

TDNA Linage Report September 2006

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

in circ 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	+(-)%	\$\$\$+(-)%
HOUSTON Chronicle	National	31,380	40,148	-22%	2006-2005 ad revenue percent change Month: -7.31% Y-T-D: -3.03%
	Retail	73,685	72,093	2%	
	Classified	129,550	140,256	-8%	
	Month Total:	234,615	252,497	-7%	
09/30/05 7-day avg circ:					
591,785	Y-T-D Total:	1,866,900	2,072,282	-10%	
DALLAS Morning News	National	17,993	29,951	-40%	2006-2005 ad revenue percent change Month: -14.00% Y-T-D: -5.80%
	Retail	68,729	79,108	-13%	
	Classified	112,122	123,896	-10%	
	Month Total:	198,844	232,955	-15%	
09/30/05 7-day avg circ:					
492,731	Y-T-D Total:	1,792,298	2,023,361	-11%	
SAN ANTONIO Express-News	National	10,744	13,004	-17%	2006-2005 ad revenue percent change Month: -0.60% Y-T-D: 1.70%
	Retail	45,648	55,106	-17%	
	Classified	111,960	109,030	3%	
	Month Total:	168,352	177,140	-5%	
09/30/05 7-day avg circ:					
255,912	Y-T-D Total:	1,306,936	1,369,695	-5%	
AUSTIN American-Statesman	National	5,772	4,962	16%	2006-2005 ad revenue percent change Month: 1% Y-T-D: -3%
	Retail	52,081	57,996	-10%	
	Classified	60,646	54,917	10%	
	Month Total:	118,499	117,875	1%	
09/30/05 7-day avg circ:					
186,539	Y-T-D Total:	1,036,974	1,071,037	-3%	
EL PASO Times	National	1,929	478	304%	2006-2005 ad revenue percent change Month: 1% Y-T-D: 2%
	Retail	44,395	45,315	-2%	
	Classified	62,074	61,463	1%	
	Month Total:	108,398	107,256	1%	
09/30/05 7-day avg circ:					
74,396	Y-T-D Total:	984,603	966,028	2%	
CORPUS CHRISTI Caller-Times	National	3,212	4,969	-35%	2006-2005 ad revenue percent change Month: -16.20% Y-T-D: -10.10%
	Retail	29,655	27,433	8%	
	Classified	51,285	42,386	21%	
	Month Total:	84,152	74,788	13%	
09/30/05 7-day avg circ:					
56,267	Y-T-D Total:	760,973	701,773	8%	

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.

	2006	2005	January	February	March
	Total Y-T-D	Total Y-T-D			
last year:		2,072,282	202,777	213,698	265,332
this year:	1,866,900		189,574	188,152	239,409
	Total Y-T-D	Total Y-T-D			
last year:		2,023,361	204,273	216,486	224,163
this year:	1,792,298		194,514	188,228	206,945
	Total Y-T-D	Total Y-T-D			
last year:		1,369,695	130,758	138,605	184,680
this year:	1,306,936		129,532	127,541	172,911
	Total Y-T-D	Total Y-T-D			
last year:		1,071,037	114,903	112,533	121,630
this year:	1,036,974		107,385	108,033	119,831
	Total Y-T-D	Total Y-T-D			
last year:		966,028	114,076	94,558	101,634
this year:	984,603		102,852	105,627	109,011
	Total Y-T-D	Total Y-T-D			
last year:		701,773	74,836	71,374	78,675
this year:	760,973		74,669	79,867	91,800

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April	May	June	July	August	September	October
218,099	228,394	281,127	209,192	201,166	252,497	
192,437	203,469	254,034	184,024	181,186	234,615	
April	May	June	July	August	September	October
237,654	241,694	208,357	243,365	214,414	232,955	
204,350	211,519	201,560	197,186	189,152	198,844	
April	May	June	July	August	September	October
138,143	145,828	182,993	131,151	140,397	177,140	
130,462	134,764	177,067	131,882	134,425	168,352	
April	May	June	July	August	September	October
123,769	136,983	112,800	117,537	113,007	117,875	
119,053	122,238	114,092	113,181	114,662	118,499	
April	May	June	July	August	September	October
110,745	116,145	104,069	114,045	103,500	107,256	
114,418	121,490	110,552	109,739	102,516	108,398	
April	May	June	July	August	September	October
78,592	86,661	74,458	80,604	81,785	74,788	
87,340	87,598	82,451	89,662	83,434	84,152	

