

TDNA Linage Report
April 2008

in alphabetical order
Page 1 of 16

-Classified: legal, transient, real estate, auto, all other classified
-Political ads in category for rate sold

in alpha order

ROP SAU INCHES

TOTAL REVENUE

Full-run paid ad lineage billed per rate card

ROP, T.M.C. inserts, zoned, direct mail, pre-prints, etc.

		2008	2007	+(-)%		\$\$\$+(-)%
ABILENE	National	2,445	4,545	-46%	2008-2007	
Reporter-News	Retail	14,980	17,247	-13%	ad revenue	
	Classified	35,230	42,255	-17%	percent change	
09/30/07 7-day avg circ:	Month Total:	52,655	64,047	-18%	Month:	-8.70%
31,917	Y-T-D Total:	218,099	248,797	-12%	Y-T-D:	-5.90%
AUSTIN	National	4,580	5,033	-9%	2008-2007	
American-	Retail	61,031	62,535	-2%	ad revenue	
Statesman	Classified	47,658	55,950	-15%	percent change	
09/30/07 7-day avg circ:	Month Total:	113,269	123,518	-8%	Month:	
174,350	Y-T-D Total:	439,787	481,973	-9%	Y-T-D:	
CORPUS CHRISTI	National	8,211	9,464	-13%	2008-2007	
Caller-Times	Retail	23,181	26,707	-13%	ad revenue	
	Classified	46,388	53,675	-14%	percent change	
09/30/07 7-day avg circ:	Month Total:	77,780	89,846	-13%	Month:	-13.00%
55,401	Y-T-D Total:	318,148	326,026	-2%	Y-T-D:	-6.00%
DALLAS	National	14,678	17,616	-17%	2008-2007	
Morning News	Retail	50,437	57,754	-13%	ad revenue	
	Classified	67,806	95,314	-29%	percent change	
09/30/07 7-day avg circ:	Month Total:	132,921	170,684	-22%	Month:	-26.30%
415,007	Y-T-D Total:	544,658	658,479	-17%	Y-T-D:	-14.10%
DENTON	National				2008-2007	
Record-Chronicle	Retail	22,850	22,337	2%	ad revenue	
	Classified	44,439	48,197	-8%	percent change	
09/30/07 7-day avg circ:	Month Total:	67,289	70,534	-5%	Month:	8.00%
13,456	Y-T-D Total:	248,722	252,289	-1%	Y-T-D:	7.00%
EL PASO	National	252	772	-67%	2008-2007	
Times	Retail	31,904	34,389	-7%	ad revenue	
	Classified	58,705	61,811	-5%	percent change	
09/30/07 7-day avg circ:	Month Total:	90,861	96,972	-6%	Month:	
72,945	Y-T-D Total:	381,738	386,825	-1%	Y-T-D:	

Texas Daily Newspaper Association
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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
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		248,797	59,987	59,694	65,069
<i>this year:</i>	218,099		52,947	56,007	56,490
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		481,973	105,913	113,116	139,426
<i>this year:</i>	439,787		94,179	107,447	124,892
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		326,026	75,178	77,751	83,251
<i>this year:</i>	318,148		76,556	80,984	82,828
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		658,479	152,828	153,603	181,364
<i>this year:</i>	544,658		129,226	136,054	146,457
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		252,289	56,859	55,699	69,197
<i>this year:</i>	248,722		55,788	60,570	65,075
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		386,825	93,370	95,808	100,675
<i>this year:</i>	381,738		92,801	94,885	103,191

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April	May	June	July	August	September	October
64,047						
52,655						
April	May	June	July	August	September	October
123,518						
113,269						
April	May	June	July	August	September	October
89,846						
77,780						
April	May	June	July	August	September	October
170,684						
132,921						
April	May	June	July	August	September	October
70,534						
67,289						
April	May	June	July	August	September	October
96,972						
90,861						

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		SORT BY CIRC		
November	December	ABILENE	31,917	1
		Reporter-News	31,917	2
			31,917	3
		09/30/07 7-day avg circ:	31,917	4
			31,917	5
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	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	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	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	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
			72,945	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.

