1939 — 2009

Celebrating 70 Years of Service to the Propane Industry

2009 Media Kit

BPN

BUTANE-PROPANE NEWS

Propane Industry Publications Since 1939

2009 is YOUR year!

The future of ***BPN's*** publications, in print and online, rests on our ability to meet the needs of our readers AND advertisers.

We must continue to deliver the industry's news and information in a timely and responsible manner. We must strive to maintain the level of integrity that has made us an indispensable industry resource for the past 70 years. In-depth coverage is our hallmark, and we are committed to the continuation of that mission in the face of the current economic challenges to our industry.

We must form strong partnerships with our advertisers, enabling them to get their advertising message to the people that matter the most. We must also continue to offer the most economically advantageous marketing packages and marketing support.

These goals are challenging in the best of times, yet we are not in the best of times. We all must not only work harder, we also must work smarter. While others drop back in their efforts due to the tougher economic factors, the returns on your advertising investment will pay off in the short term and the long term. NOW is the time to gain market share! NOW is the time to double your efforts! NOW is the time to take advantage of the "tougher economic factors," rather than become their victim. ***BPN*** understands this and will be your trusted partner in your quest for increased market potential!

The entire staff at ***BPN*** looks forward to working with you.

Sincerely,

Kurt A. Ruhl
National Sales Manager

PROPANE education & research COUNCIL

P.O. Box 660698, Arcadia, California 91066
(800) 214-4386 • (626) 357-2168 • Fax (626) 303-2854
www.bpnews.com

Member NPGA National PROPANE GAS Association

BPN

Who We Are...

Natalie Peal — President and Publisher

Natalie succeeds her father as president and publisher of *Butane-Propane News* and the *Weekly Propane Newsletter*. After more than 39 years in the organization, she has gained an intimate knowledge of the propane industry. **npeal@bpnews.com**

John Needham — Editor

John,is a veteran journalist and has covered a wide array of topics for the magazine over the past six years, ranging from industry news to NPGA and PERC business. He is the anchor of our new and agressive writing staff **john@bpnews.com**

Daryl Lubinsky — Managing Editor

Daryl has 10 years of experience editing and writing for various trade magazines, including *Automotive Fleet*, where he covered the alternative fuel market. **daryl@bpnews.com**

Ken Nelson — Newsletter Editor

Ken is a former teacher and brings a fresh perspective to his duties with the *Newsletter* as well as contributing to *BPN* magazine. **ken@bpnews.com**

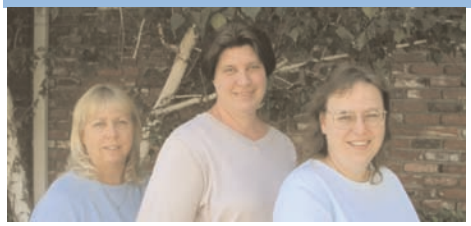
Kurt Ruhl — National Sales Manager

After many years of involvement as a supplier to the propane industry and more than 23 years as national sales manager for *BPN*, Kurt's knowledge of the industry and advertising provides *BPN's* advertisers an unparalled expertise on the marketplace.
kurt@bpnews.com

Tara Molina — Advertising Coordinator

Contact Tara with your questions on advertising, schedules, rates, and accounting, as well as for reprints and other special projects. After nine years of coordinating these efforts and developing new business, she is well-versed and able to help with any of your questions.
tara@bpnews.com

Sheri Sinske, Brenda Lieswald, Julie Davis — Subscription Department



Sheri Sinske, circulation manager; Brenda Lieswald, *Weekly Propane Newsletter* circulation manager; Julie Davis, circulation assistant. With a combined 61 years of industry experience, Sheri, Brenda, and Julie ensure that magazine and newsletter readers receive prompt and efficient subscription services. **subscriptions@bpnews.com**

Butane Propane News Inc. is a family-owned and -operated publication group, with all publications devoted to the propane industry.

