

TDNA Linage Report August 2006

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

		2006	2005	+(-)%	\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	4,688	5,174	-9%	2006-2005 ad revenue percent change Month: 3.62% Y-T-D: 4.42%
	Retail	17,312	17,684	-2%	
	Classified	47,211	41,933	13%	
	05 class/ret reflect partrun in.	Month Total: 69,211	64,791	7%	
09/30/05 7-day avg circ:	33,583	Y-T-D Total: 549,829	501,474	10%	
AUSTIN <i>American-Statesman</i>	National	5,556	3,026	84%	2006-2005 ad revenue percent change Month: 1% Y-T-D: -4%
	Retail	51,411	51,858	-1%	
	Classified	57,695	58,123	-1%	
	09/30/05 7-day avg circ:	186,539	Month Total: 114,662	113,007	
09/30/05 7-day avg circ:	186,539	Y-T-D Total: 918,475	953,162	-4%	
BEAUMONT <i>Enterprise</i>	National	3,725	1,524	144%	2006-2005 ad revenue percent change Month: 4% Y-T-D: 8%
	Retail	28,443	30,992	-8%	
	Classified	25,385	22,872	11%	
	09/30/05 7-day avg circ:	55,444	Month Total: 57,553	55,388	
09/30/05 7-day avg circ:	55,444	Y-T-D Total: 526,519	486,357	8%	
CORPUS CHRISTI <i>Caller-Times</i>	National	3,174	3,894	-18%	2006-2005 ad revenue percent change Month: -10.60% Y-T-D: -9.30%
	Retail	28,256	28,115	1%	
	Classified	52,004	49,776	4%	
	09/30/05 7-day avg circ:	56,267	Month Total: 83,434	81,785	
09/30/05 7-day avg circ:	56,267	Y-T-D Total: 676,821	626,985	8%	
DALLAS <i>Morning News</i>	National	21,146	22,794	-7%	2006-2005 ad revenue percent change Month: -5.60% Y-T-D: -4.70%
	Retail	62,821	67,989	-8%	
	Classified	105,185	123,631	-15%	
	09/30/05 7-day avg circ:	492,731	Month Total: 189,152	214,414	
09/30/05 7-day avg circ:	492,731	Y-T-D Total: 1,593,454	1,790,406	-11%	
DENTON <i>Record-Chronicle</i>	National				2006-2005 ad revenue percent change Month: -2.00% Y-T-D: 4.00%
	Retail	21,521	21,768	-1%	
	Classified	41,622	42,938	-3%	
	09/30/05 7-day avg circ:	14,421	Month Total: 63,143	64,706	
09/30/05 7-day avg circ:	14,421	Y-T-D Total: 554,956	527,489	5%	

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

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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
ABILENE <i>Reporter-News</i>		2006	2005			
		Total Y-T-D	Total Y-T-D			
	last year:		501,474	56,680	56,252	63,764
	this year:	549,829		62,045	65,203	69,817
AUSTIN <i>American-Statesman</i>		2006	2005			
		Total Y-T-D	Total Y-T-D			
	last year:		953,162	114,903	112,533	121,630
	this year:	918,475		107,385	108,033	119,831
BEAUMONT <i>Enterprise</i>		2006	2005			
		Total Y-T-D	Total Y-T-D			
	last year:		486,357	51,718	61,872	73,499
	this year:	526,519		60,503	64,594	87,039
CORPUS CHRISTI <i>Caller-Times</i>		2006	2005			
		Total Y-T-D	Total Y-T-D			
	last year:		626,985	74,836	71,374	78,675
	this year:	676,821		74,669	79,867	91,800
DALLAS <i>Morning News</i>		2006	2005			
		Total Y-T-D	Total Y-T-D			
	last year:		1,790,406	204,273	216,486	224,163
	this year:	1,593,454		194,514	188,228	206,945
DENTON <i>Record-Chronicle</i>		2006	2005			
		Total Y-T-D	Total Y-T-D			
	last year:		527,489	59,787	66,325	64,157
	this year:	554,956		59,310	57,305	76,255

