

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

eSchool Media  
(See Paragraph 9)  
7920 Norfolk Avenue, Suite 900  
Bethesda, MD 20814  
Tel.: (301) 913-0115  
Fax: (301) 913-0119  
[www.eschoolnews.com](http://www.eschoolnews.com)

Official Publication of: None  
Established: 1998  
Issues Per Year: 11

**FIELD SERVED**

eSchool News serves the field of education including K-12, higher education, federal and state offices and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include superintendents, assistant superintendents, area superintendents, library service directors, curriculum directors, technology directors, federal/state program administrator, principals, assistant principals, librarian/media specialists, technology coordinators, educational services agency director/boces, teachers, college/university official, administrative support staff, district administrator, governors office staff member, legislative staff member, safety/security director, school board member, school business official, special ed director K-12 and others allied to the field.

| AVERAGE NON-QUALIFIED CIRCULATION                |               |
|--|---------------|
| NON-QUALIFIED Not Included Elsewhere             | Copies        |
| Other Paid Circulation _____                     | -             |
| Advertiser and Agency _____                      | 5,005         |
| Rotated or Occasional _____                      | -             |
| *Allocated for Trade Shows and Conventions _____ | 4,067         |
| Electronic _____                                 | -             |
| All Other _____                                  | 2,188         |
| <b>TOTAL</b>                                     | <b>11,260</b> |

\*See Paragraph 9

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 97,309          | 100.0        | 96,722             | 99.4        | 587            | 0.6        |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | 3               | -            | -                  | -           | 3              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>97,312</b>   | <b>100.0</b> | <b>96,722</b>      | <b>99.4</b> | <b>590</b>     | <b>0.6</b> |

| 2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD |                 |               |                        |                             |                    |                |                 |              |                 |               |                        |                             |                    |                |                 |
|---|-----------------|---------------|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|-----------------|---------------|------------------------|-----------------------------|--------------------|----------------|-----------------|
| 2009 Issue  | *Number Removed | *Number Added | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified | 2009 Issue   | *Number Removed | *Number Added | Print Version Only (A) | Electronic Version Only (B) | Qualified Non-Paid | Qualified Paid | Total Qualified |
| January ____  | 2,310           | 5,822         | 50,615                 | 43,044                      |                    |                | 93,659          | April _____  | 588             | 2,414         | 51,346                 | 46,623                      |                    |                | 97,969          |
| February __   | 1,668           | 2,871         | 50,930                 | 43,870                      |                    |                | 94,800          | May _____    | 854             | 2,908         | 52,018                 | 47,963                      |                    |                | 99,981          |
| March ____  | 10,319          | 11,734        | 50,738                 | 45,441                      |                    |                | 96,179          | June _____   | 716             | 2,043         | 52,394                 | 48,889                      |                    |                | 101,283         |
|   |                 |               |                        |                             |                    |                |                 | <b>TOTAL</b> | <b>16,455</b>   | <b>27,792</b> |                        |                             |                    |                |                 |

\*See Paragraph 9

| <b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009</b>                               |                        |                         |                                   |  |
|--|------------------------|-------------------------|-----------------------------------|--|
| <b>This issue is 3.3% or 3,203 copies above the average of the other 5 issues reported in Paragraph two.</b>         |                        |                         |                                   |  |
| <b>BUSINESS AND INDUSTRY</b>   | <b>TOTAL QUALIFIED</b> | <b>PERCENT OF TOTAL</b> | <b>Print Version Only<br/>(A)</b> | <b>Electronic Version Only<br/>(B)</b> |
| In school districts, district-level personnel responsible for the management of technology and related matters _____ | 41,464                 | 41.4                    | 35,009                            | 6,455                                  |
| In school buildings, campus-level personnel responsible for the management of technology and related matters _____   | 31,981                 | 32.0                    | 7,112                             | 24,869                                 |
| Federal and state-level education _____  | 2,381                  | 2.4                     | 1,619                             | 762                                    |
| Higher Education _____   | 8,080                  | 8.1                     | 5,189                             | 2,891                                  |
| Others allied to the field _____   | 16,075                 | 16.1                    | 3,089                             | 12,986                                 |
| Other Paid Circulation _____   | -                      | -                       | -                                 | -                                      |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>99,981</b>          | <b>100.0</b>            | <b>52,018</b>                     | <b>47,963</b>                          |
| <b>PERCENT</b>   | <b>100.0</b>           |                         | <b>52.0</b>                       | <b>48.0</b>                            |

