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- <u>Classified</u> : legal, transient, real estate, auto, all other	in circ order	ROP	SAU INCI	HES	TOTAL RE	EVENUE	
classified - <u>Political ads</u> in category for rate sold	Full-run paid	d ad linage bil	led per rate c	<u>ard</u>	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.		
	1	2006	2005	+(-)%		\$\$\$+(-)%	
HOUSTON	National	25,080	28,115	-11%	2006-2005		
Chronicle	Retail	58,379	59,560	-2%	ad revenue		
	Classified	104,693	126,023	-17%	percent change		
09/30/05 7-day avg circ:	Month Total:	188,152	213,698	-12%	Month:	0.07%	
591,785	Y-T-D Total:	377,726	416,475	-9%	Y-T-D:	2.05%	
DALLAS	National	17,936	24,431	-27%	2006-2005		
Morning News	Retail	60,079	76,192	-21%	ad revenue		
	Classified	110,213	115,863	-5%	percent change		
09/30/05 7-day avg circ:	Month Total:	188,228	216,486	-13%	Month:	-4.10%	
492,731	Y-T-D Total:	382,742	420,759	-9%	Y-T-D:	-0.20%	
SAN ANTONIO	National	8,988	10,428	-14%	2006-2005		
Express-News	Retail	38,387	40,423	-5%	ad revenue		
	Classified	80,166	87,754	-9%	percent change		
09/30/05 7-day avg circ:	Month Total:	127,541	138,605	-8%	Month:	1.20%	
255,912	Y-T-D Total:	257,073	269,363	-5%	Y-T-D:	2.50%	
AUSTIN	National	2,762	3,554	-22%	2006-2005		
American-	Retail	52,000	49,057	6%	ad revenue		
Statesman	Classified	53,271	59,922	-11%	percent change		
09/30/05 7-day avg circ:	Month Total:	108,033	112,533	-4%	Month:		
186,539	Y-T-D Total:	215,418	227,436	-5%	Y-T-D:		
EL PASO	National	1,080	1,161	-7%	2006-2005		
Times	Retail	41,984	38,774	8%	ad revenue		
	Classified	62,563	54,623	15%	percent change		
09/30/05 7-day avg circ:	Month Total:	105,627	94,558	12%	Month:		
74,396	Y-T-D Total:	208,479	208,634	0%	Y-T-D:		
CORPUS CHRISTI	National	3,429	3,984	-14%	2006-2005		
Caller-Times	Retail	28,565	21,915	30%	ad revenue		
	Classified	47,873	45,475	5%	percent change		
09/30/05 7-day avg circ:	Month Total:	79,867	71,374	12%	Month:	-14.60%	
56,267	Y-T-D Total:	154,536	146,210	6%	Y-T-D:	-11.70%	
BEAUMONT	National	2,471	1,632	51%	2006-2005		
Enterprise	Retail	32,173	31,760	1%	ad revenue		
-	Classified	29,950	28,480	5%	percent change		
09/30/05 7-day avg circ:	Month Total:	64,594	61,872	4%	Month:	10.00%	
55,444	Y-T-D Total:	125,097	113,590.	10%	Y-T-D:	12.00%	

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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.

		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		416,475	202,777	213,698	
this year:	377,726		189,574	188,152	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		420,759	204,273	216,486	
this year:	382,742		194,514	188,228	
		2005	January	February	March
	2006	Total Y-T-D	-	-	
	Total Y-T-D				
last year:		269,363	130,758	138,605	
this year:	257,073		129,532	127,541	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		227,436	114,903	112,533	
this year:	215,418		107,385	108,033	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		208,634	114,076	94,558	
this year:	208,479		102,852	105,627	
·		2005	January	February	March
	2006	Total Y-T-D	-	-	
	Total Y-T-D				
last year:		146,210	74,836	71,374	
this year:	154,536		74,669	79,867	
		2005	January	February	March
	2006	Total Y-T-D			
	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
April	May	June	July	August	September	October
April	May	June	July	August	September	October
April	May	June	July	August	September	October
April	May	June	July	August	September	October
April	May	June	July	August	September	October
April	May	June	July	August	September	October

