

TDNA Linage Report
December 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

		2008	2007	+(-)%	TOTAL REVENUE
					ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.
					\$\$\$+(-)%
ABILENE	National	2,333	5,085	-54%	2008-2007
Reporter-News	Retail	13,307	20,471	-35%	ad revenue
	Classified	25,988	41,513	-37%	percent change
2008 7-day avg circ:	Month Total:	41,628	67,069	-38%	Month: -30.60%
30,497	Y-T-D Total:	671,829	682,480	-2%	Y-T-D: -12.10%
AUSTIN	National	4,455	5,452	-18%	2008-2007
American-	Retail	76,226	87,091	-12%	ad revenue
Statesman	Classified	27,593	46,854	-41%	percent change
2008 7-day avg circ:	Month Total:	108,274	139,397	-22%	Month:
166,251	Y-T-D Total:	1,419,820	1,415,058	0%	Y-T-D:
CORPUS CHRISTI	National	1,909	2,501	-24%	2008-2007
Caller-Times	Retail	28,673	36,297	-21%	ad revenue
	Classified	31,344	53,038	-41%	percent change
2008 7-day avg circ:	Month Total:	61,926	91,836	-33%	Month: -26.10%
56,210	Y-T-D Total:	985,416	934,297	5%	Y-T-D: -12.00%
DALLAS	National	17,819	21,558	-17%	2008-2007
Morning News	Retail	64,259	71,772	-10%	ad revenue
	Classified	48,835	75,046	-35%	percent change
2008 7-day avg circ:	Month Total:	130,913	168,376	-22%	Month: -26.50%
386,188	Y-T-D Total:	1,731,438	1,834,952	-6%	Y-T-D: -18.90%
DENTON	National	N/A	N/A		2008-2007
Record-Chronicle	Retail	24,275	28,380	-14%	ad revenue
	Classified	30,597	47,851	-36%	percent change
2008 7-day avg circ:	Month Total:	54,872	76,231	-28%	Month: -3.00%
12,764	Y-T-D Total:	no Oct. data			Y-T-D: -5.00%
EL PASO	National	768	939	-18%	2008-2007
Times	Retail	44,467	34,277	30%	ad revenue
	Classified	70,477	43,797	61%	percent change
2008 7-day avg circ:	Month Total:	115,712	79,013	46%	Month:
78,589	Y-T-D Total:	1,104,441	1,161,900	-5%	Y-T-D:
GALVESTON	National				2008-2007
County Daily News	Retail	20,238	23,171	-13%	ad revenue
	Classified	29,233	31,015	-6%	percent change
2008 7-day avg circ:	Month Total:	49,471	54,186	-9%	Month:
25,320	Y-T-D Total:	650,255	649,348	0%	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.

		2007	January	February	March	April
		2008				
		Total Y-T-D				
<i>last year:</i>		682,480	59,987	59,694	65,069	64,047
<i>this year:</i>		671,829	52,947	56,007	56,490	52,655
<i>last year:</i>		1,415,058	105,913	113,116	139,426	123,518
<i>this year:</i>		1,419,820	94,179	107,447	124,892	113,269
<i>last year:</i>		934,297	75,178	77,751	83,251	89,846
<i>this year:</i>		985,416	76,556	80,984	82,828	77,780
<i>last year:</i>		1,834,952	152,828	153,603	181,364	170,684
<i>this year:</i>		1,731,438	129,226	136,054	146,457	132,921
<i>last year:</i>		697,862	56,859	55,699	69,197	70,534
<i>this year:</i>		757,403	55,788	60,570	65,075	67,289
<i>last year:</i>		1,161,900	93,370	95,808	100,675	96,972
<i>this year:</i>		1,104,441	92,801	94,885	103,191	90,861
<i>last year:</i>		649,348	52,400	50,222	65,678	58,101
<i>this year:</i>		650,255	52,472	49,015	62,158	53,153