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April	May	June	July	August	September	October
62,733	67,136	64,186	65,932	64,791		
76,019	71,441	67,279	68,814	69,211		
April	May	June	July	August	September	October
123,769	136,983	112,800	117,537	113,007		
119,053	122,238	114,092	113,181	114,662		
April	May	June	July	August	September	October
58,335	59,687	69,833	56,025	55,388		
60,289	64,989	75,928	55,624	57,553		
April	May	June	July	August	September	October
78,592	86,661	74,458	80,604	81,785		
87,340	87,598	82,451	89,662	83,434		
April	May	June	July	August	September	October
237,654	241,694	208,357	243,365	214,414		
204,350	211,519	201,560	197,186	189,152		
April	May	June	July	August	September	October
68,327	68,894	64,589	70,704	64,706		
80,692	81,369	76,693	60,189	63,143		

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		SORT BY CIRC		
November	December	ABILENE Reporter-News	33,583	1
			33,583	2
			33,583	3
		09/30/05 7-day avg circ:	33,583	4
			33,583	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	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	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	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	5
November	December	DENTON Record-Chronicle	14,421	1
			14,421	2
			14,421	3
		09/30/05 7-day avg circ:	14,421	4
			14,421	5

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ROP SAU INCHES

TOTAL REVENUE

Full-run paid ad lineage billed per rate card

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

		2006	2005	+(-)%		
					\$\$\$+(-)%	
EL PASO Times	National	534	947	-44%	2006-2005	
	Retail	38,402	42,443	-10%	ad revenue	
	Classified	63,580	60,110	6%	percent change	
	Month Total:	102,516	103,500	-1%	Month:	
09/30/05 7-day avg circ:				Y-T-D:		
74,396						
	Y-T-D Total:	876,205	858,772	2%		
GALVESTON County Daily News	National				2006-2005	
	Retail	21,089	24,044	-12%	ad revenue	
	Classified	42,150	40,180	5%	percent change	
	Month Total:	63,239	64,224	-2%	Month:	
09/30/05 7-day avg circ:				Y-T-D:		
27,633						
	Y-T-D Total:	493,637	545,609	-10%		
HARLINGEN Valley Morning Star	National	4,087	4,043	1%	2006-2005	
	Retail	19,572	26,959	-27%	ad revenue	
	Classified	21,871	22,323	-2%	percent change	
	Month Total:	45,530	53,325	-15%	Month:	6.00%
09/30/05 7-day avg circ:				Y-T-D:	7.00%	
27,580						
	Y-T-D Total:	368,083	374,470	-2%		
HOUSTON Chronicle	National	25,213	25,336	0%	2006-2005	
	Retail	56,151	53,604	5%	ad revenue	
	Classified	99,822	122,226	-18%	percent change	
	Month Total:	181,186	201,166	-10%	Month:	-3.83%
09/30/05 7-day avg circ:				Y-T-D:	-2.36%	
591,785						
	Y-T-D Total:	1,632,285	1,819,785	-10%		
MARSHALL News Messenger	National	137	11	1145%	2006-2005	
	Retail	8,915	9,680	-8%	ad revenue	
	Classified	6,501	5,713	14%	percent change	
	Month Total:	15,553	15,404	1%	Month:	-5.00%
09/30/05 7-day avg circ:				Y-T-D:	-5.80%	
7,024						
	Y-T-D Total:	123,952	135,699	-9%		
MCALLEN The Monitor	National	4,012	4,317	-7%	2006-2005	
	Retail	40,842	36,746	11%	ad revenue	
	Classified	46,656	16,334	186%	percent change	
	Month Total:	91,510	57,397	59%	Month:	12.00%
09/30/05 7-day avg circ:				Y-T-D:	10.00%	
43,111						
	Y-T-D Total:					

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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
<i>last year:</i>	2006					
	Total Y-T-D					
	876,205	858,772	114,076	94,558	101,634	
<i>this year:</i>						
			102,852	105,627	109,011	
<i>last year:</i>	2006					
	Total Y-T-D					
	493,637	545,609	63,116	60,912	76,393	
<i>this year:</i>						
			54,925	55,017	67,445	
<i>last year:</i>	2006					
	Total Y-T-D					
	368,083	374,470	44,594	43,039	51,769	
<i>this year:</i>						
			46,783	43,962	49,149	
<i>last year:</i>	2006					
	Total Y-T-D					
	1,632,285	1,819,785	202,777	213,698	265,332	
<i>this year:</i>						
			189,574	188,152	239,409	
<i>last year:</i>	2006					
	Total Y-T-D					
	123,952	135,699	16,200	16,282	22,092	
<i>this year:</i>						
			14,849	13,933	17,812	
<i>last year:</i>	2006					
	Total Y-T-D					
	648,054	417,386	60,230	56,641	61,414	
<i>this year:</i>						
			87,334	87,659	95,966	