		2008	2007	+(-)%	\$\$\$+(-)%
GALVESTON <i>County Daily News</i>	National				2008-2007
	Retail	21,345	21,160	1%	ad revenue
	Classified	31,808	36,941	-14%	percent change
	09/30/07 7-day avg circ:	Month Total: 53,153	58,101	-9%	Month: -14.40%
	26,238	Y-T-D Total: 216,798	226,401	-4%	Y-T-D: -14.00%
HARLINGEN <i>Valley Morning Star</i>	National				2008-2007
	Retail				ad revenue
	Classified				percent change
	09/30/07 7-day avg circ:	Month Total:			Month:
	23,418	Y-T-D Total:			Y-T-D:
HOUSTON <i>Chronicle</i>	National	21,138	20,321	4%	2008-2007
	Retail	49,428	53,999	-8%	ad revenue
	Classified	88,039	108,383	-19%	percent change
	09/30/07 7-day avg circ:	Month Total: 158,605	182,703	-13%	Month: -14.40%
	541,603	Y-T-D Total: 669,812	761,957	-12%	Y-T-D: -14.00%
MARSHALL <i>News Messenger</i>	National	58	8	625%	2008-2007
	Retail	8,320	8,685	-4%	ad revenue
	Classified	8,598	6,274	37%	percent change
	09/30/07 7-day avg circ:	Month Total: 16,976	14,967	13%	Month: 6.50%
	6,959	Y-T-D Total: 67,783	61,410	10%	Y-T-D: 4.60%
MCALLEN <i>The Monitor</i>	National				2008-2007
	Retail				ad revenue
	Classified				percent change
	09/30/07 7-day avg circ:	Month Total:			Month:
	43,177	Y-T-D Total:			Y-T-D:
MIDLAND <i>Reporter-Telegram</i>	National	829	688	20%	2008-2007
	Retail	29,677	28,911	3%	ad revenue
	Classified	27,253	25,723	6%	percent change
	09/30/07 7-day avg circ:	Month Total: 57,759	55,322	4%	Month: 1.70%
	19,593	Y-T-D Total: 240,425	249,155	-4%	Y-T-D: 2.30%
ODESSA <i>American</i>	National	2,827	2,557	11%	2008-2007
	Retail	31,546	35,092	-10%	ad revenue
	Classified	23,760	31,350	-24%	percent change
	09/30/07 7-day avg circ:	Month Total: 58,133	68,999	-16%	Month: -12.00%
	23,246	Y-T-D Total: 224,893	255,065	-12%	Y-T-D: -3.00%

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Accumulating month totals
(producing Y-T-D totals within report and Y-T-D % change)
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		2008	2007	January	February	March
GALVESTON <i>County Daily News</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		226,401	52,400	50,222	65,678
	<i>this year:</i>	216,798		52,472	49,015	62,158
HARLINGEN <i>Valley Morning Star</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		77,641	35,198		42,443
	<i>this year:</i>	82,994		38,513		44,481
HOUSTON <i>Chronicle</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		761,957	166,276	184,010	228,968
	<i>this year:</i>	669,812		151,781	159,868	199,558
MARSHALL <i>News Messenger</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		61,410	15,373	13,788	17,282
	<i>this year:</i>	67,783		14,266	16,174	20,367
MCALLEN <i>The Monitor</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		270,121	83,027	87,991	99,103
	<i>this year:</i>	264,649		82,760	85,813	96,076
MIDLAND <i>Reporter-Telegram</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		249,155	56,215	62,929	74,689
	<i>this year:</i>	240,425		55,267	56,698	70,701
ODESSA <i>American</i>	2008					
	Total Y-T-D					
	<i>last year:</i>		255,065	63,105	58,068	64,893
	<i>this year:</i>	224,893		54,472	52,943	59,345

