INTERACTIVE AUDIT REPORT

WVW.
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Audit Bureau of Circulations

900 North Meacham Road, Schaumburg, IL 60173
Tel 847/605-0909 • **Fax** 847/605-0483
URL http://www.abcinteractiveaudits.com

Publisher's Audience:
Chronicle.com is a leading source of academe's news, information, and jobs. In addition to the full contents of the weekly printed Chronicle, the site features daily updates on news of higher education, plus statistical data, interactive forums, and special pages for those interested in community colleges, teaching, and international news, among other topics. The site also includes a comprehensive section on career advice and higher-education's top job marketplace.
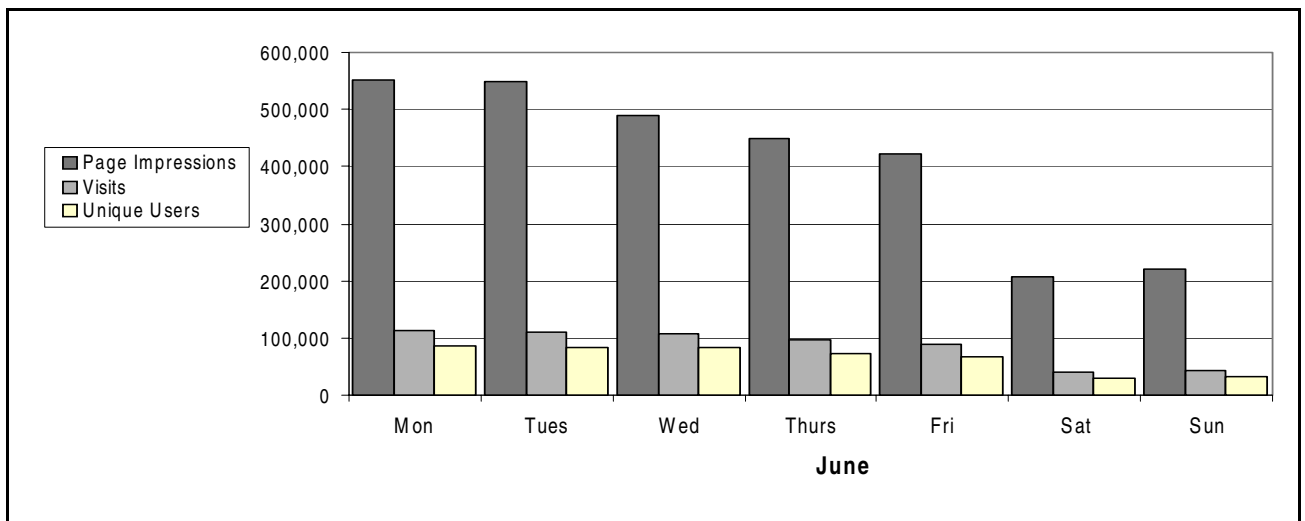
THE CHRONICLE OF HIGHER EDUCATION

