

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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# eSCHOOL NEWS

IAQ Publications  
7920 Norfolk Avenue, Suite 900  
Bethesda, MD 20814  
Tel.: (301) 913-0115  
Fax: (301) 913-0119  
[www.eschoolnews.com](http://www.eschoolnews.com)

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**FIELD SERVED**

eSchool News serves technology decision makers in K-12 and higher education.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include superintendents, assistant superintendents, area superintendents, management information services directors, media/audio-visual directors, library service directors, curriculum directors, technology directors, instructional media directors, grant directors, federal program directors, purchasing agents, human resource directors, principals, assistant principals, librarian/media specialists, technology coordinators, instructional media directors, computer technicians, computer science chairpersons, technology advocates, internet teachers, educational services agency director/boces, teachers and federal and state department of education – technology personnel, and Senior- and junior-college personnel technology directors, chief information officers, technology purchasing agents, and management information service directors and others allied to the field.

| AVERAGE NON-QUALIFIED CIRCULATION               |              |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere            | Copies       |
| Other Paid Circulation _____                    | -            |
| Advertiser and Agency _____                     | 4,400        |
| Rotated or Occasional _____                     | -            |
| Allocated for Trade Shows and Conventions _____ | 240          |
| All Other _____                                 | 1,310        |
| <b>TOTAL</b>                                    | <b>5,950</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 88,190          | 100.0        | 87,392             | 99.1        | 798            | 0.9        |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | 2               | -            | -                  | -           | 2              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>88,192</b>   | <b>100.0</b> | <b>87,392</b>      | <b>99.1</b> | <b>800</b>     | <b>0.9</b> |

| 2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD |                 |               |                        |                             |                    |                |                 |              |                 |               |                        |                             |                    |                |                 |
|---|-----------------|---------------|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|-----------------|---------------|------------------------|-----------------------------|--------------------|----------------|-----------------|
| 2008 Issue  | *Number Removed | *Number Added | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | 2008 Issue   | *Number Removed | *Number Added | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified |
| July _____  | 970             | 4,462         | 51,135                 | 37,076                      |                    |                | 88,211          | October ____ | 3,629           | 2,644         | 48,678                 | 38,429                      |                    |                | 87,107          |
| August ____   | 2,948           | 2,079         | 50,024                 | 37,303                      |                    |                | 87,327          | November ___ | 1,798           | 4,916         | 49,544                 | 40,657                      |                    |                | 90,201          |
| September __  | 1,300           | 2,110         | 49,865                 | 38,254                      |                    |                | 88,119          | <b>TOTAL</b> | <b>10,645</b>   | <b>16,211</b> |                        |                             |                    |                |                 |

\*See Paragraph 11

| <b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008</b>  |                        |                         |                               |                                    |
|--|------------------------|-------------------------|-------------------------------|------------------------------------|
| <b>This issue is 2.9% or 2,510 copies above the average of the other 4 issues reported in Paragraph two.</b>   |                        |                         |                               |                                    |
| <b>BUSINESS AND INDUSTRY</b>   | <b>TOTAL QUALIFIED</b> | <b>PERCENT OF TOTAL</b> | <b>Print Version Only (A)</b> | <b>Electronic Version Only (B)</b> |
| In school districts, district-level personnel responsible for the management of technology and related matters, (including: general superintendents, area superintendents, assistant superintendents, technology directors, management information services directors, library service directors, curriculum directors, instructional media directors, grant directors, federal program directors, purchasing agents, educational services agency directors/BOCES, human resource directors) _____ | 40,414                 | 44.8                    | 36,120                        | 4,294                              |
| In school buildings, campus-level personnel responsible for the management of technology and related matters, (including: principals, assistant principals, technology coordinators, librarians, media center directors, instructional media directors, computer science chairpersons, technology advocates, internet teachers, computer technicians, teachers) _____  | 26,941                 | 29.9                    | 4,968                         | 21,973                             |
| Federal and state-level education and education technology officials (including superintendents of public instruction, staff members in governors' offices, state legislatures, and departments of public instruction) _____   | 2,159                  | 2.4                     | 1,582                         | 577                                |
| Higher Education (Senior- and junior-college personnel technology directors, chief information officers, technology purchasing agents, and management information service directors) _____   | 6,620                  | 7.3                     | 4,662                         | 1,958                              |
| Others allied to the field _____   | 14,067                 | 15.6                    | 2,212                         | 11,855                             |
| Other Paid Circulation _____   | -                      | -                       | -                             | -                                  |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>90,201</b>          | <b>100.0</b>            | <b>49,544</b>                 | <b>40,657</b>                      |
| <b>PERCENT</b>   | <b>100.0</b>           |                         | <b>54.9</b>                   | <b>45.1</b>                        |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