Butane-Propane News Magazine

Butane-Propane News magazine celebrates its 70th year of publication in 2009, and for those 70 years ***BPN*** has consistently been the best-read source of news and information for readers involved in every facet of the propane industry. While ***BPN***'s subscription base is primarily centered in North America, there are readers on every continent of the globe!

John Needham, Daryl Lubinsky—*Editorial*
Kurt Ruhl—*Advertising Sales*

BPN's Weekly Propane Newsletter

The industry's weekly newsletter features pricing updates, news, and in-depth analysis of the wholesale fuel market. The subscription-based *Newsletter* reaches thousands of readers each week.

Ken Nelson—Editor

www.bpnews.com

The website features news as well as articles from the magazine and the newsletter. *BPNews.com* also includes other tools such as a links page and advertising opportunities.

Kurt Ruhl—Advertising Sales

List Rental and List Data

The ***Butane-Propane News*** mailing list of nearly 14,000 pre-qualified subscribers is available for rental for your targeted direct mail campaigns. Utilize our full list or select the demographic and geographic area that is right for your promotion.

Sheri Sinske—Circulation Department Manager

Reprints

Reprints are unique promotional pieces that are ideal for direct mail campaigns and trade show hand-outs. When your company, its products, or people receive coverage in ***BPN***, you will want to capitalize on the opportunity and "spread the good news." Reprints are high-quality reproductions of the original. Customization is also available, when space allows. Plaques and posters are also an option.

Tara Molina—Advertising Coordinator

BPN 2009 MEDIA PLANNER

JANUARY

Management

International Builders' Show
(Las Vegas)

NPGA Board Meeting
(Tampa)

National Manufactured Housing Show
(Las Vegas)

Close: Space 12/8; Matl. 12/15

FEBRUARY

Agriculture

World Ag Expo
(Tulare, Calif.)

GPA Convention
(Dallas)

Close: Space 1/8; Matl. 1/15

MARCH

"Green" Fuel

Purvin & Gertz Seminar
(The Woodlands, Texas)

PERC Meeting
(Atlanta)

HPBA Show
(Reno)

Close: Space 2/4; Matl. 2/11

APRIL

Industry Innovations/ R&D

NPGA Southeastern Convention & International Expo
(Atlanta)

Alternative Fuels Conference
(Lake Buena Vista, Fla.)

Midwest Show
(Indianapolis)

Close: Space 2/27; Matl. 3/5

MAY

Motorfuel

Western Show
(Reno)

AEGPL
(Vienna)

PGAC
(Ottawa)

Close: Space 4/8; Matl. 4/15

JUNE

70th Anniversary Issue

PERC Meeting
(Washington, D.C.)

Presidential Forum
(Washington, D.C.)

NPGA Board Meeting
(Washington, D.C.)

Propane Days
(Washington, D.C.)

Close: Space 5/8; Matl. 5/15

JULY

2011 NFPA 58 Compliance

PERC Meeting
(TBA)

Purvin & Gertz Asian Conference
(TBA)

Close: Space 6/8; Matl. 6/15

AUGUST

Preparing for a Disaster

Close: Space 7/8; Matl. 7/15

SEPTEMBER

International

PERC Meeting
(TBA)

NPGA Board Meeting
(Seattle)

TransPosium
(Calgary)

World LPG Forum
(Rio de Janeiro, Brazil)

Close: Space 8/8; Matl. 8/15

OCTOBER

Preparing for Winter

Sunbelt Ag Expo
(Moultrie, Ga.)

Close: Space 9/8; Matl. 9/15

NOVEMBER

Trucks & Truck Equipment

Purvin & Gertz Latin American Conference
(TBA)

RV Show
(Louisville)

Close: Space 10/8; Matl. 10/15

DECEMBER

Safety/Security

LPG Symposium
(TBA)

PERC Meeting
(TBA)

Close: Space 11/8; Matl. 11/15

BPN's 2009 Media Planner is intended for general planning purposes. Besides providing the editorial focus for each issue, we have listed events where we intend to provide bonus distribution. Please contact Kurt or Tara at (800) 214-4386 with any questions.

