

# INTERACTIVE AUDIT REPORT



A subsidiary of  
Audit Bureau of Circulations

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**CHRONICLE OF HIGHER  
EDUCATION  
WEB SITE ACTIVITY**

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Publisher:  
**The Chronicle of Higher Education**  
1255 Twenty-third Street, N.W.  
Washington, D.C. 20037  
(Phone) 202-466-1080  
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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.

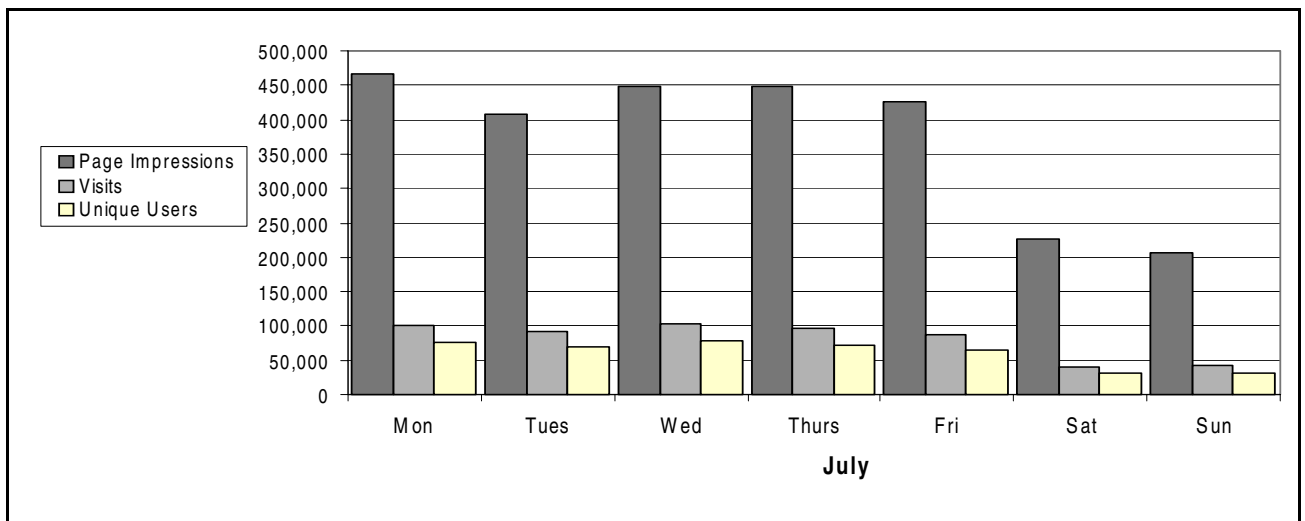
## THE CHRONICLE OF HIGHER EDUCATION

### 1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR ONE MONTH ENDED JULY 31, 2006

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
<b>Page Impressions</b>				
Home Page, See Par. 6(a)	849,743	27,411	34,585	12,345
All Other	10,563,208	340,749	405,718	204,312
<b>GRAND TOTAL</b>	<b>11,412,951</b>	<b>368,160</b>	<b>440,303</b>	<b>216,657</b>
<b>Visits</b>	<b>2,432,764</b>	<b>78,476</b>	<b>95,990</b>	<b>41,697</b>
<b>Unique Users, See Par. 6(b)</b>	<b>1,001,019</b>	<b>58,632</b>	<b>72,002</b>	<b>30,553</b>