| QUALIFICATION SOURCE   | Qualified Within |               |              | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|--|------------------|---------------|--------------|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|
|  | 1 year           | 2 years       | 3 years      |                        |                             |                    |                |                 |              |
| <b>I. TOTAL</b> - Personal direct request from the recipient: _____                                | <b>41,782</b>    | <b>19,852</b> | <b>6,934</b> | <b>27,913</b>          | <b>40,655</b>               |                    |                | <b>68,568</b>   | <b>76.0</b>  |
| a. Written _____   | 10,716           | 600           | 102          | 7,347                  | 4,071                       |                    |                | 11,418          | 12.7         |
| b. Telecommunication _____   | 23               | 1             | 1            | 16                     | 9                           |                    |                | 25              | -            |
| c. Electronic _____  | 31,043           | 19,251        | 6,831        | 20,550                 | 36,575                      |                    |                | 57,125          | 63.3         |
| <b>II. TOTAL</b> - Request from recipient's company: _____   | <b>12</b>        | <b>-</b>      | <b>2</b>     | <b>12</b>              | <b>2</b>                    |                    |                | <b>14</b>       | <b>-</b>     |
| a. Written _____   | 7                | -             | 2            | 8                      | 1                           |                    |                | 9               | -            |
| b. Telecommunication _____   | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| c. Electronic _____  | 5                | -             | -            | 4                      | 1                           |                    |                | 5               | -            |
| <b>III. TOTAL</b> - Membership Benefit: _____  | <b>-</b>         | <b>-</b>      | <b>-</b>     | <b>-</b>               | <b>-</b>                    |                    |                | <b>-</b>        | <b>-</b>     |
| a. Individual _____  | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| b. Organizational _____  | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| <b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request): _____ | <b>-</b>         | <b>-</b>      | <b>-</b>     | <b>-</b>               | <b>-</b>                    |                    |                | <b>-</b>        | <b>-</b>     |
| a. Written _____   | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| b. Telecommunication _____   | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| c. Electronic _____  | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| <b>V. TOTAL</b> - Sources other than above (listed alphabetically): _____                          | <b>21,619</b>    | <b>-</b>      | <b>-</b>     | <b>21,619</b>          | <b>-</b>                    |                    |                | <b>21,619</b>   | <b>24.0</b>  |
| Association rosters and directories _____  | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| *Business directories _____  | 21,618           | -             | -            | 21,618                 | -                           |                    |                | 21,618          | 24.0         |
| Independent field reports _____  | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| Licenseses - National, State or Local Government _____   | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| Manufacturer's, distributor's and wholesaler's lists _____   | -                | -             | -            | -                      | -                           |                    |                | -               | -            |
| Other sources _____  | 1                | -             | -            | 1                      | -                           |                    |                | 1               | -            |
| <b>VI. TOTAL</b> - Single Copy Sales: _____  | <b>-</b>         | <b>-</b>      | <b>-</b>     | <b>-</b>               | <b>-</b>                    |                    |                | <b>-</b>        | <b>-</b>     |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>63,413</b>    | <b>19,852</b> | <b>6,936</b> | <b>49,544</b>          | <b>40,657</b>               |                    |                | <b>90,201</b>   | <b>100.0</b> |
| <b>*See Paragraph 11 PERCENT</b>   | <b>70.3</b>      | <b>22.0</b>   | <b>7.7</b>   | <b>54.9</b>            | <b>45.1</b>                 |                    |                | <b>100.0</b>    |              |

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

| MAILING ADDRESS                                     | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function _____ | 49,277                 | 40,640                      |                    |                | 89,917          | 99.7         |
| Individuals by name only _____                      | 263                    | 17                          |                    |                | 280             | 0.3          |
| Titles or functions only _____                      | -                      | -                           |                    |                | -               | -            |
| Company names only _____                            | -                      | -                           |                    |                | -               | -            |
| Multi-Copy Same Addressee copies _____              | 4                      | -                           |                    |                | 4               | -            |
| Single Copy Sales _____                             | -                      | -                           |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                  | <b>49,544</b>          | <b>40,657</b>               |                    |                | <b>90,201</b>   | <b>100.0</b> |

