

TDNA Linage Report May 2007

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.

		2007	2006	+(-)%	\$\$\$+(-)%
HOUSTON Chronicle	National	22,097	25,740	-14%	2007-2006 ad revenue percent change Month: -4.82% Y-T-D: -2.00%
	Retail	60,967	60,956	0%	
	Classified	105,980	116,773	-9%	
	Month Total:	189,044	203,469	-7%	
09/30/06 7-day avg circ:					
557,059					
	Y-T-D Total:	951,001	1,013,042	-6%	
DALLAS Morning News	National	17,313	21,443	-19%	2007-2006 ad revenue percent change Month: -1.10% Y-T-D: -1.90%
	Retail	58,341	70,301	-17%	
	Classified	93,108	119,775	-22%	
	Month Total:	168,762	211,519	-20%	
09/30/06 7-day avg circ:					
467,915					
	Y-T-D Total:	842,388	1,005,556	-16%	
SAN ANTONIO Express-News	National	11,271	9,679	16%	2007-2006 ad revenue percent change Month: -2.30% Y-T-D: 1.00%
	Retail	39,516	37,252	6%	
	Classified	80,389	87,833	-8%	
	Month Total:	131,176	134,764	-3%	
09/30/06 7-day avg circ:					
247,215					
	Y-T-D Total:	635,382	695,210	-9%	
AUSTIN American-Statesman	National	5,202	5,769	-10%	2007-2006 ad revenue percent change Month: -1% Y-T-D: 3%
	Retail	67,134	67,099	0%	
	Classified	57,372	57,745	-1%	
	Month Total:	129,708	130,613	-1%	
09/30/06 7-day avg circ:					
183,496					
	Y-T-D Total:	611,682	596,217	3%	
EL PASO Times	National	1,936	1,170	65%	2007-2006 ad revenue percent change Month: -16% Y-T-D: -8%
	Retail	37,394	49,261	-24%	
	Classified	62,801	71,059	-12%	
	Month Total:	102,131	121,490	-16%	
09/30/06 7-day avg circ:					
72,341					
	Y-T-D Total:	509,284	553,398	-8%	
CORPUS CHRISTI Caller-Times	National	3,770	3,531	7%	2007-2006 ad revenue percent change Month: -2.60% Y-T-D: -5.60%
	Retail	27,112	32,432	-16%	
	Classified	53,669	51,635	4%	
	Month Total:	84,551	87,598	-3%	
09/30/06 7-day avg circ:					
55,384					
	Y-T-D Total:	433,433	421,274	3%	

Texas Daily Newspaper Association
718 West Fifth Street, Suite 200
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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.

	2007	2006	January	February	March
	Total Y-T-D	Total Y-T-D			
last year:		1,013,042	189,575	188,152	239,409
this year:	951,001		166,276	184,010	228,968
	Total Y-T-D	Total Y-T-D			
last year:		1,005,556	194,514	188,228	206,945
this year:	842,388		155,622	157,285	186,025
	Total Y-T-D	Total Y-T-D			
last year:		695,210	129,532	127,541	172,911
this year:	635,382		110,537	124,982	154,257
	Total Y-T-D	Total Y-T-D			
last year:		596,217	108,377	108,946	120,840
this year:	611,682		105,913	113,117	139,426
	Total Y-T-D	Total Y-T-D			
last year:		553,398	102,852	105,627	109,011
this year:	509,284		93,369	95,909	120,904
	Total Y-T-D	Total Y-T-D			
last year:		421,274	74,669	79,867	91,800
this year:	433,433		73,658	109,656	82,126

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April	May	June	July	August	September	October
192,437	203,469					
182,703	189,044					
April	May	June	July	August	September	October
204,350	211,519					
174,694	168,762					
April	May	June	July	August	September	October
130,462	134,764					
114,430	131,176					
April	May	June	July	August	September	October
127,441	130,613					
123,518	129,708					
April	May	June	July	August	September	October
114,418	121,490					
96,971	102,131					
April	May	June	July	August	September	October
87,340	87,598					
83,442	84,551					