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May	June	July	August	September	October	November
67,640	63,043	60,603	61,739	44,108	46,268	48,654
58,841	49,733	48,758	54,720	60,018	53,456	61,135
May	June	July	August	September	October	November
129,708	123,097	119,520	122,475	101,465	113,878	114,668
124,070	112,436	107,089	120,597	126,262	118,338	131,844
May	June	July	August	September	October	November
90,857	90,108	86,255	85,202	61,174	69,508	63,241
93,746	78,828	70,734	77,564	84,386	84,415	85,759
May	June	July	August	September	October	November
165,123	166,769	159,700	159,704	128,901	132,110	133,253
143,878	131,828	123,601	134,477	166,158	158,987	159,475
May	June	July	August	September	October	November
65,095	63,792	69,433	72,241	60,957	0	59,183
70,100	62,014	63,428	66,984	73,695	0	96,229
May	June	July	August	September	October	November
102,131	96,710	99,907	98,731	75,707	75,754	110,423
96,454	89,303	83,147	85,746	106,980	100,170	81,890
May	June	July	August	September	October	November
59,573	47,573	57,789	63,119	31,795	55,617	58,010
53,887	47,894	49,341	51,611	58,274	60,872	57,392

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		SORT BY CIRC	
December	ABILENE	31,917	1
	Reporter-News	31,917	2
		31,917	3
41,628	2008 7-day avg circ:	31,917	4
67,069	31,917	31,917	5
December	AUSTIN	174,350	1
	American-	174,350	2
	Statesman	174,350	3
108,274	2008 7-day avg circ:	174,350	4
139,397	174,350	174,350	5
December	CORPUS CHRISTI	55,401	1
	Caller-Times	55,401	2
		55,401	3
61,926	2008 7-day avg circ:	55,401	4
91,836	55,401	55,401	5
December	DALLAS	415,007	1
	Morning News	415,007	2
		415,007	3
130,913	2008 7-day avg circ:	415,007	4
168,376	415,007	415,007	5
December	DENTON	13,456	1
	Record-Chronicle	13,456	2
		13,456	3
54,872	2008 7-day avg circ:	13,456	4
76,231	13,456	13,456	5
December	EL PASO	72,945	1
	Times	72,945	2
		72,945	3
115,712	2008 7-day avg circ:	72,945	4
79,013	72,945	72,945	5
December	GALVESTON	26,238	1
	County Daily News	26,238	2
		26,238	3
49,471	2008 7-day avg circ:	26,238	4
54,186	26,238	26,238	5

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ROP SAU INCHES

Full-run paid ad lineage billed per rate card

		2008	2007	+(-)%	TOTAL REVENUE
					ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.
					\$\$\$+(-)%
HOUSTON Chronicle	National	30,073	29,950	0%	2008-2007 ad revenue percent change Month: -7.50% Y-T-D: -13.60%
	Retail	85,526	92,652	-8%	
	Classified	99,968	106,698	-6%	
	Month Total:	215,567	229,300	-6%	
2008 7-day avg circ:					
491,275		2,167,388	2,239,394	-3%	
	Y-T-D Total:				
MARSHALL News Messenger	National	64	13	392%	2008-2007 ad revenue percent change Month: -11.74% Y-T-D: 2.47%
	Retail	8,044	10,495	-23%	
	Classified	4,997	6,522	-23%	
	Month Total:	13,105	17,030	-23%	
2008 7-day avg circ:					
6,811		196,079	178,908	10%	
	Y-T-D Total:				
MCALLEN The Monitor	National	3,482	5,033	-31%	2008-2007 ad revenue percent change Month: -29.00% Y-T-D: -16.00%
	Retail	53,341	65,460	-19%	
	Classified	37,163	46,499	-20%	
	Month Total:	93,986	116,992	-20%	
2008 7-day avg circ:					
42,052		1,089,558	1,082,299	1%	
	Y-T-D Total:				
ODESSA American	National	1,879	4,356	-57%	2008-2007 ad revenue percent change Month: -29.40% Y-T-D: -10.19%
	Retail	29,758	35,806	-17%	
	Classified	14,708	22,943	-36%	
	Month Total:	46,345	63,105	-27%	
2008 7-day avg circ:					
22,616		697,940	707,133	-1%	
	Y-T-D Total:				
PLAINVIEW Daily Herald	National	292	127	130%	2008-2007 ad revenue percent change Month: 3.00% Y-T-D: 7.00%
	Retail	11,829	12,184	-3%	
	Classified	7,789	8,988	-13%	
	Month Total:	19,910	21,299	-7%	
2008 7-day avg circ:					
4,660		209,161	219,435	-5%	
	Y-T-D Total:				
SAN ANGELO Standard-Times	National	2,541	3,693	-31%	2008-2007 ad revenue percent change Month: -16.00% Y-T-D: -10.00%
	Retail	19,100	24,238	-21%	
	Classified	23,356	25,730	-9%	
	Month Total:	44,997	53,661	-16%	
2008 7-day avg circ:					
25,649		581,479	547,999	6%	
	Y-T-D Total:				
SAN ANTONIO Express-News	National	9,086	11,936	-24%	2008-2007 ad revenue percent change Month: -25.10% Y-T-D: -19.50%
	Retail	46,725	59,952	-22%	
	Classified	66,619	98,669	-32%	
	Month Total:	122,430	170,557	-28%	
2008 7-day avg circ:					
226,739		1,535,224	1,500,256	2%	
	Y-T-D Total:				