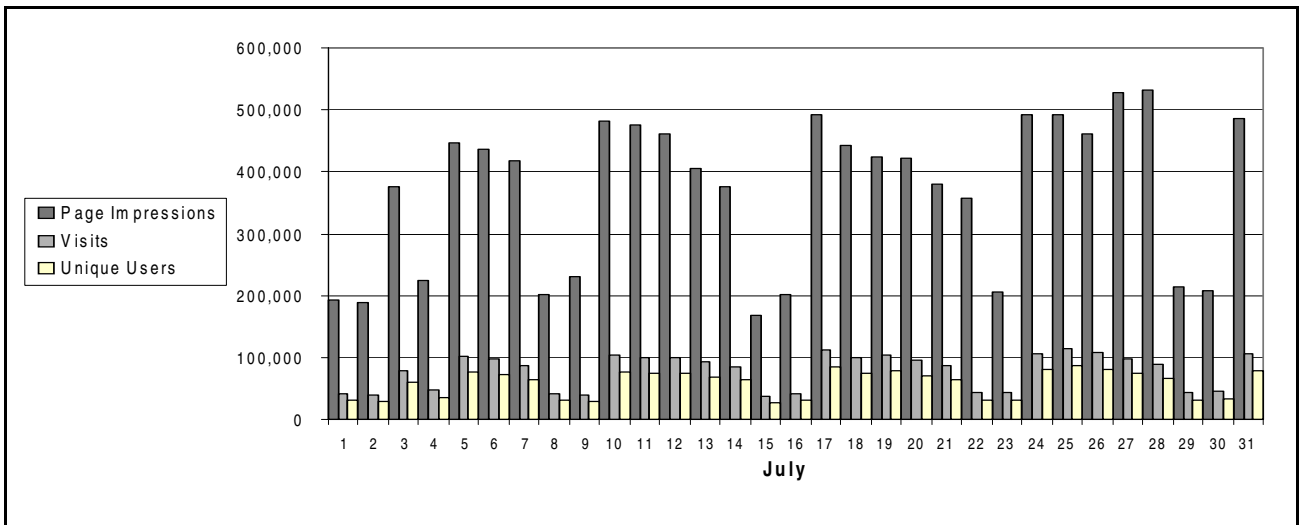
### 1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE USERS: 11.4

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

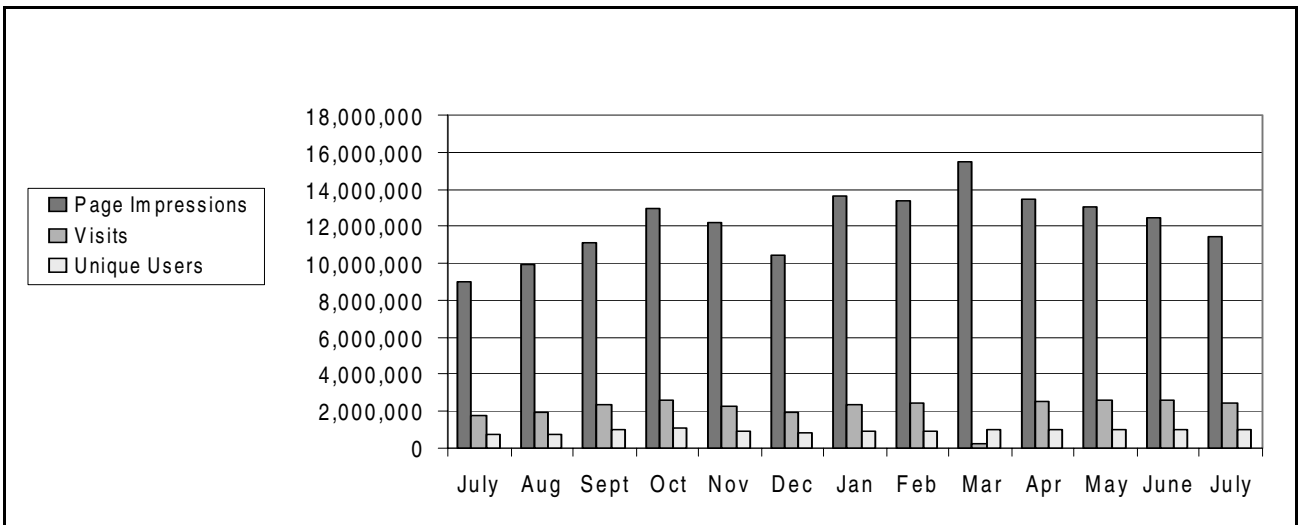


**3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED JULY 31, 2006:**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	192,179	41,145	30,696	11	475,317	100,127	75,119	21	380,098	86,701	64,892
2	188,044	39,032	29,076	12	460,605	99,844	74,897	22	357,149	43,745	32,163
3	376,066	79,310	59,891	13	405,130	92,547	68,522	23	205,954	43,194	31,982
4	223,197	48,771	36,136	14	375,819	85,486	63,883	24	492,027	106,810	80,333
5	447,082	102,324	76,385	15	169,004	37,835	27,930	25	491,796	115,026	87,896
6	436,742	97,713	73,187	16	200,389	41,705	30,476	26	460,818	107,304	81,824
7	417,163	86,229	64,664	17	492,445	111,984	84,113	27	526,438	98,047	74,021
8	201,100	41,650	30,405	18	441,747	99,746	74,546	28	530,860	89,720	66,133
9	231,455	40,366	29,392	19	423,070	102,774	77,933	29	214,676	42,670	31,064
10	481,821	104,100	77,447	20	421,696	95,223	71,535	30	206,620	45,628	32,346
								31	486,444	106,008	78,694



