	TDI	NA Linag April 2		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 INC	HES	TOTAL RE	VENUE
classified - <u>Political ads</u> in category for rate sold	Full-run pai	d ad linage bil	lled per rate c	ard	ROP, TMC, inse direct mail, pre	
		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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Austin, Texas 78701-2796

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Please r		Accumulating r /-T-D totals within r revise any of these	eport and <u>Y-T-D</u>		is report.
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	March
last year: this year:	218,099	248,797	59,987 <mark>52,947</mark>	59,694 56,007	65,06 <mark>56,49</mark>
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	March
last year: this year:	439,787	481,973	105,913 <mark>94,179</mark>	113,116 <mark>107,447</mark>	139,42 <mark>124,89</mark>
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	March
last year:	318,148	326,026	75,178	77,751	83,25
this year:	2008 Total Y-T-D	2007 Total Y-T-D	76,556 January	80,984 February	82,82 March
last year: this year:	544,658	658,479	152,828 <mark>129,226</mark>	153,603 <mark>136,054</mark>	181,36 <mark>146,45</mark>
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	March
last year: <mark>this year:</mark>	248,722	252,289	56,859 <mark>55,788</mark>	55,699 <mark>60,570</mark>	69,19 <mark>65,07</mark>
	2008 Total Y-T-D	2007 Total Y-T-D	January	February	March
last year: this year:	381,738	386,825	93,370 92,801	95,808 94,885	100,67 103,19

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			Linage April 200		in alphabe Pa	tical order ige 3 of 16
April	May	June	July	August	September	October
				Ū		
64,047 <mark>52,655</mark>						
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 <mark>132,921</mark>						
April	May	June	July	August	September	October
70,534 67,289						
April	May	June	July	August	September	October

		Linage Report April 2008	in al	phabetical order Page 4 of 16
			SORT BY CIRC	
November	December	ABILENE	31,917	1
		Reporter-News	31,917 31,917 31,917	2 3 4
		09/30/07 7-day avg circ: 31,917	31,917	5
November	December	AUSTIN American- Statesman	174,350 174,350 174,350	1 2 3
		09/30/07 7-day avg circ: 174,350	174,350 174,350 174,350	4 5
November	December	CORPUS CHRISTI Caller-Times	55,401 55,401	1 2
		09/30/07 7-day avg circ: 55,401	55,401 55,401 55,401	3 4 5
November	December	DALLAS Morning News	415,007 415,007	1 2 2
		09/30/07 7-day avg circ: 415,007	415,007 415,007 415,007	3 4 5
November	December	DENTON Record-Chronicle	13,456 13,456 13,456	1 2 3
		09/30/07 7-day avg circ: 13,456	13,456 13,456	4 5
November	December	EL PASO Times	72,945 72,945 72,945	1 2 3
		09/30/07 7-day avg circ: 72,945	72,945 72,945	4 5

