

TDNA Linage Report
October 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 | 22,693 | 33,561 | -32% | 2006-2005 ad revenue percent change Month: -7.09% Y-T-D: -3.44% |
| | Retail | 59,033 | 62,891 | -6% | |
| | Classified | 106,598 | 121,915 | -13% | |
| | Month Total: | 188,324 | 218,367 | -14% | |
| 09/30/05 7-day avg circ: | | | | | |
| 591,785 | | | | | |
| | Y-T-D Total: | 2,055,224 | 2,290,649 | -10% | |
| DALLAS Morning News | National | 20,994 | 28,021 | -25% | 2006-2005 ad revenue percent change Month: -9.50% Y-T-D: -6.20% |
| | Retail | 67,305 | 77,234 | -13% | |
| | Classified | 112,589 | 135,171 | -17% | |
| | Month Total: | 200,888 | 240,426 | -16% | |
| 09/30/05 7-day avg circ: | | | | | |
| 492,731 | | | | | |
| | Y-T-D Total: | 1,993,186 | 2,263,787 | -12% | |
| SAN ANTONIO Express-News | National | 10,411 | 10,982 | -5% | 2006-2005 ad revenue percent change Month: 2.20% Y-T-D: 1.70% |
| | Retail | 40,060 | 41,775 | -4% | |
| | Classified | 85,861 | 84,016 | 2% | |
| | Month Total: | 136,332 | 136,773 | 0% | |
| 09/30/05 7-day avg circ: | | | | | |
| 255,912 | | | | | |
| | Y-T-D Total: | 1,443,268 | 1,506,468 | -4% | |
| AUSTIN American-Statesman | National | 7,005 | 4,713 | 49% | 2006-2005 ad revenue percent change Month: -2% Y-T-D: -3% |
| | Retail | 54,065 | 57,444 | -6% | |
| | Classified | 59,516 | 60,285 | -1% | |
| | Month Total: | 120,586 | 122,442 | -2% | |
| 09/30/05 7-day avg circ: | | | | | |
| 186,539 | | | | | |
| | Y-T-D Total: | 1,157,560 | 1,193,479 | -3% | |
| EL PASO Times | National | 442 | 300 | 47% | 2006-2005 ad revenue percent change Month: -1% Y-T-D: 2% |
| | Retail | 46,007 | 48,341 | -5% | |
| | Classified | 60,773 | 59,573 | 2% | |
| | Month Total: | 107,222 | 108,214 | -1% | |
| 09/30/05 7-day avg circ: | | | | | |
| 74,396 | | | | | |
| | Y-T-D Total: | 1,091,825 | 1,074,242 | 2% | |
| CORPUS CHRISTI Caller-Times | National | 2,992 | 3,634 | -18% | 2006-2005 ad revenue percent change Month: -11.50% Y-T-D: -10.20% |
| | Retail | 29,700 | 28,451 | 4% | |
| | Classified | 53,713 | 47,709 | 13% | |
| | Month Total: | 86,405 | 79,794 | 8% | |
| 09/30/05 7-day avg circ: | | | | | |
| 56,267 | | | | | |
| | Y-T-D Total: | 847,378 | 781,567 | 8% | |

