

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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SCHOOL Planning & Management

Peter Li Inc.
2621 Dryden Road
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Tel.: (937) 293-1415
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Official Publication of: None
Established: 1962
Issues Per Year: 12



FIELD SERVED

SCHOOL PLANNING & MANAGEMENT serves the administrative, business, purchasing, facilities, construction, and technology planning levels in public school districts nationwide.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are administrative and management personnel including school board presidents, superintendents, chief administrators, assistant superintendents, vice presidents, directors, managers, and supervisors for: administration, business, purchasing, facilities planning, maintenance, buildings and grounds, energy management, safety and security, and technology. Also qualified are architects, engineers, construction managers, design-builders, general contractors, interior designers and consultants serving the industry, as well as Departments of Education.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,954
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	403
All Other _____	2,329
TOTAL	4,686

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,110	100.0	48,110	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,110	100.0	48,110	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	40	40			48,148	April _____	80	80			48,148
February _____	301	301			48,148	May _____	13,161	13,046			48,033
March _____	354	354			48,148	June _____	20	20			48,033
						TOTAL	13,956	13,841			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008								
This issue is 0.2% or 92 copies below the average of the other 5 issues reported in Paragraph two.								
CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	PUBLIC SCHOOL DISTRICT BY ENROLLMENT					
			Over 25,000 (A)	10,000-24,999 (B)	5,000-9,999 (C)	2,500-4,999 (D)	1,000-2,499 (E)	Under 1,000 (F)
THE EXECUTIVE LEVEL								
Presidents and Chairmen – Boards of Education (including members of NSBA) _____	6,484	13.5	217	354	619	1,196	1,788	2,310
Superintendents of Schools (including members of AASA) _____	10,055	20.9	365	752	1,254	1,861	2,439	3,384
Federal and State Departments of Education (Administrative, Business, Facilities, and Technology, including members of SETDA) _____	292	0.6	292	-	-	-	-	-
THE PURCHASING LEVEL								
Assistant Superintendents, Vice Presidents, Directors, Managers, And Supervisors Of:								
Business (including members of ASBO) _____	10,101	21.0	638	884	1,231	1,917	2,549	2,882
Purchasing _____	993	2.1	208	248	178	127	119	113
THE SPECIFIER LEVEL								
Assistant Superintendents, Vice Presidents, Directors, Managers, and Supervisors of:								
Facilities Planning (including members of CEFPI) _____	1,690	3.5	386	295	240	249	271	249
Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security (including members of APPA and NSPMA) _____	11,063	23.0	869	1,028	1,460	2,062	2,676	2,968
Technology/MIS (including members of NSBA/ITTE) _____	2,000	4.2	143	239	340	337	430	511
Sub-Total	42,678	88.9	3,118	3,800	5,322	7,749	10,272	12,417
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Consultants (including members of AIA/CAE) _____	5,355	11.1						
TOTAL QUALIFIED CIRCULATION	48,033	100.0						
PERCENT	100.0							

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	36,171	11,862	-			48,033	100.0
a. Written _____	4,454	1,003	-			5,457	11.4
b. Telecommunication _____	29,614	10,627	-			40,241	83.8
c. Electronic _____	2,103	232	-			2,335	4.9
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	36,171	11,862	-			48,033	100.0
PERCENT	75.3	24.7	-			100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			48,033	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			48,033	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	518		400-427 Kentucky _____	817	
030-038 New Hampshire _____	338		370-385 Tennessee _____	719	
050-059 Vermont _____	265		350-369 Alabama _____	620	
010-027 Massachusetts _____	1,173		386-397 Mississippi _____	662	
028-029 Rhode Island _____	161		EAST SO. CENTRAL	2,818	5.9
060-069 Connecticut _____	691		716-729 Arkansas _____	653	
NEW ENGLAND	3,146	6.5	700-714 Louisiana _____	431	
100-149 New York _____	3,043		730-749 Oklahoma _____	942	
070-089 New Jersey _____	2,261		750-799 Texas _____	3,113	
150-196 Pennsylvania _____	2,444		WEST SO. CENTRAL	5,139	10.7
MIDDLE ATLANTIC	7,748	16.1	590-599 Montana _____	580	
430-459 Ohio _____	2,842		832-838 Idaho _____	406	
460-479 Indiana _____	1,317		820-831 Wyoming _____	141	
600-629 Illinois _____	2,510		800-816 Colorado _____	552	
480-499 Michigan _____	1,940		870-884 New Mexico _____	267	
530-549 Wisconsin _____	1,402		850-865 Arizona _____	846	
EAST NO. CENTRAL	10,011	20.8	840-847 Utah _____	203	
550-567 Minnesota _____	1,214		889-898 Nevada _____	167	
500-528 Iowa _____	1,178		MOUNTAIN	3,162	6.6
630-658 Missouri _____	1,335		995-999 Alaska _____	141	
580-588 North Dakota _____	447		980-994 Washington _____	725	
570-577 South Dakota _____	565		970-979 Oregon _____	444	
680-693 Nebraska _____	580		900-961 California _____	3,260	
660-679 Kansas _____	823		967-968 Hawaii _____	36	
WEST NO. CENTRAL	6,142	12.8	PACIFIC	4,606	9.6
197-199 Delaware _____	121		UNITED STATES	48,021	100.0
206-219 Maryland _____	400		969 & 004-009 U.S. Territories _____	12	
200-205 Washington, DC _____	60		Canada _____	-	
220-246 Virginia _____	884		Mexico _____	-	
247-268 West Virginia _____	300		Other International _____	-	
270-289 North Carolina _____	880		AP0/FPO _____	-	
290-299 South Carolina _____	560		TOTAL QUALIFIED CIRCULATION	48,033	100.0
300-319 Georgia _____	1,051				
320-349 Florida _____	993				
SOUTH ATLANTIC	5,249	10.9			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified _____	49,122	48,092	48,143	48,148	48,110
Qualified Non-Paid Total _____	49,122	48,092	48,143	48,148	48,110
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

***NOTE: The audited average qualified circulation for January – June 2007 = 48,148. The unaudited average qualified circulation for July - December 2007 = 48,148. Yielding an average qualified circulation of 48,148.**

****2008 data is unaudited.**

***NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

The information found in this circulation statement is also available within the SCHOOL Planning & Management and COLLEGE Planning & Management Network Statement.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2008
Deborah P. Moore, Publisher	State	Ohio
Patty James Mutchler, Publishing Director	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
IMPORTANT NOTE:	Type	PJ
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	S008P0J8