

TDNA Linage Report October 2007

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.

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
ABILENE <i>Reporter-News</i>	National	4,341	4,177	4%	2007-2006
	Retail	12,335	18,016	-32%	ad revenue
	Classified	36,780	44,476	-17%	percent change
	Month Total:	53,456	66,669	-20%	Month: -14.40%
09/30/06 7-day avg circ:	37,774			Y-T-D: -5.00%	
Y-T-D Total:	613,630	681,528	-10%		
AUSTIN <i>American-Statesman</i>	National	4,866	7,005	-31%	2007-2006
	Retail	60,602	66,230	-8%	ad revenue
	Classified	52,870	55,886	-5%	percent change
	Month Total:	118,338	129,121	-8%	Month: -8%
09/30/06 7-day avg circ:	183,496			Y-T-D: -5.00%	
Y-T-D Total:	1,221,374	1,220,206	0%		
The Beaumont <i>Enterprise</i>	National	2,128	3,530	-40%	2007-2006
	Retail	24,635	27,964	-12%	ad revenue
	Classified	22,347	22,047	1%	percent change
	Month Total:	49,110	53,541	-8%	Month: -8%
09/30/06 7-day avg circ:	52,822			Y-T-D: -15%	
Y-T-D Total:	553,209	653,030	-15%		
CORPUS CHRISTI <i>Caller-Times</i>	National	3,154	2,992	5%	2007-2006
	Retail	27,474	31,258	-12%	ad revenue
	Classified	55,581	53,712	3%	percent change
	Month Total:	86,209	87,962	-2%	Month: -10.00%
09/30/06 7-day avg circ:	55,384			Y-T-D: -2.00%	
Y-T-D Total:	837,833	854,258	-2%		
DALLAS <i>Morning News</i>	National				2007-2006
	Retail				ad revenue
	Classified				percent change
	Month Total:				Month:
09/30/06 7-day avg circ:	467,915			Y-T-D:	
Y-T-D Total:					
DENTON <i>Record-Chronicle</i>	National				2007-2006
	Retail	28,697	20,293	41%	ad revenue
	Classified	48,002	44,245	8%	percent change
	Month Total:	76,699	64,538	19%	Month: 8.00%
09/30/06 7-day avg circ:	13,934			Y-T-D: -3.00%	
Y-T-D Total:	673,244	681,392	-1%		

Texas Daily Newspaper Association
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(512) 476-4351...phone
(512) 476-0515...fax

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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	January	February	March
		Total Y-T-D			
ABILENE <i>Reporter-News</i>	2007				
	Total Y-T-D				
	<i>last year:</i>	681,528	62,045	65,203	69,817
<i>this year:</i>	613,630	59,986	59,694	63,456	
AUSTIN <i>American-Statesman</i>	2006				
	Total Y-T-D				
	<i>last year:</i>	1,220,206	108,377	108,946	120,840
<i>this year:</i>	1,221,374	105,913	113,117	139,426	
The Beaumont <i>Enterprise</i>	2006				
	Total Y-T-D				
	<i>last year:</i>	653,030	60,503	64,594	87,039
<i>this year:</i>	553,209	49,821	52,437	66,470	
CORPUS CHRISTI <i>Caller-Times</i>	2006				
	Total Y-T-D				
	<i>last year:</i>	854,258	74,669	79,867	91,800
<i>this year:</i>	837,833	73,658	109,656	82,126	
DALLAS <i>Morning News</i>	2006				
	Total Y-T-D				
	<i>last year:</i>	1,590,738	194,514	188,228	206,945
<i>this year:</i>	1,338,104	155,622	157,285	186,025	
DENTON <i>Record-Chronicle</i>	2006				
	Total Y-T-D				
	<i>last year:</i>	681,392	59,310	57,305	76,255
<i>this year:</i>	673,244	56,859	55,699	69,197	

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April	May	June	July	August	September	October
76,019	71,441	67,301	68,814	69,211	65,008	66,669
64,025	67,610	63,043	60,603	61,739	60,018	53,456
April	May	June	July	August	September	October
127,441	130,613	122,892	121,596	122,912	127,468	129,121
123,518	129,708	123,097	119,520	122,475	126,262	118,338
April	May	June	July	August	September	October
60,289	64,989	75,928	55,624	57,553	72,970	53,541
47,556	61,829	64,306	47,795	52,519	61,366	49,110
April	May	June	July	August	September	October
87,340	87,598	82,451	91,704	85,207	85,660	87,962
83,442	84,551	90,429	54,949	86,256	86,557	86,209
April	May	June	July	August	September	October
204,350	211,519		197,186	189,152	198,844	
174,694	168,762		163,103	163,040	169,573	
April	May	June	July	August	September	October
80,062	81,369	76,693	60,189	63,143	62,528	64,538
70,534	65,095	63,792	69,433	72,241	73,695	76,699

