

TDNA Linage Report January 2008

in alphabetical order
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-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, T.M.C. inserts, zoned, direct mail, pre-prints, etc.

		2008	2007	+(-)%	2008-2007
					\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	3,572	4,186	-15%	2008-2007
	Retail	13,332	14,998	-11%	ad revenue
	Classified	36,043	40,803	-12%	percent change
	Month Total:	52,947	59,987	-12%	Month: -5.50%
09/30/07 7-day avg circ:					
31,917				Y-T-D: -5.50%	
Y-T-D Total:	52,947	59,987	-12%		
AUSTIN <i>American-Statesman</i>	National	4,892	5,051	-3%	2008-2007
	Retail	50,221	54,562	-8%	ad revenue
	Classified	39,066	46,300	-16%	percent change
	Month Total:	94,179	105,913	-11%	Month: -11%
09/30/07 7-day avg circ:					
174,350				Y-T-D: -11%	
Y-T-D Total:	94,179	105,913	-11%		
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:	
Y-T-D Total:					
CORPUS CHRISTI <i>Caller-Times</i>	National	3,435	3,265	5%	2008-2007
	Retail	22,463	24,360	-8%	ad revenue
	Classified	50,658	47,553	7%	percent change
	Month Total:	76,556	75,178	2%	Month: -3.00%
09/30/07 7-day avg circ:					
55,401				Y-T-D: -3.00%	
Y-T-D Total:	76,556	75,178	2%		
DALLAS <i>Morning News</i>	National	12,967	12,672	2%	2008-2007
	Retail	48,135	53,332	-10%	ad revenue
	Classified	68,124	86,824	-22%	percent change
	Month Total:	129,226	152,828	-15%	Month: -10.10%
09/30/07 7-day avg circ:					
415,007				Y-T-D: -10.10%	
Y-T-D Total:	129,226	152,828	-15%		
DENTON <i>Record-Chronicle</i>	National				2008-2007
	Retail	19,616	18,038	9%	ad revenue
	Classified	36,172	38,821	-7%	percent change
	Month Total:	55,788	56,859	-2%	Month: 8.00%
09/30/07 7-day avg circ:					
13,456				Y-T-D: 8.00%	
Y-T-D Total:	55,788	56,859	-2%		
EL PASO <i>Times</i>	National	877	1,066	-18%	2008-2007
	Retail	30,431	33,342	-9%	ad revenue
	Classified	61,493	58,962	4%	percent change
	Month Total:	92,801	93,370	-1%	Month:
09/30/07 7-day avg circ:					
72,945				Y-T-D: -1%	
Y-T-D Total:	92,801	93,370	-1%		

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

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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	19,734	18,520	7%	ad revenue
	Classified	32,738	33,880	-3%	percent change
09/30/07 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 <i>Valley Morning Star</i>	National	2,797	2,275	23%	2008-2007
	Retail	20,820	17,527	19%	ad revenue
	Classified	14,896	15,396	-3%	percent change
09/30/07 7-day avg circ:	Month Total:	38,513	35,198	9%	Month:
23,418	Y-T-D Total:	38,513	35,198	9%	Y-T-D:
HOUSTON <i>Chronicle</i>	National	19,367	24,243	-20%	2008-2007
	Retail	46,647	47,948	-3%	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:
541,603	Y-T-D Total:	151,781	166,276	-9%	Y-T-D:
MARSHALL <i>News Messenger</i>	National	164	9	1722%	2008-2007
	Retail	6,805	9,322	-27%	ad revenue
	Classified	7,297	6,042	21%	percent change
09/30/07 7-day avg circ:	Month Total:	14,266	15,373	-7%	Month:
6,959	Y-T-D Total:	14,266	15,373	-7%	Y-T-D:
MCALLEN <i>The Monitor</i>	National	2,965	2,506	18%	2008-2007
	Retail	41,631	44,300	-6%	ad revenue
	Classified	38,164	36,221	5%	percent change
09/30/07 7-day avg circ:	Month Total:	82,760	83,027	0%	Month:
43,177	Y-T-D Total:	82,760	83,027	0%	Y-T-D:
MIDLAND <i>Reporter-Telegram</i>	National	511	1,192	-57%	2008-2007
	Retail	27,150	29,068	-7%	ad revenue
	Classified	27,606	25,955	6%	percent change
09/30/07 7-day avg circ:	Month Total:	55,267	56,215	-2%	Month:
19,593	Y-T-D Total:	55,267	56,215	-2%	Y-T-D:
ODESSA <i>American</i>	National	4,096	4,356	-6%	2008-2007
	Retail	25,853	35,806	-28%	ad revenue
	Classified	24,523	22,943	7%	percent change
09/30/07 7-day avg circ:	Month Total:	54,472	63,105	-14%	Month:
23,246	Y-T-D Total:	54,472	63,105	-14%	Y-T-D:

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	2008	2007	January	February	March
	Total Y-T-D	Total Y-T-D			
last year:		52,400	52,400		
this year:	52,472		52,472		
	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:		166,276	166,276		
this year:	151,781		151,781		
	Total Y-T-D	Total Y-T-D			
last year:		15,373	15,373		
this year:	14,266		14,266		
	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:		56,215	56,215		
this year:	55,267		55,267		
	Total Y-T-D	Total Y-T-D			
last year:		63,105	63,105		
this year:	54,472		54,472		

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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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SORT
BY CIRC

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TOTAL REVENUE

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		2008	2007	+(-)%	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
09/30/07 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%
SAN ANTONIO	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
	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%
VICTORIA	National	2,202	2,405	-8%	2008-2007
Advocate	Retail	13,391	14,099	-5%	ad revenue
	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	Y-T-D Total:	42,401	45,703	-7%	Y-T-D: -11.50%

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	2008	2007	January	February	March
	Total Y-T-D	Total Y-T-D			
PLAINVIEW					
Daily Herald					
last year:		13,599	13,599		
this year:	14,517		14,517		
SAN ANGELO					
Standard-Times					
last year:		40,573	40,573		
this year:	41,487		41,487		
SAN ANTONIO					
Express-News					
last year:		110,537	110,537		
this year:	112,983		112,983		
TEMPLE					
Daily Telegram					
last year:		17,534	17,534		
this year:	18,752		18,752		
VICTORIA					
Advocate					
last year:		40,926	40,926		
this year:	41,033		41,033		
WACO					
Tribune-Herald					
last year:		55,900	55,900		
this year:	49,884		49,884		
WICHITA FALLS					
Times Record News					
last year:		45,703	45,703		
this year:	42,401		42,401		

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