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SORT

			3011	
			BY CIRC	
November	December	HOUSTON	591,785	
		Chronicle	591,785	
			591,785	
		09/30/05 7-day avg circ:	591,785	
		591,785	591,785	
November	December	DALLAS	492,731	
		Morning News	492.731	
		ū	492,731	
		09/30/05 7-day avg circ:	492,731	
		492,731	492,731	
November	December	SAN ANTONIO	255.912	
		Express-News	255,912	
		•	255,912	
		09/30/05 7-day avg circ:	255,912	
		255,912	255,912	
November	December	AUSTIN	186,539	
		American-	186,539	
		Statesman	186,539	
		09/30/05 7-day avg circ:	186,539	
		186,539	186,539	
November	December	EL PASO	74,396	
		Times	74,396	
			74,396	
		09/30/05 7-day avg circ:	74,396	
		74,396	74,396	
November	December	CORPUS CHRISTI	56,267	
		Caller-Times	56,267	
			56,267	
		09/30/05 7-day avg circ:	56,267	
		56,267	56,267	
November	December	BEAUMONT	55,444	
		Enterprise	55,444	
			55,444	
		09/30/05 7-day avg circ:	55,444	
	Toyac Dai	55,444	55,444	

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- <u>Classified</u> : legal, transient, real estate, auto, all other	in circ order	ROP	SAU INCI	HES	TOTAL RI	EVENUE	
classified -Political ads in category for rate sold	Full-run paid	d ad linage bil	led per rate c	ard	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.		
		2006	2005	+(-)%		\$\$\$+(-)%	
MCALLEN	National	3,595	4,482	-20%	2006-2005		
The Monitor	Retail	40,479	36,522	11%	ad revenue		
	Classified	43,585	15,637	179%	percent change		
09/30/05 7-day avg circ:	Month Total:	87,659	56,641	55%	Month:	10.00%	
43,111	Y-T-D Total:	174,993	116,871	50%	Y-T-D:	7.00%	
TYLER	National	1,019	1,752	-42%	2006-2005		
Morning Telegraph	Retail	31,642	38,374	-18%	ad revenue		
	Classified	47,365	43,834	8%	percent change		
09/30/05 7-day avg circ:	Month Total:	80,026	83,960	-5%	Month:	-2.00%	
42,068	Y-T-D Total:	162,999	169,457	-4%	Y-T-D:	0.00%	
WACO	National	1,113	1,936	-43%	2006-2005		
Tribune Herald	Retail	27,911	27,611	1%	ad revenue		
	Classified	24,856	29,900	-17%	percent change		
09/30/05 7-day avg circ:	Month Total:	53,880	59,447	-9%	Month:	0.50%	
40,518	Y-T-D Total:	110,782	120,936	-8%	Y-T-D:	-0.40%	
ABILENE	National	4,130	5,084	-19%	2006-2005		
Reporter-News	Retail	17,827	14,900	20%	ad revenue		
05 class/ret reflect partrun in.	Classified	43,246	36,268	19%	percent change		
09/30/05 7-day avg circ:	Month Total:	65,203	56,252	16%	Month:	4.76%	
33,583	Y-T-D Total:	127,248	112,932	13%	Y-T-D:	4.32%	
WICHITA FALLS	National	4,294	5,903		2006-2005		
Times Record News	Retail	19,123	20,638		ad revenue		
	Classified	27,326	31,387		percent change		
09/30/05 7-day avg circ:	Month Total:	50,743	57,928		Month:	2.00%	
31,692	Y-T-D Total:	100,992	118,333		Y-T-D:	-3.20%	
LONGVIEW	National	96	125	-23%	2006-2005		
News-Journal	Retail	34,625	36,123	-4%	ad revenue		
	Classified	28,701	28,790	0%	percent change		
09/30/05 7-day avg circ:	Month Total:	63,422	65,038	-2%	Month:	0.90%	
30,242	Y-T-D Total:	125,211	127,782	-2%	Y-T-D:	3.00%	
GALVESTON	National				2006-2005		
County Daily News	Retail	19,525	25,251	-23%	ad revenue		
	Classified	35,492	35,661	0%	percent change		
09/30/05 7-day avg circ:	Month Total:	55,017	60,912	-10%	Month:		
27,633	Y-T-D Total:	_ 109,942	124,028.	-11%	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.

