

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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Practical Communications
220 N. Smith St.
Suite 228
Palatine, IL 60067
Tel. No.: (847) 202-4688
FAX No: (847) 934-3346
www.ospmag.com

Official Publication of: none
Established: 1983
Issues Per Year: 12

FIELD SERVED

OUTSIDE PLANT serves Incumbant Local Exchange Carriers, Competitive Local Exchange Carriers, Interexchange Carriers, Long Distance Service Providers; Wireless/Cellular/PCS Providers, Contractors (Construction, Design, Maintenance), Consulting Firms, CATV/MSO/Independent, Municipalities, Government, Military, Utilities, Research Firms, Educational Institutions, Training Organizations, Manufacturers/Suppliers/Distributors and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel involved in engineering/design, purchasing/buyer, planning, construction/installation, operations/maintenance, corporate, safety, training, sales/marketing and other functions and functions not available including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	22
Advertiser and Agency _____	1,080
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	617
Digital _____	-
All Other _____	267
TOTAL	1,986

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,000	100.0	23,000	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,000	100.0	23,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	549	549	23,000
February _____	139	139	23,000
March _____	110	110	23,000
April _____	115	115	23,000
May _____	208	208	23,000
June _____	78	78	23,000
TOTAL	1,199	1,199	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION					
			Engineering/ Design Purchasing/ Buyer Planning	Construction Installation	Operations Maintenance	Corporate	Safety/ Training Sales/ Marketing	Other Functions and Functions Not Available including Company Copies
Incumbent Local Exchange Carrier, Competitive Local Exchange Carrier, Independent Operating Company (IOC), Long Distance Service _____	11,829	51.4	3,628	1,074	2,461	4,200	261	205
Broadband/Wireless/Cellular/PCS Provider/Satellite _____	1,278	5.6	244	78	207	551	172	26
Contractor/EF&I (Construction, Design, Maintenance) _____	1,213	5.3	346	300	114	353	73	27
Consulting Firm _____	1,102	4.8	524	36	53	325	122	42
CATV/MSO/Independent _____	3,175	13.8	557	80	729	1,486	213	110
Municipality, Government, Military _____	628	2.7	234	40	215	100	14	25
Research Firm, Associations, Educational Institution _____	507	2.2	130	24	83	144	96	30
Manufacturer, Supplier, Distributor _____	2,196	9.5	429	14	105	562	1,025	61
Utilities, Others Allied To The Field _____	1,072	4.7	254	178	221	159	131	129
TOTAL QUALIFIED CIRCULATION	23,000	100.0	6,346	1,824	4,188	7,880	2,107	655
PERCENT	100.0		27.6	7.9	18.2	34.3	9.2	2.8

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: _____	11,296	5,599	-	16,895	73.4
II. Request from recipient's company: _____	301	104	-	405	1.8
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	5,700	-	-	5,700	24.8
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,700	-	-	5,700	24.8
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,297	5,703	-	23,000	100.0
*See Paragraph 8	75.2	24.8	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	22,996	100.0
Individuals by name only _____	-	-
Titles or functions only _____	3	-
Company names only _____	1	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	23,000	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 _____	117		400-427 Kentucky _____	301	
030-038 New Hampshire _____	106		370-385 Tennessee _____	411	
050-059 Vermont _____	63		350-369 Alabama _____	370	
010-027 Massachusetts _____	483		386-397 Mississippi _____	194	
028-029 Rhode Island _____	60		EAST SO. CENTRAL	1,276	5.5
060-069 Connecticut _____	213		716-729 Arkansas _____	184	
NEW ENGLAND	1,042	4.5	700-714 Louisiana _____	281	
100-149 New York _____	1,094		730-749 Oklahoma _____	317	
070-089 New Jersey _____	506		750-799 Texas _____	1,650	
150-196 Pennsylvania _____	781		WEST SO. CENTRAL	2,432	10.6
MIDDLE ATLANTIC	2,381	10.4	590-599 Montana _____	177	
430-459 Ohio _____	655		832-838 Idaho _____	165	
460-479 Indiana _____	488		820-831 Wyoming _____	94	
600-629 Illinois _____	964		800-816 Colorado _____	569	
480-499 Michigan _____	467		870-884 New Mexico _____	154	
530-549 Wisconsin _____	466		850-865 Arizona _____	319	
EAST NO. CENTRAL	3,040	13.2	840-847 Utah _____	206	
550-567 Minnesota _____	617		889-898 Nevada _____	152	
500-528 Iowa _____	465		MOUNTAIN	1,836	8.0
630-658 Missouri _____	501		995-999 Alaska _____	95	
580-588 North Dakota _____	213		980-994 Washington _____	449	
570-577 South Dakota _____	157		970-979 Oregon _____	287	
680-693 Nebraska _____	241		900-961 California _____	2,458	
660-679 Kansas _____	397		967-968 Hawaii _____	79	
WEST NO. CENTRAL	2,591	11.3	PACIFIC	3,368	14.6
197-199 Delaware _____	37		UNITED STATES	22,504	97.8
206-219 Maryland _____	425		969 & 004-009 U.S. Territories _____	67	
200-205 Washington, DC _____	74		Canada _____	397	
220-246 Virginia _____	682		Mexico _____	-	
247-268 West Virginia _____	155		Other International _____	11	
270-289 North Carolina _____	752		APO/FPO _____	21	
290-299 South Carolina _____	349		TOTAL QUALIFIED CIRCULATION	23,000	100.0
300-319 Georgia _____	809				
320-349 Florida _____	1,255				
SOUTH ATLANTIC	4,538	19.7			

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: _____	25,029	25,024	25,091	23,003	23,219	23,000
Qualified Non-Paid: ___	25,029	25,024	25,091	23,003	23,219	23,000
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.**

**NC = None Claimed.

8. ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 5,700 copies or 24.8%, including Pinpoint Technologies.

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

PUBLISHER'S AFFIDAVIT

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

Judith F. Chance, President

Sharon Vollman, 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 12, 2010

State Illinois

County Cook

Received by BPA Worldwide July 12, 2010

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