Month: 10.00%
09/30/05 7-day avg circ:				Y-T-D: 12.00%	
55,444					

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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
	2006	Total Y-T-D				
	last year:		416,475	202,777	213,698	
	this year:	377,726		189,574	188,152	
	2006	Total Y-T-D				
	last year:		420,759	204,273	216,486	
	this year:	382,742		194,514	188,228	
	2006	Total Y-T-D				
	last year:		269,363	130,758	138,605	
	this year:	257,073		129,532	127,541	
	2006	Total Y-T-D				
	last year:		227,436	114,903	112,533	
	this year:	215,418		107,385	108,033	
	2006	Total Y-T-D				
	last year:		208,634	114,076	94,558	
	this year:	208,479		102,852	105,627	
	2006	Total Y-T-D				
	last year:		146,210	74,836	71,374	
	this year:	154,536		74,669	79,867	
	2006	Total Y-T-D				
	last year:		113,590	51,718	61,872	
	this year:	125,097		60,503	64,594	

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April	May	June	July	August	September	October
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				SORT BY CIRC	
November	December	HOUSTON Chronicle	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	DALLAS Morning News	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	SAN ANTONIO Express-News	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	AUSTIN American- Statesman	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	EL PASO Times	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	CORPUS CHRISTI Caller-Times	56,267	1	
			56,267	2	
			56,267	3	
		09/30/05 7-day avg circ:	56,267	4	
		56,267	56,267	5	
November	December	BEAUMONT Enterprise	55,444	1	
			55,444	2	
			55,444	3	
		09/30/05 7-day avg circ:	55,444	4	
		55,444	55,444	5	
		Texas Daily Newspaper Association			

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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	+(-)%	2006-2005
					\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	3,595	4,482	-20%	2006-2005
	Retail	40,479	36,522	11%	ad revenue
	Classified	43,585	15,637	179%	percent change
	Month Total:	87,659	56,641	55%	Month: 10.00%
09/30/05 7-day avg circ:					
43,111	Y-T-D Total:	174,993	116,871	50%	Y-T-D: 7.00%
TYLER <i>Morning Telegraph</i>	National	1,019	1,752	-42%	2006-2005
	Retail	31,642	38,374	-18%	ad revenue
	Classified	47,365	43,834	8%	percent change
	Month Total:	80,226	83,960	-5%	Month: -2.00%
09/30/05 7-day avg circ:					
42,068	Y-T-D Total:	162,999	169,457	-4%	Y-T-D: 0.00%
WACO <i>Tribune Herald</i>	National	1,113	1,936	-43%	2006-2005
	Retail	27,911	27,611	1%	ad revenue
	Classified	24,856	29,900	-17%	percent change
	Month Total:	53,880	59,447	-9%	Month: 0.50%
09/30/05 7-day avg circ:					
40,518	Y-T-D Total:	110,782	120,936	-8%	Y-T-D: -0.40%
ABILENE <i>Reporter-News</i>	National	4,130	5,084	-19%	2006-2005
	Retail	17,827	14,900	20%	ad revenue
	Classified	43,246	36,268	19%	percent change
	Month Total:	65,203	56,252	16%	Month: 4.76%
09/30/05 7-day avg circ:					
33,583	Y-T-D Total:	127,248	112,932	13%	Y-T-D: 4.32%
WICHITA FALLS <i>Times Record News</i>	National	4,294	5,903	-28%	2006-2005
	Retail	19,123	20,638	-7%	ad revenue
	Classified	27,326	31,387	-12%	percent change
	Month Total:	50,743	57,928	-12%	Month: 2.00%
09/30/05 7-day avg circ:					
31,692	Y-T-D Total:	100,992	118,333	-15%	Y-T-D: -3.20%
LONGVIEW <i>News-Journal</i>	National	96	125	-23%	2006-2005
	Retail	34,625	36,123	-4%	ad revenue
	Classified	28,701	28,790	0%	percent change
	Month Total:	63,422	65,038	-2%	Month: 0.90%
09/30/05 7-day avg circ:					
30,242	Y-T-D Total:	125,211	127,782	-2%	Y-T-D: 3.00%
GALVESTON <i>County Daily News</i>	National				2006-2005
	Retail	19,525	25,251	-23%	ad revenue
	Classified	35,492	35,661	0%	percent change
	Month Total:	55,017	60,912	-10%	Month: -10.00%
09/30/05 7-day avg circ:					
27,633	Y-T-D Total:	109,942	124,028	-11%	Y-T-D: -11.30%

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Accumulating month totals
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		2006	2005	January	February	March
	2006	Total Y-T-D				
	last year:		116,871	60,230	56,641	
	this year:	174,993		87,334	87,659	
	2006	Total Y-T-D				
	last year:		169,457	85,497	83,960	
	this year:	162,999		82,973	80,026	
	2006	Total Y-T-D				
	last year:		120,936	61,489	59,447	
	this year:	110,782		56,902	53,880	
	2006	Total Y-T-D				
	last year:		112,932	56,680	56,252	
	this year:	127,248		62,045	65,203	
	2006	Total Y-T-D				
	last year:		118,333	60,405	57,928	
	this year:	100,992		50,249	50,743	
	2006	Total Y-T-D				
	last year:		127,782	62,744	65,038	
	this year:	125,211		61,789	63,422	
	2006	Total Y-T-D				
	last year:		124,028	63,116	60,912	
	this year:	109,942		54,925	55,017	