**3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED JULY 31, 2006:**



#### 4. TOP 25 REQUESTED PAGES WITHIN THE SITE:

<b>File Name</b>	<b>Description</b>	<b>Page Impressions</b>	<b>Daily Average</b>	<b>% of Grand Total</b>
/jobs/id.php	INDIVIDUAL JOB LISTINGS	1,689,064	54,486	14.8
/	CHRONICLE HOME PAGE	844,950	27,256	7.4
/forums/index.php	FORUMS INDEX	717,863	23,157	6.3
/jobs/search.php	JOB LISTINGS: BY-INSTITUTION SEARCHES	572,882	18,480	5.0
/forums/	CHRONICLE FORUMS	312,973	10,096	2.7
/jobs/	CHRONICLE CAREERS HOME PAGE	264,322	8,527	2.3
/cgi2-bin/texis/jobs/search	JOB LISTINGS: KEYWORD SEARCHES	253,238	8,169	2.2
/wiredcampus/rss/	THE WIRED CAMPUS RSS NEWS FEED	159,313	5,139	1.4
/jobs/print.php	JOB LISTINGS FORMATTED TO BE PRINTER FRIENDLY	144,420	4,659	1.3
/techguide/	TECH GUIDE	133,124	4,294	1.2
/jobs/email.php	JOB LISTINGS FORWARDED BY E-MAIL TO OTHERS	122,723	3,959	1.1
/jobs/100/	JOB LISTINGS FOR FACULTY/ RESEARCH POSITIONS	115,098	3,713	1.0
/jobs/browse/position/	BROWSE JOBS BY POSITION TYPE	89,448	2,885	0.8
/news/	NEWS BLOG	78,580	2,535	0.7
/emailer.php	EMAIL FORM TO SEND ARTICLES TO OTHERS	74,686	2,409	0.7
/cgi2-bin/texis/events/searchevents	SITE-WIDE SEARCH RESULTS FOR EVENTS	67,333	2,172	0.6
/cgi2-bin/texis/chronicle/search	SITE-WIDE ARCHIVE SEARCH RESULTS	60,114	1,939	0.5
/temp/reprint.php	CHRONICLE ARTICLES LINKS FROM OTHER SITES	55,128	1,778	0.5
/temp/email2.php	ARTICLES FORWARDED BY E-MAIL TO OTHERS	52,593	1,697	0.5
/jobs/300/	JOB LISTINGS FOR ADMINISTRATIVE POSITIONS	51,830	1,672	0.5
/jobs/browse/location/	BROWSE JOBS BY LOCATION	50,964	1,644	0.4
/jobs/apply_online.php	CHRONICLE CAREERS: APPLY ONLINE	49,405	1,594	0.4
/stats/aaup/aaupresults.php	FACULTY SALARIES DATABASE	42,551	1,373	0.4
/pcgi2-bin/texis/jobs/search	JOB SEARCH	40,979	1,322	0.4
/jobs/browse/field/	BROWSE JOBS BY DISCIPLINE/ FIELD	42,359	1,366	0.4

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**5a. PROFILE OF USERS BY DOMAIN:**

<b>Domain Type</b>	<b>Page Impressions</b>	<b>%</b>
Commercial	1,600,834	14.0
Educational	1,483,713	13.0
Government	37,609	0.3
Military	13,262	0.1
Networks	1,407,105	12.3
Organizations	98,179	0.9
Other	134,327	1.2
Total	4,775,029	41.8
Unresolved IP Addresses	6,377,395	55.9
Total International	260,527	2.3
GRAND TOTAL	11,412,951	100.0

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**5b. PROFILE OF USERS BY INTERNATIONAL DOMAIN:**

<b>Domain Type</b>	<b>Page Impressions</b>	<b>%</b>
Africa	4,291	1.6
Asia	44,672	17.1
Canada	49,961	19.2
Europe	130,536	50.1
Middle America	6,784	2.6
Oceania	21,620	8.3
South America	2,663	1.1
Total International	260,527	100.0

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**6. EXPLANATORY:**

(a) Par. 1a: Home Page consists of 844,950 pages, and /index.htm 4,793.

(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.**

August, 2006

(Chronicle of Higher Education Web Site, Page #4 - #212072)

09-0101-4

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