

TDNA Linage Report
January 2006

in circulation order
Page 1 of 16

-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	+(-)%	\$\$\$+(-)%
HOUSTON Chronicle	National	30,273	24,940	21%	2006-2005 ad revenue percent change Month: 4.35% Y-T-D: 4.35%
	Retail	55,174	55,728	-1%	
	Classified	104,127	122,109	-15%	
	Month Total:	189,574	202,777	-7%	
09/30/05 7-day avg circ:					
591,785					
	Y-T-D Total:	189,574	202,777	-7%	
DALLAS Morning News	National	20,935	20,256	3%	2006-2005 ad revenue percent change Month: 3.60% Y-T-D: 3.60%
	Retail	62,125	71,289	-13%	
	Classified	111,454	112,728	-1%	
	Month Total:	194,514	204,273	-5%	
09/30/05 7-day avg circ:					
492,731					
	Y-T-D Total:	194,514	204,273	-5%	
SAN ANTONIO Express-News	National	9,134	8,795	4%	2006-2005 ad revenue percent change Month: 3.80% Y-T-D: 3.80%
	Retail	37,956	37,312	2%	
	Classified	82,442	84,651	-3%	
	Month Total:	129,532	130,758	-1%	
09/30/05 7-day avg circ:					
255,912					
	Y-T-D Total:	129,532	130,758	-1%	
AUSTIN American-Statesman	National	3,781	3,467	9%	2006-2005 ad revenue percent change Month: 3.80% Y-T-D: 3.80%
	Retail	49,883	47,816	4%	
	Classified	53,721	63,620	-16%	
	Month Total:	107,385	114,903	-7%	
09/30/05 7-day avg circ:					
186,539					
	Y-T-D Total:	107,385	114,903	-7%	
EL PASO Times	National	739	1,088	-32%	2006-2005 ad revenue percent change Month: -9.00% Y-T-D: -9.00%
	Retail	38,180	44,095	-13%	
	Classified	63,933	68,893	-7%	
	Month Total:	102,852	114,076	-10%	
09/30/05 7-day avg circ:					
74,396					
	Y-T-D Total:	102,852	114,076	-10%	
CORPUS CHRISTI Caller-Times	National	5,145	3,054	68%	2006-2005 ad revenue percent change Month: -9.00% Y-T-D: -9.00%
	Retail	26,028	24,364	7%	
	Classified	43,496	47,418	-8%	
	Month Total:	74,669	74,836	0%	
09/30/05 7-day avg circ:					
56,267					
	Y-T-D Total:	74,669	74,836	0%	
BEAUMONT Enterprise	National	3,092	1,707	81%	2006-2005 ad revenue percent change Month: 15.00% Y-T-D: 15.00%
	Retail	29,997	25,950	16%	
	Classified	27,414	24,061	14%	
	Month Total:	60,503	51,718	17%	
09/30/05 7-day avg circ:					
55,444					
	Y-T-D Total:	60,503	51,718	17%	

Texas Daily Newspaper Association
718 West Fifth Street, Suite 200
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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
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		202,777	202,777		
<i>this year:</i>	189,574		189,574		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		204,273	204,273		
<i>this year:</i>	194,514		194,514		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		130,758	130,758		
<i>this year:</i>	129,532		129,532		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		114,903	114,903		
<i>this year:</i>	107,385		107,385		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		114,076	114,076		
<i>this year:</i>	102,852		102,852		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		74,836	74,836		
<i>this year:</i>	74,669		74,669		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		51,718	51,718		
<i>this year:</i>	60,503		60,503		

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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	