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	TDI	NA Linag April 2	-	t	<i>in alphabetica</i> Page	al order 5 of 16
- <u>Classified</u> : legal, transient, real estate, auto, all other	in alpha order	ROP	SAU INCH	IES	TOTAL RE	VENUE
classified - <u>Political ads</u> in category for rate sold	in alpha order ROP SAU INCHES TO egory for Full-run paid ad linage billed per rate card Rod 2008 2007 +(-)% Rod lews Retail 21,345 21,160 1% op dre: Month Total: 53,153 58,101 -9% y dre: Month Total: 53,153 58,101 -9% y Star Retail 21,138 226,401 -4% y Star Retail 216,798 226,401 -4% y Star Retail 49,428 53,999 -8% ad re y circ: Month Total: 158,605 182,703 -13% ad re y circ: Month Total: 158,605 182,703 -13% ad re y circ: Month Total: 158,605 182,703 -13% ad re y circ: Month Total: 168,976 14,967 13% ad re y circ: Month Total: 168,976 14,967 13% ad re	ROP, TMC, inser direct mail, pre-p				
		2008	2007	+(-)%		\$\$\$+(-)%
GALVESTON	National				2008-2007	
County Daily News	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:			-9%	Month:	
26,238	Y-T-D Total:	216,798	226.401	-4%	Y-T-D:	
HARLINGEN	National	•	•		2008-2007	
Valley Morning Star					ad revenue	
valley morning etai					percent change	
09/30/07 7-day avg circ:					Month:	
23,418					Y-T-D:	
HOUSTON		21 139	20 321	1%	2008-2007	
Chronicle			,		ad revenue	
Cillonicie		,	,	-	percent change	
09/30/07 7-day avg circ:					Month:	-14.40%
541,603		,	,		Y-T-D:	-14.00%
		,	,			-14.00 /8
MARSHALL					2008-2007	
News Messenger		,	,		ad revenue	
		,	,		percent change	0.50%
09/30/07 7-day avg circ:					Month:	6.50%
6,959		67,783	61,410	10%	Y-T-D:	4.60%
MCALLEN					2008-2007	
The Monitor					ad revenue	
					percent change	
09/30/07 7-day avg circ:					Month:	
43,177	Y-T-D Total:				Y-T-D:	
MIDLAND	National		688	-	2008-2007	
Reporter-Telegram	Retail	,	28,911		ad revenue	
	Classified	27,253	25,723		percent change	
09/30/07 7-day avg circ:					Month:	1.70%
19,593	Y-T-D Total:	240,425	249,155	-4%	Y-T-D:	2.30%
ODESSA	National	2,827	2,557	11%	2008-2007	
American	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	718	224,893 Daily Newspar West Fifth Stre	et, Suite 200	-12%	Y-T-D:	-3.00%
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Please r		<u>Y-T-D totals</u> within revise any of these			is repoi
		2007	January	February	Mai
	2008	Total Y-T-D	2	,	
	Total Y-T-D				
last year:		226,401	52,400	50,222	(
this year:	216,798		52,472	49,015	(
		2007	January	February	Ma
	2008	Total Y-T-D			
	Total Y-T-D				
last year:		77,641	35,198		4
this year:	82,994		38,513		
		2007	January	February	Ma
	2008	Total Y-T-D			
	Total Y-T-D				_
last year:		761,957	166,276	184,010	2
this year:	669,812		151,781	159,868	1
		2007	January	February	Ma
	2008	Total Y-T-D			
	Total Y-T-D				
last year:		61,410	15,373	13,788	
this year:	67,783		14,266	16,174	
		2007	January	February	Ma
	2008	Total Y-T-D			
	Total Y-T-D	070 404	00.007	07.004	
last year:	264 640	270,121	83,027	87,991	
this year:	264,649		82,760	85,813	
	2000	2007 Total X T D	January	February	Ma
	2008 Total Y-T-D	Total Y-T-D			
laatusari	Total Y-T-D	240.455	EG 04E	62.020	
last year: this year:	240,425	249,155	56,215 55,267	62,929 56,698	
uns year.	240,425		,		
	2009	2007 Total X T D	January	February	Ma
	2008 Total Y-T-D	Total Y-T-D			
last year:		255,065	63,105	58,068	
this year:	224 802			52,943	
uns year.	224,093 Te	exas Daily Newspar		52,343	
		718 West Fifth Stre Austin, Texas 7			

			Linage I April 2008		in alphabei Pa	tical order age 7 of 16				Linage Rej April 2008
April	May	June	July	August	September	October		November	December	GALVESTON
58,101										County Daily Ne
53,153 April	May	June	July	August	September	October		November	December	26,238 HARLINGEN
Арш	iviay	June	July	August	September	Ociobel		November	December	Valley Morning
										09/30/07 7-day avg o 23,418
April	May	June	July	August	September	October		November	December	HOUSTON Chronicle
182,703 <mark>158,605</mark>										09/30/07 7-day avg o 541,603
April	May	June	July	August	September	October		November	December	MARSHALL News Messenge
14,967 <mark>16,976</mark>										09/30/07 7-day avg o 6,959
April	May	June	July	August	September	October		November	December	MCALLEN The Monitor
										09/30/07 7-day avg o 43,177
April	May	June	July	August	September	October		November	December	MIDLAND Reporter-Telegi
55,322 <mark>57,759</mark>										09/30/07 7-day avg o 19,593
April	May	June	July	August	September	October		November	December	ODESSA American
68,999										09/30/07 7-day avg o
58,133 (512) 476-435	1phone	718 We	ily Newspaper A st Fifth Street, S tin, Texas 78701	Suite 200	hturrentine	e@tdna.org	(512)	176-4351phone	718 Wes	ly Newspaper Association st Fifth Street, Suite in, Texas 78701-279

