		VA Linag January	-	t	<i>in alphabetic</i> Pag	al order e 1 of 16
- <u>Classified</u> : legal, transient, real estate, auto, all other	in alpha order	ROP	SAU INCI	IES	TOTAL RE	VENUE
classified - <u>Political ads</u> in category for rate sold	Full-run pai	d ad linage bil	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.			
		2008	2007	+(-)%		\$\$\$+(-)%
ABILENE	National	3,572	4,186	-15%	2008-2007	
Reporter-News	Retail	13,332	14,998	-11%	ad revenue	
•	Classified	36,043	40,803	-12%	percent change	
)9/30/07 7-day avg circ:	Month Total:	52,947	59,987	-12%	Month:	-5.50%
31,917	Y-T-D Total:	52,947	59,987	-12%	Y-T-D:	-5.50%
AUSTIN	National	4,892	5,051	-3%	2008-2007	
American-	Retail	50,221	54,562	-8%	ad revenue	
Statesman	Classified	39,066	46,300	-16%	percent change	
09/30/07 7-day avg circ:	Month Total:	94,179	105,913	-11%	1 5	
74,350	Y-T-D Total:	94,179	105,913	-11%	Y-T-D:	
The Beaumont	National				2008-2007	
Enterprise	Retail				ad revenue	
	Classified				percent change	
9/30/07 7-day avg circ:	Month Total:				Month:	
51,359	Y-T-D Total:				Y-T-D:	
CORPUS CHRISTI	National	3,435	3,265	5%	2008-2007	
Caller-Times	Retail	22,463	24,360	-8%	ad revenue	
	Classified	50,658	47,553	7%	percent change	
)9/30/07 7-day avg circ:	Month Total:	76,556	75,178	2%	Month:	-3.00%
55,401	Y-T-D Total:	76,556	75,178	2%	Y-T-D:	-3.00%
DALLAS	National	12.967	12.672	2%	2008-2007	
Morning News	Retail	48,135	53,332	-10%	ad revenue	
0	Classified	68,124	86,824	-22%	percent change	
9/30/07 7-day avg circ:	Month Total:	129,226	152,828	-15%	Month:	-10.10%
15,007	Y-T-D Total:	129,226	152,828	-15%	Y-T-D:	-10.10%
DENTON	National				2008-2007	
Record-Chronicle	Retail	19,616	18,038	9%	ad revenue	
	Classified	36,172	38,821	-7%	percent change	
09/30/07 7-day avg circ:	Month Total:	55,788	56,859	-2%	Month:	8.00%
13,456	Y-T-D Total:	55,788	56,859	-2%	Y-T-D:	8.00%
EL PASO	National	877	1,066	-18%	2008-2007	
Times	Retail	30,431	33,342	-9%	ad revenue	
	Classified	61,493	58,962	4%	percent change	
9/30/07 7-day avg circ:	Month Total:	92,801	93,370	-1%	Month:	
72,945	Y-T-D Total:	92,801	93,370	-1%	Y-T-D:	
		West Fifth Stre	,			
(512) 476-4351phone (512) 476-0515fax		Austin, Texas 7	8701-2796		hturrentine@ www	)tdna.org . <i>tdna.org</i>

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	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mare
last year: this year:	52,947	59,987	59,987 <mark>52,947</mark>		
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mare
last year: this year:	94,179	105,913	105,913 <mark>94,179</mark>		
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mar
last year: this year:	0	0	0 0		
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mar
last year: this year:	76,556	75,178	75,178 <mark>76,556</mark>		
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mar
last year: this year:	129,226	152,828	152,828 <mark>129,226</mark>		
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mar
last year: this year:	55,788	56,859	56,859 55,788		
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	Mar
last year: this year:	92,801	93,370	93,370 <u>92,801</u>		