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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 |
|--|-------------------|--------------------|--------------------|---------|----------|---------|
| | | 2006 | 2005 | | | |
| | | Total Y-T-D | Total Y-T-D | | | |
| | <i>last year:</i> | | 2,290,649 | 202,777 | 213,698 | 265,332 |
| | <i>this year:</i> | 2,055,224 | | 189,574 | 188,152 | 239,409 |
| | | 2006 | 2005 | | | |
| | | Total Y-T-D | Total Y-T-D | | | |
| | <i>last year:</i> | | 2,263,787 | 204,273 | 216,486 | 224,163 |
| | <i>this year:</i> | 1,993,186 | | 194,514 | 188,228 | 206,945 |
| | | 2006 | 2005 | | | |
| | | Total Y-T-D | Total Y-T-D | | | |
| | <i>last year:</i> | | 1,506,468 | 130,758 | 138,605 | 184,680 |
| | <i>this year:</i> | 1,443,268 | | 129,532 | 127,541 | 172,911 |
| | | 2006 | 2005 | | | |
| | | Total Y-T-D | Total Y-T-D | | | |
| | <i>last year:</i> | | 1,193,479 | 114,903 | 112,533 | 121,630 |
| | <i>this year:</i> | 1,157,560 | | 107,385 | 108,033 | 119,831 |
| | | 2006 | 2005 | | | |
| | | Total Y-T-D | Total Y-T-D | | | |
| | <i>last year:</i> | | 1,074,242 | 114,076 | 94,558 | 101,634 |
| | <i>this year:</i> | 1,091,825 | | 102,852 | 105,627 | 109,011 |
| | | 2006 | 2005 | | | |
| | | Total Y-T-D | Total Y-T-D | | | |
| | <i>last year:</i> | | 781,567 | 74,836 | 71,374 | 78,675 |
| | <i>this year:</i> | 847,378 | | 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 | 218,367 |
| 192,437 | 203,469 | 254,034 | 184,024 | 181,186 | 234,615 | 188,324 |
| April | May | June | July | August | September | October |
| 237,654 | 241,694 | 208,357 | 243,365 | 214,414 | 232,955 | 240,426 |
| 204,350 | 211,519 | 201,560 | 197,186 | 189,152 | 198,844 | 200,888 |
| April | May | June | July | August | September | October |
| 138,143 | 145,828 | 182,993 | 131,151 | 140,397 | 177,140 | 136,773 |
| 130,462 | 134,764 | 177,067 | 131,882 | 134,425 | 168,352 | 136,332 |
| April | May | June | July | August | September | October |
| 123,769 | 136,983 | 112,800 | 117,537 | 113,007 | 117,875 | 122,442 |
| 119,053 | 122,238 | 114,092 | 113,181 | 114,662 | 118,499 | 120,586 |
| April | May | June | July | August | September | October |
| 110,745 | 116,145 | 104,069 | 114,045 | 103,500 | 107,256 | 108,214 |
| 114,418 | 121,490 | 110,552 | 109,739 | 102,516 | 108,398 | 107,222 |
| April | May | June | July | August | September | October |
| 78,592 | 86,661 | 74,458 | 80,604 | 81,785 | 74,788 | 79,794 |
| 87,340 | 87,598 | 82,451 | 89,662 | 83,434 | 84,152 | 86,405 |

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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 <i>Enterprise</i> | National | 3,530 | 3,975 | -11% | 2006-2005 |
| | Retail | 27,964 | 19,972 | 40% | ad revenue |
| | Classified | 22,047 | 11,424 | 93% | percent change |
| | Month Total: | 53,541 | 35,371 | 51% | Month: 39.00% |
| 09/30/05 7-day avg circ: | | | | | Y-T-D: 9.00% |
| 55,444 | | 653,030 | 589,694 | 11% | |
| MCALLEN <i>The Monitor</i> | National | 4,065 | 3,950 | 3% | 2006-2005 |
| | Retail | 53,026 | 46,176 | 15% | ad revenue |
| | Classified | 50,274 | 16,237 | 210% | percent change |
| | Month Total: | 107,365 | 66,363 | 62% | Month: 1.00% |
| 09/30/05 7-day avg circ: | | | | | Y-T-D: 9.00% |
| 43,111 | | | | | |
| WACO <i>Tribune Herald</i> | National | 1,336 | 2,254 | -41% | 2006-2005 |
| | Retail | 31,788 | 32,372 | -2% | ad revenue |
| | Classified | 33,320 | 30,843 | 8% | percent change |
| | Month Total: | 66,444 | 65,469 | 1% | Month: 2.10% |
| 09/30/05 7-day avg circ: | | | | | Y-T-D: 1.90% |
| 40,518 | | 618,913 | 630,293 | -2% | |
| ABILENE <i>Reporter-News</i> | National | 4,177 | 4,946 | -16% | 2006-2005 |
| | Retail | 18,016 | 19,122 | -6% | ad revenue |
| | Classified | 44,476 | 40,762 | 9% | percent change |
| | Month Total: | 66,669 | 64,830 | 3% | Month: -1.05% |
| 09/30/05 7-day avg circ: | | | | | Y-T-D: 3.59% |
| 33,583 | | 681,507 | 628,588 | 8% | |
| WICHITA FALLS <i>Times Record News</i> | National | 4,798 | 5,986 | -20% | 2006-2005 |
| | Retail | 20,847 | 22,694 | -8% | ad revenue |
| | Classified | 30,783 | 34,555 | -11% | percent change |
| | Month Total: | 56,428 | 63,235 | -11% | Month: 1.00% |
| 09/30/05 7-day avg circ: | | | | | Y-T-D: 3.60% |
| 31,692 | | | | | |
| GALVESTON <i>County Daily News</i> | National | | | | 2006-2005 |
| | Retail | 25,597 | 26,677 | -4% | ad revenue |
| | Classified | 38,889 | 39,384 | -1% | percent change |
| | Month Total: | 64,486 | 66,061 | -2% | Month: |
| 09/30/05 7-day avg circ: | | | | | Y-T-D: |
| 27,633 | | 621,402 | 666,690 | -7% | |