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				SORT BY CIRC	
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				
		DALLAS Morning News	467,915	1	
			467,915	2	
			467,915	3	
		09/30/06 7-day avg circ:	467,915	4	
			467,915	5	
November	December				
		SAN ANTONIO Express-News	247,215	1	
			247,215	2	
			247,215	3	
		09/30/06 7-day avg circ:	247,215	4	
			247,215	5	
November	December				
		AUSTIN American-Statesman	183,496	1	
			183,496	2	
			183,496	3	
		09/30/06 7-day avg circ:	183,496	4	
			183,496	5	
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				
		CORPUS CHRISTI Caller-Times	55,384	1	
			55,384	2	
			55,384	3	
		09/30/06 7-day avg circ:	55,384	4	
			55,384	5	

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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.

		2007	2006	+(-)%		\$\$\$+(-)%
The Beaumont Enterprise	National	3,151	2,358	34%	2007-2006	
	Retail	29,308	34,996	-16%	ad revenue	
	Classified	29,370	27,635	6%	percent change	
	Month Total:	61,829	64,989	-5%	Month:	
09/30/06 7-day avg circ:						
52,822	Y-T-D Total:	278,113	337,414	-18%	Y-T-D:	
MCALLEN The Monitor	National	3,479	4,656	-25%	2007-2006	
	Retail	46,748	44,115	6%	ad revenue	
	Classified	42,409	46,193	-8%	percent change	
	Month Total:	92,636	94,964	-2%	Month:	-5.00%
09/30/06 7-day avg circ:						
43,176	Y-T-D Total:	451,161	375,664	20%	Y-T-D:	2.00%
WACO Tribune Herald	National	2,842	2,181	30%	2007-2006	
	Retail	36,189	35,963	1%	ad revenue	
	Classified	28,921	30,262	-4%	percent change	
	Month Total:	67,952	68,406	-1%	Month:	0.90%
09/30/06 7-day avg circ:						
39,661	Y-T-D Total:	304,294	306,060	-1%	Y-T-D:	1.00%
ABILENE Reporter-News	National	5,156	5,529	-7%	2007-2006	
	Retail	17,851	19,783	-10%	ad revenue	
	Classified	44,603	46,129	-3%	percent change	
	Month Total:	67,610	71,441	-5%	Month:	-5.08%
09/30/06 7-day avg circ:						
37,774	Y-T-D Total:	314,771	344,525	-9%	Y-T-D:	-4.97%
WICHITA FALLS Times Record News	National	5,015	4,951	1%	2007-2006	
	Retail	22,654	23,686	-4%	ad revenue	
	Classified	31,647	32,484	-3%	percent change	
	Month Total:	59,316	61,121	-3%	Month:	-1.80%
09/30/06 7-day avg circ:						
30,816	Y-T-D Total:	256,829	272,270	-6%	Y-T-D:	-0.20%
GALVESTON County Daily News	National				2007-2006	
	Retail	21,630	24,938	-13%	ad revenue	
	Classified	38,213	40,870	-7%	percent change	
	Month Total:	59,843	65,808	-9%	Month:	
09/30/06 7-day avg circ:						
27,624	Y-T-D Total:	286,244	305,232	-6%	Y-T-D:	
SAN ANGELO Standard-Times	National	4,133	4,033	2%	2007-2006	
	Retail	19,675	20,093	-2%	ad revenue	
	Classified	25,717	23,447	10%	percent change	
	Month Total:	49,525	47,573	4%	Month:	4.00%
09/30/06 7-day avg circ:						
26,972	Y-T-D Total:	233,107	235,067	-1%	Y-T-D:	0.00%