1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED JUNE 30, 2006

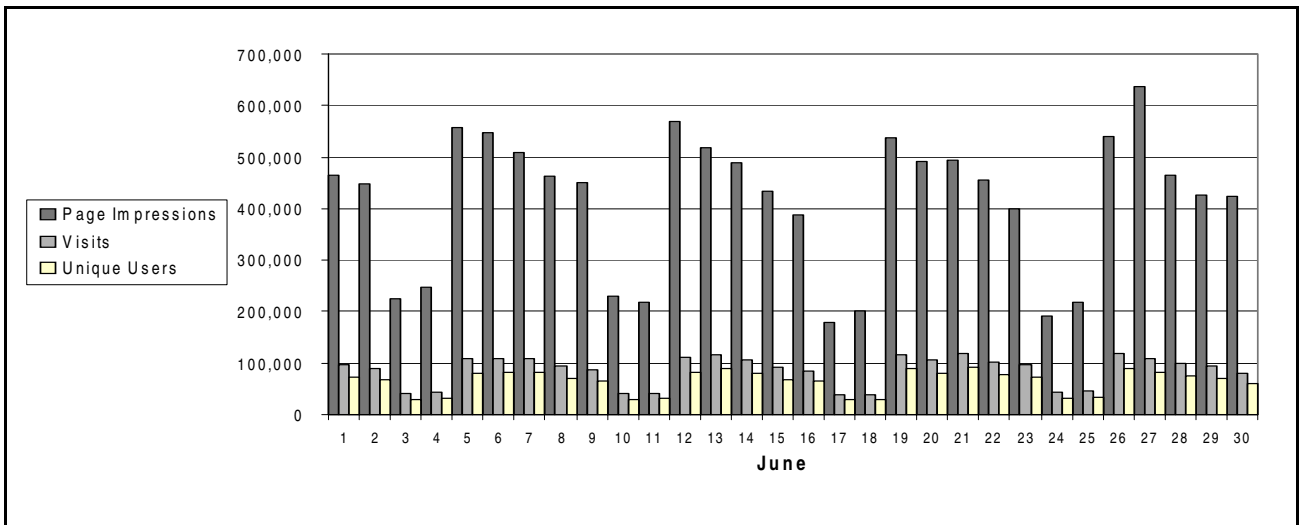|	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions				
Home Page, See Par. 6(a)	908,593	30,286	36,620	12,870
All Other	11,509,416	383,647	450,164	200,727
GRAND TOTAL	12,418,009	413,933	486,784	213,597
Visits	2,585,848	86,195	102,264	42,005
Unique Users, See Par. 6(b)	1,050,413	64,847	77,226	30,807

1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.8

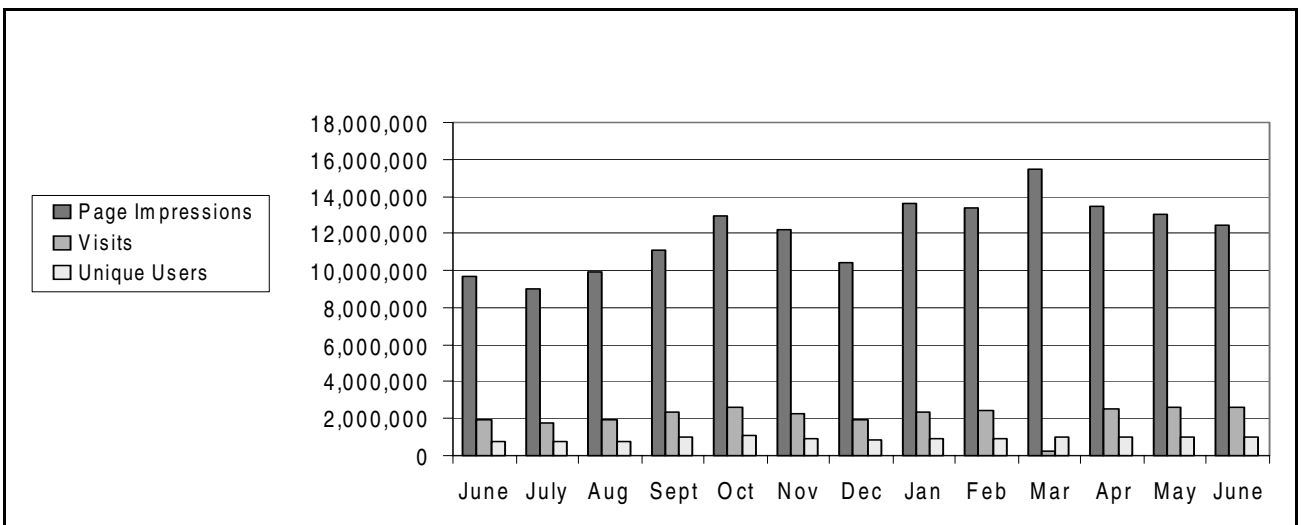**2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:**

3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JUNE 30, 2006:

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	464,922	97,802	73,207	11	219,080	41,791	30,632	21	494,113	119,008	92,506
2	448,416	90,220	67,390	12	568,099	110,533	82,157	22	456,147	101,190	77,248
3	224,266	41,716	30,194	13	518,473	115,752	89,114	23	400,591	95,884	73,459
4	247,269	42,926	30,857	14	489,488	106,068	80,490	24	192,032	44,097	32,671
5	557,713	108,830	80,472	15	434,508	92,152	68,729	25	217,681	46,012	34,412
6	547,034	109,940	81,902	16	387,832	85,481	64,220	26	539,076	118,758	90,698
7	507,977	108,973	82,336	17	178,846	38,529	28,420	27	637,966	109,774	83,276
8	462,591	94,682	70,448	18	200,625	39,364	29,189	28	464,835	99,922	75,497
9	449,497	87,902	65,327	19	538,208	115,576	88,597	29	426,121	94,201	70,565
10	228,977	41,602	30,077	20	492,852	106,670	81,081	30	422,774	80,493	60,251