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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> | | | 589,694 | 51,718 | 61,872 | 73,499 |
| <i>this year:</i> | | 653,030 | | 60,503 | 64,594 | 87,039 |
| <hr/> | | | | | | |
| | | 2006 | 2005 | January | February | March |
| | | Total Y-T-D | Total Y-T-D | | | |
| <i>last year:</i> | | | 539,918 | 60,230 | 56,641 | 61,414 |
| <i>this year:</i> | | 844,630 | | 87,334 | 87,659 | 95,966 |
| <hr/> | | | | | | |
| | | 2006 | 2005 | January | February | March |
| | | Total Y-T-D | Total Y-T-D | | | |
| <i>last year:</i> | | | 630,293 | 61,489 | 59,447 | 63,834 |
| <i>this year:</i> | | 618,913 | | 56,902 | 53,880 | 61,113 |
| <hr/> | | | | | | |
| | | 2006 | 2005 | January | February | March |
| | | Total Y-T-D | Total Y-T-D | | | |
| <i>last year:</i> | | | 628,588 | 56,680 | 56,252 | 63,764 |
| <i>this year:</i> | | 681,507 | | 62,045 | 65,203 | 69,817 |
| <hr/> | | | | | | |
| | | 2006 | 2005 | January | February | March |
| | | Total Y-T-D | Total Y-T-D | | | |
| <i>last year:</i> | | | 564,724 | 60,405 | 57,928 | 65,363 |
| <i>this year:</i> | | 496,329 | | 50,249 | 50,743 | 53,502 |
| <hr/> | | | | | | |
| | | 2006 | 2005 | January | February | March |
| | | Total Y-T-D | Total Y-T-D | | | |
| <i>last year:</i> | | | 666,690 | 63,116 | 60,912 | 76,393 |
| <i>this year:</i> | | 621,402 | | 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 | 35,371 |
| 60,289 | 64,989 | 75,928 | 55,624 | 57,553 | 72,970 | 53,541 |
| April | May | June | July | August | September | October |
| 56,594 | 65,296 | 0 | 59,814 | 57,397 | 56,169 | 66,363 |
| 95,642 | 94,964 | 0 | 94,979 | 91,510 | 89,211 | 107,365 |
| April | May | June | July | August | September | October |
| 61,437 | 73,087 | 58,486 | 62,474 | 66,551 | 58,019 | 65,469 |
| 60,395 | 67,102 | 61,541 | 63,709 | 64,679 | 63,148 | 66,444 |
| April | May | June | July | August | September | October |
| 62,733 | 67,136 | 64,186 | 65,932 | 64,791 | 62,284 | 64,830 |
| 76,019 | 71,441 | 67,279 | 68,814 | 69,211 | 65,009 | 66,669 |
| April | May | June | July | August | September | October |
| 66,236 | 70,025 | 60,204 | 63,407 | 0 | 57,921 | 63,235 |
| 56,655 | 61,121 | 55,591 | 56,853 | 0 | 55,187 | 56,428 |
| April | May | June | July | August | September | October |
| 72,018 | 74,741 | 66,763 | 67,442 | 64,224 | 55,020 | 66,061 |
| 62,037 | 65,808 | 62,381 | 62,785 | 63,239 | 63,279 | 64,486 |