		TDNA Linage Report in alphabetical order   Page 3 of 16   January 2008			
	lun -	h h i	August	Oraclaushau	Ostabar
oril May	June	July	August	September	October
oril May	June	July	August	September	October
nil May	June	July	August	September	October
pril May	June	July	August	September	October
oril May	June	July	August	September	October
oril May	June	July	August	September	October
oril May	June	July	August	September	October
	718 We	<mark>ily Nowspaper 4</mark> st Fifth Street, S tin, Texas 78701	Suite 200		

		Linage Report nuary 2008	in a	Iphabetical Page 4
			CODT	
			SORT	
			BY CIRC	
November	December	ABILENE	31,917	1
		Reporter-News	31,917	2
		00/20/07 7 days aver sizes	31,917	3 4
		09/30/07 7-day avg circ:	31,917	4 5
	<u> </u>	31,917	31,917	
November	December	AUSTIN	174,350	1
		American-	174,350	2
		Statesman	174,350	3
		09/30/07 7-day avg circ:	174,350	4
		174,350	174,350	5
November	December	The Beaumont	51,359	1
		Enterprise	51,359	2
			51,359	3
		09/30/07 7-day avg circ:	51,359	4
		51,359	51,359	5
November	December	CORPUS CHRISTI	55,401	1
		Caller-Times	55,401	2
			55,401	3
		09/30/07 7-day avg circ:	55,401	4
		55,401	55,401	5
November	December	DALLAS	415,007	1
		Morning News	415,007	2
			415,007	3
		09/30/07 7-day avg circ:	415,007	4
		415,007	415,007	5
November	December	DENTON	13,456	1
		Record-Chronicle	13,456	2
			13,456	3
		09/30/07 7-day avg circ:	13,456	4
		13,456	13,456	5
November	December	EL PASO	72,945	1
		Times	72,945	2
			72,945	3
		09/30/07 7-day avg circ:	72,945	4
	Toyae Dai	72.945 Newspaper Association	72,945	5
		st Fifth Street, Suite 200 in, Texas 78701-2796		
.phone	- 1401	,	htu	urrentine@td

