BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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

Asphalt Contractor

Best Practices in Paving, Preservation and Plant Operations

Cygnus Business Media, Inc.
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel. No.: (920) 563-6388
FAX No.: (920) 563-1700
www.forconstructionpros.com

Official Publication of: None
Established: 1986
Issues per Year: 10

FIELD SERVED

ASPHALT CONTRACTOR serves asphalt producers, asphalt contractors, dealers and manufacturers of asphalt products or equipment, government employees with road jurisdiction, and others in the asphalt industry including liquid asphalt suppliers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, vice presidents, general managers, plant managers/operators, project supervisors, engineers, supervisors, managers, estimators, fleet/equipment managers, QC/QA lab managers, road commissioners/superintendents, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	38
Advertiser and Agency	499
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	60
Digital	-
All Other	230
TOTAL	**827**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**	**10,000**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

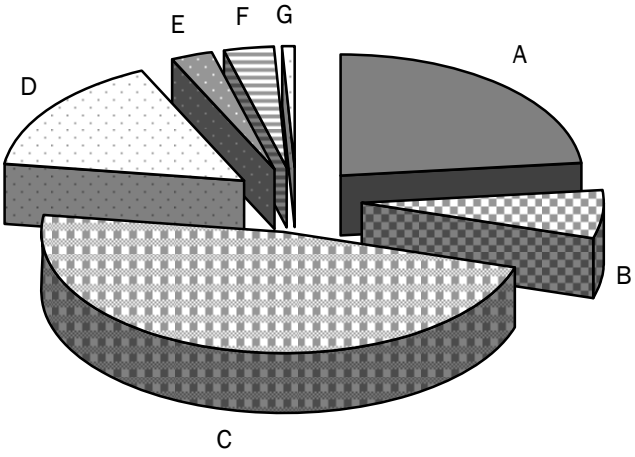
2011 Issue	Number Removed	Number Added	Total Qualified
August	74	74	10,000
September	88	88	10,000
October	116	116	10,000
November	75	75	10,000
December	106	106	10,000
TOTAL	**459**	**459**	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
This issue is equal to the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE						
			President, Owner	Vice President, General Manager	Plant Manager/ Operator	Project Supervisor/ Engineer	Supervisor/ Manager/ Estimator, Fleet/ Equipment Manager	Road Commissioner/ Superintendent	QC/QA Lab Manager
Asphalt Producer/Contractor	2,340	23.4	898	380	212	172	517	68	93
Asphalt Producer	625	6.2	195	110	100	45	124	8	43
Asphalt Contractor	4,770	47.7	3,440	500	92	158	507	53	20
Government Employee with Road Jurisdiction	1,577	15.8	131	155	65	343	617	246	20
Dealers	265	2.6	111	56	6	16	75	1	-
Manufacturer	356	3.6	78	71	16	70	118	-	3
Liquid Asphalt Supplier	67	0.7	16	17	7	5	20	1	1
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**	**4,869**	**1,289**	**498**	**809**	**1,978**	**377**	**180**
PERCENT	**100.0**		**48.7**	**12.9**	**5.0**	**8.1**	**19.8**	**3.7**	**1.8**

3a. Breakout of Qualified Circulation of Business and Industry

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Asphalt Producer/Contractor	2,340	23.4
B	Asphalt Producer	625	6.2
C	Asphalt Contractor	4,770	47.7
D	Government Employee with Road Jurisdiction	1,577	15.8
E	Dealers	265	2.6
F	Manufacturer	356	3.6
G	Liquid Asphalt Supplier	67	0.7



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within 1 Year	Qualified Within 2 Years	Qualified Within 3 Years	Total Qualified	Percent
I. Direct Request:	**7,003**	**2,000**	**-**	**9,003**	**90.0**
II. Request from recipient's company:	**140**	**-**	**-**	**140**	**1.4**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**857**	**-**	**-**	**857**	**8.6**
Association rosters and directories	-	-	-	-	-
*Business directories	857	-	-	857	8.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**8,000**	**2,000**	**-**	**10,000**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	10,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Total Qualified	Percent
Maine	66	
New Hampshire	68	
Vermont	32	
Massachusetts	190	
Rhode Island	41	
Connecticut	121	
NEW ENGLAND	518	5.2
New York	555	
New Jersey	199	
Pennsylvania	503	
MIDDLE ATLANTIC	1,257	12.6
Ohio	481	
Indiana	266	
Illinois	483	
Michigan	263	
Wisconsin	309	
EAST NO. CENTRAL	1,802	18.0
Minnesota	259	
Iowa	164	
Missouri	312	
North Dakota	52	
South Dakota	45	
Nebraska	103	
Kansas	140	
WEST NO. CENTRAL	1,075	10.8
Delaware	25	
Maryland	183	
Washington, DC	9	
Virginia	229	
West Virginia	76	
North Carolina	493	
South Carolina	218	
Georgia	351	
Florida	502	
SOUTH ATLANTIC	2,086	20.9

State	Total Qualified	Percent
Kentucky	228	
Tennessee	250	
Alabama	150	
Mississippi	111	
EAST SO. CENTRAL	739	7.4
Arkansas	108	
Louisiana	105	
Oklahoma	143	
Texas	430	
WEST SO. CENTRAL	786	7.9
Montana	81	
Idaho	84	
Wyoming	39	
Colorado	149	
New Mexico	57	
Arizona	139	
Utah	78	
Nevada	65	
MOUNTAIN	692	6.9
Alaska	29	
Washington	202	
Oregon	154	
California	612	
Hawaii	33	
PACIFIC	1,030	10.3
UNITED STATES	9,985	100.0
U.S. Territories	15	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data **January-June 2009**	Audited Data **July-December 2009**	Audited Data **January-June 2010**	Audited Data **July-December 2010**	Audited Data **January-June 2011**	Circulation Claim **July-December 2011***
Total Audit Average Qualified: _____	10,081	10,001	10,001	10,001	10,001	10,000
Qualified Non-Paid: ___	10,081	10,001	10,001	10,001	10,001	10,000
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: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:
Business directories include 1 source of circulation for a quantity of 857 copies or 8.6%.

PUBLISHER'S AFFIDAVIT

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

Amy Schwandt, Publisher

Ellen Stormer, Audience Development 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	January 24, 2012
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 24, 2012
Type	PJ
ID Number	A206P0D1

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