3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JUNE 30, 2006:

(Chronicle of Higher Education Web Site, Page #2)

4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

File Name	Description	Page Impressions	Daily Average	% of Grand Total
/jobs/id.php	INDIVIDUAL JOB LISTINGS	1,774,364	59,145	14.3
/	CHRONICLE HOME PAGE	903,322	30,111	7.3
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	605,780	20,193	4.9
/jobs/forums/read.php	CHRONICLE JOB DISCUSSION FORUMS: INDIVIDUAL POSTS	491,905	16,397	4.0
/forums/index.php	FORUMS INDEX	377,729	12,591	3.0
/jobs/	CHRONICLE CAREERS HOME PAGE	301,304	10,043	2.4
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	282,596	9,420	2.3
/forums/	CHRONICLE FORUMS	230,945	7,698	1.9
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS FEED	163,151	5,438	1.3
/jobs/forums/list.php	CHRONICLE JOB DISCUSSION FORUMS: TOPICS LISTING	127,840	4,261	1.0
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	126,909	4,230	1.0
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	124,682	4,156	1.0
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	101,740	3,391	0.8
/forums/careernetwork/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	94,715	3,157	0.8
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	92,350	3,078	0.7
/forums/careers/read.php	CHRONICLE CAREERS DISCUSSION FORUMS: INDIVIDUAL POSTS	88,831	2,961	0.7
/news/	NEWS BLOG	86,904	2,897	0.7
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	86,669	2,889	0.7
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	73,147	2,438	0.6
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	72,068	2,402	0.6
/jobs/home/login.php	CHRONICLE FREE CAREERS ACCOUNT LOGIN HOME PAGE	70,339	2,345	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	68,695	2,290	0.6
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	60,791	2,026	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	56,514	1,884	0.5
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	55,665	1,856	0.4

5a. PROFILE OF USERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	1,779,275	14.3
Educational	1,843,666	14.8
Government	47,816	0.4
Military	14,469	0.1
Networks	1,217,870	9.8
Organizations	126,384	1.0
Other	173,975	1.4
Total	5,203,455	41.8
Unresolved IP Addresses	6,897,243	55.6
Total International	317,311	2.6
GRAND TOTAL	12,418,009	100.0

5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	6,086	1.9
Asia	42,755	13.5
Canada	63,154	19.9
Europe	172,971	54.5
Middle America	4,632	1.5
Oceania	24,701	7.8
South America	3,012	0.9
Total International	317,311	100.0

6. EXPLANATORY:

(a) Par. 1a: Home Page chronicle.com consists of 903,322 pages, and /index.htm 5,271.

(b) Par. 1a: This site uses the IP address & User-agent in combination based method to measure Unique Users.

Note: The Total number of Unique Users is adjusted to remove duplicate Visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period in Par. 1a.

The Daily average represents the number of Unique Users that visited the site each day as shown in Par. 3a, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

DEFINITIONS:

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Communication Errors: The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. ABC Interactive only measures successful communications.

HTML Page: A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio and other files.

Internal Page Impressions: Web site activity that is generated by individuals with IP addresses known to be associated with the web site. This activity is excluded from the Audit Report.

Nonqualifying Activity: Unsuccessful transfers of requested documents. Also, successful transfers of requested documents where evidence suggests that browsers were not in use (i.e., a human was not viewing the page at the time of the request), are considered nonqualifying and have been deducted from reported figures.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

User/Visitor: A unique IP address with heuristic.

Visits: A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

From the Audit Bureau of Verification Services, Inc.:

We have examined the activity records and other data presented by this Web Site for the period covered by this Audit Report. Our examination was made in accordance with the Bureau's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the Web Site activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

Audit Bureau of Verification Services, Inc.