

TDNA Linage Report January 2008

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.

| | | 2008 | 2007 | +(-)% | 2008-2007 |
|------------------------------------|---------------------|----------------|----------------|-------------|-----------------------|
| | | | | | \$\$\$+(-)% |
| HOUSTON Chronicle | National | 19,367 | 24,243 | -20% | 2008-2007 |
| | Retail | 46,647 | 47,948 | -3% | ad revenue |
| | Classified | 85,767 | 94,085 | -9% | percent change |
| | Month Total: | 151,781 | 166,276 | -9% | Month: -12.67% |
| | Y-T-D Total: | 151,781 | 166,276 | -9% | Y-T-D: -12.67% |
| 09/30/07 7-day avg circ: 541,603 | | | | | |
| DALLAS Morning News | National | 12,967 | 12,672 | 2% | 2008-2007 |
| | Retail | 48,135 | 53,332 | -10% | ad revenue |
| | Classified | 68,124 | 86,824 | -22% | percent change |
| | Month Total: | 129,226 | 152,828 | -15% | Month: -10.10% |
| | Y-T-D Total: | 129,226 | 152,828 | -15% | Y-T-D: -10.10% |
| 09/30/07 7-day avg circ: 415,007 | | | | | |
| SAN ANTONIO Express-News | National | 9,370 | 8,767 | 7% | 2008-2007 |
| | Retail | 31,604 | 30,179 | 5% | ad revenue |
| | Classified | 72,009 | 71,591 | 1% | percent change |
| | Month Total: | 112,983 | 110,537 | 2% | Month: -8.10% |
| | Y-T-D Total: | 112,983 | 110,537 | 2% | Y-T-D: -8.10% |
| 09/30/07 7-day avg circ: 247,215 | | | | | |
| AUSTIN American-Statesman | National | 4,892 | 5,051 | -3% | 2008-2007 |
| | Retail | 50,221 | 54,562 | -8% | ad revenue |
| | Classified | 39,066 | 46,300 | -16% | percent change |
| | Month Total: | 94,179 | 105,913 | -11% | Month: -8.10% |
| | Y-T-D Total: | 94,179 | 105,913 | -11% | Y-T-D: -8.10% |
| 09/30/07 7-day avg circ: 174,350 | | | | | |
| EL PASO Times | National | 877 | 1,066 | -18% | 2008-2007 |
| | Retail | 30,431 | 33,342 | -9% | ad revenue |
| | Classified | 61,493 | 58,962 | 4% | percent change |
| | Month Total: | 92,801 | 93,370 | -1% | Month: -3.00% |
| | Y-T-D Total: | 92,801 | 93,370 | -1% | Y-T-D: -3.00% |
| 09/30/07 7-day avg circ: 72,945 | | | | | |
| CORPUS CHRISTI Caller-Times | National | 3,435 | 3,265 | 5% | 2008-2007 |
| | Retail | 22,463 | 24,360 | -8% | ad revenue |
| | Classified | 50,658 | 47,553 | 7% | percent change |
| | Month Total: | 76,556 | 75,178 | 2% | Month: -3.00% |
| | Y-T-D Total: | 76,556 | 75,178 | 2% | Y-T-D: -3.00% |
| 09/30/07 7-day avg circ: 55,401 | | | | | |
| The Beaumont Enterprise | National | | | | 2008-2007 |
| | Retail | | | | ad revenue |
| | Classified | | | | percent change |
| | Month Total: | 0 | 0 | 0% | Month: -3.00% |
| | Y-T-D Total: | 0 | 0 | 0% | Y-T-D: -3.00% |
| 09/30/07 7-day avg circ: 51,359 | | | | | |