| 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009    |                  |               |               |                        |                             |                    |                |                 |              |
|---|------------------|---------------|---------------|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|
| 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       |                        |                             |                    |                |                 |              |
| I. Direct Request: _____  | 48,474           | 11,028        | 12,217        | 27,294                 | 44,425                      |                    |                | 71,719          | 71.7         |
| II. Request from recipient's company: _____   | 2                | 1             | 237           | 203                    | 37                          |                    |                | 240             | 0.2          |
| III. Membership Benefit: _____  | -                | -             | -             | -                      | -                           |                    |                | -               | -            |
| IV. Communication from recipient or recipient's company (other than request): _____ | 4,703            | 1,666         | -             | 2,868                  | 3,501                       |                    |                | 6,369           | 6.4          |
| V. TOTAL - Sources other than above (listed alphabetically): _____                  | 21,650           | 3             | -             | 21,653                 | -                           |                    |                | 21,653          | 21.7         |
| Association rosters and directories _____   | -                | -             | -             | -                      | -                           |                    |                | -               | -            |
| *Business directories _____   | 21,650           | 3             | -             | 21,653                 | -                           |                    |                | 21,653          | 21.7         |
| Manufacturer's, distributor's, and wholesaler's lists _____                         | -                | -             | -             | -                      | -                           |                    |                | -               | -            |
| Other sources _____   | -                | -             | -             | -                      | -                           |                    |                | -               | -            |
| VI. Single Copy Sales: _____  | -                | -             | -             | -                      | -                           |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>74,829</b>    | <b>12,698</b> | <b>12,454</b> | <b>52,018</b>          | <b>47,963</b>               |                    |                | <b>99,981</b>   | <b>100.0</b> |
| <b>*See Paragraph 9</b>   | <b>PERCENT</b>   | <b>74.8</b>   | <b>12.7</b>   | <b>12.5</b>            | <b>52.0</b>                 | <b>48.0</b>        |                | <b>100.0</b>    |              |

