

TDNA Linage Report April 2007

in circulation order
Page 1 of 12

-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 | +(-)% | 2007-2006 |
|------------------------------------|---------------------|----------------|----------------|----------------------|----------------------|
| | | | | | \$\$\$+(-)% |
| HOUSTON Chronicle | National | 20,321 | 23,297 | -13% | 2007-2006 |
| | Retail | 53,999 | 58,749 | -8% | ad revenue |
| | Classified | 108,383 | 110,391 | -2% | percent change |
| | Month Total: | 182,703 | 192,437 | -5% | Month: -2.27% |
| 09/30/06 7-day avg circ: | | | | Y-T-D: -1.29% | |
| 557,059 | | | | | |
| DALLAS Morning News | National | 17,616 | 19,968 | -12% | 2007-2006 |
| | Retail | 57,754 | 65,092 | -11% | ad revenue |
| | Classified | 99,324 | 119,290 | -17% | percent change |
| | Month Total: | 174,694 | 204,350 | -15% | Month: 3.50% |
| 09/30/06 7-day avg circ: | | | | Y-T-D: -2.20% | |
| 467,915 | | | | | |
| SAN ANTONIO Express-News | National | 8,315 | 11,101 | -25% | 2007-2006 |
| | Retail | 27,915 | 35,450 | -21% | ad revenue |
| | Classified | 78,200 | 83,911 | -7% | percent change |
| | Month Total: | 114,430 | 130,462 | -12% | Month: -1.30% |
| 09/30/06 7-day avg circ: | | | | Y-T-D: 1.90% | |
| 247,215 | | | | | |
| AUSTIN American-Statesman | National | 5,033 | 5,311 | -5% | 2007-2006 |
| | Retail | 56,512 | 57,275 | -1% | ad revenue |
| | Classified | 61,973 | 64,855 | -4% | percent change |
| | Month Total: | 123,518 | 127,441 | -3% | Month: |
| 09/30/06 7-day avg circ: | | | | Y-T-D: | |
| 183,496 | | | | | |
| EL PASO Times | National | 772 | 872 | -11% | 2007-2006 |
| | Retail | 34,388 | 45,495 | -24% | ad revenue |
| | Classified | 61,811 | 68,051 | -9% | percent change |
| | Month Total: | 96,971 | 114,418 | -15% | Month: |
| 09/30/06 7-day avg circ: | | | | Y-T-D: | |
| 72,341 | | | | | |
| CORPUS CHRISTI Caller-Times | National | 3,963 | 3,531 | 12% | 2007-2006 |
| | Retail | 25,804 | 33,306 | -23% | ad revenue |
| | Classified | 53,675 | 50,503 | 6% | percent change |
| | Month Total: | 83,442 | 87,340 | -4% | Month: 3.20% |
| 09/30/06 7-day avg circ: | | | | Y-T-D: -6.50% | |
| 55,384 | | | | | |
| The Beaumont Enterprise | National | 3,142 | 2,823 | 11% | 2007-2006 |
| | Retail | 22,751 | 30,289 | -25% | ad revenue |
| | Classified | 21,663 | 27,177 | -20% | percent change |
| | Month Total: | 47,556 | 60,289 | -21% | Month: |
| 09/30/06 7-day avg circ: | | | | Y-T-D: | |
| 52,822 | | | | | |

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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: | | 809,573 | 189,575 | 188,152 | 239,409 |
| this year: | 761,957 | | 166,276 | 184,010 | 228,968 |
| last year: | | 794,037 | 194,514 | 188,228 | 206,945 |
| this year: | 673,626 | | 155,622 | 157,285 | 186,025 |
| last year: | | 560,446 | 129,532 | 127,541 | 172,911 |
| this year: | 504,206 | | 110,537 | 124,982 | 154,257 |
| last year: | | 465,604 | 108,377 | 108,946 | 120,840 |
| this year: | 481,974 | | 105,913 | 113,117 | 139,426 |
| last year: | | 431,908 | 102,852 | 105,627 | 109,011 |
| this year: | 407,153 | | 93,369 | 95,909 | 120,904 |
| last year: | | 333,676 | 74,669 | 79,867 | 91,800 |
| this year: | 319,115 | | 73,658 | 109,656 | 82,126 |
| last year: | | 272,425 | 60,503 | 64,594 | 87,039 |
| this year: | 216,284 | | 49,821 | 52,437 | 66,470 |