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 | | | | |
| HOUSTON Chronicle | | | | | |
| last year: | | 166,276 | 166,276 | | |
| this year: | 151,781 | | 151,781 | | |
| DALLAS Morning News | | | | | |
| last year: | | 152,828 | 152,828 | | |
| this year: | 129,226 | | 129,226 | | |
| SAN ANTONIO Express-News | | | | | |
| last year: | | 110,537 | 110,537 | | |
| this year: | 112,983 | | 112,983 | | |
| AUSTIN American-Statesman | | | | | |
| last year: | | 105,913 | 105,913 | | |
| this year: | 94,179 | | 94,179 | | |
| EL PASO Times | | | | | |
| last year: | | 93,370 | 93,370 | | |
| this year: | 92,801 | | 92,801 | | |
| CORPUS CHRISTI Caller-Times | | | | | |
| last year: | | 75,178 | 75,178 | | |
| this year: | 76,556 | | 76,556 | | |
| The Beaumont Enterprise | | | | | |
| last year: | | 0 | 0 | | |
| this year: | 0 | | 0 | | |

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-Classified: legal, transient, real estate, auto, all other classified
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ROP SAU INCHES

Full-run paid ad lineage billed per rate card

TOTAL REVENUE

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

| | | 2008 | 2007 | +(-)% | \$\$\$+(-)% |
|--|---------------------|---------------|---------------|-------|---|
| MCALLEN <i>The Monitor</i> | National | 2,965 | 2,506 | 18% | 2008-2007 ad revenue percent change Month: -4.00% Y-T-D: -4.00% |
| | Retail | 41,631 | 44,300 | -6% | |
| | Classified | 38,164 | 36,221 | 5% | |
| | Month Total: | 82,760 | 83,027 | 0% | |
| 09/30/07 7-day avg circ: | | 82,760 | 83,027 | 0% | |
| 43,177 | | | | | |
| WACO <i>Tribune-Herald</i> | National | 1,260 | 1,243 | 1% | 2008-2007 ad revenue percent change Month: -3.90% Y-T-D: -3.90% |
| | Retail | 21,485 | 26,183 | -18% | |
| | Classified | 27,139 | 28,474 | -5% | |
| | Month Total: | 49,884 | 55,900 | -11% | |
| 09/30/07 7-day avg circ: | | 49,884 | 55,900 | -11% | |
| 38,990 | | | | | |
| ABILENE <i>Reporter-News</i> | National | 3,572 | 4,186 | -15% | 2008-2007 ad revenue percent change Month: -5.50% Y-T-D: -5.50% |
| | Retail | 13,332 | 14,998 | -11% | |
| | Classified | 36,043 | 40,803 | -12% | |
| | Month Total: | 52,947 | 59,987 | -12% | |
| 09/30/07 7-day avg circ: | | 52,947 | 59,987 | -12% | |
| 31,917 | | | | | |
| VICTORIA <i>Advocate</i> | National | 2,202 | 2,405 | -8% | 2008-2007 ad revenue percent change Month: 4.40% Y-T-D: 4.40% |
| | Retail | 13,391 | 14,099 | -5% | |
| | Classified | 25,440 | 24,422 | 4% | |
| | Month Total: | 41,033 | 40,926 | 0% | |
| 09/30/07 7-day avg circ: | | 41,033 | 40,926 | 0% | |
| 31,619 | | | | | |
| WICHITA FALLS <i>Times Record News</i> | National | 3,178 | 4,522 | -30% | 2008-2007 ad revenue percent change Month: -11.50% Y-T-D: -11.50% |
| | Retail | 14,393 | 15,327 | -6% | |
| | Classified | 24,830 | 25,854 | -4% | |
| | Month Total: | 42,401 | 45,703 | -7% | |
| 09/30/07 7-day avg circ: | | 42,401 | 45,703 | -7% | |
| 30,096 | | | | | |
| SAN ANGELO <i>Standard-Times</i> | National | 2,910 | 3,025 | -4% | 2008-2007 ad revenue percent change Month: -1.00% Y-T-D: -1.00% |
| | Retail | 16,106 | 16,558 | -3% | |
| | Classified | 22,471 | 20,990 | 7% | |
| | Month Total: | 41,487 | 40,573 | 2% | |
| 09/30/07 7-day avg circ: | | 41,487 | 40,573 | 2% | |
| 26,855 | | | | | |
| GALVESTON <i>County Daily News</i> | National | | | | 2008-2007 ad revenue percent change Month: 0% Y-T-D: 0% |
| | Retail | 19,734 | 18,520 | 7% | |
| | Classified | 32,738 | 33,880 | -3% | |
| | Month Total: | 52,472 | 52,400 | 0% | |
| 09/30/07 7-day avg circ: | | 52,472 | 52,400 | 0% | |
| 26,238 | | | | | |