BPN's editorial staff strives to cover the scheduled subjects. But since ***BPN*** is a news publication, it may be necessary to deviate from this schedule to cover important subjects in a timely manner.

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www.bpnews.com

Every month ***BPN*** offers regular departments that provide the dependable information its readers have come to rely on. These are in addition to its feature articles that cover the issues and information that is most important to the propane industry.

Beyond the Mains

An opinion/editorial by ***BPN*** staff or industry leaders.

LPG Marketplace

Coverage highlights the overall wholesale fuels market, gleaned from the ***Weekly Propane Newsletter***. It includes up-to-the-minute coverage as well as historical information from the past eight years.

LPG Worldwide

News and notes on the international scene as provided by our contacts overseas.

Propane & the Law

An informative review of recent legal issues and case studies supplied by David Schlee of Schlee, Huber, McMullen & Krause PC.

Calendar

A master list of important dates and events over the coming months.

Newsfronts

Spotlights recent news of special interest to the propane industry.

Now on the Market

A service for suppliers to the propane industry, this department showcases new products and services as they become available and as press releases are received from suppliers.

People

Coverage of the comings and goings of members of the industry from the supply side to the marketer segment.

BPN Advertising Options...

Full Page
7″ x 10″
8-1/4″ x 11-1/8″ Bleed

2/3-Page
4-1/2″ x 10″

Island 1/2-Page
4-1/2″ x 7-1/2″

Vertical 1/2-Page
3-3/8″ x 10″

Horizontal 1/2-Page
7″ x 4-7/8″

Vertical 1/3-Page
2-1/8″ x 10″

Square 1/3-Page
4-1/2″ x 4-7/8″

1/4-Page
3-3/8″ x 4-7/8″

Vertical 1/6-Page
2-1/8″ x 4-7/8″

Horizontal 1/6-Page
4-1/2″ x 2-3/8″

Main Display

Main display ads can be in a variety of shapes and sizes. Includes the free use of ***BPN's*** Reader's Service Page.

Shopper's Mart

Shopper's Mart ads, 2-1/8″ wide and 2″ tall, are a perfect place to spotlight individual products in an economical setting. Includes free use of ***BPN***'s Reader's Service Page.

Display Classified

Display classified advertising is versatile and affordable, with rates as low as $70 per column inch.

On-Line Advertising with bpnews.com

For the past five years ***BPN*** has refined its online version of *Butane-Propane News*. Our website is an industry tool, a showcase of current events, and a research tool where a library of key articles are stored.

Banners:

Shape:	525x75 pixels, no larger than 30k	
Cost:	30-day exposure	$300
	Quarterly exposure	$700

Tiles:

Shape:	100x100 pixels, no larger than 15k	
Cost:	30-day exposure	$150
	Quarterly exposure	$350

PROPANE education & research COUNCIL

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BPN
BUTANE-PROPANE NEWS

2008 Advertising Rates

Serving the Propane Industry Since 1939

Rate Card #144
Effective January 1, 2008

No rate increases for 2009

1—PERSONNEL

Owner: Butane-Propane News, Inc.
President and Publisher: Natalie Peal

2—REPRESENTATIVES

Kurt A. Ruhl
Butane-Propane News
P.O. Box 660698, Arcadia, CA 91066
338 E. Foothill Blvd., Arcadia, CA 91006
(626) 357-2168 (800) 214-4386 Fax (626) 303-2854
e-mail: *kurt@bpnews.com*

3—COMMISSION

15% to recognized agencies with approved credit on space, color, and bleed if paid within 60 days from date of invoice. **Net 30 days.** A 1½% per month service charge will be added to past due balances. Classified and Shopper's Mart advertisements are Net and not subject to agency commission.