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		SORT BY CIRC		
November	December	HOUSTON Chronicle	591,785	1
			591,785	2
			591,785	3
		09/30/05 7-day avg circ:	591,785	4
			591,785	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	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	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	EL PASO Times	74,396	1
			74,396	2
			74,396	3
		09/30/05 7-day avg circ:	74,396	4
			74,396	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

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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	\$\$\$+(-)%
BEAUMONT	National	3,996	4,492	-11%	2006-2005	
Enterprise	Retail	38,294	36,959	4%	ad revenue	
	Classified	30,680	26,515	16%	percent change	
09/30/05 7-day avg circ:	Month Total:	72,970	67,966	7%	Month:	5.00%
55,444	Y-T-D Total:	599,489	554,323	8%	Y-T-D:	8.00%
MCALLEN	National	3,149	4,152	-24%	2006-2005	
The Monitor	Retail	38,887	36,231	7%	ad revenue	
	Classified	47,175	15,786	199%	percent change	
09/30/05 7-day avg circ:	Month Total:	89,211	56,169	59%	Month:	5.00%
43,111	Y-T-D Total:				Y-T-D:	10.00%
WACO	National	2,517	2,867	-12%	2006-2005	
Tribune Herald	Retail	28,165	26,779	5%	ad revenue	
	Classified	32,466	28,373	14%	percent change	
09/30/05 7-day avg circ:	Month Total:	63,148	58,019	9%	Month:	7.00%
40,518	Y-T-D Total:	552,469	564,824	-2%	Y-T-D:	1.90%
ABILENE	National	3,859	5,181	-26%	2006-2005	
Reporter-News	Retail	16,592	17,283	-4%	ad revenue	
05 class/ret reflect partrun in.	Classified	44,558	39,820	12%	percent change	
09/30/05 7-day avg circ:	Month Total:	65,009	62,284	4%	Month:	1.87%
33,583	Y-T-D Total:	614,838	563,758	9%	Y-T-D:	4.14%
WICHITA FALLS	National	4,372	5,411	-19%	2006-2005	
Times Record News	Retail	20,763	21,043	-1%	ad revenue	
	Classified	30,052	31,467	-4%	percent change	
09/30/05 7-day avg circ:	Month Total:	55,187	57,921	-5%	Month:	9.10%
31,692	Y-T-D Total:				Y-T-D:	3.90%
GALVESTON	National				2006-2005	
County Daily News	Retail	20,719	20,862	-1%	ad revenue	
	Classified	42,560	34,158	25%	percent change	
09/30/05 7-day avg circ:	Month Total:	63,279	55,020	15%	Month:	
27,633	Y-T-D Total:	556,916	600,629	-7%	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
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		554,323	51,718	61,872	73,499
<i>this year:</i>	599,489		60,503	64,594	87,039
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		473,555	60,230	56,641	61,414
<i>this year:</i>	737,265		87,334	87,659	95,966
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		564,824	61,489	59,447	63,834
<i>this year:</i>	552,469		56,902	53,880	61,113
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		563,758	56,680	56,252	63,764
<i>this year:</i>	614,838		62,045	65,203	69,817
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		501,489	60,405	57,928	65,363
<i>this year:</i>	439,901		50,249	50,743	53,502
	Total Y-T-D	Total Y-T-D			
<i>last year:</i>		600,629	63,116	60,912	76,393
<i>this year:</i>	556,916		54,925	55,017	67,445

