

SCHOOL PLANNING & MANAGEMENT'S "BUYING TEAM"	SP&M CIRCULATION	COMBINED SP&M/CP&M CIRCULATION
Presidents and Chairmen — Boards of Education (including members of NSBA)	6,484	6,484
Superintendents, Presidents/Deans/Chief Administrators (including members of AASA)	10,055	12,564
Federal and State Departments of Education (Administrative, Business, Facilities, and Technology, including members of SETDA), State Higher Education Agencies (Boards of Regents and Higher Education Officers)	292	497
ASSISTANT SUPERINTENDENTS, VICE PRESIDENTS, DIRECTORS, MANAGERS, and SUPERVISORS of:		
Business (including members of ASBO and NACUBO)	10,101	17,221
Purchasing (including members of NAEP)	993	2,243
Facilities Planning (including members of CEFPI and SCUP)	1,690	4,640
Maintenance, Buildings and Grounds, Safety and Security, Physical Plant, Energy Management (including members of APPA and NSPMA)	11,063	16,523
Housing/Residential Life (including members of ACUHO)	—	1,755
College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services (including members of ACUI, NACAS, and NACCU)	—	2,111
Technology/MIS (including members of NSBA/ITTE)	2,000	4,500
SUB-TOTALS	42,678	68,538
Architects, Engineers, Construction Managers, Design/Builders, General Contractors, Interior Designers and Consultants (including members of AIA/CAE)	5,355	9,540
TOTAL CIRCULATION	48,033	78,078

SP&M and CP&M June 2008 BPA Statements

School Planning & Management is the industry's leading publication covering construction, facilities, business, and technology concerns in K-12 school districts. The combined circulation of *School Planning & Management* and *College Planning & Management* provides an unparalleled reach into every level of decision making in school districts and two-year and four-year colleges/universities nationwide.

BUYING TEAM'S PURCHASING PYRAMID

School Planning & Management's "buying team" approach to circulation is unparalleled in the education construction, facilities, business, and technology market.

Purchasing decisions for the products and services needed to plan, design, construct, operate, equip, and maintain schools come from a variety of directions. The key is — know your audience.

THE EXECUTIVE LEVEL

THE SCHOOL BOARD

Reviews recommendations, establishes budgets, and approves projects. Because many critical construction decisions are made before an architect is hired, the school board is a major target for construction-related materials and services.

SUPERINTENDENT OF SCHOOLS

Overall leader, setting direction for the district, establishing need, and getting projects going.

STATE AND FEDERAL DEPARTMENTS OF EDUCATION

Provide information resources and funding to states and local education agencies to meet specific needs. Their degree of involvement ranges from setting standards, project approval, maintaining approved materials and services lists, to the actual management of a building project.

THE PURCHASING LEVEL

BUSINESS OFFICER

Controls the budget and works with the superintendent and school board on the district's spending plan. Generally has supervisory control over purchasing, buildings and grounds, maintenance, food service, security, transportation, and the purchase of technology equipment and software, particularly as it relates to administrative functions.

PURCHASING DIRECTOR

Responsible for identifying and interviewing vendors, requesting, gathering, and organizing bids, and making recommendations to purchasing decision-makers.

THE SPECIFIER LEVEL

FACILITY PLANNER

Plays a crucial role in determining the size, location, look, and amenities of buildings. Responsible for master planning. Acts as the key liaison between the district and outside architects, consultants, and contractors.

DIRECTOR OF MAINTENANCE, BUILDINGS, AND GROUNDS

Directs the facilities for the district. This key player on the facilities, construction and maintenance team must understand your product, why to specify it, and how to use and maintain it.

SAFETY & SECURITY DIRECTOR

Involved in the programs, products, and services associated with safety such as emergency preparedness, intervention and prevention, training, and security technologies including emergency communication systems and access control.

ENERGY MANAGEMENT DIRECTOR

Involved in the programs, products, and services associated with energy usage and plays a role in the planning, construction, maintaining, and operation of sustainable, high-performance buildings and systems.

TECHNOLOGY/MIS

Charged with developing, coordinating, implementing and assessing technology plans; evaluating and recommending modifications as needed; and recommending budget requirements to support district's plans.

ARCHITECTS, ENGINEERS, CONSTRUCTION MANAGERS, DESIGN/BUILDERS, GENERAL CONTRACTORS, INTERIOR DESIGNERS, CONSULTANTS

Outside contractors hired by the school district who participate in making crucial decisions concerning projects and products.