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| April | May | June | July | August | September | October |
|---------|-----|------|------|--------|-----------|---------|
| 192,437 | | | | | | |
| 182,703 | | | | | | |
| April | May | June | July | August | September | October |
| 204,350 | | | | | | |
| 174,694 | | | | | | |
| April | May | June | July | August | September | October |
| 130,462 | | | | | | |
| 114,430 | | | | | | |
| April | May | June | July | August | September | October |
| 127,441 | | | | | | |
| 123,518 | | | | | | |
| April | May | June | July | August | September | October |
| 114,418 | | | | | | |
| 96,971 | | | | | | |
| April | May | June | July | August | September | October |
| 87,340 | | | | | | |
| 53,675 | | | | | | |
| April | May | June | July | August | September | October |
| 60,289 | | | | | | |
| 47,556 | | | | | | |

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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 | 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 | 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 | 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 | 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 | 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 | 55,384 | 5 | |
| 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 | 52,822 | 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.

| | | 2007 | 2006 | +(-)% | 2007-2006 |
|--|---------------------|----------------|----------------|-------------|----------------------|
| | | | | | \$\$\$+(-)% |
| MCALLEN <i>The Monitor</i> | National | 3,591 | 3,386 | 6% | 2007-2006 |
| | Retail | 46,193 | 42,351 | 9% | ad revenue |
| | Classified | 43,203 | 49,905 | -13% | percent change |
| | Month Total: | 92,987 | 95,642 | -3% | Month: 8.00% |
| 09/30/06 7-day avg circ: | | | | | |
| 43,176 | Y-T-D Total: | 358,525 | 280,700 | 28% | Y-T-D: 3.00% |
| WACO <i>Tribune Herald</i> | National | 2,193 | 1,883 | 16% | 2007-2006 |
| | Retail | 27,105 | 30,157 | -10% | ad revenue |
| | Classified | 30,071 | 29,411 | 2% | percent change |
| | Month Total: | 59,369 | 61,451 | -3% | Month: -0.20% |
| 09/30/06 7-day avg circ: | | | | | |
| 39,661 | Y-T-D Total: | 236,342 | 237,654 | -1% | Y-T-D: 1.00% |
| ABILENE <i>Reporter-News</i> | National | 4,523 | 4,508 | 0% | 2007-2006 |
| | Retail | 17,247 | 21,645 | -20% | ad revenue |
| | Classified | 42,255 | 49,866 | -15% | percent change |
| | Month Total: | 64,025 | 76,019 | -16% | Month: -9.37% |
| 09/30/06 7-day avg circ: | | | | | |
| 37,774 | Y-T-D Total: | 247,161 | 273,084 | -9% | Y-T-D: -4.94% |
| WICHITA FALLS <i>Times Record News</i> | National | 3,626 | 3,581 | 1% | 2007-2006 |
| | Retail | 18,330 | 21,215 | -14% | ad revenue |
| | Classified | 30,989 | 31,859 | -3% | percent change |
| | Month Total: | 52,945 | 56,655 | -7% | Month: 0.60% |
| 09/30/06 7-day avg circ: | | | | | |
| 30,816 | Y-T-D Total: | 197,513 | 211,149 | -6% | Y-T-D: 0.20% |
| GALVESTON <i>County Daily News</i> | National | | | | 2007-2006 |
| | Retail | 21,160 | 21,127 | 0% | ad revenue |
| | Classified | 36,941 | 40,910 | -10% | percent change |
| | Month Total: | 58,101 | 62,037 | -6% | Month: -5.00% |
| 09/30/06 7-day avg circ: | | | | | |
| 27,624 | Y-T-D Total: | 226,401 | 239,424 | -5% | Y-T-D: -2.00% |
| SAN ANGELO <i>Standard-Times</i> | National | 2,664 | 3,311 | -20% | 2007-2006 |
| | Retail | 19,108 | 19,979 | -4% | ad revenue |
| | Classified | 24,299 | 23,658 | 3% | percent change |
| | Month Total: | 46,071 | 46,948 | -2% | Month: 5.00% |
| 09/30/06 7-day avg circ: | | | | | |
| 26,972 | Y-T-D Total: | 183,582 | 187,494 | -2% | Y-T-D: -2.00% |

