

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  
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Tel.: (301) 913-0115  
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[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 _____	3,446
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	1,317
All Other _____	1,332
<b>TOTAL</b>	<b>6,095</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	80,829	100.0	79,846	98.8	983	1.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>80,831</b>	<b>100.0</b>	<b>79,846</b>	<b>98.8</b>	<b>985</b>	<b>1.2</b>

\*See Paragraph 11

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____	4,963	9,719	42,867	33,753			76,620	April _____	1,908	1,181	50,772	31,842			82,614
February __	2,671	773	41,651	33,000			74,651	May _____	848	1,222	50,833	32,119			82,952
March _____	7,341	16,105	50,986	32,390			83,376	June _____	1,073	2,925	50,805	33,970			84,775
								<b>TOTAL</b>	<b>18,804</b>	<b>31,925</b>					

\*See Paragraph 11

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>				
<b>This issue is 3.2% or 2,545 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 (A)</b>	<b>Digital 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) _____	38,779	46.7	37,273	1,506
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)	23,186	28.0	5,162	18,024
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) _____	2,072	2.5	1,642	430
Higher Education (Senior- and junior-college personnel technology directors, chief information officers, technology purchasing agents, and management information service directors) _____	5,651	6.8	4,642	1,009
Others allied to the field _____	13,258	16.0	2,108	11,150
Other Paid Circulation _____	6	-	6	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>82,952</b>	<b>100.0</b>	<b>50,833</b>	<b>32,119</b>
<b>PERCENT</b>	<b>100.0</b>		<b>61.3</b>	<b>38.7</b>

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital 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>25,568</b>	<b>26,776</b>	<b>7,945</b>	<b>28,174</b>	<b>32,115</b>	-	-	<b>60,289</b>	<b>72.7</b>
a. Written _____	6,316	377	96	5,106	1,683	-	-	6,789	8.2
b. Telecommunication _____	20	-	1	16	5	-	-	21	-
c. Electronic _____	19,232	26,399	7,848	23,052	30,427	-	-	53,479	64.5
<b>II. TOTAL</b> - Request from recipient's company: _____	<b>7</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>4</b>	-	-	<b>7</b>	<b>-</b>
a. Written _____	6	-	-	2	4	-	-	6	-
b. Telecommunication _____	-	-	-	-	-	-	-	-	-
c. Electronic _____	1	-	-	1	-	-	-	1	-
<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>22,656</b>	<b>-</b>	<b>-</b>	<b>22,656</b>	<b>-</b>	-	-	<b>22,656</b>	<b>27.3</b>
Association rosters and directories _____	-	-	-	-	-	-	-	-	-
*Business directories _____	22,656	-	-	22,656	-	-	-	22,656	27.3
Independent field reports _____	-	-	-	-	-	-	-	-	-
Licenseses - National, State or Local Government _____	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-	-
<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>48,231</b>	<b>26,776</b>	<b>7,945</b>	<b>50,833</b>	<b>32,119</b>	-	-	<b>82,952</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>58.1</b>	<b>32.3</b>	<b>9.6</b>	<b>61.3</b>	<b>38.7</b>	-	-	<b>100.0</b>	<b>-</b>

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	50,678	32,119	-	-	82,797	99.8
Individuals by name only _____	147	-	-	-	147	0.2
Titles or functions only _____	2	-	-	-	2	-
Company names only _____	2	-	-	-	2	-
Multi-Copy Same Addressee copies _____	4	-	-	4	4	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,833</b>	<b>32,119</b>	<b>-</b>	<b>4</b>	<b>82,952</b>	<b>100.0</b>