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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	2007				
	Total Y-T-D				
	last year:	337,414	60,503	64,594	87,039
this year:	278,113	49,821	52,437	66,470	
Total Y-T-D	2006				
	Total Y-T-D				
	last year:	375,664	1,433	87,659	95,966
this year:	451,161	83,027	87,991	94,520	
Total Y-T-D	2006				
	Total Y-T-D				
	last year:	306,060	57,757	55,784	62,662
this year:	304,294	55,900	59,537	61,536	
Total Y-T-D	2006				
	Total Y-T-D				
	last year:	344,525	62,045	65,203	69,817
this year:	314,771	59,986	59,694	63,456	
Total Y-T-D	2006				
	Total Y-T-D				
	last year:	272,270	50,249	50,743	53,502
this year:	256,829	45,703	48,777	50,088	
Total Y-T-D	2006				
	Total Y-T-D				
	last year:	305,232	54,925	55,017	67,445
this year:	286,244	52,400	50,222	65,678	
Total Y-T-D	2006				
	Total Y-T-D				
	last year:	235,067	43,747	48,940	47,859
this year:	233,107	40,573	48,851	48,087	

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April	May	June	July	August	September	October
60,289	64,989					
47,556	61,829					
April	May	June	July	August	September	October
95,642	94,964					
92,987	92,636					
April	May	June	July	August	September	October
61,451	68,406					
59,369	67,952					
April	May	June	July	August	September	October
76,019	71,441					
64,025	67,610					
April	May	June	July	August	September	October
56,655	61,121					
52,945	59,316					
April	May	June	July	August	September	October
62,037	65,808					
58,101	59,843					
April	May	June	July	August	September	October
46,948	47,573					
46,071	49,525					

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November	December			
		BEAUMONT Enterprise	52,822	1
			52,822	2
			52,822	3
		09/30/06 7-day avg circ:	52,822	4
			52,822	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			
		WACO Tribune Herald	39,661	1
			39,661	2
			39,661	3
		09/30/06 7-day avg circ:	39,661	4
			39,661	5
November	December			
		ABILENE Reporter-News	37,774	1
			37,774	2
			37,774	3
		09/30/06 7-day avg circ:	37,774	4
			37,774	5
November	December			
		WICHITA FALLS Times Record News	30,816	1
			30,816	2
			30,816	3
		09/30/06 7-day avg circ:	30,816	4
			30,816	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			
		SAN ANGELO Standard-Times	26,972	1
			26,972	2
			26,972	3
		09/30/06 7-day avg circ:	26,972	4
			26,972	5

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SORT
BY CIRC

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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.