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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.

| | 2007 | 2006 | January | February | March |
|-------------------|-------------|-------------|---------|----------|--------|
| | Total Y-T-D | Total Y-T-D | | | |
| <i>last year:</i> | | 280,700 | 1,433 | 87,659 | 95,966 |
| <i>this year:</i> | 358,525 | | 83,027 | 87,991 | 94,520 |
| <i>last year:</i> | | 237,654 | 57,757 | 55,784 | 62,662 |
| <i>this year:</i> | 236,342 | | 55,900 | 59,537 | 61,536 |
| <i>last year:</i> | | 273,084 | 62,045 | 65,203 | 69,817 |
| <i>this year:</i> | 247,161 | | 59,986 | 59,694 | 63,456 |
| <i>last year:</i> | | 211,149 | 50,249 | 50,743 | 53,502 |
| <i>this year:</i> | 197,513 | | 45,703 | 48,777 | 50,088 |
| <i>last year:</i> | | 239,424 | 54,925 | 55,017 | 67,445 |
| <i>this year:</i> | 226,401 | | 52,400 | 50,222 | 65,678 |
| <i>last year:</i> | | 187,494 | 43,747 | 48,940 | 47,859 |
| <i>this year:</i> | 183,582 | | 40,573 | 48,851 | 48,087 |

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| April | May | June | July | August | September | October |
|--------|-----|------|------|--------|-----------|---------|
| 95,642 | | | | | | |
| 92,987 | | | | | | |
| April | May | June | July | August | September | October |
| 61,451 | | | | | | |
| 59,369 | | | | | | |
| April | May | June | July | August | September | October |
| 76,019 | | | | | | |
| 64,025 | | | | | | |
| April | May | June | July | August | September | October |
| 56,655 | | | | | | |
| 52,945 | | | | | | |
| April | May | June | July | August | September | October |
| 62,037 | | | | | | |
| 58,101 | | | | | | |
| April | May | June | July | August | September | October |
| 46,948 | | | | | | |
| 46,071 | | | | | | |

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| | | SORT BY CIRC | |
|----------|--------------------------|-----------------|---|
| November | December | | |
| | MCALLEN | 43,176 | 1 |
| | The Monitor | 43,176 | 2 |
| | | 43,176 | 3 |
| | 09/30/06 7-day avg circ: | 43,176 | 4 |
| | 43,176 | 43,176 | 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 |
| 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 | 37,774 | 5 |
| November | December | | |
| | 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 |
| November | December | | |
| | GALVESTON | 27,624 | 1 |
| | County Daily News | 27,624 | 2 |
| | | 27,624 | 3 |
| | 09/30/06 7-day avg circ: | 27,624 | 4 |
| | 27,624 | 27,624 | 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 |