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009 |                        |                             |                    |                |                 |              |
|---|------------------------|-----------------------------|--------------------|----------------|-----------------|--------------|
| 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 _____                         | 51,464                 | 47,884                      |                    |                | 99,348          | 99.4         |
| Individuals by name only _____  | 332                    | 42                          |                    |                | 374             | 0.4          |
| Titles or functions only _____  | 1                      | -                           |                    |                | 1               | -            |
| Company names only _____  | 219                    | 37                          |                    |                | 256             | 0.2          |
| Multi-Copy Same Addressee copies _____                                      | 2                      | -                           |                    |                | 2               | -            |
| Single Copy Sales _____   | -                      | -                           |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>52,018</b>          | <b>47,963</b>               |                    |                | <b>99,981</b>   | <b>100.0</b> |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009 |                        |                             |                 |             |                                      |                        |                             |                 |              |
|---|------------------------|-----------------------------|-----------------|-------------|--------------------------------------|------------------------|-----------------------------|-----------------|--------------|
| 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 _____   | 383                    | 219                         | 602             |             | 400-427 Kentucky _____               | 723                    | 527                         | 1,250           |              |
| 030-038 New Hampshire _____   | 336                    | 305                         | 641             |             | 370-385 Tennessee _____              | 719                    | 691                         | 1,410           |              |
| 050-059 Vermont _____   | 215                    | 179                         | 394             |             | 350-369 Alabama _____                | 631                    | 483                         | 1,114           |              |
| 010-027 Massachusetts _____   | 1,275                  | 1,283                       | 2,558           |             | 386-397 Mississippi _____            | 453                    | 230                         | 683             |              |
| 028-029 Rhode Island _____  | 174                    | 153                         | 327             |             | <b>EAST SO. CENTRAL</b>              | <b>2,526</b>           | <b>1,931</b>                | <b>4,457</b>    | <b>4.5</b>   |
| 060-069 Connecticut _____   | 797                    | 760                         | 1,557           |             | 716-729 Arkansas _____               | 643                    | 234                         | 877             |              |
| <b>NEW ENGLAND</b>  | <b>3,180</b>           | <b>2,899</b>                | <b>6,079</b>    | <b>6.1</b>  | 700-714 Louisiana _____              | 533                    | 559                         | 1,092           |              |
| 100-149 New York _____  | 3,226                  | 2,956                       | 6,182           |             | 730-749 Oklahoma _____               | 1,163                  | 389                         | 1,552           |              |
| 070-089 New Jersey _____  | 1,997                  | 1,470                       | 3,467           |             | 750-799 Texas _____                  | 4,567                  | 3,119                       | 7,686           |              |
| 150-196 Pennsylvania _____  | 2,366                  | 2,021                       | 4,387           |             | <b>WEST SO. CENTRAL</b>              | <b>6,906</b>           | <b>4,301</b>                | <b>11,207</b>   | <b>11.2</b>  |
| <b>MIDDLE ATLANTIC</b>  | <b>7,589</b>           | <b>6,447</b>                | <b>14,036</b>   | <b>14.0</b> | 590-599 Montana _____                | 488                    | 165                         | 653             |              |
| 430-459 Ohio _____  | 2,434                  | 1,735                       | 4,169           |             | 832-838 Idaho _____                  | 324                    | 135                         | 459             |              |
| 460-479 Indiana _____   | 1,106                  | 837                         | 1,943           |             | 820-831 Wyoming _____                | 172                    | 79                          | 251             |              |
| 600-629 Illinois _____  | 2,675                  | 1,863                       | 4,538           |             | 800-816 Colorado _____               | 764                    | 704                         | 1,468           |              |
| 480-499 Michigan _____  | 2,055                  | 1,417                       | 3,472           |             | 870-884 New Mexico _____             | 362                    | 335                         | 697             |              |
| 530-549 Wisconsin _____   | 1,322                  | 809                         | 2,131           |             | 850-865 Arizona _____                | 904                    | 780                         | 1,684           |              |
| <b>EAST NO. CENTRAL</b>   | <b>9,592</b>           | <b>6,661</b>                | <b>16,253</b>   | <b>16.3</b> | 840-847 Utah _____                   | 272                    | 263                         | 535             |              |
| 550-567 Minnesota _____   | 1,176                  | 867                         | 2,043           |             | 889-898 Nevada _____                 | 169                    | 153                         | 322             |              |
| 500-528 Iowa _____  | 923                    | 358                         | 1,281           |             | <b>MOUNTAIN</b>                      | <b>3,455</b>           | <b>2,614</b>                | <b>6,069</b>    | <b>6.1</b>   |
| 630-658 Missouri _____  | 1,451                  | 729                         | 2,180           |             | 995-999 Alaska _____                 | 214                    | 132                         | 346             |              |
| 580-588 North Dakota _____  | 383                    | 124                         | 507             |             | 980-994 Washington _____             | 1,083                  | 813                         | 1,896           |              |
| 570-577 South Dakota _____  | 385                    | 164                         | 549             |             | 970-979 Oregon _____                 | 607                    | 480                         | 1,087           |              |
| 680-693 Nebraska _____  | 630                    | 337                         | 967             |             | 900-961 California _____             | 3,657                  | 3,254                       | 6,911           |              |
| 660-679 Kansas _____  | 952                    | 619                         | 1,571           |             | 967-968 Hawaii _____                 | 140                    | 230                         | 370             |              |
| <b>WEST NO. CENTRAL</b>   | <b>5,900</b>           | <b>3,198</b>                | <b>9,098</b>    | <b>9.1</b>  | <b>PACIFIC</b>                       | <b>5,701</b>           | <b>4,909</b>                | <b>10,610</b>   | <b>10.6</b>  |
| 197-199 Delaware _____  | 150                    | 152                         | 302             |             | <b>UNITED STATES</b>                 | <b>51,959</b>          | <b>41,582</b>               | <b>93,541</b>   | <b>93.6</b>  |
| 206-219 Maryland _____  | 745                    | 1,057                       | 1,802           |             | 969 & 004-009 U.S. Territories _____ | 26                     | 44                          | 70              |              |
| 200-205 Washington, DC _____  | 223                    | 246                         | 469             |             | Canada _____                         | 2                      | 1,849                       | 1,851           |              |
| 220-246 Virginia _____  | 1,302                  | 1,511                       | 2,813           |             | Mexico _____                         | -                      | 117                         | 117             |              |
| 247-268 West Virginia _____   | 305                    | 208                         | 513             |             | Other International _____            | 2                      | 4,315                       | 4,317           |              |
| 270-289 North Carolina _____  | 1,072                  | 1,331                       | 2,403           |             | APO/FPO _____                        | 29                     | 56                          | 85              |              |
| 290-299 South Carolina _____  | 586                    | 518                         | 1,104           |             | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>52,018</b>          | <b>47,963</b>               | <b>99,981</b>   | <b>100.0</b> |
| 300-319 Georgia _____   | 1,168                  | 1,420                       | 2,588           |             |                                      |                        |                             |                 |              |
| 320-349 Florida _____   | 1,559                  | 2,179                       | 3,738           |             |                                      |                        |                             |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>7,110</b>           | <b>8,622</b>                | <b>15,732</b>   | <b>15.7</b> |                                      |                        |                             |                 |              |