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TOTAL REVENUE

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		2006	2005	+(-)%	2006-2005
					\$\$\$+(-)%
HARLINGEN <i>Valley Morning Star</i>	National	3,069	4,018	-24%	2006-2005
	Retail	23,001	21,269	8%	ad revenue
	Classified	17,892	17,752	1%	percent change
	Month Total:	43,962	43,039	2%	Month: 7.00%
09/30/05 7-day avg circ:					
27,580	Y-T-D Total:	90,745	87,633	4%	Y-T-D: 5.00%
SAN ANGELO <i>Standard-Times</i>	National	3,750	4,173	-10%	2006-2005
	Retail	21,950	19,277	14%	ad revenue
	Classified	23,240	22,845	2%	percent change
	Month Total:	48,940	46,295	6%	Month: 13.00%
09/30/05 7-day avg circ:					
27,129	Y-T-D Total:	92,687	90,201	3%	Y-T-D: 6.00%
BRYAN-COLLEGE STATION <i>Eagle</i>	National				2006-2005
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/05 7-day avg circ:					
26,330	Y-T-D Total:				Y-T-D:
ODESSA <i>American</i>	National	3,719	3,672	1%	2006-2005
	Retail	24,467	24,610	-1%	ad revenue
	Classified	29,815	23,336	28%	percent change
	Month Total:	58,001	51,618	12%	Month: 17.00%
09/30/05 7-day avg circ:					
25,016	Y-T-D Total:	116,905	106,107	10%	Y-T-D: 14.00%
MIDLAND <i>Reporter-Telegram</i>	National	801	741	8%	2006-2005
	Retail	31,590	31,421	1%	ad revenue
	Classified	27,325	26,392	4%	percent change
	Month Total:	59,716	58,554	2%	Month: 9.30%
09/30/05 7-day avg circ:					
20,121	Y-T-D Total:	113,983	110,508	3%	Y-T-D: 9.90%
TEMPLE <i>Daily Telegram</i>	National	39	44	-11%	2006-2005
	Retail	20,329	21,000	-3%	ad revenue
	Classified	16,122	16,889	-5%	percent change
	Month Total:	36,490	37,933	-4%	Month: -2.74%
09/30/05 7-day avg circ:					
19,597	Y-T-D Total:	73,179	77,121	-5%	Y-T-D: -2.11%
DENTON <i>Record-Chronicle</i>	National				2006-2005
	Retail	17,900	26,082	-31%	ad revenue
	Classified	39,405	40,243	-2%	percent change
	Month Total:	57,305	66,325	-14%	Month: 1.00%
09/30/05 7-day avg circ:					
14,421	Y-T-D Total:	116,615	126,112	-8%	Y-T-D: -1.00%

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Accumulating month totals
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		2006	2005	January	February	March
					Total Y-T-D	
<i>last year:</i>						
	this year:	90,745	87,633	44,594	43,039	
<i>last year:</i>						
	this year:	92,687	90,201	43,906	46,295	
<i>last year:</i>						
	this year:	0	0	0	0	
<i>last year:</i>						
	this year:	116,905	106,107	54,489	51,618	
<i>last year:</i>						
	this year:	113,983	110,508	51,954	58,554	
<i>last year:</i>						
	this year:	73,179	77,121	39,188	37,933	
<i>last year:</i>						
	this year:	116,615	126,112	59,787	66,325	

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ROP SAU INCHES

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TOTAL REVENUE

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	2006	2005	+(-)%	\$\$\$+(-)%
KERRVILLE <i>Daily Times</i>				
National				2006-2005
Retail				ad revenue
Classified				percent change
09/30/05 7-day avg circ:	Month Total:			Month:
8,996	Y-T-D Total:			Y-T-D:
MARSHALL <i>News Messenger</i>				
National	0	40	-100%	2006-2005
Retail	8,845	9,593	-8%	ad revenue
Classified	5,088	6,649	-23%	percent change
09/30/05 7-day avg circ:	Month Total:	13,933	-14%	Month:
7,024	Y-T-D Total:	28,782	-11%	Y-T-D:
PLAINVIEW <i>Daily Herald</i>				
National	393	320	23%	2006-2005
Retail	12,852	11,285	14%	ad revenue
Classified	7,026	7,260	-3%	percent change
09/30/05 7-day avg circ:	Month Total:	20,271	7%	Month:
5,317	Y-T-D Total:	35,100	3%	Y-T-D:
PASADENA <i>Citizen</i>				
National				2006-2005
Retail				ad revenue
Classified				percent change
09/30/05 7-day avg circ:	Month Total:			Month:
5,309	Y-T-D Total:			Y-T-D:

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	2006	2005	January	February	March
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		37,002	37,002	0	
<i>this year:</i>	37,776		37,776	0	
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		32,482	16,200	16,282	
<i>this year:</i>	28,782		14,849	13,933	
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		34,136	15,271	18,865	
<i>this year:</i>	35,100		14,829	20,271	
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		7,854	7,854	0	
<i>this year:</i>	9,340		9,340	0	

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<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
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				SORT BY CIRC	
<i>November</i>	<i>December</i>	KERRVILLE	8,996	1	
		Daily Times	8,996	2	
			8,996	3	
		09/30/05 7-day avg circ:	8,996	4	
		8,996	8,996	5	
<i>November</i>	<i>December</i>	MARSHALL	7,024	1	
		News Messenger	7,024	2	
			7,024	3	
		09/30/05 7-day avg circ:	7,024	4	
		7,024	7,024	5	
<i>November</i>	<i>December</i>	PLAINVIEW	5,317	1	
		Daily Herald	5,317	2	
			5,317	3	
		09/30/05 7-day avg circ:	5,317	4	
		5,317	5,317	5	
<i>November</i>	<i>December</i>	PASADENA	5,309	1	
		Citizen	5,309	2	
			5,309	3	
		09/30/05 7-day avg circ:	5,309	4	
		5,309	5,309	5	

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