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## Communications Committee

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### **Agenda**

Administration Conference Room  
Thursday, September 10, 2015  
1:00 p.m.

1. Call to Order/Pledge of Allegiance
2. Roll Call/Notice of Quorum
3. Chair's Announcements
  - a. Introduction of Guests and Staff
  - b. Rules of Order
  - c. Chair's Report
4. Approval of Minutes
  - a. Minutes of August 13, 2015
5. Shareholder/Member Comments – Agenda Items Only  
*(Limited to 3 minutes per person)*
6. Correspondence (pp. 1-6)
7. Unfinished Business
  - a. Approve 2016 Budget – Cost Center 36, News (pp.7-9)
  - b. Obituaries – Discussion Only
  - c. Community Navigator – Update
  - d. Future Publication
    - i. "This Is Your Life" – Update
8. New Business
  - a. News Office Space Allocation (pp.10)
    - i. Available Space in News Office
9. Policies
  - a. Adopt/Revise (No Action)
  - b. Rescind (No Action)
10. Staff Reports
  - a. Publications Manager (pp.11-22)
  - b. Executive Director

11. President's Comments

12. Shareholder Member Comments  
*(Limited to 3 minutes per person)*

13. Committee Member Comments

14. Next Meeting – Thursday, October 8, 2015 at 1:00 p.m. in the Administration  
Conference Room.

15. Adjournment

- a. September 19, 2015 – Minutes distributed and posted on the website
- b. September 30, 2015 – Agenda items are due to the Recording Secretary
- c. October 2, 2015 – Agenda packets are to be distributed and posted on the website

## Marisa McAuley

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**From:** Thursday, September 03, 2015 5:30 AM  
**Sent:** Marisa G  
**To:** Fwd: Golden Rain News publicity  
**Subject:**

Marisa,  
Please add this for correspondence.  
Larry

-----Original Message-----

From: John Hlavac  
To: Larry Blake  
Sent: Thu, Sep 3, 2015 5:01 am  
Subject: Golden Rain News publicity

Hi Larry -

So now you have a good idea of why the people are so upset about the Saturday Night Dance. No publicity equals no attendance. The rock & roll band had no problem getting publicity. The ballroom dance bands cannot get any. I've been sending you copies of the articles that I personally have submitted. Photos and articles per your suggestion at the last board meeting. I know you don't care. You're on the committee and I have followed your suggestions. I am open to any of your thoughts.

- John Hlavac  
Mutual 12 Unit 8C

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AMERICAN LEGION AUXILIARY



LEISURE WORLD UNIT 327

SEAL BEACH, CALIFORNIA 90740

Golden Rain Foundation  
Attn: Ronde Winkler  
President

August 23, 2015

The members of the American Legion and the American Legion Auxiliary wish to express our thanks to the Golden Rain Foundation for sponsoring the collection of the school supplies and food items for our veterans and their families. Our friends and neighbors in Leisure World were very generous.

The school supplies were gratefully accepted by the Seal Beach Naval Weapons Station and the Joint Forces Base in Los Alamitos.

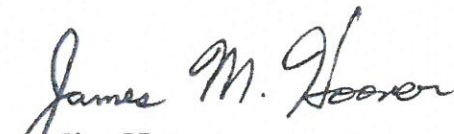
The food items were also appreciated at the Veterans Hospital pantry, the P.I.E.R.S Center for the Homeless Vets and the family assistance program at the Joint Forces Base in Los Alamitos. A portion was also sent to be given to the veterans attending Golden West College.


A monetary donation was made to the U. S. Vets Facility at Cabrillo in Long Beach.

Our thanks to Jean Sudbeck and her crew for dividing and delivering these items.

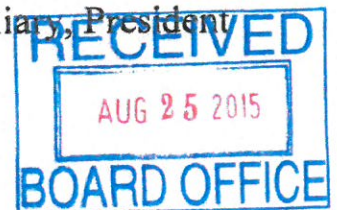
Our heartfelt thanks to all our neighbors and friends for their support, and to Golden Rain Foundation.

Respectfully,

  
Jim Hoover  
American Legion Commander  
Post 327



Juanita Townsend  
American Legion Auxiliary, President  
Unit 327



**Marisa McAuley**

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**From:**  
**Sent:** Tuesday, September 01, 2015 6:28 PM  
**To:** Marisa G; Randy L. Ankeny  
**Subject:** Fwd: Faith Christian Assembly News ad for Leisure World for Sunday, September 6, 2015

-----Original Message-----

**From:**  
**To:** dougc  
**Sent:** Tue, Sep 1, 2015 6:26 pm  
**Subject:** Re: Faith Christian Assembly News ad for Leisure World for Sunday, September 6, 2015

Good response. Be sure this is in correspondence for our September meeting. I have forwarded this to Marissa. Larry

-----Original Message-----

**From:**  
**To:** Larry Blake Forwarding Address < >; Randy L. Ankeny < >; Jim Breen < >  
**Sent:** Tue, Sep 1, 2015 2:36 pm  
**Subject:** Fwd: Faith Christian Assembly News ad for Leisure World for Sunday, September 6, 2015

FYI.