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

| State & Zip Code             | Print Version Only (A) | Electronic Version Only (B) | Total Qualified | Percent     | State & Zip Code                     | Print Version Only (A) | Electronic Version Only (B) | Total Qualified | Percent      |
|------------------------------|------------------------|-----------------------------|-----------------|-------------|--------------------------------------|------------------------|-----------------------------|-----------------|--------------|
| 039-049 Maine _____          | 389                    | 182                         | 571             |             | 400-427 Kentucky _____               | 689                    | 423                         | 1,112           |              |
| 030-038 New Hampshire _____  | 316                    | 242                         | 558             |             | 370-385 Tennessee _____              | 684                    | 604                         | 1,288           |              |
| 050-059 Vermont _____        | 201                    | 141                         | 342             |             | 350-369 Alabama _____                | 573                    | 405                         | 978             |              |
| 010-027 Massachusetts _____  | 1,180                  | 1,067                       | 2,247           |             | 386-397 Mississippi _____            | 448                    | 192                         | 640             |              |
| 028-029 Rhode Island _____   | 170                    | 139                         | 309             |             | <b>EAST SO. CENTRAL</b>              | <b>2,394</b>           | <b>1,624</b>                | <b>4,018</b>    | <b>4.5</b>   |
| 060-069 Connecticut _____    | 733                    | 643                         | 1,376           |             | 716-729 Arkansas _____               | 657                    | 197                         | 854             |              |
| <b>NEW ENGLAND</b>           | <b>2,989</b>           | <b>2,414</b>                | <b>5,403</b>    | <b>6.0</b>  | 700-714 Louisiana _____              | 467                    | 410                         | 877             |              |
| 100-149 New York _____       | 3,036                  | 2,640                       | 5,676           |             | 730-749 Oklahoma _____               | 1,181                  | 339                         | 1,520           |              |
| 070-089 New Jersey _____     | 1,975                  | 1,253                       | 3,228           |             | 750-799 Texas _____                  | 4,215                  | 2,468                       | 6,683           |              |
| 150-196 Pennsylvania _____   | 2,293                  | 1,685                       | 3,978           |             | <b>WEST SO. CENTRAL</b>              | <b>6,520</b>           | <b>3,414</b>                | <b>9,934</b>    | <b>11.0</b>  |
| <b>MIDDLE ATLANTIC</b>       | <b>7,304</b>           | <b>5,578</b>                | <b>12,882</b>   | <b>14.3</b> | 590-599 Montana _____                | 497                    | 122                         | 619             |              |
| 430-459 Ohio _____           | 2,351                  | 1,426                       | 3,777           |             | 832-838 Idaho _____                  | 335                    | 109                         | 444             |              |
| 460-479 Indiana _____        | 1,063                  | 693                         | 1,756           |             | 820-831 Wyoming _____                | 171                    | 80                          | 251             |              |
| 600-629 Illinois _____       | 2,584                  | 1,670                       | 4,254           |             | 800-816 Colorado _____               | 705                    | 613                         | 1,318           |              |
| 480-499 Michigan _____       | 2,016                  | 1,193                       | 3,209           |             | 870-884 New Mexico _____             | 338                    | 222                         | 560             |              |
| 530-549 Wisconsin _____      | 1,255                  | 707                         | 1,962           |             | 850-865 Arizona _____                | 861                    | 653                         | 1,514           |              |
| <b>EAST NO. CENTRAL</b>      | <b>9,269</b>           | <b>5,689</b>                | <b>14,958</b>   | <b>16.5</b> | 840-847 Utah _____                   | 253                    | 243                         | 496             |              |
| 550-567 Minnesota _____      | 1,146                  | 784                         | 1,930           |             | 889-898 Nevada _____                 | 164                    | 140                         | 304             |              |
| 500-528 Iowa _____           | 949                    | 321                         | 1,270           |             | <b>MOUNTAIN</b>                      | <b>3,324</b>           | <b>2,182</b>                | <b>5,506</b>    | <b>6.1</b>   |
| 630-658 Missouri _____       | 1,421                  | 636                         | 2,057           |             | 995-999 Alaska _____                 | 208                    | 112                         | 320             |              |
| 580-588 North Dakota _____   | 391                    | 108                         | 499             |             | 980-994 Washington _____             | 1,028                  | 695                         | 1,723           |              |
| 570-577 South Dakota _____   | 397                    | 137                         | 534             |             | 970-979 Oregon _____                 | 595                    | 424                         | 1,019           |              |
| 680-693 Nebraska _____       | 631                    | 271                         | 902             |             | 900-961 California _____             | 3,500                  | 2,913                       | 6,413           |              |
| 660-679 Kansas _____         | 936                    | 507                         | 1,443           |             | 967-968 Hawaii _____                 | 129                    | 184                         | 313             |              |
| <b>WEST NO. CENTRAL</b>      | <b>5,871</b>           | <b>2,764</b>                | <b>8,635</b>    | <b>9.6</b>  | <b>PACIFIC</b>                       | <b>5,460</b>           | <b>4,328</b>                | <b>9,788</b>    | <b>10.9</b>  |
| 197-199 Delaware _____       | 137                    | 117                         | 254             |             | <b>UNITED STATES</b>                 | <b>49,488</b>          | <b>35,300</b>               | <b>84,788</b>   | <b>94.0</b>  |
| 206-219 Maryland _____       | 657                    | 927                         | 1,584           |             | 969 & 004-009 U.S. Territories _____ | 22                     | 34                          | 56              |              |
| 200-205 Washington, DC _____ | 208                    | 230                         | 438             |             | Canada _____                         | 4                      | 1,586                       | 1,590           |              |
| 220-246 Virginia _____       | 1,165                  | 1,359                       | 2,524           |             | Mexico _____                         | -                      | 98                          | 98              |              |
| 247-268 West Virginia _____  | 275                    | 183                         | 458             |             | Other International _____            | 2                      | 3,586                       | 3,588           |              |
| 270-289 North Carolina _____ | 936                    | 1,080                       | 2,016           |             | APO/FPO _____                        | 28                     | 53                          | 81              |              |
| 290-299 South Carolina _____ | 533                    | 426                         | 959             |             | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>49,544</b>          | <b>40,657</b>               | <b>90,201</b>   | <b>100.0</b> |
| 300-319 Georgia _____        | 1,068                  | 1,186                       | 2,254           |             |                                      |                        |                             |                 |              |
| 320-349 Florida _____        | 1,378                  | 1,799                       | 3,177           |             |                                      |                        |                             |                 |              |
| <b>SOUTH ATLANTIC</b>        | <b>6,357</b>           | <b>7,307</b>                | <b>13,664</b>   | <b>15.1</b> |                                      |                        |                             |                 |              |