SORT BY CIRC GALVESTON 26,238 1 2 **County Daily News** 26,238 3 26,238 09/30/07 7-day avg circ: 26,238 4 26,238 5 26,238 HARLINGEN 23,418 1 Valley Morning Star 2 23,418 3 23,418 23,418 4 09/30/07 7-day avg circ: 23,418 5 23,418 HOUSTON 541,603 1 Chronicle 541,603 2 3 541,603 09/30/07 7-day avg circ: 541,603 4 5 541,603 541,603 MARSHALL 6,959 1 2 News Messenger 6,959 3 6,959 4 6,959 09/30/07 7-day avg circ: 6,959 5 6,959 MCALLEN 43,177 1 The Monitor 43,177 2 3 43,177 43,177 4 09/30/07 7-day avg circ: 5 43,177 43,177 MIDLAND 1 19,593 2 Reporter-Telegram 19,593 3 19,593 4 09/30/07 7-day avg circ: 19,593 5 19,593 19,593 ODESSA 1 23,246 American 23,246 2 23,246 3 09/30/07 7-day avg circ: 23,246 4 5 aily Newspaper Association 23,246 est Fifth Street, Suite 200 tin, Texas 78701-2796

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<u>Classified</u> : legal, transient, eal 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	d ad linage bille	ed per rate c	ard	ROP, TMC, inserts, zoned, direct mail, pre-prints, etc.
	1	2008	2007	+(-)%	\$\$\$+(-)%

in alphabetical order Page 10 of 16

<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.

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BY CIRC

	TDI	NA Linag April 2	-	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 INCH	IES	TOTAL RE	EVENUE
classified - <u>Political ads</u> in category for rate sold	Full-run pai	d ad linage bil	led per rate ca	ard	<u>ROP, TMC, inse</u> direct mail, pre	
		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	
9/30/07 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	
9/30/07 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%
	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	
9/30/07 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%
EMPLE	National	77	1,934	-96%	2008-2007	
Daily Telegram	Retail	20,107	22,966	-12%	ad revenue	
Juliy Tologram	Classified	13,391	16,272	-18%	percent change	
)9/30/07 7-day avg circ:	Month Total:	33,575	41,172	-18%	Month:	-22.00%
9,711	Y-T-D Total:	119,896	137,447	-13%	Y-T-D:	-9.00%
/ICTORIA	National	657	1.175	-44%	2008-2007	
Advocate	Retail	15,351	17,315	-11%	ad revenue	
	Classified	23,204	23,622	-2%	percent change	
9/30/07 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%
VACO	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	
9/30/07 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	
9/30/07 7-day avg circ:	Month Total:	49,303	52,945	-7%	Month:	-14.20%
0,096	Y-T-D Total: Texas	193,278 Daily Newspar	197,513 per Association		Y-T-D:	-8.80%
		West Fifth Stre Austin, Texas 7				
(512) 476-4351phone (512) 476-0515fax		nuoun, rexas /	0,01-2130		hturrentine@ www	otdna.org .tdna.org