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

| | | 2007 | 2006 | +(-)% | 2007-2006 |
|----------------------------|---------------------|----------------|----------------|-------|-----------------------|
| | | | | | \$\$\$+(-)% |
| ODESSA | National | 2,557 | 2,040 | 25% | 2007-2006 |
| American | Retail | 35,092 | 35,206 | 0% | ad revenue |
| | Classified | 31,350 | 32,330 | -3% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 68,999 | 69,576 | -1% | Month: -10.00% |
| 25,216 | Y-T-D Total: | 252,125 | 254,110 | -1% | Y-T-D: -9.50% |
| HARLINGEN | National | 2,925 | 2,942 | -1% | 2007-2006 |
| Valley Morning Star | Retail | 18,568 | 23,810 | -22% | ad revenue |
| | Classified | 18,573 | 19,168 | -3% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 40,066 | 45,920 | -13% | Month: 2.00% |
| 23,773 | Y-T-D Total: | 153,640 | 182,310 | -16% | Y-T-D: -1.00% |
| MIDLAND | National | 688 | 791 | -13% | 2007-2006 |
| Reporter-Telegram | Retail | 28,911 | 34,762 | -17% | ad revenue |
| | Classified | 25,723 | 29,766 | -14% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 55,322 | 65,319 | -15% | Month: 6.10% |
| 20,111 | Y-T-D Total: | 249,154 | 254,974 | -2% | Y-T-D: 9.70% |
| TEMPLE | National | 14 | 68 | -79% | 2007-2006 |
| Daily Telegram | Retail | 22,966 | 23,503 | -2% | ad revenue |
| | Classified | 16,272 | 17,859 | -9% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 39,252 | 41,430 | -5% | Month: 6.39% |
| 20,013 | Y-T-D Total: | 149,495 | 153,843 | -3% | Y-T-D: 0.00% |
| DENTON | National | | | | 2007-2006 |
| Record-Chronicle | Retail | 22,337 | 25,834 | -14% | ad revenue |
| | Classified | 48,197 | 54,228 | -11% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 70,534 | 80,062 | -12% | Month: -6.00% |
| 13,934 | Y-T-D Total: | 252,289 | 272,932 | -8% | Y-T-D: -6.00% |
| MARSHALL | National | 8 | 45 | -82% | 2007-2006 |
| News Messenger | Retail | 8,685 | 8,596 | 1% | ad revenue |
| | Classified | 6,274 | 6,145 | 2% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 14,967 | 14,786 | 1% | Month: -1.90% |
| 6,862 | Y-T-D Total: | 61,410 | 61,380 | 0% | Y-T-D: -0.20% |
| PLAINVIEW | National | 273 | 313 | -13% | 2007-2006 |
| Daily Herald | Retail | 7,932 | 9,886 | -20% | ad revenue |
| | Classified | 8,585 | 7,130 | 20% | percent change |
| 09/30/06 7-day avg circ: | Month Total: | 16,790 | 17,329 | -3% | Month: -8.00% |
| 5,194 | Y-T-D Total: | 70,060 | 79,409 | -12% | Y-T-D: -17.00% |

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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 | January | February | March |
|-------------------|--------------------|----------------|---------|----------|--------|
| | | Total Y-T-D | | | |
| ODESSA | 2007 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 254,110 | 58,904 | 58,001 | 67,629 |
| <i>this year:</i> | 252,125 | | 60,165 | 58,068 | 64,893 |
| HARLINGEN | 2006 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 182,310 | 45,833 | 42,754 | 47,803 |
| <i>this year:</i> | 153,640 | | 35,198 | 37,182 | 41,194 |
| MIDLAND | 2006 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 254,974 | 54,267 | 59,716 | 75,672 |
| <i>this year:</i> | 249,154 | | 56,215 | 62,928 | 74,689 |
| TEMPLE | 2006 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 153,843 | 36,689 | 36,490 | 39,234 |
| <i>this year:</i> | 149,495 | | 32,536 | 35,687 | 42,020 |
| DENTON | 2006 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 272,932 | 59,310 | 57,305 | 76,255 |
| <i>this year:</i> | 252,289 | | 56,859 | 55,699 | 69,197 |
| MARSHALL | 2006 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 61,380 | 14,849 | 13,933 | 17,812 |
| <i>this year:</i> | 61,410 | | 15,373 | 13,788 | 17,282 |
| PLAINVIEW | 2006 | | | | |
| | Total Y-T-D | | | | |
| <i>last year:</i> | | 79,409 | 14,829 | 20,271 | 26,980 |
| <i>this year:</i> | 70,060 | | 13,599 | 15,134 | 24,537 |

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|--------|-----|------|------|--------|-----------|---------|
| 69,576 | | | | | | |
| 68,999 | | | | | | |
| April | May | June | July | August | September | October |
| 45,920 | | | | | | |
| 40,066 | | | | | | |
| April | May | June | July | August | September | October |
| 65,319 | | | | | | |
| 55,322 | | | | | | |
| April | May | June | July | August | September | October |
| 41,430 | | | | | | |
| 39,252 | | | | | | |
| April | May | June | July | August | September | October |
| 80,062 | | | | | | |
| 70,534 | | | | | | |
| April | May | June | July | August | September | October |
| 14,786 | | | | | | |
| 14,967 | | | | | | |
| April | May | June | July | August | September | October |
| 17,329 | | | | | | |
| 16,790 | | | | | | |

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| | | | | SORT BY CIRC | |
|----------|----------|----------------------------|--------|-----------------|--|
| 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 | | | | |
| | | 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 | |
| November | December | | | | |
| | | 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 | |
| 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 | | | | |
| | | 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 | |
| November | December | | | | |
| | | 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 | |
| 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 | |

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