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April	May	June	July	August	September	October
110,745	116,145	104,069	114,045	103,500		
114,418	121,490	110,552	109,739	102,516		
April	May	June	July	August	September	October
72,018	74,741	66,763	67,442	64,224		
62,037	65,808	62,381	62,785	63,239		
April	May	June	July	August	September	October
48,313	49,241	42,997	41,192	53,325		
45,920	48,132	44,857	43,750	45,530		
April	May	June	July	August	September	October
218,099	228,394	281,127	209,192	201,166		
192,437	203,469	254,034	184,024	181,186		
April	May	June	July	August	September	October
17,308	16,989	15,764	15,660	15,404		
14,786	17,446	15,130	14,443	15,553		
April	May	June	July	August	September	October
56,594	65,296	0	59,814	57,397		
95,642	94,964	0	94,979	91,510		

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		SORT BY CIRC	
November	December	EL PASO Times	
		74,396	1
		74,396	2
		74,396	3
		09/30/05 7-day avg circ:	4
		74,396	5
November	December	GALVESTON County Daily News	
		27,633	1
		27,633	2
		27,633	3
		09/30/05 7-day avg circ:	4
		27,633	5
November	December	HARLINGEN Valley Morning Star	
		27,580	1
		27,580	2
		27,580	3
		09/30/05 7-day avg circ:	4
		27,580	5
November	December	HOUSTON Chronicle	
		591,785	1
		591,785	2
		591,785	3
		09/30/05 7-day avg circ:	4
		591,785	5
November	December	MARSHALL News Messenger	
		7,024	1
		7,024	2
		7,024	3
		09/30/05 7-day avg circ:	4
		7,024	5
November	December	MCALLEN The Monitor	
		43,111	1
		43,111	2
		43,111	3
		09/30/05 7-day avg circ:	4
		43,111	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
					\$\$\$+(-)%
MIDLAND	National	1,480	1,251	18%	2006-2005
Reporter-Telegram	Retail	33,166	31,693	5%	ad revenue
	Classified	32,797	30,197	9%	percent change
09/30/05 7-day avg circ:	Month Total:	67,443	63,141	7%	Month: 13.60%
20,121	Y-T-D Total:	545,518	497,114	10%	Y-T-D: 11.00%
ODESSA	National	2,719	4,357	-38%	2006-2005
American	Retail	31,110	29,053	7%	ad revenue
	Classified	34,510	28,812	20%	percent change
09/30/05 7-day avg circ:	Month Total:	68,339	62,222	10%	Month: 16.00%
25,016	Y-T-D Total:	523,886	488,279	7%	Y-T-D: 13.00%
PLAINVIEW	National	383	396	-3%	2006-2005
Daily Herald	Retail	10,854	13,033	-17%	ad revenue
	Classified	10,277	6,385	61%	percent change
09/30/05 7-day avg circ:	Month Total:	21,514	19,814	9%	Month: -1.00%
5,317	Y-T-D Total:	162,485	156,792	4%	Y-T-D: 2.00%
SAN ANGELO	National	2,777	4,238	-34%	2006-2005
Standard-Times	Retail	20,680	18,209	14%	ad revenue
	Classified	26,144	28,569	-8%	percent change
09/30/05 7-day avg circ:	Month Total:	49,601	51,016	-3%	Month: 10.00%
27,129	Y-T-D Total:	383,865	386,933	-1%	Y-T-D: 6.00%
SAN ANTONIO	National	10,145	9,461	7%	2006-2005
Express-News	Retail	35,282	38,579	-9%	ad revenue
	Classified	88,998	92,357	-4%	percent change
09/30/05 7-day avg circ:	Month Total:	134,425	140,397	-4%	Month: 4.80%
255,912	Y-T-D Total:	1,138,584	1,192,555	-5%	Y-T-D: 2.00%
TEMPLE	National	160	112	43%	2006-2005
Daily Telegram	Retail	26,575	27,234	-2%	ad revenue
	Classified	15,648	13,962	12%	percent change
09/30/05 7-day avg circ:	Month Total:	42,383	41,308	3%	Month: 5.95%
19,597	Y-T-D Total:	310,693	315,414	-1%	Y-T-D: 0.00%