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

| 6-Month Period Ended:                                 | Audited Data | Audited Data | Audited Data | Audited Data        | Audited Data         | Circulation Claim    |
|---|--------------|--------------|--------------|---------------------|----------------------|----------------------|
|   | 2005         | 2006         | 2007         | January - June 2008 | July - December 2008 | January - June 2009* |
| Total Audit Average Qualified                         | 72,479       | 81,614       | 79,197       | 80,832              | 88,192               | 97,312               |
| Qualified Non-Paid Total                              | 71,066       | 80,178       | 77,769       | 79,847              | 87,392               | 96,722               |
| Print Only _____                                      | 64,235       | 49,475       | 48,297       | 47,007              | 49,055               | 50,758               |
| Electronic Only ____                                  | 6,831        | 30,703       | 29,472       | 32,840              | 38,337               | 45,964               |
| Qualified Paid Total                                  | 1,413        | 1,436        | 1,428        | 985                 | 800                  | 590                  |
| Print Only _____                                      | 1,408        | 1,412        | 1,416        | 979                 | 793                  | 582                  |
| Electronic Only ____                                  | 5            | 24           | 12           | 6                   | 7                    | 8                    |
| Post Expire Copies included in Paid Circulation _____ | **NC         | **NC         | **NC         | **NC                | **NC                 | **NC                 |
| Average Annual Order Price _____                      | \$57.43      | \$58.90      | \$59.65      | \$58.38             | \$57.82              | \$60.16              |

\*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

|         |  |
|---------|--|
| \$60.16 | 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)  |

**9. 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.

**CHANGE OF COMPANY NAME:**

Effective with the June 2009 issue, IAQ Publications changed its name to eSchool Media.

**TRADE SHOW/CONFERENCE**

TCEA, Feb2-6, Austin, TX 8,500 copies (Jan. Issue)  
TCEA, Feb 2-6, Austin, TX 1,200 copies (Feb. Issue)  
AASA, Feb. 19-21, San Francisco, CA 1,200 copies (Feb. Issue)  
CoSN 2009 Annual Conference, March 10-12, Austin, TX, 2,500 copies (March Issue)  
InfoComm, June 14-19, Orlando FL, 2,500 copies (June Issue)  
NECC, June 28 - Jul. 1, Washington, DC 11,000 copies (June Issue)

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include one source for a quantity of 21,653 copies or 21.7%, including MDR List.

**PARAGRAPHS 5 & 6 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 _____                      | 51,337          | 100.0        | 50,758             | 98.9        | 579            | 1.1        |
| Sponsored Individually Addressed ____ | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____              | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____       | 3               | -            | -                  | -           | 3              | -          |
| Single Copy Sales _____               | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>    | <b>51,340</b>   | <b>100.0</b> | <b>50,758</b>      | <b>98.9</b> | <b>582</b>     | <b>1.1</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 _____                      | 45,972          | 100.0        | 45,964             | 100.0        | 8              | -        |
| Sponsored Individually Addressed ____ | -               | -            | -                  | -            | -              | -        |
| Membership Benefit _____              | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee _____       | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales _____               | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b>    | <b>45,972</b>   | <b>100.0</b> | <b>45,964</b>      | <b>100.0</b> | <b>8</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 July 16, 2009

State Maryland

County Montgomery

Received by BPA Worldwide July 16, 2009

Type PD

ID Number E166Y0J9