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April	May	June	July	August	September	October
58,101						
53,153						
April	May	June	July	August	September	October
April	May	June	July	August	September	October
182,703						
158,605						
April	May	June	July	August	September	October
14,967						
16,976						
April	May	June	July	August	September	October
April	May	June	July	August	September	October
55,322						
57,759						
April	May	June	July	August	September	October
68,999						
58,133						

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November	December			
		GALVESTON	26,238	1
		County Daily News	26,238	2
			26,238	3
		09/30/07 7-day avg circ:	26,238	4
		26,238	26,238	5
November	December			
		HARLINGEN	23,418	1
		Valley Morning Star	23,418	2
			23,418	3
		09/30/07 7-day avg circ:	23,418	4
		23,418	23,418	5
November	December			
		HOUSTON	541,603	1
		Chronicle	541,603	2
			541,603	3
		09/30/07 7-day avg circ:	541,603	4
		541,603	541,603	5
November	December			
		MARSHALL	6,959	1
		News Messenger	6,959	2
			6,959	3
		09/30/07 7-day avg circ:	6,959	4
		6,959	6,959	5
November	December			
		MCALLEN	43,177	1
		The Monitor	43,177	2
			43,177	3
		09/30/07 7-day avg circ:	43,177	4
		43,177	43,177	5
November	December			
		MIDLAND	19,593	1
		Reporter-Telegram	19,593	2
			19,593	3
		09/30/07 7-day avg circ:	19,593	4
		19,593	19,593	5
November	December			
		ODESSA	23,246	1
		American	23,246	2
			23,246	3
		09/30/07 7-day avg circ:	23,246	4
		23,246	23,246	5

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SORT
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ROP SAU INCHES

TOTAL REVENUE

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2008 2007 +(-)%

\$\$\$+(-)%

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Full-run paid ad lineage billed per rate card

TOTAL REVENUE

ROP, T.M.C. inserts, zoned, direct mail, pre-prints, etc.

		2008	2007	+(-)%			
					\$\$\$+(-)%		
PLAINVIEW	National	252	273	-8%	2008-2007		
Daily Herald	Retail	7,152	7,932	-10%	ad revenue		
	Classified	6,676	8,585	-22%	percent change		
09/30/07 7-day avg circ:	Month Total:	14,080	16,790	-16%	Month:	1.00%	
5,051	Y-T-D Total:	65,664	70,060	-6%	Y-T-D:	12.00%	
SAN ANGELO	National	4,211	2,664	58%	2008-2007		
Standard-Times	Retail	18,347	19,108	-4%	ad revenue		
	Classified	25,929	24,299	7%	percent change		
09/30/07 7-day avg circ:	Month Total:	48,487	46,071	5%	Month:	-10.00%	
26,855	Y-T-D Total:	188,620	183,582	3%	Y-T-D:	-6.00%	
SAN ANTONIO	National	10,119	8,315	22%	2008-2007		
Express-News	Retail	35,181	27,915	26%	ad revenue		
	Classified	72,402	78,200	-7%	percent change		
09/30/07 7-day avg circ:	Month Total:	117,702	114,430	3%	Month:	12.50%	
247,215	Y-T-D Total:	498,054	504,206	-1%	Y-T-D:	-10.20%	
TEMPLE	National	77	1,934	-96%	2008-2007		
Daily Telegram	Retail	20,107	22,966	-12%	ad revenue		
	Classified	13,391	16,272	-18%	percent change		
09/30/07 7-day avg circ:	Month Total:	33,575	41,172	-18%	Month:	-22.00%	
19,711	Y-T-D Total:	119,896	137,447	-13%	Y-T-D:	-9.00%	
VICTORIA	National	657	1,175	-44%	2008-2007		
Advocate	Retail	15,351	17,315	-11%	ad revenue		
	Classified	23,204	23,622	-2%	percent change		
09/30/07 7-day avg circ:	Month Total:	39,212	42,112	-7%	Month:	0.20%	
31,619	Y-T-D Total:	167,671	168,241	0%	Y-T-D:	1.70%	
WACO	National	1,615	2,193	-26%	2008-2007		
Tribune-Herald	Retail	22,612	27,105	-17%	ad revenue		
	Classified	28,965	30,071	-4%	percent change		
09/30/07 7-day avg circ:	Month Total:	53,192	59,369	-10%	Month:	-14.20%	
38,990	Y-T-D Total:	218,077	236,342	-8%	Y-T-D:	-9.70%	
WICHITA FALLS	National	3,653	3,626	1%	2008-2007		
Times Record News	Retail	18,977	18,330	4%	ad revenue		
	Classified	26,673	30,989	-14%	percent change		
09/30/07 7-day avg circ:	Month Total:	49,303	52,945	-7%	Month:	-14.20%	
30,096	Y-T-D Total:	193,278	197,513	-2%	Y-T-D:	-8.80%	