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(producing Y-T-D totals within report and Y-T-D % change)
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		2006	2005	January	February	March
		Total Y-T-D				
last year:			497,114	51,954	58,554	73,859
this year:		545,518		54,267	59,716	75,672
last year:			488,279	54,489	51,618	60,462
this year:		523,886		58,904	58,001	67,629
last year:			156,792	15,271	18,865	25,590
this year:		162,485		14,829	20,271	26,980
last year:			386,933	43,906	46,295	44,116
this year:		383,865		43,747	48,940	47,859
last year:			1,192,555	130,758	138,605	184,680
this year:		1,138,584		129,532	127,541	172,911
last year:			315,414	39,188	37,933	41,119
this year:		310,693		36,689	36,490	39,352

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59,757	61,979	71,940	55,930	63,141		
65,319	70,602	88,138	64,361	67,443		
April	May	June	July	August	September	October
63,838	67,260	60,068	68,322	62,222		
69,576	66,465	65,985	68,987	68,339		
April	May	June	July	August	September	October
18,052	17,607	20,863	20,730	19,814		
17,329	18,726	23,575	19,261	21,514		
April	May	June	July	August	September	October
45,734	54,099	50,463	51,304	51,016		
46,948	47,573	51,750	47,447	49,601		
April	May	June	July	August	September	October
138,143	145,828	182,993	131,151	140,397		
130,462	134,764	177,067	131,882	134,425		
April	May	June	July	August	September	October
40,824	40,359	38,530	36,153	41,308		
41,430	39,095	37,368	37,886	42,383		

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				SORT BY CIRC	
November	December	MIDLAND Reporter-Telegram	20,121	1	
			20,121	2	
			20,121	3	
		09/30/05 7-day avg circ:	20,121	4	
			20,121	5	
November	December	ODESSA American	25,016	1	
			25,016	2	
			25,016	3	
		09/30/05 7-day avg circ:	25,016	4	
			25,016	5	
November	December	PLAINVIEW Daily Herald	5,317	1	
			5,317	2	
			5,317	3	
		09/30/05 7-day avg circ:	5,317	4	
			5,317	5	
November	December	SAN ANGELO Standard-Times	27,129	1	
			27,129	2	
			27,129	3	
		09/30/05 7-day avg circ:	27,129	4	
			27,129	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	5	
November	December	TEMPLE Daily Telegram	19,597	1	
			19,597	2	
			19,597	3	
		09/30/05 7-day avg circ:	19,597	4	
			19,597	5	

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-Political ads in category for
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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	+(-)%		\$\$\$+(-)%
WACO	National	2,187	2,064	6%	2006-2005	
Tribune Herald	Retail	28,728	31,633	-9%	ad revenue	
	Classified	33,764	32,854	3%	percent change	
09/30/05 7-day avg circ:	Month Total:	64,679	66,551	-3%	Month:	0.20%
40,518	Y-T-D Total:	489,321	506,805	-3%	Y-T-D:	1.30%
WICHITA FALLS	National				2006-2005	
Times Record News	Retail				ad revenue	
	Classified				percent change	
09/30/05 7-day avg circ:	Month Total:				Month:	
31,692	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.

		2006	2005	January	February	March
	2006					
	Total Y-T-D					
<i>last year:</i>			506,805	61,489	59,447	63,834
<i>this year:</i>	489,321			56,902	53,880	61,113
	2006					
	Total Y-T-D					
<i>last year:</i>			443,568	60,405	57,928	65,363
<i>this year:</i>	384,714			50,249	50,743	53,502

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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>
61,437	73,087	58,486	62,474	66,551		
60,395	67,102	61,541	63,709	64,679		
<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>September</i>	<i>October</i>
66,236	70,025	60,204	63,407	0		
56,655	61,121	55,591	56,853	0		

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<i>November</i>	<i>December</i>	WACO		
		Tribune Herald	40,518	1
			40,518	2
			40,518	3
		09/30/05 7-day avg circ:	40,518	4
		40,518	40,518	5
<i>November</i>	<i>December</i>	WICHITA FALLS		
		Times Record News	31,692	1
			31,692	2
			31,692	3
		09/30/05 7-day avg circ:	31,692	4
		31,692	31,692	5

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