4—INSERTS

Printed inserts are charged at black & white earned space rate, plus insert charge. *We recommend that you verify mechanical requirements with us before beginning production of inserts.*

a. Rates:
Insert charge $800
Back-up charge as appropriate $450
(Insert and back-up charges are non-commissionable)

5—SPECIAL POSITION

Specified positions . . . . . .15% extra

7—CLASSIFIED ADVERTISING AND SHOPPER'S MART

a. Rates for undisplayed classified:
$1.40 per word, $1.75 per word for bold type or all capitals. Minimum charge $65.00 per insertion. Ads will be set in 7 pt. type without border in magazine style unless otherwise specified. If blind box is used, add $35.00.

b. Display classified rate per column inch:

1 time	6 times	12 times	24 times
$125	$110	$85	$70

c. Rates for Shopper's Mart:

1 time	4 times	6 times	12 times	24 times
$320	$285	$250	$200	$160

d. Color charges for Shopper's Mart: $75 for second color; $225 for 4-color process. Matched color not available.

e. Classified advertising and Shopper's Mart do not qualify as rate holders.

8—BLEED

a. Rate for bleed, per page, extra $300

b. Oversize ads (larger than standard unit sizes listed in section 10) will be charged as bleed, or may be reduced to fit standard unit size.

c. Full page bleed size . . . . . .8¼" x 11 3/16"
This allows 3/16" trim top, ⅛" bottom and outside. Keep live matter at least ⅜" away from trim and binding edges.

9—COLOR

	per page	per spread
a. Black and		
1 standard AAAA color, extra . .	$600	$940
1 matched color, extra	$770	$1200
b. Four-color process, extra	$1650	$2450

6—GENERAL ADVERTISING RATES

Rate earned is determined by the number of insertions, regardless of size, placed in any one or more issues within one year of the first insertion.

Size	1 time	4 times	6 times	12 times	24 times
1 page	$3950	$3490	$3120	$2740	$2190
2/3 page	3050	2680	2390	2080	1630
1/2 page Island	2650	2360	2070	1800	1430
1/2 page	2350	2090	1920	1720	1330
1/3 page	1750	1560	1440	1300	970
1/4 page	1450	1300	1150	1020	820
1/6 page	1100	970	880	780	560

10—MECHANICAL REQUIREMENTS

a. Publication trim size . . . . . .8⅛”x10⅞”

b. Standard unit sizes in inches:

1 page . . . . . .7”x10”
2/3 page . . . . . .4½”x10”
1/2 page . . . . . .7”x4⅞”, 3⅜”x10”
Island 1/2 page . . . . . .4½”x7½”
1/3 page . . . . . .4½”x4⅞”, 2⅛”x10”
1/4 page . . . . . .7”x2⅜”, 3⅜”x4⅞”
1/6 page . . . . . .2⅛”x4⅞”, 4½”x2¼”

c. Width of column . . . . . .2⅛”
Double column . . . . . .4½”

d. Depth of column . . . . . .10”

e. Number of columns to page 3

f. Kind of printing . . . . . .web offset

g. Method of binding . . . . . .saddle-stitched

11—DIGITAL REQUIREMENTS

a. Media:

CD-rom. Disks must be labeled with advertiser name and title of ad. Include agency name/contact/phone number, advertiser name/contact/phone number.

b. Preferred File Format: PDF/X-1a

Files should be press-optimized, converted to CMYK (if applicable), and all fonts embedded. **Use Acrobat Distiller**, not PDFWriter, to create files to ensure that all elements are saved in high-resolution Postscript language. We recommend that Postscript fonts be used—no TrueType, Windows or printer-embedded fonts.

BUTANE-PROPANE NEWS will be relieved from any form of responsibility if an ad is supplied in non-preferred or non-acceptable formats, such as native application files. Cost of conversion of non-preferred or non-acceptable formats will be passed on to advertiser. BUTANE-PROPANE NEWS cannot guarantee the accuracy of reproduction of any ads supplied in non-preferred or non-acceptable formats or without hard copy proofs.

c. Content and Position Proofs:

Butane-Propane News will not supply a faxed or soft proof of advertiser-supplied files. We assume due diligence has been taken—by the client and/or its agency—to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.