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(producing Y-T-D totals within report and Y-T-D % change)
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		2007	January	February	March	April
		2008				
		Total Y-T-D				
last year:		2,239,394	166,276	184,010	228,968	182,703
this year:		2,167,388	151,781	159,868	199,558	158,605
MARSHALL News Messenger		2007	January	February	March	April
		2008				
		Total Y-T-D				
	last year:	178,908	15,373	13,788	17,282	14,967
this year:	196,079	14,266	16,174	20,367	16,976	
MCALLEN The Monitor		2007	January	February	March	April
		2008				
		Total Y-T-D				
	last year:	1,082,299	83,027	87,991	99,103	92,987
this year:	1,089,558	82,760	85,813	96,076	82,624	
ODESSA American		2007	January	February	March	April
		2008				
		Total Y-T-D				
	last year:	707,133	63,105	58,068	64,893	68,999
this year:	697,940	54,472	52,943	59,345	58,133	
PLAINVIEW Daily Herald		2007	January	February	March	April
		2008				
		Total Y-T-D				
	last year:	219,435	13,599	15,134	24,537	16,790
this year:	209,161	14,517	15,689	21,378	14,080	
SAN ANGELO Standard-Times		2007	January	February	March	April
		2008				
		Total Y-T-D				
	last year:	547,999	40,573	48,851	48,087	46,071
this year:	581,479	41,487	49,723	48,923	48,487	
SAN ANTONIO Express-News		2007	January	February	March	April
		2008				
		Total Y-T-D				
	last year:	1,500,256	110,537	124,982	154,257	114,430
this year:	1,535,224	112,983	116,854	150,515	117,702	

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May	June	July	August	September	October	November
183,564	224,219	170,376	166,318	189,787	161,846	165,760
170,706	203,673	156,781	155,841	215,099	181,325	184,851
May	June	July	August	September	October	November
15,512	15,187	14,326	15,643	13,280	14,684	15,761
17,072	15,879	16,015	17,485	14,952	15,465	14,398
May	June	July	August	September	October	November
94,795	93,827	96,014	99,598	74,190	78,049	88,732
90,572	77,164	65,862	82,659	98,481	101,942	108,613
May	June	July	August	September	October	November
68,407	60,061	57,938	59,198	54,202	52,514	53,403
60,457	54,731	52,436	55,481	61,440	61,760	63,637
May	June	July	August	September	October	November
14,694	20,279	14,832	19,737	20,014	16,345	23,564
14,029	19,824	16,142	16,076	19,737	19,285	17,105
May	June	July	August	September	October	November
49,525	48,046	45,674	46,129	40,185	44,256	45,605
51,604	46,337	43,297	47,787	47,329	51,015	51,829
May	June	July	August	September	October	November
131,176	163,044	119,982	125,542	133,540	103,176	97,160
117,970	136,251	106,498	103,513	151,171	122,448	128,762

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December	HOUSTON Chronicle	541,603	1
		541,603	2
		541,603	3
215,567	2008 7-day avg circ:	541,603	4
229,300	541,603	541,603	5
December	MARSHALL News Messenger	6,959	1
		6,959	2
		6,959	3
13,105	2008 7-day avg circ:	6,959	4
17,030	6,959	6,959	5
December	MCCALLEN The Monitor	43,177	1
		43,177	2
		43,177	3
93,986	2008 7-day avg circ:	43,177	4
116,992	43,177	43,177	5
December	ODESSA American	23,246	1
		23,246	2
		23,246	3
46,345	2008 7-day avg circ:	23,246	4
63,105	23,246	23,246	5
December	PLAINVIEW Daily Herald	5,051	1
		5,051	2
		5,051	3
19,910	2008 7-day avg circ:	5,051	4
21,299	5,051	5,051	5
December	SAN ANGELO Standard-Times	26,855	1
		26,855	2
		26,855	3
44,997	2008 7-day avg circ:	26,855	4
53,661	26,855	26,855	5
December	SAN ANTONIO Express-News	247,215	1
		247,215	2
		247,215	3
122,430	2008 7-day avg circ:	247,215	4
170,557	247,215	247,215	5