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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 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 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 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 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 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 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 | 3,806 | 5,224 | -27% | 2006-2005 |
| Valley Morning Star | Retail | 20,754 | 24,035 | -14% | ad revenue |
| | Classified | 21,220 | 23,100 | -8% | percent change |
| 09/30/05 7-day avg circ: | Month Total: | 45,780 | 52,359 | -13% | Month: 0.00% |
| 27,580 | Y-T-D Total: | 456,722 | 478,271 | -5% | Y-T-D: 8.00% |
| SAN ANGELO | National | 2,941 | 3,641 | -19% | 2006-2005 |
| Standard-Times | Retail | 20,539 | 19,098 | 8% | ad revenue |
| | Classified | 25,218 | 24,855 | 1% | percent change |
| 09/30/05 7-day avg circ: | Month Total: | 48,698 | 47,594 | 2% | Month: 4.00% |
| 27,129 | Y-T-D Total: | 483,575 | 484,978 | 0% | Y-T-D: 5.00% |
| ODESSA | National | 3,668 | 3,706 | -1% | 2006-2005 |
| American | Retail | 36,673 | 31,004 | 18% | ad revenue |
| | Classified | 34,216 | 27,388 | 25% | percent change |
| 09/30/05 7-day avg circ: | Month Total: | 74,557 | 62,098 | 20% | Month: 18.00% |
| 25,016 | Y-T-D Total: | 670,193 | 614,988 | 9% | Y-T-D: 12.00% |
| MIDLAND | National | 603 | 669 | -10% | 2006-2005 |
| Reporter-Telegram | Retail | 39,139 | 31,651 | 24% | ad revenue |
| | Classified | 37,236 | 26,588 | 40% | percent change |
| 09/30/05 7-day avg circ: | Month Total: | 76,978 | 58,908 | 31% | Month: 21.20% |
| 20,121 | Y-T-D Total: | 705,999 | 634,351 | 11% | Y-T-D: 11.00% |
| TEMPLE | National | 286 | 62 | 361% | 2006-2005 |
| Daily Telegram | Retail | 22,057 | 23,212 | -5% | ad revenue |
| | Classified | 16,572 | 15,719 | 5% | percent change |
| 09/30/05 7-day avg circ: | Month Total: | 38,915 | 38,993 | 0% | Month: 0.00% |
| 19,597 | Y-T-D Total: | 387,448 | 390,868 | -1% | Y-T-D: 0.00% |
| DENTON | National | | | | 2006-2005 |
| Record-Chronicle | Retail | 20,293 | 18,645 | 9% | ad revenue |
| | Classified | 44,245 | 43,389 | 2% | percent change |
| 09/30/05 7-day avg circ: | Month Total: | 64,538 | 62,034 | 4% | Month: 6.00% |
| 14,421 | Y-T-D Total: | 682,022 | 652,618 | 5% | Y-T-D: 1.00% |

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(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 | | | | | |
| <i>last year:</i> | | | 478,271 | 44,594 | 43,039 | 51,769 |
| <i>this year:</i> | 456,722 | | | 46,783 | 43,962 | 49,149 |
| | Total Y-T-D | | | | | |
| <i>last year:</i> | | | 484,978 | 43,906 | 46,295 | 44,116 |
| <i>this year:</i> | 483,575 | | | 43,747 | 48,940 | 47,859 |
| | Total Y-T-D | | | | | |
| <i>last year:</i> | | | 614,988 | 54,489 | 51,618 | 60,462 |
| <i>this year:</i> | 670,193 | | | 58,904 | 58,001 | 67,629 |
| | Total Y-T-D | | | | | |
| <i>last year:</i> | | | 634,351 | 51,954 | 58,554 | 73,859 |
| <i>this year:</i> | 705,999 | | | 54,267 | 59,716 | 75,672 |
| | Total Y-T-D | | | | | |
| <i>last year:</i> | | | 390,868 | 39,188 | 37,933 | 41,119 |
| <i>this year:</i> | 387,448 | | | 36,689 | 36,490 | 39,352 |
| | Total Y-T-D | | | | | |
| <i>last year:</i> | | | 652,618 | 59,787 | 66,325 | 64,157 |
| <i>this year:</i> | 682,022 | | | 59,310 | 57,305 | 76,255 |