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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 |
|--|-------------------|--------------------|---------------|---------------|----------|-------|
| MCALLEN <i>The Monitor</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 83,027 | 83,027 | | |
| | this year: | 82,760 | | 82,760 | | |
| | | | | | | |
| WACO <i>Tribune-Herald</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 55,900 | 55,900 | | |
| | this year: | 49,884 | | 49,884 | | |
| | | | | | | |
| ABILENE <i>Reporter-News</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 59,987 | 59,987 | | |
| | this year: | 52,947 | | 52,947 | | |
| | | | | | | |
| VICTORIA <i>Advocate</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 40,926 | 40,926 | | |
| | this year: | 41,033 | | 41,033 | | |
| | | | | | | |
| WICHITA FALLS <i>Times Record News</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 45,703 | 45,703 | | |
| | this year: | 42,401 | | 42,401 | | |
| | | | | | | |
| SAN ANGELO <i>Standard-Times</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 40,573 | 40,573 | | |
| | this year: | 41,487 | | 41,487 | | |
| | | | | | | |
| GALVESTON <i>County Daily News</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 52,400 | 52,400 | | |
| | this year: | 52,472 | | 52,472 | | |
| | | | | | | |

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| | | | | | | |
|--------------|-----|------|------|--------|-----------|---------|
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| [Green bar] | | | | | | |
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|----------|----------|-----------------------------------|--------|-----------------|
| | | | | SORT BY CIRC |
| 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 | WACO | 38,990 | 1 |
| | | Tribune-Herald | 38,990 | 2 |
| | | | 38,990 | 3 |
| | | 09/30/07 7-day avg circ: | 38,990 | 4 |
| | | 38,990 | 38,990 | 5 |
| 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 | 31,917 | 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 | 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 | 30,096 | 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 | 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 |
| | | Texas Daily Newspaper Association | | |

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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.