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		2007	January	February	Mar
	2008	Total Y-T-D			
last year:	Total Y-T-D	70,060	13,599	15,134	2
this year:	65,664	70,000	14,517	15,689	2
	,	2007	January	February	Mar
	2008	Total Y-T-D	oundury	, exitally	mai
	Total Y-T-D				
last year:		183,582	40,573	48,851	4
this year:	188,620		41,487	49,723	4
		2007	January	February	Mar
	2008	Total Y-T-D			
	Total Y-T-D				
last year:	400.054	504,206	110,537	124,982	15
this year:	498,054		112,983	116,854	15
		2007	January	February	Mai
	2008 Total Y-T-D	Total Y-T-D			
last year:	Total T-T-D	137,447	17,534	36,687	4
this year:	119,896	101,441	18,752	31,128	3
	-,	2007	January	February	Mai
	2008	Total Y-T-D	bundary	robidaly	mai
	Total Y-T-D				
last year:		168,241	40,926	38,299	2
this year:	167,671		41,033	41,047	2
		2007	January	February	Mai
	2008	Total Y-T-D			
	Total Y-T-D				
last year:	040.077	236,342	55,900	59,537	6
this year:	218,077		49,884	55,010	5
	2009	2007 Tatal X T D	January	February	Mar
	2008 Total Y-T-D	Total Y-T-D			
last year:		197,513	45,703	48,777	Ę
this year:	193,278		,	49,241	5
and your.	100,27 Te	exas Daily Newspap 718 West Fifth Stre	er Association	10,211	

AprilMayJuneJulyAugustSeptemberOctober16,790 14,080	A Linag April 2	TDNA /			ical order le 15 of 16	in alphabet Pag		Linage I April 2008			
14,080 $April$ May $June$ $July$ $August$ $September$ $October$ $46,071$ $48,487$ $Iune$ $July$ $August$ $September$ $October$ $April$ May $June$ $July$ $August$ $September$ $October$ $114,430$ $Iune$ $July$ $August$ $September$ $October$ $114,430$ $Iune$ $July$ $August$ $September$ $October$ $April$ May $June$ $July$ $August$ $September$ $October$ $41,172$ $Iune$ $July$ $August$ $September$ $October$ $42,112$ $Iune$ $July$ $August$ $September$ $October$ $42,112$ $Iune$ $July$ $August$ $September$ $October$ $April$ May $June$ $July$ $August$ $September$ $October$ $59,369$ $S3,192$ $September$ $October$ $Iune$ $Iuly$		December	November	-	October	September	August	July	June	May	April
14,080 April May June July August September October 46,071	Daily He 09/30/07 7										16.790
46,071 48,487	5,051										
48,487 April May June July August September October 114,430 117,702 Image: Constraint of the constr	SAN AN Standar	December	November	-	October	September	August	July	June	May	April
114,430 117,702 April May June July August September October 41,172	09/30/07 7 26,855										
117,702 April May June July August September October 41,172	SAN AN Express	December	November	•	October	September	August	July	June	May	April
AprilMayJuneJulyAugustSeptemberOctober41,172 33,575	09/30/07 7 247,215										
33,575 April May June July August September October 42,112	TEMPLE Daily Te	December	November	•	October	September	August	July	June	May	
AprilMayJuneJulyAugustSeptemberOctober42,112 39,212	09/30/07 7 19,711										
39,212 April May June July August September October 59,369 53,192		December	November	•	October	September	August	July	June	May	
59,369 53,192	09/30/07 7 31,619										
53,192	WACO Tribune-	December	November	•	October	September	August	July	June	May	April
	09/30/07 7 38,990										
	WICHITA Times R	December	November	•	October	September	August	July	June	May	
52,945	09/30/07 7										
718 West Fifth Street, Suite 200 718 West	ily Newspap est Fifth Stre tin, Texas 78	718 Wes					uite 200	t Fifth Street, S	718 Wes		49,303

	TDNA Linage Report April 2008		in alphabetical order Page 16 of 16		
			SORT BY CIRC	C	
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	5,051	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	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	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	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	31,619	5	
November	December	WACO	38,990	1	
		Tribune-Herald	38,990	2	
		00/00/07 7 J	38,990	3 4	
		09/30/07 7-day avg circ:	38,990	-	
	<u> </u>	38,990	38,990	5	
November	December	WICHITA FALLS	30,096	1	
		Times Record News	30,096	2	
		00/20/07 7 days aver allow	30,096 30,096	3 4	
		09/30/07 7-day avg circ:	30,096	4 5	
	Texas Daily Newspaper Association		30,090	- 5	
		Fifth Street, Suite 200			
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