Thanks,  
Doug

Doug Cox  
Editor of The News  
Golden Rain Foundation, Leisure World Seal Beach

.....  
CONFIDENTIALITY NOTICE: If you have received this e-mail in error, please immediately notify the sender by e-mail at the address shown. This e-mail transmission may contain confidential information. This information is only for the use of the individual or entity to which it is intended even if addressed incorrectly. Please delete it from your files if you are not the intended recipient. Thank you for your compliance. The Golden Rain Foundation is not responsible for any virus that may be with an e-mail attachment. It is the responsibility of the recipient to utilize anti-virus scanning prior to opening any attached documents.  
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Begin forwarded message:

**From:** Sheri Leming  
**Subject:** Re: Faith Christian Assembly News ad for Leisure World for Sunday, September 6, 2015  
**Date:** September 1, 2015 at 2:32:52 PM PDT  
**To:** Doug Cox  
**Cc:** Gwyn Vaughn

Dear Doug,

Thank you for your quick and detailed response to my email. We have always appreciated working with the Leisure World News, who has been so great to work with us in the past.

However, Pastor Vaughn has asked me to inform you that Faith Christian Assembly is in the process of re-evaluating our advertising budget, as to whether or not we will continue to spend our advertising dollars with your paper. We have many other papers that have been more than fair with us, and provide liberal use of our pictures, one example being News Enterprise.

Also, we have many residents of Leisure World in our congregation, who will be unhappy that our photos are not in your paper. Evidently you have had a change of policy because this has never been our experience that you would refuse to run any our photos.

It's interesting that you suggested that I take photos of Pastor Vaughn with the congregation, as Jim Breen said those are the very pictures he would not use (as I had sent him several like this). He said he only wanted photos that were close up of individuals, not group shots.

So I have been receiving inconsistent and conflicting information, compared to when I worked with Ruth Osborn.

Thank you again for your time and attention on this.

Sheri Leming  
Pastor Gwyn Vaughn

On Tue, Sep 1, 2015 at 12:02 PM, Doug Cox  
Sheri:

wrote:

Thank you for the detailed accounting of the situation from your perspective. I appreciate you taking the time to write it all down because I can respond more accurately to your concerns.

Advertising is critically important to the overall business model of The News, and your longstanding support of the Leisure World Telephone Directory is certainly appreciated. The stories that appear in the newspaper, however, are not advertisements and, as such, are not for sale. "News ads" simply do not exist.

The paper is tasked with, among many other things, providing balanced coverage of events and issues throughout Leisure World, but there is simply not enough space in our paper or in any newspaper to be all things to all people. Years ago I worked for the Los Angeles Times, and although the mayor's office raised the roof when we did not cover one of his news conferences, we did what we could with the people and space we had to work with for precisely the same reasons that The News can only do what we can with the people and space we have to work with.

This is why we cannot in any fairness guarantee publication of any story or picture on an ongoing basis; on the other hand, we certainly do guarantee publication of an advertisement. All ads for a given issue are placed in our layouts before our editors are allowed to even begin designing their pages. Consequently, the amount of editorial space varies widely from issue to issue, and we are often forced to choose between a story or a picture—or neither. We are also sensitive to balanced coverage over time, which means that if one group appeared in the previous week's issue, if space is tight in the current issue we will always put a priority on a similar group that did not appear the previous week.

Jim is absolutely correct in his understanding that he needn't run a picture with every story, although he, like our other editors, does try to fit in what he can. Dozens of photos are submitted to us every week, and each one is evaluated against the others in terms of both available space and visual quality. We are always looking for new and interesting photographs, and like Jim I encourage you to send in as wide a variety of images as you like. Variety is the key—a photograph of Pastor Vaughn chatting with members of the congregation would be terrific and would stand a much better chance—again, we do not

guarantee the appearance of any story or photograph—than, say, a picture of the church that has been submitted many times.

We here at The News sincerely appreciate your doing so much to help us provide stronger coverage of the many valued religious organizations in our community.