		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D		22.222	50.044	
last year:	4= 4 000	116,871	60,230	56,641	
this year:	174,993		87,334	87,659	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		169,457	85,497	83,960	
this year:	162,999		82,973	80,026	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		120,936	61,489	59,447	
this year:	110,782		56,902	53,880	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		112,932	56,680	56,252	
this year:	127,248		62,045	65,203	
		2005	January	February	March
	2006	Total Y-T-D	•	•	
	Total Y-T-D				
last year:		118,333	60,405	57,928	
this year:	100,992		50,249	50,743	
		2005	January	February	March
	2006	Total Y-T-D	•	•	
	Total Y-T-D				
last year:		127,782	62,744	65,038	
this year:	125,211		61,789	63,422	
		2005	January	February	March
	2006	Total Y-T-D	•	,	
	Total Y-T-D				
last year:		124,028	63,116	60,912	
			54,925		

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April	May	June	July	August	September	Octobe
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SORT

			SORT	
			BY CIRC	
			_	
November	December	MCALLEN	43,111	1
		The Monitor	43,111	2
			43,111	3
		09/30/05 7-day avg circ:	43,111	4
		43,111	43,111	5
November	December	TYLER	42,068	1
		Morning Telegraph	42,068	2
			42,068	3
		09/30/05 7-day avg circ:	42,068	4
		42,068	42,068	5
November	December	WACO	40,518	1
		Tribune Herald	40,518	2
			40,518	3
		09/30/05 7-day avg circ:	40,518	4
		40,518	40,518	5
November	December	ABILENE	33,583	1
		Reporter-News	33,583	2
			33,583	3
		09/30/05 7-day avg circ:	33,583	4
		33,583	33,583	5
November	December	WICHITA FALLS	31,692	1
		Times Record News	31,692	2
			31,692	3
		09/30/05 7-day avg circ:	31,692	4
		31,692	31,692	5
November	December	LONGVIEW	30,242	1
		News-Journal	30,242	2
			30,242	3
		09/30/05 7-day avg circ:	30,242	4
		30,242	30,242	5
November	December	GALVESTON	27,633	1
		County Daily News	27,633	2
			27,633	3
		09/30/05 7-day avg circ:	27,633	4
	_	27,633	27,633	5
	Toyac Dail	<mark>y Náwapapar Accodiation</mark>	.,	

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- <u>Classified</u> : legal, transient, real estate, auto, all other	in circ order	ROP	SAU INCI	HES	TOTAL RE	EVENUE	
classified - <u>Political ads</u> in category for rate sold	Full-run paid	l ad linage bil	led per rate c	ard_	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.		
	I	2006	2005	+(-)%		\$\$\$+(-)%	
HARLINGEN	National	3,069	4,018	-24%	2006-2005		
Valley Morning Star	Retail	23,001	21,269	8%	ad revenue		
	Classified	17,892	17,752	1%	percent change		
09/30/05 7-day avg circ:	Month Total:	43,962	43,039	2%	Month:	7.00%	
27,580	Y-T-D Total:	90,745	87,633	4%	Y-T-D:	5.00%	
SAN ANGELO	National	3,750	4,173	-10%	2006-2005		
Standard-Times	Retail	21,950	19,277	14%	ad revenue		
	Classified	23,240	22,845	2%	percent change		
09/30/05 7-day avg circ:	Month Total:	48,940	46,295	6%	Month:	13.00%	
27,129	Y-T-D Total:	92,687	90,201	3%	Y-T-D:	6.00%	
BRYAN-COLLEGE	National				2006-2005		
STATION	Retail				ad revenue		
Eagle	Classified				percent change		
09/30/05 7-day avg circ:	Month Total:				Month:		
26,330	Y-T-D Total:				Y-T-D:		
ODESSA	National	3,719	3,672	1%	2006-2005		
American	Retail	24,467	24,610	-1%	ad revenue		
	Classified	29,815	23,336	28%	percent change		
09/30/05 7-day avg circ:	Month Total:	58,001	51,618	12%	Month:	17.00%	
25,016	Y-T-D Total:	116,905	106,107	10%	Y-T-D:	14.00%	
MIDLAND	National	801	741	8%	2006-2005		
Reporter-Telegram	Retail	31,590	31,421	1%	ad revenue		
	Classified	27,325	26,392	4%	percent change		
09/30/05 7-day avg circ:	Month Total:	59,716	58,554	2%	Month:	9.30%	
20,121	Y-T-D Total:	113,983	110,508	3%	Y-T-D:	9.90%	
TEMPLE	National	39	44	-11%	2006-2005		
Daily Telegram	Retail	20,329	21,000	-3%	ad revenue		
, ,	Classified	16,122	16,889	-5%	percent change		
09/30/05 7-day avg circ:	Month Total:	36,490	37,933	-4%	Month:	-2.74%	
19,597	Y-T-D Total:	73,179	77,121	-5%	Y-T-D:	-2.11%	
DENTON	National				2006-2005		
Record-Chronicle	Retail	17,900	26,082	-31%	ad revenue		
	Classified	39,405	40,243	-2%	percent change		
09/30/05 7-day avg circ:	Month Total:	57,305	66,325	-14%	Month:	1.00%	
14,421	Y-T-D Total:	116,615	126,112.	-8%	Y-T-D:	-1.00%	

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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.