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November	December			
		ABILENE	37,774	1
		Reporter-News	37,774	2
			37,774	3
		09/30/06 7-day avg circ:	37,774	4
			37,774	5
November	December			
		AUSTIN	183,496	1
		American-	183,496	2
		Statesman	183,496	3
		09/30/06 7-day avg circ:	183,496	4
			183,496	5
November	December			
		BEAUMONT	52,822	1
		Enterprise	52,822	2
			52,822	3
		09/30/06 7-day avg circ:	52,822	4
			52,822	5
November	December			
		CORPUS CHRISTI	55,384	1
		Caller-Times	55,384	2
			55,384	3
		09/30/06 7-day avg circ:	55,384	4
			55,384	5
November	December			
		DALLAS	467,915	1
		Morning News	467,915	2
			467,915	3
		09/30/06 7-day avg circ:	467,915	4
			467,915	5
November	December			
		DENTON	13,934	1
		Record-Chronicle	13,934	2
			13,934	3
		09/30/06 7-day avg circ:	13,934	4
			13,934	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.

		2007	2006	+(-)%	\$\$\$+(-)%
EL PASO Times	National	1,334	442	202%	2007-2006
	Retail	36,640	44,244	-17%	ad revenue
	Classified	63,701	60,773	5%	percent change
09/30/06 7-day avg circ:	Month Total:	101,675	105,459	-4%	Month:
72,341	Y-T-D Total:	1,022,426	1,080,171	-5%	Y-T-D:
GALVESTON County Daily News	National				2007-2006
	Retail	23,573	25,597	-8%	ad revenue
	Classified	37,299	38,889	-4%	percent change
09/30/06 7-day avg circ:	Month Total:	60,872	64,486	-6%	Month:
27,624	Y-T-D Total:	582,862	621,392	-6%	Y-T-D:
HARLINGEN Valley Morning Star	National	3,073	3,806	-19%	2007-2006
	Retail	17,008	20,754	-18%	ad revenue
	Classified	17,568	21,220	-17%	percent change
09/30/06 7-day avg circ:	Month Total:	37,649	45,780	-18%	Month:
23,773	Y-T-D Total:				-13.00%
					Y-T-D:
					-5.00%
HOUSTON Chronicle	National	25,489	22,693	12%	2007-2006
	Retail	54,285	59,033	-8%	ad revenue
	Classified	101,551	106,598	-5%	percent change
09/30/06 7-day avg circ:	Month Total:	181,325	188,324	-4%	Month:
557,059	Y-T-D Total:	1,928,102	2,055,225	-6%	Y-T-D:
					-4.23%
					-4.42%
MARSHALL News Messenger	National	14	7	100%	2007-2006
	Retail	7,745	9,530	-19%	ad revenue
	Classified	7,706	6,897	12%	percent change
09/30/06 7-day avg circ:	Month Total:	15,465	16,434	-6%	Month:
6,862	Y-T-D Total:	152,495	155,247	-2%	Y-T-D:
					0.00%
MCALLEN The Monitor	National	4,285	4,052	6%	2007-2006
	Retail	46,592	53,017	-12%	ad revenue
	Classified	46,542	47,874	-3%	percent change
09/30/06 7-day avg circ:	Month Total:	97,419	104,943	-7%	Month:
43,176	Y-T-D Total:				0.00%
					4.00%
MIDLAND Reporter-Telegram	National	1,688	603	180%	2007-2006
	Retail	31,473	39,139	-20%	ad revenue
	Classified	34,145	37,236	-8%	percent change
09/30/06 7-day avg circ:	Month Total:	67,306	76,978	-13%	Month:
20,111	Y-T-D Total:	645,153	705,999	-9%	Y-T-D:
					7.90%

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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.

	2007	2006	January	February	March
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		1,080,171	102,852	105,627	109,011
<i>this year:</i>	1,022,426		93,369	95,909	120,904
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		621,392	54,925	55,017	67,445
<i>this year:</i>	582,862		52,400	50,222	65,678
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		413,241	45,833	42,754	47,803
<i>this year:</i>	355,526		35,198	37,182	41,194
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		2,055,225	189,575	188,152	239,409
<i>this year:</i>	1,928,102		166,276	184,010	228,968
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		155,247	14,849	13,933	17,812
<i>this year:</i>	152,495		15,373	13,788	17,282
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		754,278	1,433	87,659	95,966
<i>this year:</i>	835,204		83,027	87,991	94,520
Total Y-T-D		Total Y-T-D			
<i>last year:</i>		705,999	54,267	59,716	75,672
<i>this year:</i>	645,153		56,215	62,928	74,689