Thank you,  
Doug

Doug Cox  
Editor of The News  
Golden Rain Foundation, Leisure World Seal Beach

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On Sep 1, 2015, at 10:20 AM, Sheri Leming > wrote:

Dear Doug,  
Since Jim Breen forwarded my email to you without answering my questions, I suppose you are the one that I should contact to get them answered.

Jim has stated that he will no longer be using all of the pictures that I send along with the news ads for Faith Christian Assembly. Pastor Vaughn and I wanted you to know that the biggest reason we pay \$273 to Leisure World News every month (see attached invoice), is for these weekly news ads, and our pictures. We realize that the pictures are what make people take notice of them. Without the pictures, they really aren't of much use to us. Jim had said he wanted new pictures, and I have been providing him with such. But occasionally, we like to run a picture of our church, and these are the ones he has stated he will no longer use. Jim has also said he doesn't think he needs to run a picture with every news ad. So Pastor Vaughn has asked me to take this up with you, before he calls you.

Please advise, so that we can make our decisions about advertising in the Leisure World news in the future.

Thank you for your help. I look forward to your response.

Sheri Leming  
Associate Pastor  
Faith Christian Assembly  
[\(562\)598-9010](tel:5625989010)

----- Forwarded message -----

From: **Jim Breen**  
Date: Thu, Aug 27, 2015 at 2:42 PM  
Subject: Re: Faith Christian Assembly News ad for Leisure World for Sunday, September 6, 2015  
To: Sheri Leming  
Cc: Doug Cox <

On Aug 27, 2015, at 1:08 PM, Sheri Leming > wrote:

Hi Jim,

So does this include this picture that I already sent, or going forward? I am trying to get you new pictures every week, as our Pastor wants me to be sure to include them. He will be very disappointed to hear that you are not willing to use our pictures. I will need to discuss this with him to see what we need to do going forward.

Thank you for clarifying this for me.

Sheri

On Thu, Aug 27, 2015 at 12:58 PM, Jim Breen wrote:

Thanks. I will no longer be using pictures of the church. Only on rare occasions.

I think it will be OK if we don't have a picture to go wit your story every week.

Jim

On Aug 26, 2015, at 4:48 PM, Sheri Leming <  
> wrote:

> Hi Jim,

> Here is Faith Christian Assembly's news ad for Leisure World for Sunday, September 6. It features our Fall schedule, so I have enclosed several views of our church. Please advise if you have any problems, or need anything from me.

>

> Thank you very much!

> Sheri Leming

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> --

> Sheri Leming

> Faith Christian Assembly

> Associate Pastor

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>  
<AD\_9\_06\_2015.doc><fca\_church.jpg><DSCN0529.JPG><fca4.JPG>

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Sheri Leming  
Faith Christian Assembly  
Associate Pastor



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# 2016 Budget Proposal

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The 2016 proposed operational budget for Cost Center 36 has a proposed decrease of **\$111,205. (11%)**.

## **Operating Expenses**

- Uncollectible Customer Receivables - \$1,100 estimated decrease due to accelerated collection timelines and credit-card payment option.
- Newspaper Printing - \$31,480 estimated increase based on 2015 price increases and anticipated more frequent use of larger supplemental “B” sections.
- Newspaper Distribution - \$19,900 estimated increase due to vendor compliance with minimum-wage requirements and anticipated more frequent use of supplemental “B” sections.

## **Revenue**

- Sales, Display Advertising – \$139,641 decrease in estimated advertising revenue based upon a three-year trend.
- Sales, LW Telephone Book – \$55,708 decrease in estimated advertising revenue based upon a five-year trend.
- Sales, *2016 Community Navigator Magazine* – \$10,000 increase in estimated advertising revenue, based upon the sales performance of the *2015 Community Navigator Magazine*.
- Sales, *2016 Amphitheater Amplified Magazine* – \$34,000 increase in estimated advertising revenue from the magazine’s first year, based upon the sales performance of the *2015 Community Navigator Magazine*.
- Sales, Newspaper Spadeas – \$36,000 increase in estimated advertising revenue in the advertising vehicle’s first year in The News, based upon 2015 industry trends.