		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		87,633	44,594	43,039	
this year:	90,745		46,783	43,962	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		90,201	43,906	46,295	
this year:	92,687		43,747	48,940	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		0	0	0	
this year:	0		0	0	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		106,107	54,489	51,618	
this year:	116,905		58,904	58,001	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		110,508	51,954	58,554	
this year:	113,983		54,267	59,716	
		2005	January	February	March
	2006	Total Y-T-D	-	-	
	Total Y-T-D				
last year:		77,121	39,188	37,933	
this year:	73,179		36,689	36,490	
·		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		126,112	59,787	66,325	
this year:	116,615		59,310	57,305	

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April	May	June	July	August	September	October
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SORT

			SORT	
			BY CIRC	
			-	
November	December	HARLINGEN	27,580	1
		Valley Morning Star	27,580	2
			27,580	3
		09/30/05 7-day avg circ:	27,580	4
		27,580	27,580	5
November	December	SAN ANGELO	27,129	1
		Standard-Times	27,129	2
			27,129	3
		09/30/05 7-day avg circ:	27,129	4
		27,129	27,129	5
November	December	BRYAN-COLLEGE	26,330	1
		STATION	26,330	2
		Eagle	26,330	3
		09/30/05 7-day avg circ:	26,330	4
		26,330	26,330	5
November	December	ODESSA	25,016	1
		American	25.016	2
			25,016	3
		09/30/05 7-day avg circ:	25,016	4
		25,016	25,016	5
November	December	MIDLAND	20.121	1
	2000	Reporter-Telegram	20,121	2
		portor rologium	20,121	3
		09/30/05 7-day avg circ:	20,121	4
		20,121	20,121	5
November	December	TEMPLE	19,597	1
rvovernber	December	Daily Telegram	19,597	2
		Duny rologium	19,597	3
		09/30/05 7-day avg circ:	19,597	4
		19,597	19,597	5
November	December	DENTON	14,421	1
MOVERNIDER	December	Record-Chronicle	14,421	2
		Necora-Crironicie	14,421	3
		00/20/05 7 day ave al		3 4
		09/30/05 7-day avg circ:	14,421 14,421	4 5
	Toyas Dail	V Nowspapor Association	14,421	5

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- <u>Classified</u> : legal, transient, real estate, auto, all other classified	in circ order ROP SAU INCHES			TOTAL REVENUE		
- <u>Political ads</u> in category for rate sold	Full-run paid	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.				
	_	2006	2005	+(-)%		\$\$\$+(-)%
KERRVILLE	National				2006-2005	
Daily Times	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	National	0	40	-100%	2006-2005	
News Messenger	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	16,282	-14%	Month:	-4.30%
7,024	Y-T-D Total:	28,782	32,482	-11%	Y-T-D:	-4.80%
PLAINVIEW	National	393	320	23%	2006-2005	
Daily Herald	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	18,865	7%	Month:	12.60%
5,317	Y-T-D Total:	35,100	34,136	3%	Y-T-D:	10.60%
PASADENA	National				2006-2005	
Citizen	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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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.

		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		37,002	37,002	0	
this year:	37,776		37,776	0	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		32,482	16,200	16,282	
this year:	28,782		14,849	13,933	
		2005	January	February	March
	2006	Total Y-T-D			
	Total Y-T-D				
last year:		34,136	15,271	18,865	
this year:	35,100		14,829	20,271	
		2005	January	February	March
	2006	Total Y-T-D	-	-	
	Total Y-T-D				
last year:		7,854	7,854	0	
	0.040		0.240	0	
this year:	9,340		9,340	U	

Texas Daily Newspaper Association

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April	May	June	July	August	September	October
April	May	June	July	August	September	October
April	Mov	lung	hili	August	Contombou	Ostobor
April	May	June	July	August	September	October
April	May	June	July	August	September	October

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			SORT BY CIRC	
November	December	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
November	December	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
November	December	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
November	December	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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