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ROP SAU INCHES

Full-run paid ad lineage billed per rate card

		2008	2007	+(-)%		
					\$\$\$+(-)%	
TEMPLE	National	144	12	1100%	2008-2007	
Daily Telegram	Retail	21,138	25,059	-16%	ad revenue	
	Classified	7,072	14,173	-50%	percent change	
2008 7-day avg circ:	Month Total:	28,354	39,244	-28%	Month:	-25.00%
19,972	Y-T-D Total:	Missing data			Y-T-D:	-16.00%
VICTORIA	National	1,461	481	204%	2008-2007	
Advocate	Retail	18,329	21,469	-15%	ad revenue	
	Classified	16,633	28,234	-41%	percent change	
2008 7-day avg circ:	Month Total:	36,423	50,184	-27%	Month:	-19.10%
33,243	Y-T-D Total:	520,624	506,446	3%	Y-T-D:	-5.90%
WACO	National	1,353	2,069	-35%	2008-2007	
Tribune-Herald	Retail	26,138	33,491	-22%	ad revenue	
	Classified	19,089	31,261	-39%	percent change	
2008 7-day avg circ:	Month Total:	46,580	66,821	-30%	Month:	-20.50%
37	Y-T-D Total:	687,458	674,674	2%	Y-T-D:	-13.50%
WICHITA FALLS	National	2,910	6,383	-54%	2008-2007	
Times Record News	Retail	18,353	18,724	-2%	ad revenue	
	Classified	23,907	28,710	-17%	percent change	
2008 7-day avg circ:	Month Total:	45,170	53,817	-16%	Month:	-14.00%
28,406	Y-T-D Total:	597,965	592,076	1%	Y-T-D:	-14.00%

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		2007	January	February	March	April
		2008				
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>		314,192	17,534	36,687	42,054	41,172
<i>this year:</i>		296,754	18,752	31,128	36,441	33,575
<hr/>						
		2007	January	February	March	April
		2008				
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>		506,446	40,926	38,299	46,904	42,112
<i>this year:</i>		520,624	41,033	41,047	46,379	39,212
<hr/>						
		2007	January	February	March	April
		2008				
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>		674,674	55,900	59,537	61,536	59,369
<i>this year:</i>		687,458	49,884	55,010	59,991	53,192
<hr/>						
		2007	January	February	March	April
		2008				
		Total Y-T-D	Total Y-T-D			
<i>last year:</i>		592,076	45,703	48,777	50,088	52,945
<i>this year:</i>		597,965	42,401	49,241	52,333	49,303

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37,143	40,451	37,373	10,858	22,566	0	0
36,217	32,368	29,131	8,248	31,650	0	0
May	June	July	August	September	October	November
50,617	44,313	44,525	43,818	35,954	43,852	38,703
45,555	38,416	40,450	41,390	43,022	47,626	46,310
May	June	July	August	September	October	November
67,952	58,949	59,300	63,745	46,864	45,260	49,682
62,955	51,929	48,519	53,706	65,919	57,404	62,128
May	June	July	August	September	October	November
59,316	51,983	51,010	56,878	42,320	42,716	45,170
53,088	48,866	43,585	49,459	52,918	49,137	53,817

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December	TEMPLE	19,711	1
	Daily Telegram	19,711	2
		19,711	3
	28,354 2008 7-day avg circ:	19,711	4
	39,244 19,711	19,711	5
December	VICTORIA	31,619	1
	Advocate	31,619	2
		31,619	3
	36,423 2008 7-day avg circ:	31,619	4
	50,184 31,619	31,619	5
December	WACO	38,990	1
	Tribune-Herald	38,990	2
		38,990	3
	46,580 2008 7-day avg circ:	38,990	4
	66,821 38,990	38,990	5
December	WICHITA FALLS	30,096	1
	Times Record News	30,096	2
		30,096	3
	45,170 2008 7-day avg circ:	30,096	4
	53,817 30,096	30,096	5

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