		2007	2006	+(-)%	2007-2006
					\$\$\$+(-)%
ODESSA	National	3,964	1,980	100%	2007-2006
American	Retail	30,736	33,405	-8%	ad revenue
	Classified	33,707	31,080	8%	percent change
09/30/06 7-day avg circ:	Month Total:	68,407	66,465	3%	Month: -9.50%
25,216	Y-T-D Total:	320,532	320,575	0%	Y-T-D: -9.50%
HARLINGEN	National	2,671	4,652	-43%	2007-2006
Valley Morning Star	Retail	21,171	23,977	-12%	ad revenue
	Classified	19,163	19,503	-2%	percent change
09/30/06 7-day avg circ:	Month Total:	43,005	48,132	-11%	Month: 1.00%
23,773	Y-T-D Total:	196,645	230,442	-15%	Y-T-D: -1.00%
MIDLAND	National	985	859	15%	2007-2006
Reporter-Telegram	Retail	30,976	37,845	-18%	ad revenue
	Classified	32,786	31,898	3%	percent change
09/30/06 7-day avg circ:	Month Total:	64,747	70,602	-8%	Month: 5.80%
20,111	Y-T-D Total:	313,901	325,576	-4%	Y-T-D: 8.90%
TEMPLE	National	32	154	-79%	2007-2006
Daily Telegram	Retail	21,140	21,306	-1%	ad revenue
	Classified	15,971	17,635	-9%	percent change
09/30/06 7-day avg circ:	Month Total:	37,143	39,095	-5%	Month: 1.00%
20,013	Y-T-D Total:	186,638	192,938	-3%	Y-T-D: 0.00%
DENTON	National				2007-2006
Record-Chronicle	Retail	22,747	26,353	-14%	ad revenue
	Classified	42,348	55,016	-23%	percent change
09/30/06 7-day avg circ:	Month Total:	65,095	81,369	-20%	Month: -11.00%
13,934	Y-T-D Total:	317,384	354,301	-10%	Y-T-D: -7.00%
MARSHALL	National	31	441	-93%	2007-2006
News Messenger	Retail	9,538	10,091	-5%	ad revenue
	Classified	5,943	6,914	-14%	percent change
09/30/06 7-day avg circ:	Month Total:	15,512	17,446	-11%	Month: -10.30%
6,862	Y-T-D Total:	76,922	78,826	-2%	Y-T-D: -2.40%
PLAINVIEW	National	290	411	-29%	2007-2006
Daily Herald	Retail	7,391	10,772	-31%	ad revenue
	Classified	7,013	7,543	-7%	percent change
09/30/06 7-day avg circ:	Month Total:	14,694	18,726	-22%	Month: -12.00%
5,194	Y-T-D Total:	84,754	98,135	-14%	Y-T-D: -17.00%

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		2006	January	February	March
		Total Y-T-D			
ODESSA	2007				
	Total Y-T-D				
<i>last year:</i>		320,575	58,904	58,001	67,629
<i>this year:</i>	320,532		60,165	58,068	64,893
HARLINGEN	2006				
	Total Y-T-D				
<i>last year:</i>		230,442	45,833	42,754	47,803
<i>this year:</i>	196,645		35,198	37,182	41,194
MIDLAND	2006				
	Total Y-T-D				
<i>last year:</i>		325,576	54,267	59,716	75,672
<i>this year:</i>	313,901		56,215	62,928	74,689
TEMPLE	2006				
	Total Y-T-D				
<i>last year:</i>		192,938	36,689	36,490	39,234
<i>this year:</i>	186,638		32,536	35,687	42,020
DENTON	2006				
	Total Y-T-D				
<i>last year:</i>		354,301	59,310	57,305	76,255
<i>this year:</i>	317,384		56,859	55,699	69,197
MARSHALL	2006				
	Total Y-T-D				
<i>last year:</i>		78,826	14,849	13,933	17,812
<i>this year:</i>	76,922		15,373	13,788	17,282
PLAINVIEW	2006				
	Total Y-T-D				
<i>last year:</i>		98,135	14,829	20,271	26,980
<i>this year:</i>	84,754		13,599	15,134	24,537

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69,576	66,465					
68,999	68,407					
45,920	48,132					
40,066	43,005					
65,319	70,602					
55,322	64,747					
41,430	39,095					
39,252	37,143					
80,062	81,369					
70,534	65,095					
14,786	17,446					
14,967	15,512					
17,329	18,726					
16,790	14,694					

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		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			
		HARLINGEN	23,773	1			
		Valley Morning Star	23,773	2			
			23,773	3			
		09/30/06 7-day avg circ:	23,773	4			
		23,773	23,773	5			
		MIDLAND	20,111	1			
		Reporter-Telegram	20,111	2			
			20,111	3			
		09/30/06 7-day avg circ:	20,111	4			
		20,111	20,111	5			
		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			
		DENTON	13,934	1			
		Record-Chronicle	13,934	2			
			13,934	3			
		09/30/06 7-day avg circ:	13,934	4			
		13,934	13,934	5			
		MARSHALL	6,862	1			
		News Messenger	6,862	2			
			6,862	3			
		09/30/06 7-day avg circ:	6,862	4			
		6,862	6,862	5			
		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			

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