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|--------|--------|--------|--------|--------|-----------|---------|
| 48,313 | 49,241 | 42,997 | 41,192 | 53,325 | 51,442 | 52,359 |
| 45,920 | 48,132 | 44,857 | 43,750 | 45,530 | 42,859 | 45,780 |
| April | May | June | July | August | September | October |
| 45,734 | 54,099 | 50,463 | 51,304 | 51,016 | 50,451 | 47,594 |
| 46,948 | 47,573 | 51,750 | 47,447 | 49,601 | 51,012 | 48,698 |
| April | May | June | July | August | September | October |
| 63,838 | 67,260 | 60,068 | 68,322 | 62,222 | 64,611 | 62,098 |
| 69,576 | 66,465 | 65,985 | 68,987 | 68,339 | 71,750 | 74,557 |
| April | May | June | July | August | September | October |
| 59,757 | 61,979 | 71,940 | 55,930 | 63,141 | 78,329 | 58,908 |
| 65,319 | 70,602 | 88,138 | 64,361 | 67,443 | 83,503 | 76,978 |
| April | May | June | July | August | September | October |
| 40,824 | 40,359 | 38,530 | 36,153 | 41,308 | 36,461 | 38,993 |
| 41,430 | 39,095 | 37,368 | 37,886 | 42,383 | 37,840 | 38,915 |
| April | May | June | July | August | September | October |
| 68,327 | 68,894 | 64,589 | 70,704 | 64,706 | 63,095 | 62,034 |
| 80,692 | 81,369 | 76,693 | 60,189 | 63,143 | 62,528 | 64,538 |

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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 | 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 | 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 | 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 | 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 | 19,597 | 5 | |
| November | December | DENTON | 14,421 | 1 | |
| | | Record-Chronicle | 14,421 | 2 | |
| | | | 14,421 | 3 | |
| | | 09/30/05 7-day avg circ: | 14,421 | 4 | |
| | | 14,421 | 14,421 | 5 | |

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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 | +(-)% | | \$\$\$+(-)% |
|--------------------------|---------------------|----------------|----------------|-------|----------------|---------------|
| MARSHALL | National | 7 | 27 | -74% | 2006-2005 | |
| News Messenger | Retail | 9,530 | 9,249 | 3% | ad revenue | |
| | Classified | 6,897 | 6,449 | 7% | percent change | |
| 09/30/05 7-day avg circ: | Month Total: | 16,434 | 15,725 | 5% | Month: | 7.90% |
| 7,024 | Y-T-D Total: | 155,247 | 166,242 | -7% | Y-T-D: | -3.80% |
| PLAINVIEW | National | 358 | 534 | -33% | 2006-2005 | |
| Daily Herald | Retail | 11,543 | 10,877 | 6% | ad revenue | |
| | Classified | 9,438 | 7,843 | 20% | percent change | |
| 09/30/05 7-day avg circ: | Month Total: | 21,339 | 19,254 | 11% | Month: | -3.60% |
| 5,317 | Y-T-D Total: | 208,913 | 203,551 | 3% | Y-T-D: | 0.10% |

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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.

| | | 2006 | 2005 | January | February | March |
|-------------------|----------------|--------------------|--------|---------|----------|-------|
| | 2006 | Total Y-T-D | | | | |
| <i>last year:</i> | | 166,242 | 16,200 | 16,282 | 22,092 | |
| <i>this year:</i> | 155,247 | | 14,849 | 13,933 | 17,812 | |
| | 2006 | Total Y-T-D | | | | |
| <i>last year:</i> | | 203,551 | 15,271 | 18,865 | 25,590 | |
| <i>this year:</i> | 208,913 | | 14,829 | 20,271 | 26,980 | |

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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> |
|--------------|------------|-------------|-------------|---------------|------------------|----------------|
| 17,308 | 16,989 | 15,764 | 15,660 | 15,404 | 14,818 | 15,725 |
| 14,786 | 17,446 | 15,130 | 14,443 | 15,553 | 14,861 | 16,434 |

| <i>April</i> | <i>May</i> | <i>June</i> | <i>July</i> | <i>August</i> | <i>September</i> | <i>October</i> |
|--------------|------------|-------------|-------------|---------------|------------------|----------------|
| 18,052 | 17,607 | 20,863 | 20,730 | 19,814 | 27,505 | 19,254 |
| 17,329 | 18,726 | 23,575 | 19,261 | 21,514 | 25,089 | 21,339 |

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| <i>November</i> | <i>December</i> | | | |
|-----------------|-----------------|--------------------------|-------|---|
| | | MARSHALL | 7,024 | 1 |
| | | News Messenger | 7,024 | 2 |
| | | | 7,024 | 3 |
| | | 09/30/05 7-day avg circ: | 7,024 | 4 |
| | | | 7,024 | 5 |
| | | | 7,024 | |
| <i>November</i> | <i>December</i> | | | |
| | | PLAINVIEW | 5,317 | 1 |
| | | Daily Herald | 5,317 | 2 |
| | | | 5,317 | 3 |
| | | 09/30/05 7-day avg circ: | 5,317 | 4 |
| | | | 5,317 | 5 |
| | | | 5,317 | |

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