		VA Linag January	-	rt	<i>in alphabetical order</i> Page 5 of 16			
- <u>Classified</u> : legal, transient, real estate, auto, all other	in alpha order	ROP	SAU INC	HES	TOTAL REVENUE			
classified - <u>Political ads</u> in category for rate sold	Full-run paie	d ad linage bil	led per rate o	ard	ROP, TMC, inse direct mail, pre-	erts, zoned, prints, etc.		
		2008	2007	+(-)%		\$\$\$+(-)%		
GALVESTON	National				2008-2007			
County Daily News	Retail	19,734	18,520	7%	ad revenue			
	Classified	32,738	33,880	-3%	percent change			
)9/30/07 7-day avg circ:	Month Total:	52,472	52,400	0%	Month:			
26,238	Y-T-D Total:	52,472	52,400	0%	Y-T-D:			
HARLINGEN	National	2.797	2.275	23%	2008-2007			
Valley Morning Star	Retail	20,820	17,527	19%	ad revenue			
	Classified	14,896	15,396	-3%	percent change			
9/30/07 7-day avg circ:	Month Total:	38,513	35,198	9%	Month:	-2.00%		
23,418	Y-T-D Total:	38,513	35,198	9%	Y-T-D:	-2.00%		
HOUSTON	National	19,367	24.243	-20%	2008-2007			
Chronicle	Retail	46,647	47,948	-20%	ad revenue			
	Classified	85,767	94.085	-9%	percent change			
09/30/07 7-day avg circ:	Month Total:	151,781	166,276	-9%	Month:	-12.67%		
541,603	Y-T-D Total:	151,781	166,276	-9%	Y-T-D:	-12.67%		
MARSHALL	National	164	9	1722%	2008-2007	12.07 /		
Vews Messenger	Retail	6,805	9.322	-27%	ad revenue			
tews messenger	Classified	7,297	6,042	21%	percent change			
9/30/07 7-day avg circ:	Month Total:	14,266	15,373	-7%	Month:	-8.90%		
5,959	Y-T-D Total:	14,266	15,373	-7%	Y-T-D:	-8.90%		
MCALLEN		,	,			-0.30 /		
NCALLEN The Monitor	National	2,965	2,506	18% -6%	2008-2007			
The Monitor	Retail Classified	41,631	44,300	-0% 5%	ad revenue			
	Month Total:	38,164	36,221	5% 0%	percent change Month:	-4.00%		
09/30/07 7-day avg circ: I3,177	Y-T-D Total:	82,760 82,760	83,027 83,027	0%	Y-T-D:	-4.00%		
		,	,	-		-4.00 /		
	National	511	1,192	-57%	2008-2007			
Reporter-Telegram	Retail	27,150	29,068	-7%	ad revenue			
0/00/07 7	Classified	27,606	25,955	6%	percent change	4 000		
09/30/07 7-day avg circ:	Month Total: Y-T-D Total:	55,267 55,267	56,215 56,215	-2% -2%	Month: Y-T-D:	4.90% 4.90%		
9,593		,	,			4.90%		
DDESSA	National	4,096	4,356	-6%	2008-2007			
American	Retail	25,853	35,806	-28%	ad revenue			
0/00/07 7 1	Classified	24,523	22,943	7%	percent change	40.000		
09/30/07 7-day avg circ:	Month Total:	54,472	63,105	-14%	Month:	-16.30%		
23,246		West Fifth Stre	et, Suite 200	n <sup>-14%</sup>	Y-T-D:	-16.30%		
		Austin, Texas 7	8701-2796					
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L					
		2007	January	February	Marc
	2008 Total Y-T-D	Total Y-T-D			
last year:		52,400	52,400		
this year:	52,472	02,400	52,472		
	,	2007	January	February	Marc
	2008	Total Y-T-D	canaary	robradiy	mare
	Total Y-T-D				
last year:		35,198	35,198		
this year:	38,513		38,513		
		2007	January	February	Marc
	2008	Total Y-T-D			
	Total Y-T-D				
last year:		166,276	166,276		
this year:	151,781		151,781		
		2007	January	February	Marc
	2008	Total Y-T-D			
	Total Y-T-D				
last year:	44.000	15,373	15,373		
this year:	14,266		14,266		
		2007	January	February	Marc
	2008 Total Y-T-D	Total Y-T-D			
last year:		83,027	83,027		
this year:	82,760	05,027	82,760		
	02,: 00	2007	January	February	Marc
	2008	Total Y-T-D	January	rebiuary	ivial
	Total Y-T-D				
last year:		56,215	56,215		
this year:	55,267		55,267		
		2007	January	February	Marc
	2008	Total Y-T-D	-	-	
	Total Y-T-D				
last year:		63,105	63,105		
this year:	54,472	exas Daily Newspape	54,472		

		TDNA Linage Re January 2008		-	in alphabe Pa	<i>tical order</i> age 7 of 16			Linage Report nuary 2008	_
										B
April	May	June	July	August	September	October	November	December	GALVESTON County Daily News	26,2 26,2 26,2
									09/30/07 7-day avg circ: 26,238	26,2 26,2
April	May	June	July	August	September	October	November	December	HARLINGEN Valley Morning Star	23,4 23,4 23,4
									09/30/07 7-day avg circ: 23,418	23, 23,
April	May	June	July	August	September	October	November	December	HOUSTON Chronicle	54 <sup>-</sup> 54 <sup>-</sup> 54 <sup>-</sup>
									09/30/07 7-day avg circ: 541,603	54 <sup>-</sup> 54 <sup>-</sup>
April	May	June	July	August	September	October	November	December	MARSHALL News Messenger	6,9 6,9 6,9
									09/30/07 7-day avg circ: 6,959	6,9 6,9
April	May	June	July	August	September	October	November	December	MCALLEN The Monitor	43, 43, 43,
									09/30/07 7-day avg circ: 43,177	43, 43,
April	May	June	July	August	September	October	November	December	MIDLAND Reporter-Telegram	19, 19, 19, 19,
									09/30/07 7-day avg circ: 19,593	19, 19,
April	May	June	July	August	September	October	November	December	ODESSA American	23, 23, 23,
		Texas Dai	ily Newspaper A	ssociation				Texas Dail	09/30/07 7-day avg circ: 23 246 <b>y Newspaper Association</b>	23, 23,
		718 We	st Fifth Street, S tin, Texas 78701	Suite 200				718 Wes	t Fifth Street, Suite 200 n, Texas 78701-2796	