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April	May	June	July	August	September	October
58,335	59,687	69,833	56,025	55,388	67,966	
60,289	64,989	75,928	55,624	57,553	72,970	
April	May	June	July	August	September	October
56,594	65,296	0	59,814	57,397	56,169	
95,642	94,964	0	94,979	91,510	89,211	
April	May	June	July	August	September	October
61,437	73,087	58,486	62,474	66,551	58,019	
60,395	67,102	61,541	63,709	64,679	63,148	
April	May	June	July	August	September	October
62,733	67,136	64,186	65,932	64,791	62,284	
76,019	71,441	67,279	68,814	69,211	65,009	
April	May	June	July	August	September	October
66,236	70,025	60,204	63,407	0	57,921	
56,655	61,121	55,591	56,853	0	55,187	
April	May	June	July	August	September	October
72,018	74,741	66,763	67,442	64,224	55,020	
62,037	65,808	62,381	62,785	63,239	63,279	

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		SORT BY CIRC	
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	55,444 5
November	December	MCALLEN The Monitor	43,111 1
			43,111 2
			43,111 3
		09/30/05 7-day avg circ:	43,111 4
		43,111	43,111 5
November	December	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
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	33,583 5
November	December	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
November	December	GALVESTON County Daily News	27,633 1
			27,633 2
			27,633 3
		09/30/05 7-day avg circ:	27,633 4
		27,633	27,633 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	+(-)%	\$\$\$+(-)%
HARLINGEN	National	2,695	4,189	-36%	2006-2005
Valley Morning Star	Retail	18,699	25,331	-26%	ad revenue
	Classified	21,465	21,922	-2%	percent change
09/30/05 7-day avg circ:	Month Total:	42,859	51,442	-17%	Month: 4.00%
27,580	Y-T-D Total:	410,942	425,912	-4%	Y-T-D: 5.00%
SAN ANGELO	National	2,524	3,362	-25%	2006-2005
Standard-Times	Retail	21,512	21,028	2%	ad revenue
	Classified	26,976	26,061	4%	percent change
09/30/05 7-day avg circ:	Month Total:	51,012	50,451	1%	Month: 1.00%
27,129	Y-T-D Total:	434,877	437,384	-1%	Y-T-D: 5.00%
ODESSA	National	3,404	3,860	-12%	2006-2005
American	Retail	33,542	33,323	1%	ad revenue
	Classified	34,804	27,428	27%	percent change
09/30/05 7-day avg circ:	Month Total:	71,750	64,611	11%	Month: 6.00%
25,016	Y-T-D Total:	595,636	552,890	8%	Y-T-D: 12.00%
MIDLAND	National	1,144	1,713	-33%	2006-2005
Reporter-Telegram	Retail	41,835	39,245	7%	ad revenue
	Classified	40,524	37,371	8%	percent change
09/30/05 7-day avg circ:	Month Total:	83,503	78,329	7%	Month: 7.20%
20,121	Y-T-D Total:	629,021	575,443	9%	Y-T-D: 9.80%
TEMPLE	National	54	504	-89%	2006-2005
Daily Telegram	Retail	21,585	22,699	-5%	ad revenue
	Classified	16,201	13,258	22%	percent change
09/30/05 7-day avg circ:	Month Total:	37,840	36,461	4%	Month: 1.00%
19,597	Y-T-D Total:	348,533	351,875	-1%	Y-T-D: 0.10%

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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					
<i>last year:</i>			425,912	44,594	43,039	51,769
<i>this year:</i>	410,942			46,783	43,962	49,149
	Total Y-T-D					
<i>last year:</i>			437,384	43,906	46,295	44,116
<i>this year:</i>	434,877			43,747	48,940	47,859
	Total Y-T-D					
<i>last year:</i>			552,890	54,489	51,618	60,462
<i>this year:</i>	595,636			58,904	58,001	67,629
	Total Y-T-D					
<i>last year:</i>			575,443	51,954	58,554	73,859
<i>this year:</i>	629,021			54,267	59,716	75,672
	Total Y-T-D					
<i>last year:</i>			351,875	39,188	37,933	41,119
<i>this year:</i>	348,533			36,689	36,490	39,352