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

|   | Audited Data | Audited Data | Audited Data | Circulation Claim    | Circulation Claim     |
|---|--------------|--------------|--------------|----------------------|-----------------------|
|   | 2005         | 2006         | 2007         | January - June 2008* | July - December 2008* |
| 6-Month Period Ended:                                 | 2005         | 2006         | 2007         | January - June 2008* | July - December 2008* |
| Total Audit Average Qualified __                      | 72,479       | 81,614       | 79,197       | 80,832               | 88,192                |
| Qualified Non-Paid Total _____                        | 71,066       | 80,178       | 77,769       | 79,846               | 87,392                |
| Print Only _____                                      | 64,235       | 49,475       | 48,297       | 47,006               | 49,055                |
| Electronic Only _____                                 | 6,831        | 30,703       | 29,472       | 32,840               | 38,337                |
| Qualified Paid Total _____                            | 1,413        | 1,436        | 1,428        | 986                  | 800                   |
| Print Only _____                                      | 1,408        | 1,412        | 1,416        | 980                  | 793                   |
| Electronic Only _____                                 | 5            | 24           | 12           | 6                    | 7                     |
| Post Expire Copies included in Paid Circulation _____ | **NC         | **NC         | **NC         | **NC                 | **NC                  |
| Average Annual Order Price ___                        | \$57.43      | \$58.90      | \$59.65      | \$58.38              | \$57.82               |

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

|         |  |
|---------|--|
| \$57.82 | Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) |
| 11      | Issues Per Year  |
| **NC    | All Single Copy Sales Prices for the Period  |
| **NC    | Renewal Rate of Paid Subscribers (Optional)  |

**11. ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 21,618 copies or 24%, including MDR List.

**Trade Show/Convention:**

NSBA Smarter Connections, Better Results, October 28-30, Seattle WA, 1,200 copies, October issue.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

| QUALIFIED CIRCULATION                 | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|---------------------------------------|-----------------|--------------|--------------------|-------------|----------------|------------|
|                                       | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                      | 49,846          | 100.0        | 49,055             | 98.4        | 791            | 1.6        |
| Sponsored Individually Addressed ____ | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____              | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____       | 2               | -            | -                  | -           | 2              | -          |
| Single Copy Sales _____               | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>    | <b>49,848</b>   | <b>100.0</b> | <b>49,055</b>      | <b>98.4</b> | <b>793</b>     | <b>1.6</b> |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY**

| QUALIFIED CIRCULATION                 | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|---------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                       | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual _____                      | 38,344          | 100.0        | 38,337             | 100.0        | 7              | -        |
| Sponsored Individually Addressed ____ | -               | -            | -                  | -            | -              | -        |
| Membership Benefit _____              | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee _____       | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales _____               | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b>    | <b>38,344</b>   | <b>100.0</b> | <b>38,337</b>      | <b>100.0</b> | <b>7</b>       | <b>-</b> |

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Gregg Downey, President

Nancy David, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 13, 2009

State

Maryland

County

Montgomery

Received by BPA Worldwide

January 13, 2009

Type

PD

ID Number

E166Y0D8