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		A Linago anuary	-	t	<i>in alphabetical order</i> Page 9 of 16
- <u>Classified</u> : legal, transient, real estate, auto, all other	in alpha order	ROP	SAU INC	HES	TOTAL REVENUE
classified <u>Political ads</u> in category for ate sold	Full-run paid a	id linage bille	ed per rate c	ard	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.
	I	2008	2007	+(-)%	\$\$\$+(-)%

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<u>Accumulating month totals</u> (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.

**Texas Daily Newspaper Association** 

718 West Fifth Street, Suite 200

Austin, Texas 78701-2796

**Texas Daily Newspaper Association** 718 West Fifth Street, Suite 200 Austin, Texas 78701-2796

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in alphabetical order Page 11 of 16 TDNA Linage Report January 2008 in alphabetical order Page 12 of 16

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**Texas Daily Newspaper Association** 

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	TD	NA Linag January	•	t	<i>in alphabetic</i> Page	al order 13 of 16			
- <u>Classified</u> : legal, transient, real estate, auto, all other	in alpha order	ROP SAU INCHES							
classified - <u>Political ads</u> in category for rate sold	<u>Full-run pa</u>	aid ad linage bil		ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.					
		2008	2007	+(-)%		\$\$\$+(-)%			
PLAINVIEW	National	315	208	51%	2008-2007				
Daily Herald	Retail	7,469	7,487	0%	ad revenue				
-	Classified	6,733	5,904	14%	percent change				
)9/30/07 7-day avg circ:	Month Total:	14,517	13,599	7%	Month:	14.00%			
5,051	Y-T-D Total:	14,517	13,599	7%	Y-T-D:	14.00%			
SAN ANGELO	National	2,910	3,025	-4%	2008-2007				
Standard-Times	Retail	16,106	16,558	-3%	ad revenue				
	Classified	22,471	20,990	7%	percent change				
09/30/07 7-day avg circ:	Month Total:	41,487	40,573	2%	Month:	-1.00%			
26,855	Y-T-D Total:	41,487	40,573	2%	Y-T-D:	-1.00%			
	National	9.370	8.767	7%	2008-2007				
Express-News	Retail	31,604	30,179	5%	ad revenue				
	Classified	72,009	71,591	1%	percent change				
09/30/07 7-day avg circ:	Month Total:	112,983	110,537	2%	Month:	-8.10%			
247,215	Y-T-D Total:	112,983	110,537	2%	Y-T-D:	-8.10%			
TEMPLE	National	,	,		2008-2007				
Daily Telegram	Retail	10,616	9.651	10%	ad revenue				
Sally Telegrann	Classified	8,136	7,883	3%	percent change				
09/30/07 7-day avg circ:	Month Total:	18,752	17,534	7%	Month:	1.00%			
19,711	Y-T-D Total:	18,752	17,534	7%	Y-T-D:	1.00%			
/ICTORIA	National	2,202	2,405	-8%	2008-2007				
Advocate	Retail	13,391	14.099	-5%	ad revenue				
lavooulo	Classified	25,440	24,422	4%	percent change				
09/30/07 7-day avg circ:	Month Total:	41,033	40,926	0%	Month:	4.40%			
31,619	Y-T-D Total:	41,033	40,926	0%	Y-T-D:	4.40%			
WACO	National	1.260	1.243	1%	2008-2007				
Tribune-Herald	Retail	21,485	26,183	-18%	ad revenue				
	Classified	27.139	28,474	-5%	percent change				
09/30/07 7-day avg circ:	Month Total:	49,884	55,900	-11%	Month:	-3.90%			
38,990	Y-T-D Total:	49,884	55,900	-11%	Y-T-D:	-3.90%			
WICHITA FALLS	National	3.178	4,522	-30%	2008-2007				
Times Record News	Retail	14,393	15,327	-6%	ad revenue				
	Classified	24,830	25,854	-4%	percent change				
09/30/07 7-day avg circ:	Month Total:	42,401	45,703	-7%	Month:	-11.50%			
30,096		42,401 as Daily Newspa 8 West Fifth Stro	45,703 per Association	י <sup>-7%</sup>	Y-T-D:	-11.50%			
	1	Austin, Texas 7							
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		2007	January	February	Marc
	2008	Total Y-T-D	January	rebluary	Marc
	Total Y-T-D				
last year:	i otali i i b	13,599	13,599		
this year:	14,517	·	14,517		
		2007	January	February	Marc
	2008	Total Y-T-D	-	-	
	Total Y-T-D				
last year:		40,573	40,573		
this year:	41,487		41,487		
		2007	January	February	Marc
	2008	Total Y-T-D			
	Total Y-T-D				
last year:		110,537	110,537		
this year:	112,983		112,983		
		2007	January	February	Marc
	2008	Total Y-T-D			
1	Total Y-T-D	47.504	47 504		
last year: this year:	18,752	17,534	17,534 18,752		
uns year.	10,752	2007	,	February	Marc
	2008	Total Y-T-D	January	February	Marc
	Total Y-T-D				
last year:		40,926	40,926		
this year:	41,033	,	41,033		
		2007	January	February	Marc
	2008	Total Y-T-D	2	-	
	Total Y-T-D				
last year:		55,900	55,900		
this year:	49,884		49,884		
		2007	January	February	Marc
	2008	Total Y-T-D			
	Total Y-T-D		15 36 5		
last year:	40 (04	45,703	45,703		
this year:	42.401	exas Daily Newspap	42,401		