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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	+(-)%	\$\$\$+(-)%
MCALLEN <i>The Monitor</i>	National	3,557	4,494	-21%	2006-2005 ad revenue percent change Month: 4.00% Y-T-D: 4.00%
	Retail	38,703	38,685	0%	
	Classified	45,074	17,051	164%	
	Month Total:	87,334	60,230	45%	
09/30/05 7-day avg circ:					
43,111	Y-T-D Total:	87,334	60,230	45%	
TYLER <i>Morning Telegraph</i>	National	1,081	1,175	-8%	2006-2005 ad revenue percent change Month: 1.00% Y-T-D: 1.00%
	Retail	34,002	37,525	-9%	
	Classified	47,890	46,797	2%	
	Month Total:	82,973	85,497	-3%	
09/30/05 7-day avg circ:					
42,068	Y-T-D Total:	82,973	85,497	-3%	
WACO <i>Tribune Herald</i>	National	2,074	1,977	5%	2006-2005 ad revenue percent change Month: -1.40% Y-T-D: -1.40%
	Retail	28,874	27,979	3%	
	Classified	25,954	31,533	-18%	
	Month Total:	56,902	61,489	-7%	
09/30/05 7-day avg circ:					
40,518	Y-T-D Total:	56,902	61,489	-7%	
ABILENE <i>Reporter-News</i>	National	5,280	5,351	-1%	2006-2005 ad revenue percent change Month: 3.89% Y-T-D: 3.89%
	Retail	16,629	16,489	1%	
	Classified	40,136	34,840	15%	
	Month Total:	62,045	56,680	9%	
09/30/05 7-day avg circ:					
33,583	Y-T-D Total:	62,045	56,680	9%	
WICHITA FALLS <i>Times Record News</i>	National	3,988	7,950	-50%	2006-2005 ad revenue percent change Month: -8.10% Y-T-D: -8.10%
	Retail	17,690	19,565	-10%	
	Classified	28,571	32,890	-13%	
	Month Total:	50,249	60,405	-17%	
09/30/05 7-day avg circ:					
31,692	Y-T-D Total:	50,249	60,405	-17%	
LONGVIEW <i>News-Journal</i>	National	100	223	-55%	2006-2005 ad revenue percent change Month: 5.30%
	Retail	33,235	33,325	0%	
	Classified	28,454	29,196	-3%	
	Month Total:	61,789	62,744	-2%	
09/30/05 7-day avg circ:					
30,242	Y-T-D Total:	61,789	62,744	-2%	
GALVESTON <i>County Daily News</i>	National				2006-2005 ad revenue percent change Month: -13% Y-T-D: -13%
	Retail	18,095	23,917	-24%	
	Classified	36,830	39,199	-6%	
	Month Total:	54,925	63,116	-13%	
09/30/05 7-day avg circ:					
27,633	Y-T-D Total:	54,925	63,116	-13%	

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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
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		60,230	60,230		
<i>this year:</i>	87,334		87,334		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		85,497	85,497		
<i>this year:</i>	82,973		82,973		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		61,489	61,489		
<i>this year:</i>	56,902		56,902		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		56,680	56,680		
<i>this year:</i>	62,045		62,045		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		60,405	60,405		
<i>this year:</i>	50,249		50,249		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		62,744	62,744		
<i>this year:</i>	61,789		61,789		
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		63,116	63,116		
<i>this year:</i>	54,925		54,925		

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				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	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	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	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	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	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	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	5	
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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	\$\$\$+(-)%
HARLINGEN	National	3,189	4,072	-22%	2006-2005	
Valley Morning Star	Retail	23,502	22,746	3%	ad revenue	
	Classified	20,092	17,776	13%	percent change	
09/30/05 7-day avg circ:	Month Total:	46,783	44,594	5%	Month:	5.00%
27,580	Y-T-D Total:	46,783	44,594	5%	Y-T-D:	5.00%
SAN ANGELO	National	3,656	5,439	-33%	2006-2005	
Standard-Times	Retail	19,303	17,606	10%	ad revenue	
	Classified	20,788	20,861	0%	percent change	
09/30/05 7-day avg circ:	Month Total:	43,747	43,906	0%	Month:	0.00%
27,129	Y-T-D Total:	43,747	43,906	0%	Y-T-D:	0.00%
BRYAN-COLLEGE STATION	National				2006-2005	
Eagle	Retail				ad revenue	
	Classified				percent change	
09/30/05 7-day avg circ:	Month Total:				Month:	
26,330	Y-T-D Total:				Y-T-D:	
ODESSA	National	2,986	4,377	-32%	2006-2005	
American	Retail	25,644	24,595	4%	ad revenue	
	Classified	30,274	25,517	19%	percent change	
09/30/05 7-day avg circ:	Month Total:	58,904	54,489	8%	Month:	12.00%
25,016	Y-T-D Total:	58,904	54,489	8%	Y-T-D:	12.00%
MIDLAND	National	1,892	1,085	74%	2006-2005	
Reporter-Telegram	Retail	28,404	27,376	4%	ad revenue	
	Classified	23,971	23,493	2%	percent change	
09/30/05 7-day avg circ:	Month Total:	54,267	51,954	4%	Month:	11.30%
20,121	Y-T-D Total:	54,267	51,954	4%	Y-T-D:	11.30%
TEMPLE	National	24	12	100%	2006-2005	
Daily Telegram	Retail	20,917	21,547	-3%	ad revenue	
	Classified	15,748	17,629	-11%	percent change	
09/30/05 7-day avg circ:	Month Total:	36,689	39,188	-6%	Month:	-1.20%
19,597	Y-T-D Total:	36,689	39,188	-6%	Y-T-D:	-1.20%
DENTON	National				2006-2005	
Record-Chronicle	Retail	18,656	18,868	-1%	ad revenue	
	Classified	40,654	40,919	-1%	percent change	
09/30/05 7-day avg circ:	Month Total:	59,310	59,787	-1%	Month:	1.00%
14,421	Y-T-D Total:	59,310	59,787	-1%	Y-T-D:	1.00%