Supply hard copy proofs for each digital file; b&w for 1/c ads, 4/c SWOP-certified from the supplied ad file for 4-color ads. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. **No makegoods will be issued on ads run without a SWOP proof.**

PDF files may be e-mailed but a hard copy proof must also be sent. Hard copy proofs must be clearly marked as in Section 11(a.) above. Fax and PDF proofs will not be accepted.

d. Build Ad to Size:

Document size must be 8⅜”x11⅛” for a full-page ad (this includes ⅛” trim on 4 sides); float non-bleed full-page ads. Do not position type or non-bleed items closer than ¼” to trim.

Other size ads should be built to the dimensions in Section 10 above. Cost of conversion of ads to proper size will be passed on to advertiser.

12—ISSUANCE AND CLOSING DATES

a. Closing date: Insertion orders in Arcadia office 8th of month preceding issue date. Ad materials must be in Arcadia office by 15th of month preceding issue date.

b. Issuance date: 1st of month.

13—CIRCULATION

a. Audit: Business Publications Audit

b. General character of medium:

BUTANE-PROPANE NEWS is edited to serve the companies and personnel actively engaged in the sale and distribution of liquefied petroleum gases or both liquefied petroleum gases and the appliances and/or equipment necessary for their use. Principal divisions are: LPG distributor-dealers, operating bulk plants; LPG bottle gas dealers; LPG piped town systems and gas utilities with bulk LPG storage facilities; LPG producers and marketers; LPG design and construction engineers.

c. Locality of circulation:
United States and possessions, Canada, Mexico, Central and South America, and other foreign countries.

14—CONTRACT AND COPY REGULATIONS

a. The publisher reserves the right to refuse libelous or unfair copy. The advertiser agrees to indemnify BUTANE-PROPANE NEWS against any loss, damages, or expenses resulting from libelous copy or the unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademarks, labels, etc., in conjunction with his advertising. The publisher is not responsible for errors occurring in key numbers unless new material is provided.

b. Advertising which simulates editorial content must carry the word “Advertisement” at the top.

c. Short rate and rebate:

Space orders (except for covers) are subject to cancellation by either party upon 30 days notice in writing. If more or less space than contracted is used within one year (12 issues), the actual space used is to be paid for according to the rates printed on this form.

d. Rate protection policy:

We reserve the right to change rates upon notice. Contracts may be cancelled at the time a change in rates becomes effective without incurring a short rate adjustment provided the contract rate has been earned up to the date of cancellation.

e. In the event an account is placed for collection, customer agrees to pay publisher for all reasonable collection costs and/or attorney’s fees incurred.

f. Prepayment by new customers or customers without verified credit rating will be required until such time as credit can be established.

Rate Card #144
Effective January 1, 2008

BPN
P.O. Box 660698, Arcadia, Calif. 91066
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BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2008

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

BPN

Butane-Propane News Inc.
338 East Foothill Boulevard
Arcadia, CA 91066-0698
Tel.: (626) 357-2168
Fax: (626) 358-7198

Official Publication of: None
Established: 1939
Issues Per Year: 12

FIELD SERVED

BUTANE-PROPANE NEWS serves companies and personnel in sales and distribution of liquefied petroleum gas, or liquefied petroleum gas and the appliances or equipment necessary for its use; companies and personnel in the production and transportation of liquefied petroleum gas; companies and personnel involved in the servicing of LP-gas-fueled equipment.

DEFINITION OF RECIPIENT QUALIFICATION

Principal divisions and qualified recipients are: LPG distributor dealers; LPG piped town systems and gas utilities and LPG producers, transporters, wholesalers, and pipe-line companies Also qualified are LPG design and construction engineers, safety and advisory services, appliance equipment SLS/SVC/distributors, LPG carburetion installers and servicemen, manufacturers of equipment and appliances used in the LP-gas industry, building contractors/developers/mfg housing, libraries, schools, government bureaus, and other titled and non-titled personnel as listed in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	69
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	783
All Other	2,252
TOTAL	**3,104**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,126	97.3	12,228	90.6	898	6.7
Sponsored Individually Addressed	348	2.6	-	-	348	2.6
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	21	0.2	9	0.1	12	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**13,495**	**100.0**	**12,237**	**90.7**	**1,258**	**9.3**

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January	67	43			13,383
February	100	104			13,387
March	15	103			13,475
April	46	83			13,512
May	1,144	1,238			13,606
June	54	53			13,605
TOTAL	**1,426**	**1,624**			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008
This issue is 1.0% or 134 copies above the average of the other 5 issues reported in Paragraph two.
This publication conforms to the uniform business/industry/occupational breakdown which was developed by the BPA advertiser, agency and publisher committee for the LP Gas Energy Market in June 1986, requiring participating publications to report their circulation on a comparable basis by June 1989. A copy of the comparability brochure can be obtained from BPA.

