

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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Utility CONTRACTOR

Nat'l Utility Contractor Assoc
1770 Main Street
PO Box 190
Peninsula, OH 44264
Tel. No.: (330) 467-7588
FAX No.: (330) 468-2289
www.utilitycontractoronline.com
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Official Publication of: The National
Utility Contractors Association
Established: 1977
Issues Per Year: 12

FIELD SERVED

UTILITY CONTRACTOR serves the underground utility construction industry, including contractors, municipal/public/private utilities, engineering firms, manufacturers/suppliers and others allied to the field

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, chief executive officers, board chairmen, vice presidents, treasurers, secretaries, general managers, managers, directors, superintendents, project managers, foremen, supervisors, engineers, estimators, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	68
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	225
Digital _____	-
All Other _____	253
TOTAL	546

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,026	100.0	21,026	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,026	100.0	21,026	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	302	219	21,002
February _____	980	1,201	21,223
March _____	1,404	1,183	21,002
April _____	3,176	3,181	21,007
May _____	1,194	1,161	20,974
June _____	104	81	20,951
TOTAL	7,160	7,026	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is 0.3% or 63 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS /INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			Owners, Presidents CEOs, Vice Presidents, Board Chairman, Treasurers, Secretaries	General Managers, Managers, Directors	Superintendents, Project Managers, Foremen, Supervisors, Engineers, Estimators, and Other Titled & Non- Titled Personnel
Contractors _____	10,871	51.8	8,450	931	1,490
Municipal Utilities (Public and Private) _____	5,535	26.4	1,275	1,585	2,675
Engineering Firms _____	1,351	6.4	508	176	667
Manufacturers/Suppliers _____	1,700	8.1	586	624	490
Others Allied to the Field _____	1,517	7.2	803	277	437
TOTAL QUALIFIED CIRCULATION	20,974	100.0	11,622	3,593	5,759
PERCENT	100.0		55.4	17.1	27.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,166	3,546	3,725	18,437	87.9
II. Request from recipient's company: _____	15	25	9	49	0.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	1,088	67	-	1,155	5.5
V. TOTAL - Sources other than above (listed alphabetically): _____	1,126	110	97	1,333	6.4
*Association rosters and directories _____	103	110	97	310	1.5
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	1,023	-	-	1,023	4.9
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,395	3,748	3,831	20,974	100.0
PERCENT	63.9	17.9	18.3	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MA 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	20,590	98.2
Individuals by name only _____	379	1.8
Titles or functions only _____	3	-
Company names only _____	2	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	20,974	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	143		400-427 Kentucky _____	341	
030-038 New Hampshire _____	127		370-385 Tennessee _____	394	
050-059 Vermont _____	82		350-369 Alabama _____	273	
010-027 Massachusetts _____	418		386-397 Mississippi _____	164	
028-029 Rhode Island _____	69		EAST SO. CENTRAL	1,172	5.6
060-069 Connecticut _____	261		716-729 Arkansas _____	180	
NEW ENGLAND	1,100	5.2	700-714 Louisiana _____	243	
100-149 New York _____	855		730-749 Oklahoma _____	314	
070-089 New Jersey _____	487		750-799 Texas _____	1,284	
150-196 Pennsylvania _____	1,034		WEST SO. CENTRAL	2,021	9.6
MIDDLE ATLANTIC	2,376	11.3	590-599 Montana _____	121	
430-459 Ohio _____	1,211		832-838 Idaho _____	130	
460-479 Indiana _____	568		820-831 Wyoming _____	105	
600-629 Illinois _____	809		800-816 Colorado _____	442	
480-499 Michigan _____	729		870-884 New Mexico _____	149	
530-549 Wisconsin _____	610		850-865 Arizona _____	269	
EAST NO. CENTRAL	3,927	18.7	840-847 Utah _____	166	
550-567 Minnesota _____	593		889-898 Nevada _____	128	
500-528 Iowa _____	385		MOUNTAIN	1,510	7.2
630-658 Missouri _____	506		995-999 Alaska _____	44	
580-588 North Dakota _____	82		980-994 Washington _____	485	
570-577 South Dakota _____	115		970-979 Oregon _____	285	
680-693 Nebraska _____	188		900-961 California _____	1,445	
660-679 Kansas _____	292		967-968 Hawaii _____	42	
WEST NO. CENTRAL	2,161	10.3	PACIFIC	2,301	11.0
197-199 Delaware _____	64		UNITED STATES	20,358	97.1
206-219 Maryland _____	336		969 & 004-009 U.S. Territories _____	53	
200-205 Washington, DC _____	29		Canada _____	563	
220-246 Virginia _____	495		Mexico _____	-	
247-268 West Virginia _____	138		Other International _____	-	
270-289 North Carolina _____	637		APO/FPO _____	-	
290-299 South Carolina _____	255		TOTAL QUALIFIED CIRCULATION	20,974	100.0
300-319 Georgia _____	638				
320-349 Florida _____	1,198				
SOUTH ATLANTIC	3,790	18.1			

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	21,369	26,079	26,050	26,058	22,791	21,026
Qualified Non-Paid: _	21,369	26,079	26,050	26,058	22,791	21,026
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

8. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 27 sources of circulation for quantities of 1 copy or -% to 45 copies or 0.2%. Other Sources include 2 sources of circulation for quantities of 229 copies or 1.1% to 794 copies or 3.8%.

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Bernard P. Krzys, President/Publisher

Alexis R. Tarbet, 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 15, 2010

State Ohio

County Summit

Received by BPA Worldwide July 15, 2010

Type PD

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