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	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		44,594	44,594		
<i>this year:</i>	46,783		46,783		
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		43,906	43,906		
<i>this year:</i>	43,747		43,747		
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		0	0		
<i>this year:</i>	0		0		
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		54,489	54,489		
<i>this year:</i>	58,904		58,904		
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		51,954	51,954		
<i>this year:</i>	54,267		54,267		
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		39,188	39,188		
<i>this year:</i>	36,689		36,689		
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		59,787	59,787		
<i>this year:</i>	59,310		59,310		

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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	
		Reporter-Telegram	20,121	2	
			20,121	3	
		09/30/05 7-day avg circ:	20,121	4	
		20,121	20,121	5	
November	December	TEMPLE	19,597	1	
		Daily Telegram	19,597	2	
			19,597	3	
		09/30/05 7-day avg circ:	19,597	4	
		19,597	19,597	5	
November	December	DENTON	14,421	1	
		Record-Chronicle	14,421	2	
			14,421	3	
		09/30/05 7-day avg circ:	14,421	4	
		14,421	14,421	5	
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-Political ads in category for rate sold

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ROP SAU INCHES

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TOTAL REVENUE

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

		2006	2005	+(-)%	2006-2005	\$\$\$+(-)%
KERRVILLE	National	326	72	353%	2006-2005	
Daily Times	Retail	16,678	16,107	4%	ad revenue	
	Classified	20,772	20,823	0%	percent change	
09/30/05 7-day avg circ:	Month Total:	37,776	37,002	2%	Month:	3.60%
8,996	Y-T-D Total:	37,776	37,002	2%	Y-T-D:	3.60%
MARSHALL	National	168	106	58%	2006-2005	
News Messenger	Retail	9,035	10,071	-10%	ad revenue	
	Classified	5,646	6,023	-6%	percent change	
09/30/05 7-day avg circ:	Month Total:	14,849	16,200	-8%	Month:	-4.00%
7,024	Y-T-D Total:	14,849	16,200	-8%	Y-T-D:	-4.00%
PLAINVIEW	National	399	174	129%	2006-2005	
Daily Herald	Retail	8,006	9,131	-12%	ad revenue	
	Classified	6,424	5,966	8%	percent change	
09/30/05 7-day avg circ:	Month Total:	14,829	15,271	-3%	Month:	8.30%
5,317	Y-T-D Total:	14,829	15,271	-3%	Y-T-D:	8.30%
PASADENA	National				2006-2005	
Citizen	Retail	5,454	4,875	12%	ad revenue	
	Classified	3,886	2,979	30%	percent change	
09/30/05 7-day avg circ:	Month Total:	9,340	7,854	19%	Month:	12.00%
5,309	Y-T-D Total:	9,340	7,854	19%	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.

	2006	2005	January	February	March
	2006	2005			
	Total Y-T-D	Total Y-T-D			
last year:		37,002	37,002		
this year:	37,776		37,776		
	2006	2005			
	Total Y-T-D	Total Y-T-D			
last year:		16,200	16,200		
this year:	14,849		14,849		
	2006	2005			
	Total Y-T-D	Total Y-T-D			
last year:		15,271	15,271		
this year:	14,829		14,829		
	2006	2005			
	Total Y-T-D	Total Y-T-D			
last year:		7,854	7,854		
this year:	9,340		9,340		

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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>
<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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