BUSINESS AND INDUSTRY (See Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFIACTION BY TITLE					
			Company Name Only (A)	Corporate Officers, Owners, General Managers, and Directors (B)	Managers, Super-intendents, Supervisors, Engineers, Agents and Dealers (C)	Salesmen and Servicemen (D)	Drivers, Deliverymen, and Dispatchers (E)	Other Titled and Non-Titled Personnel (F)
1. LPG Bulk Gas Distributors/ Dealers	8,307	61.1	1,040	2,674	2,557	272	70	1,694
2. LPG Bottled Gas Distributors/Dealers	737	5.4	16	450	205	30	7	29
Appliance/Equipment SLS/SVC	665	4.9	12	408	129	57	2	57
Appliance/Equipment Distributors (Note 2)	459	3.4	132	161	91	62	-	13
3. LPG Producers, Pipeline Companies, Transporters and Wholesalers	644	4.7	17	299	209	50	5	64
4. Manufacturers and Manufacturers' Representatives of Appliances & Equipment	1,611	11.8	654	511	303	83	1	59
5. LPG Piped Town Systems & Gas Utilities	65	0.5	1	25	28	5	1	5
6. LPG Carbueration Installers and Servicemen	142	1.0	4	86	30	10	3	9
Building Contractors/Developers/Mfg Housing	111	0.8	4	69	24	2	1	11
7. LPG Design or Construction Engineers, Safety and Advisory Services	520	3.8	6	286	137	14	1	76
8. Government Libraries and Schools	345	2.5	21	114	160	12	2	36
TOTAL QUALIFIED CIRCULATION	**13,606**	**100.0**	**1,907**	**5,083**	**3,873**	**597**	**93**	**2,053**
PERCENT	**100.0**		**14.0**	**37.4**	**28.5**	**4.4**	**0.7**	**15.1**

Note 1: Non-comparable additional classification added at the option of the publisher.
Note 2: Non-comparable additional classification added at the option of the publisher.

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

QUALIFICATION SOURCE	Qualified Within 1 year	Qualified Within 2 years	Qualified Within 3 years	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
I. **TOTAL** – Personal direct request from the recipient:	**3,378**	**4,147**	**1,822**			**9,347**	**68.7**
a. Written	2,975	4,118	1,808			8,901	65.4
b. Telecommunication	333	2	1			336	2.5
c. Electronic	70	27	13			110	0.8
II. **TOTAL**– Request from recipient's company:	**596**	**163**	**154**			**913**	**6.8**
a. Written	463	162	154			779	5.7
b. Telecommunication	133	1	-			134	1.1
c. Electronic	-	-	-			-	-
III. **TOTAL** – Membership Benefit:	**-**	**-**	**-**			**-**	**-**
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. **TOTAL** – Communication from recipient or recipient's company (other than request):	**1**	**1**	**1**			**3**	**-**
a. Written	-	-	-			-	-
b. Telecommunication	1	1	1			3	-
c. Electronic	-	-	-			-	-
V. **TOTAL** – Sources other than above (listed alphabetically):	**722**	**1,078**	**1,543**			**3,343**	**24.5**
*Association rosters and directories	192	814	1,107			2,113	15.5
*Business directories	530	264	433			1,227	9.0
*Independent field reports	-	-	1			1	-
Licensees – National, State or Local Government	-	-	-			-	-
*Manufacturer's, distributor's and wholesaler's lists	-	-	2			2	-
Other sources	-	-	-			-	-
VI. **TOTAL** – Single Copy Sales:	**-**	**-**	**-**			**-**	**-**
TOTAL QUALIFIED CIRCULATION	**4,697**	**5,389**	**3,520**			**13,606**	**100.0**
***See Paragraph 11** **PERCENT**	**34.5**	**39.6**	**25.9**			**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			9,782	71.9
Individuals by name only			1,727	12.7
Titles or functions only			187	1.4
Company names only			1,889	13.9
Multi-Copy Same Addressee copies			21	0.1
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			**13,606**	**100.0**