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48,313	49,241	42,997	41,192	53,325	51,442	
45,920	48,132	44,857	43,750	45,530	42,859	
April	May	June	July	August	September	October
45,734	54,099	50,463	51,304	51,016	50,451	
46,948	47,573	51,750	47,447	49,601	51,012	
April	May	June	July	August	September	October
63,838	67,260	60,068	68,322	62,222	64,611	
69,576	66,465	65,985	68,987	68,339	71,750	
April	May	June	July	August	September	October
59,757	61,979	71,940	55,930	63,141	78,329	
65,319	70,602	88,138	64,361	67,443	83,503	
April	May	June	July	August	September	October
40,824	40,359	38,530	36,153	41,308	36,461	
41,430	39,095	37,368	37,886	42,383	37,840	

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						SORT BY CIRC	
November	December	HARLINGEN	27,580	1			
		Valley Morning Star	27,580	2			
			27,580	3			
		09/30/05 7-day avg circ:	27,580	4			
			27,580	5			
November	December	SAN ANGELO	27,129	1			
		Standard-Times	27,129	2			
			27,129	3			
		09/30/05 7-day avg circ:	27,129	4			
			27,129	5			
November	December	ODESSA	25,016	1			
		American	25,016	2			
			25,016	3			
		09/30/05 7-day avg circ:	25,016	4			
			25,016	5			
November	December	MIDLAND	20,121	1			
		Reporter-Telegram	20,121	2			
			20,121	3			
		09/30/05 7-day avg circ:	20,121	4			
			20,121	5			
November	December	TEMPLE	19,597	1			
		Daily Telegram	19,597	2			
			19,597	3			
		09/30/05 7-day avg circ:	19,597	4			
			19,597	5			

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TOTAL REVENUE

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

		2006	2005	+(-)%	\$\$\$+(-)%
DENTON	National				2006-2005
Record-Chronicle	Retail	21,622	20,398	6%	ad revenue
	Classified	40,906	42,697	-4%	percent change
09/30/05 7-day avg circ:	Month Total:	62,528	63,095	-1%	Month: -1.00%
14,421	Y-T-D Total:	617,484	590,584	5%	Y-T-D: 2.00%
MARSHALL	National	72	57	26%	2006-2005
News Messenger	Retail	8,494	9,040	-6%	ad revenue
	Classified	6,295	5,721	10%	percent change
09/30/05 7-day avg circ:	Month Total:	14,861	14,818	0%	Month: 1.90%
7,024	Y-T-D Total:	138,813	150,517	-8%	Y-T-D: -5.00%
PLAINVIEW	National	590	492	20%	2006-2005
Daily Herald	Retail	12,003	16,577	-28%	ad revenue
	Classified	12,496	10,436	20%	percent change
09/30/05 7-day avg circ:	Month Total:	25,089	27,505	-9%	Month: -0.90%
5,317	Y-T-D Total:	187,574	184,297	2%	Y-T-D: 2.00%

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		2006	2005	January	February	March
	Total Y-T-D		Total Y-T-D			
<i>last year:</i>			590,584	59,787	66,325	64,157
<i>this year:</i>	617,484			59,310	57,305	76,255
	Total Y-T-D		Total Y-T-D			
<i>last year:</i>			150,517	16,200	16,282	22,092
<i>this year:</i>	138,813			14,849	13,933	17,812
	Total Y-T-D		Total Y-T-D			
<i>last year:</i>			184,297	15,271	18,865	25,590
<i>this year:</i>	187,574			14,829	20,271	26,980

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April	May	June	July	August	September	October
68,327	68,894	64,589	70,704	64,706	63,095	
80,692	81,369	76,693	60,189	63,143	62,528	

April	May	June	July	August	September	October
17,308	16,989	15,764	15,660	15,404	14,818	
14,786	17,446	15,130	14,443	15,553	14,861	

April	May	June	July	August	September	October
18,052	17,607	20,863	20,730	19,814	27,505	
17,329	18,726	23,575	19,261	21,514	25,089	

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		SORT BY CIRC		
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
November	December	MARSHALL News Messenger	7,024	1
			7,024	2
			7,024	3
		09/30/05 7-day avg circ:	7,024	4
			7,024	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

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