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		2008	2007	January	February	March
	2008	Total Y-T-D				
<i>last year:</i>		70,060	13,599	15,134	24,537	
<i>this year:</i>	65,664		14,517	15,689	21,378	
	2008	Total Y-T-D				
<i>last year:</i>		183,582	40,573	48,851	48,087	
<i>this year:</i>	188,620		41,487	49,723	48,923	
	2008	Total Y-T-D				
<i>last year:</i>		504,206	110,537	124,982	154,257	
<i>this year:</i>	498,054		112,983	116,854	150,515	
	2008	Total Y-T-D				
<i>last year:</i>		137,447	17,534	36,687	42,054	
<i>this year:</i>	119,896		18,752	31,128	36,441	
	2008	Total Y-T-D				
<i>last year:</i>		168,241	40,926	38,299	46,904	
<i>this year:</i>	167,671		41,033	41,047	46,379	
	2008	Total Y-T-D				
<i>last year:</i>		236,342	55,900	59,537	61,536	
<i>this year:</i>	218,077		49,884	55,010	59,991	
	2008	Total Y-T-D				
<i>last year:</i>		197,513	45,703	48,777	50,088	
<i>this year:</i>	193,278		42,401	49,241	52,333	

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16,790						
14,080						
April	May	June	July	August	September	October
46,071						
48,487						
April	May	June	July	August	September	October
114,430						
117,702						
April	May	June	July	August	September	October
41,172						
33,575						
April	May	June	July	August	September	October
42,112						
39,212						
April	May	June	July	August	September	October
59,369						
53,192						
April	May	June	July	August	September	October
52,945						
49,303						

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November	December	PLAINVIEW	5,051	1
		Daily Herald	5,051	2
			5,051	3
		09/30/07 7-day avg circ:	5,051	4
			5,051	5
November	December	SAN ANGELO	26,855	1
		Standard-Times	26,855	2
			26,855	3
		09/30/07 7-day avg circ:	26,855	4
			26,855	5
November	December	SAN ANTONIO	247,215	1
		Express-News	247,215	2
			247,215	3
		09/30/07 7-day avg circ:	247,215	4
			247,215	5
November	December	TEMPLE	19,711	1
		Daily Telegram	19,711	2
			19,711	3
		09/30/07 7-day avg circ:	19,711	4
			19,711	5
November	December	VICTORIA	31,619	1
		Advocate	31,619	2
			31,619	3
		09/30/07 7-day avg circ:	31,619	4
			31,619	5
November	December	WACO	38,990	1
		Tribune-Herald	38,990	2
			38,990	3
		09/30/07 7-day avg circ:	38,990	4
			38,990	5
November	December	WICHITA FALLS	30,096	1
		Times Record News	30,096	2
			30,096	3
		09/30/07 7-day avg circ:	30,096	4
			30,096	5

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