| | | 2008 | 2007 | +(-)% | \$\$\$+(-)% |
|--|---------------------|---------------------|---------------|---------------|---|
| HARLINGEN <i>Valley Morning Star</i> | National | 2,797 | 2,275 | 23% | 2008-2007 ad revenue percent change Month: -2.00% Y-T-D: -2.00% |
| | Retail | 20,820 | 17,527 | 19% | |
| | Classified | 14,896 | 15,396 | -3% | |
| | Month Total: | 38,513 | 35,198 | 9% | |
| 09/30/07 7-day avg circ: | | 38,513 | 35,198 | 9% | |
| 23,418 | | Y-T-D Total: | 38,513 | 35,198 | |
| ODESSA <i>American</i> | National | 4,096 | 4,356 | -6% | 2008-2007 ad revenue percent change Month: -16.30% Y-T-D: -16.30% |
| | Retail | 25,853 | 35,806 | -28% | |
| | Classified | 24,523 | 22,943 | 7% | |
| | Month Total: | 54,472 | 63,105 | -14% | |
| 09/30/07 7-day avg circ: | | 54,472 | 63,105 | -14% | |
| 23,246 | | Y-T-D Total: | 54,472 | 63,105 | |
| TEMPLE <i>Daily Telegram</i> | National | | | | 2008-2007 ad revenue percent change Month: 1.00% Y-T-D: 1.00% |
| | Retail | 10,616 | 9,651 | 10% | |
| | Classified | 8,136 | 7,883 | 3% | |
| | Month Total: | 18,752 | 17,534 | 7% | |
| 09/30/07 7-day avg circ: | | 18,752 | 17,534 | 7% | |
| 19,711 | | Y-T-D Total: | 18,752 | 17,534 | |
| MIDLAND <i>Reporter-Telegram</i> | National | 511 | 1,192 | -57% | 2008-2007 ad revenue percent change Month: 4.90% Y-T-D: 4.90% |
| | Retail | 27,150 | 29,068 | -7% | |
| | Classified | 27,606 | 25,955 | 6% | |
| | Month Total: | 55,267 | 56,215 | -2% | |
| 09/30/07 7-day avg circ: | | 55,267 | 56,215 | -2% | |
| 19,593 | | Y-T-D Total: | 55,267 | 56,215 | |
| DENTON <i>Record-Chronicle</i> | National | | | | 2008-2007 ad revenue percent change Month: 8.00% Y-T-D: 8.00% |
| | Retail | 19,616 | 18,038 | 9% | |
| | Classified | 36,172 | 38,821 | -7% | |
| | Month Total: | 55,788 | 56,859 | -2% | |
| 09/30/07 7-day avg circ: | | 55,788 | 56,859 | -2% | |
| 13,456 | | Y-T-D Total: | 55,788 | 56,859 | |
| MARSHALL <i>News Messenger</i> | National | 164 | 9 | 1722% | 2008-2007 ad revenue percent change Month: -8.90% Y-T-D: -8.90% |
| | Retail | 6,805 | 9,322 | -27% | |
| | Classified | 7,297 | 6,042 | 21% | |
| | Month Total: | 14,266 | 15,373 | -7% | |
| 09/30/07 7-day avg circ: | | 14,266 | 15,373 | -7% | |
| 6,959 | | Y-T-D Total: | 14,266 | 15,373 | |
| PLAINVIEW <i>Daily Herald</i> | National | 315 | 208 | 51% | 2008-2007 ad revenue percent change Month: 14.00% Y-T-D: 14.00% |
| | Retail | 7,469 | 7,487 | 0% | |
| | Classified | 6,733 | 5,904 | 14% | |
| | Month Total: | 14,517 | 13,599 | 7% | |
| 09/30/07 7-day avg circ: | | 14,517 | 13,599 | 7% | |
| 5,051 | | Y-T-D Total: | 14,517 | 13,599 | |

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| | | 2008 | 2007 | January | February | March |
|--|-------------------|--------------------|---------------|---------|----------|-------|
| HARLINGEN <i>Valley Morning Star</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 35,198 | 35,198 | | |
| | this year: | 38,513 | | 38,513 | | |
| | | | | | | |
| ODESSA <i>American</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 63,105 | 63,105 | | |
| | this year: | 54,472 | | 54,472 | | |
| | | | | | | |
| TEMPLE <i>Daily Telegram</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 17,534 | 17,534 | | |
| | this year: | 18,752 | | 18,752 | | |
| | | | | | | |
| MIDLAND <i>Reporter-Telegram</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 56,215 | 56,215 | | |
| | this year: | 55,267 | | 55,267 | | |
| | | | | | | |
| DENTON <i>Record-Chronicle</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 56,859 | 56,859 | | |
| | this year: | 55,788 | | 55,788 | | |
| | | | | | | |
| MARSHALL <i>News Messenger</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 15,373 | 15,373 | | |
| | this year: | 14,266 | | 14,266 | | |
| | | | | | | |
| PLAINVIEW <i>Daily Herald</i> | 2008 | Total Y-T-D | | | | |
| | last year: | | 13,599 | 13,599 | | |
| | this year: | 14,517 | | 14,517 | | |
| | | | | | | |

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| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |
| April | May | June | July | August | September | October |
| [Green bar] | | | | | | |
| [Yellow bar] | | | | | | |

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|----------|----------|----------------------------|--------|-----------------|--|
| | | | | SORT BY CIRC | |
| 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 | 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 | |
| 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 | 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 | DENTON | 13,456 | 1 | |
| | | Record-Chronicle | 13,456 | 2 | |
| | | | 13,456 | 3 | |
| | | 09/30/07 7-day avg circ: | 13,456 | 4 | |
| | | 13,456 | 13,456 | 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 | 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 | |

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