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114,418	121,490	110,550	99,907	102,601	108,256	105,459
96,971	102,131	97,281	109,758	98,731	105,697	101,675
April	May	June	July	August	September	October
62,037	65,808	62,370	62,786	63,239	63,279	64,486
58,101	59,843	56,766	57,789	62,918	58,273	60,872
April	May	June	July	August	September	October
45,920	48,132	43,703	47,786	45,530	0	45,780
40,066	43,005	38,203	40,102	42,927	0	37,649
April	May	June	July	August	September	October
192,437	203,469	254,034	184,024	181,186	234,615	188,324
182,703	189,044	231,301	175,455	173,920	215,100	181,325
April	May	June	July	August	September	October
14,786	17,446	15,130	14,443	15,553	14,861	16,434
14,967	15,512	15,187	14,326	15,643	14,952	15,465
April	May	June	July	August	September	October
95,642	94,964	89,481	94,979	0	89,211	104,943
92,987	92,636	93,827	94,316	0	98,481	97,419
April	May	June	July	August	September	October
65,319	70,602	88,138	64,361	67,443	83,503	76,978
55,322	64,747	71,090	53,548	62,915	76,393	67,306

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November	December	EL PASO Times	72,341	1
			72,341	2
			72,341	3
		09/30/06 7-day avg circ:	72,341	4
			72,341	5
November	December	GALVESTON County Daily News	27,624	1
			27,624	2
			27,624	3
		09/30/06 7-day avg circ:	27,624	4
			27,624	5
November	December	HARLINGEN Valley Morning Star	23,773	1
			23,773	2
			23,773	3
		09/30/06 7-day avg circ:	23,773	4
			23,773	5
November	December	HOUSTON Chronicle	557,059	1
			557,059	2
			557,059	3
		09/30/06 7-day avg circ:	557,059	4
			557,059	5
November	December	MARSHALL News Messenger	6,862	1
			6,862	2
			6,862	3
		09/30/06 7-day avg circ:	6,862	4
			6,862	5
November	December	MCALLEN The Monitor	43,176	1
			43,176	2
			43,176	3
		09/30/06 7-day avg circ:	43,176	4
			43,176	5
November	December	MIDLAND Reporter-Telegram	20,111	1
			20,111	2
			20,111	3
		09/30/06 7-day avg circ:	20,111	4
			20,111	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.

		2007	2006	+(-)%	\$\$\$+(-)%
ODESSA	National	3,350	3,668	-9%	2007-2006
American	Retail	29,154	36,673	-21%	ad revenue
	Classified	29,256	34,216	-14%	percent change
09/30/06 7-day avg circ:	Month Total:	61,760	74,557	-17%	Month: -15.00%
25,216	Y-T-D Total:	648,797	672,938	-4%	Y-T-D: -7.00%
PLAINVIEW	National	368	358	3%	2007-2006
Daily Herald	Retail	10,973	11,543	-5%	ad revenue
	Classified	7,944	9,438	-16%	percent change
09/30/06 7-day avg circ:	Month Total:	19,285	21,339	-10%	Month: 1.00%
5,194	Y-T-D Total:	173,425	208,993	-17%	Y-T-D: -11.00%
SAN ANGELO	National	3,484	2,941	18%	2007-2006
Standard-Times	Retail	19,590	20,539	-5%	ad revenue
	Classified	27,941	25,218	11%	percent change
09/30/06 7-day avg circ:	Month Total:	51,015	48,698	5%	Month: -6.00%
26,972	Y-T-D Total:	471,300	483,842	-3%	Y-T-D: -1.00%
SAN ANTONIO	National	7,639	10,411	-27%	2007-2006
Express-News	Retail	34,988	40,060	-13%	ad revenue
	Classified	79,821	85,861	-7%	percent change
09/30/06 7-day avg circ:	Month Total:	122,448	136,332	-10%	Month: -5.40%
247,215	Y-T-D Total:	1,317,569	1,443,138	-9%	Y-T-D: -2.40%
TEMPLE	National	106	286	-63%	2007-2006
Daily Telegram	Retail	20,382	22,057	-8%	ad revenue
	Classified	15,438	16,572	-7%	percent change
09/30/06 7-day avg circ:	Month Total:	35,926	38,915	-8%	Month: -7.60%
20,013	Y-T-D Total:	379,771	387,330	-2%	Y-T-D: 2.40%
VICTORIA	National	1,401	2,334	-40%	2007-2006
Advocate	Retail	16,005	21,193	-24%	ad revenue
	Classified	29,011	32,512	-11%	percent change
09/30/06 7-day avg circ:	Month Total:	46,417	56,039	-17%	Month: -7.10%
33,863	Y-T-D Total:	46,417	56,039	-17%	Y-T-D: -2.60%
WACO	National	1,971	1,336	48%	2007-2006
Tribune Herald	Retail	27,593	31,788	-13%	ad revenue
	Classified	32,233	33,320	-3%	percent change
09/30/06 7-day avg circ:	Month Total:	61,797	66,444	-7%	Month: -10.20%
39,661	Y-T-D Total:	614,004	625,581	-2%	Y-T-D: -0.10%