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

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	394	139	533	
030-038 New Hampshire _____	322	209	531	
050-059 Vermont _____	217	116	333	
010-027 Massachusetts _____	1,229	866	2,095	
028-029 Rhode Island _____	174	104	278	
060-069 Connecticut _____	739	468	1,207	
<b>NEW ENGLAND</b>	<b>3,075</b>	<b>1,902</b>	<b>4,977</b>	<b>6.0</b>
100-149 New York _____	3,109	2,114	5,223	
070-089 New Jersey _____	2,008	1,000	3,008	
150-196 Pennsylvania _____	2,382	1,259	3,641	
<b>MIDDLE ATLANTIC</b>	<b>7,499</b>	<b>4,373</b>	<b>11,872</b>	<b>14.3</b>
430-459 Ohio _____	2,392	1,063	3,455	
460-479 Indiana _____	1,118	529	1,647	
600-629 Illinois _____	2,695	1,407	4,102	
480-499 Michigan _____	2,092	998	3,090	
530-549 Wisconsin _____	1,302	525	1,827	
<b>EAST NO. CENTRAL</b>	<b>9,599</b>	<b>4,522</b>	<b>14,121</b>	<b>17.0</b>
550-567 Minnesota _____	1,193	668	1,861	
500-528 Iowa _____	970	260	1,230	
630-658 Missouri _____	1,465	483	1,948	
580-588 North Dakota _____	417	80	497	
570-577 South Dakota _____	424	94	518	
680-693 Nebraska _____	650	228	878	
660-679 Kansas _____	965	386	1,351	
<b>WEST NO. CENTRAL</b>	<b>6,084</b>	<b>2,199</b>	<b>8,283</b>	<b>10.0</b>
197-199 Delaware _____	135	82	217	
206-219 Maryland _____	670	756	1,426	
200-205 Washington, DC _____	241	218	459	
220-246 Virginia _____	1,125	1,012	2,137	
247-268 West Virginia _____	290	131	421	
270-289 North Carolina _____	952	767	1,719	
290-299 South Carolina _____	571	326	897	
300-319 Georgia _____	1,085	836	1,921	
320-349 Florida _____	1,377	1,312	2,689	
<b>SOUTH ATLANTIC</b>	<b>6,446</b>	<b>5,440</b>	<b>11,886</b>	<b>14.3</b>
400-427 Kentucky _____	738	258	996	
370-385 Tennessee _____	685	423	1,108	
350-369 Alabama _____	539	272	811	
386-397 Mississippi _____	457	144	601	
<b>EAST SO. CENTRAL</b>	<b>2,419</b>	<b>1,097</b>	<b>3,516</b>	<b>4.2</b>
716-729 Arkansas _____	665	159	824	
700-714 Louisiana _____	486	313	799	
730-749 Oklahoma _____	1,189	263	1,452	
750-799 Texas _____	4,228	1,952	6,180	
<b>WEST SO. CENTRAL</b>	<b>6,568</b>	<b>2,687</b>	<b>9,255</b>	<b>11.2</b>
590-599 Montana _____	555	86	641	
832-838 Idaho _____	332	82	414	
820-831 Wyoming _____	166	57	223	
800-816 Colorado _____	699	504	1,203	
870-884 New Mexico _____	362	173	535	
850-865 Arizona _____	899	543	1,442	
840-847 Utah _____	265	181	446	
889-898 Nevada _____	176	93	269	
<b>MOUNTAIN</b>	<b>3,454</b>	<b>1,719</b>	<b>5,173</b>	<b>6.2</b>
995-999 Alaska _____	208	99	307	
980-994 Washington _____	1,049	565	1,614	
970-979 Oregon _____	619	342	961	
900-961 California _____	3,636	2,525	6,161	
967-968 Hawaii _____	116	136	252	
<b>PACIFIC</b>	<b>5,628</b>	<b>3,667</b>	<b>9,295</b>	<b>11.2</b>
<b>UNITED STATES</b>	<b>50,772</b>	<b>27,606</b>	<b>78,378</b>	<b>94.5</b>
969 & 004-009 U.S. Territories _____	24	21	45	
Canada _____	6	1,371	1,377	
Mexico _____	-	80	80	
Other International _____	-	2,993	2,993	
APO/FPO _____	31	48	79	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,833</b>	<b>32,119</b>	<b>82,952</b>	<b>100.0</b>

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	55,057	72,479	81,614	82,696	80,832
Qualified Non-Paid	55,057	71,066	80,178	81,266	79,846
Print Only _____	50,464	64,235	49,475	48,296	47,006
Digital Only _____	4,593	6,831	30,703	32,970	32,840
Print & Digital (Unduplicated) _	-	-	-	-	-
Qualified Paid	-	1,413	1,436	1,430	986
Print Only _____	-	1,408	1,412	1,417	980
Digital Only _____	-	5	24	13	6
Print & Digital (Unduplicated) _	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$59.21	\$57.43	\$58.90	\$56.95	\$58.38

\*2008 data is unaudited.  
 \*\*NC = None Claimed

10. PAID CIRCULATION DATA	
\$58.38	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 digital 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 22,656 copies or 27.3%, including MDR List.

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

**Trade Show/Conference:**

FETC 2008, January 22-25, Orlando FL, 1300 Copies, January Issue  
 TCEA 2008, February 6-8, Austin TX, 1300 Copies, February Issue  
 AASA 2008, February 14-17, Tampa FL, 1300 Copies, February Issue  
 InfoComm, June 14-20, Las Vegas NV, 1300 Copies, June Issue  
 NECC 2008, June 29-July 2, San Antonio TX, 1500 Copies, June Issue

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 _____	47,983	100.0	47,006	98.0	977	2.0
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,985</b>	<b>100.0</b>	<b>47,006</b>	<b>98.0</b>	<b>979</b>	<b>2.0</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,846	100.0	32,840	100.0	6	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,846</b>	<b>100.0</b>	<b>32,840</b>	<b>100.0</b>	<b>6</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2008
Gregg Downey, President	State	Maryland
Nancy David, Circulation Manager	County	Montgomery
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 15, 2008
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	E166Y0J8