			Linage I nuary 20	-	in alphabet Pag	tical order le 15 of 16				Linage Repo nuary 2008
April	May	June	July	August	September	October	_	November	December	PLAINVIEW Daily Herald
April	May	June	July	August	September	October		November	December	09/30/07 7-day avg circ: 5,051 SAN ANGELO
וווקרי	way	June	Suly	Augusi	Gepternber	Gubber		November	December	SAN ANGELO Standard-Times 09/30/07 7-day avg circ: 26,855
April	Мау	June	July	August	September	October		November	December	SAN ANTONIO Express-News
										09/30/07 7-day avg circ: 247,215
oril	May	June	July	August	September	October		November	December	TEMPLE Daily Telegram
										19,711
April	May	June	July	August	September	October		November	December	VICTORIA Advocate
										09/30/07 7-day avg circ: 31,619
April	May	June	July	August	September	October	-	November	December	WACO Tribune-Herald
										09/30/07 7-day avg circ: 38,990
April	May	June	July	August	September	October	-	November	December	WICHITA FALLS Times Record News
512) 476-43		718 We	ily Newspaper A st Fifth Street, S tin, Texas 78701	uite 200	hturrentine		12) 476-4351		718 Wes	09/30/07 7-day avg circ: 30,096 <b>y Newspaper Associatio</b> t Fifth Street, Suite 200 n, Texas 78701-2796

SORT BY CIRC 5,051 1 2 3 4 5,051 5,051 5,051 5,051 5 26,855 1 2 3 26,855 26,855 4 26,855 5 26,855 1 247,215 2 3 247,215 247,215 4 247,215 247,215 5 19,711 1 2 3 19,711 19,711 4 5 19,711 19,711 1 31,619 31,619 2 3 4 5 31,619 31,619 31,619 1 38,990 38,990 2 3 4 5 38,990 38,990 38,990 1 30,096 2 30,096 NS 3 4 30,096 30,096 5 30,096 ation 00

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