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	2007	2006	January	February	March
Total Y-T-D					
last year:		672,938	58,904	58,001	67,629
this year:	648,797		60,165	58,068	64,893
Total Y-T-D					
last year:		208,993	14,829	20,271	26,980
this year:	173,425		13,599	15,134	24,537
Total Y-T-D					
last year:		483,842	43,747	48,940	47,859
this year:	471,300		40,573	48,851	48,087
Total Y-T-D					
last year:		1,443,138	129,532	127,541	172,911
this year:	1,317,569		110,537	124,982	154,257
Total Y-T-D					
last year:		387,330	36,689	36,490	39,234
this year:	379,771		32,536	35,687	42,020
Total Y-T-D					
last year:		56,039			
this year:	46,417				
Total Y-T-D					
last year:		625,581	57,757	55,784	62,662
this year:	614,004		55,900	59,537	61,536

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69,576	66,465	68,731	68,986	68,339	71,750	74,557
68,999	68,407	60,061	85,806	59,198	61,440	61,760
April	May	June	July	August	September	October
17,329	18,726	23,575	19,261	21,514	25,169	21,339
16,790	14,694	20,279	14,832	14,538	19,737	19,285
April	May	June	July	August	September	October
46,948	47,573	51,750	47,447	49,868	51,012	48,698
46,071	49,525	48,046	45,674	46,129	47,329	51,015
April	May	June	July	August	September	October
130,462	134,764	176,937	131,882	134,425	168,352	136,332
114,430	131,176	163,044	119,982	125,542	151,171	122,448
April	May	June	July	August	September	October
41,430	39,095	37,368	37,886	42,383	37,840	38,915
39,252	37,143	40,451	38,331	40,344	38,081	35,926
April	May	June	July	August	September	October
						56,039
						46,417
April	May	June	July	August	September	October
61,451	68,406	61,541	63,709	64,679	63,148	66,444
59,369	67,952	58,949	59,300	63,745	65,919	61,797

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November	December			
		ODESSA	25,216	1
		American	25,216	2
			25,216	3
		09/30/06 7-day avg circ:	25,216	4
		25,216	25,216	5
November	December			
		PLAINVIEW	5,194	1
		Daily Herald	5,194	2
			5,194	3
		09/30/06 7-day avg circ:	5,194	4
		5,194	5,194	5
November	December			
		SAN ANGELO	26,972	1
		Standard-Times	26,972	2
			26,972	3
		09/30/06 7-day avg circ:	26,972	4
		26,972	26,972	5
November	December			
		SAN ANTONIO	247,215	1
		Express-News	247,215	2
			247,215	3
		09/30/06 7-day avg circ:	247,215	4
		247,215	247,215	5
November	December			
		TEMPLE	20,013	1
		Daily Telegram	20,013	2
			20,013	3
		09/30/06 7-day avg circ:	20,013	4
		20,013	20,013	5
November	December			
		VICTORIA	33,863	1
		Advocate	33,863	2
			33,863	3
		09/30/06 7-day avg circ:	33,863	4
		33,863	33,863	5
November	December			
		WACO	39,661	1
		Tribune Herald	39,661	2
			39,661	3
		09/30/06 7-day avg circ:	39,661	4
		39,661	39,661	5

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(512) 476-0515...fax

hturrentine@tdna.org
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SORT
BY CIRC

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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.

		2007	2006	+(-)%	
WICHITA FALLS	National	3,759	4,798	-22%	2007-2006
Times Record News	Retail	17,326	20,847	-17%	ad revenue
	Classified	28,052	30,783	-9%	percent change
09/30/06 7-day avg circ:	Month Total:	49,137	56,428	-13%	Month: -14.30%
30,816	Y-T-D Total:	518,755	555,262	-7%	Y-T-D: -4.10%

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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.

	2007	2006	January	February	March
Total Y-T-D					
<i>last year:</i>		555,262	50,249	50,743	53,502
<i>this year:</i>	518,755		45,703	48,777	50,088

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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>
56,655	61,121	55,591	56,853	58,933	55,187	56,428
52,945	59,316	51,983	51,010	56,878	52,918	49,137

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<i>November</i>	<i>December</i>			
		WICHITA FALLS	30,816	1
		Times Record News	30,816	2
			30,816	3
		09/30/06 7-day avg circ:	30,816	4
		30,816	30,816	5

SORT BY CIRC	
30,816	1
30,816	2
30,816	3
30,816	4
30,816	5

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