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

State & Zip Code	Total Qualified	Percent
039-049 Maine	148	
030-038 New Hampshire	164	
050-059 Vermont	105	
010-027 Massachusetts	219	
028-029 Rhode Island	37	
060-069 Connecticut	130	
NEW ENGLAND	803	5.9
100-149 New York	492	
070-089 New Jersey	194	
150-196 Pennsylvania	535	
MIDDLE ATLANTIC	1,221	9.0
430-459 Ohio	385	
460-479 Indiana	318	
600-629 Illinois	469	
480-499 Michigan	469	
530-549 Wisconsin	318	
EAST NO. CENTRAL	1,959	14.4
550-567 Minnesota	425	
500-528 Iowa	329	
630-658 Missouri	611	
580-588 North Dakota	183	
570-577 South Dakota	136	
680-693 Nebraska	290	
660-679 Kansas	271	
WEST NO. CENTRAL	2,245	16.5
197-199 Delaware	49	
206-219 Maryland	138	
200-205 Washington, DC	29	
220-246 Virginia	290	
247-268 West Virginia	73	
270-289 North Carolina	666	
290-299 South Carolina	222	
300-319 Georgia	422	
320-349 Florida	500	
SOUTH ATLANTIC	2,389	17.6

State & Zip Code	Total Qualified	Percent
400-427 Kentucky	190	
370-385 Tennessee	295	
350-369 Alabama	278	
386-397 Mississippi	289	
EAST SO. CENTRAL	1,052	7.7
716-729 Arkansas	165	
700-714 Louisiana	121	
730-749 Oklahoma	262	
750-799 Texas	852	
WEST SO. CENTRAL	1,400	10.3
590-599 Montana	142	
832-838 Idaho	62	
820-831 Wyoming	60	
800-816 Colorado	267	
870-884 New Mexico	137	
850-865 Arizona	149	
840-847 Utah	80	
889-898 Nevada	73	
MOUNTAIN	970	7.1
995-999 Alaska	27	
980-994 Washington	162	
970-979 Oregon	108	
900-961 California	672	
967-968 Hawaii	23	
PACIFIC	992	7.3
UNITED STATES	13,031	95.8
969 & 004-009 U.S. Territories	29	
Canada	477	
Mexico	6	
Other International	63	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**13,606**	**100.0**

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	15,229	13,114	12,702	13,410	13,495
Qualified Non-Paid Total	13,349	11,362	11,100	11,988	12,237
Qualified Paid Total	1,880	1,752	1,602	1,422	1,258
Post Expire Copies included in Paid Circulation	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price	$32.00	***NC	$34.00	***NC	***NC

***NOTE: The audited average qualified circulation for January - June 2007 = 13,333. The unaudited average qualified circulation for July - December 2007 = 13,485, yielding an average qualified circulation of 13,409.**
****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

PARAGRAPH 3b:
Association rosters and directories include 17 sources of circulation for quantities of 1 copy or -% to 1036 copies or 7.6%.
Business directories include 1 source of circulation for a quantity of 1,227 copies or 9.0%
Independent field reports include 1 source of circulation for a quantity of 1 copy or -%.
Manufacturer's, distributor's and wholesaler's lists include 1 source of circulation for a quantity of 2 copies or -%.

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.

Sheri Sinske, Circulation Manager

Natalie Peal, Publisher

(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 11, 2008
State	California
County	Los Angeles
Received by BPA Worldwide	July 11, 2008
Type	PJ
ID Number	B067P0J8

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