**Golden Rain Foundation**  
**2016 Proposed Operating Budget - Cost Center 36 - News Department (Draft)**  
**Data as of June 30, 2015**

GL Account	GL Name	2016 Total	2015 Budget	Variance	2015 YTD Actual	2015 Projected	Variance	2015 Annualized	Variance	2014 Actual	Variance
<b>Expenses - News</b>											
610000 36	Salaries & Wages - News	386,055	383,790	2,265	191,482	385,584	471	382,964	3,091	379,591	6,464
6101000 36	Commissions - News	37,998	34,517	3,481	18,965	36,421	1,577	37,931	67	46,645	(8,647)
6140000 36	Employment Taxes - News	33,064	32,613	451	17,350	33,014	50	34,699	(1,635)	36,520	(3,456)
6142000 36	Workers' Compensation - News	12,550	11,787	763	5,768	9,992	2,558	11,537	1,013	5,878	6,672
6143000 36	Group Insurance - Medical - News	56,904	58,248	(1,344)	25,123	54,247	2,657	50,245	6,659	52,094	4,810
6143300 36	Group Insurance - Dental - News	1,356	1,319	37	622	1,282	74	1,243	113	1,713	(357)
6143500 36	Group Insurance - Vision - News	792	733	59	357	723	69	715	77	812	(20)
6144000 36	401(k) Match - News	12,340	12,984	(644)	5,952	12,518	(178)	11,903	437	13,544	(1,204)
6145000 36	Group Insurance - Life - News	2,016	1,897	119	608	1,556	460	1,216	800	1,238	778
6146000 36	Long Term Disability Insurance - New	2,352	2,214	138	627	1,731	621	1,254	1,098	1,339	1,013
	<b>Total Wages &amp; Benefits</b>	<b>545,427</b>	<b>540,102</b>	<b>5,325</b>	<b>266,854</b>	<b>537,068</b>	<b>8,359</b>	<b>533,707</b>	<b>11,720</b>	<b>539,374</b>	<b>6,053</b>
6211000 36	Continuing Education - News	2,875	0	2,875	2,849	2,849	26	5,698	(2,823)	75	2,800
6214000 36	Meals & Special Events - News	200	0	200	154	154	46	308	(108)	0	200
6215000 36	Mileage - News	600	2,700	(2,100)	123	1,473	(873)	246	354	768	(168)
6410000 36	Office Supplies - News	2,800	1,260	1,540	1,249	1,879	921	2,499	301	7,938	(5,138)
6410005 36	Building Supplies - News	0	2,400	(2,400)	63	1,263	(1,263)	126	(126)	0	0
6410010 36	Hospitality - News	288	600	(312)	57	357	(69)	115	173	0	288
6410015 36	Computer Supplies - News	600	1,200	(600)	682	1,282	(682)	1,363	(763)	0	600
6410020 36	Equipment Expense - News	600	1,200	(600)	598	1,198	(598)	1,197	(597)	0	600
6410030 36	Printer / Copier Supplies - News	6,210	3,600	2,610	3,052	4,852	1,358	6,104	106	0	6,210
6420100 36	Electricity - News	6,424	5,100	1,324	2,698	5,829	595	5,397	1,027	5,863	561
6422000 36	Telephone - News	0	0	0	0	0	0	0	0	558	(558)
6435100 36	Bank Service Fees - News	6,650	2,400	4,250	3,325	4,525	2,125	6,650	0	3,426	3,224
6444000 36	Equipment Rental - News	1,521	1,495	26	834	1,584	(63)	1,668	(147)	1,193	328
6471000 36	Building Repair & Maintenance - New	200	600	(400)	475	775	(575)	949	(749)	1,905	(1,705)
6472000 36	Equipment Repair & Maintenance - N	320	1,200	(880)	85	685	(365)	170	150	327	(7)
6478000 36	Service Contracts - News	384	800	(416)	187	589	(205)	374	10	541	(157)
6481000 36	Computer Maintenance & Software -	5,350	900	4,450	2,034	2,484	2,866	4,068	1,282	18	5,332
6482000 36	Dues, Memberships & Books - News	2,722	5,200	(2,478)	6,287	8,558	(5,836)	12,573	(9,851)	2,218	504
6483500 36	Newspaper Distribution - News	117,200	97,300	19,900	48,994	99,957	17,243	97,988	19,212	93,907	23,293
6483515 36	Newspaper Printing - News	181,480	150,000	31,480	86,895	169,482	11,998	173,789	7,691	179,167	2,313
6483520 36	Telephone Book Printing - News	20,000	20,000	0	19,755	19,755	245	39,509	(19,509)	20,318	(318)

**Golden Rain Foundation**  
**2016 Proposed Operating Budget - Cost Center 36 - News Department (Draft)**  
**Data as of June 30, 2015**

GL Account	GL Name	2016 Total	2015 Budget	Variance	2015 YTD Actual	2015 Projected	Variance	2015 Annualized	Variance	2014 Actual	Variance
6483525 36	Navigator Book Printing - News	10,000	6,400	3,600	0	0	10,000	0	10,000	8,705	1,295
6483530 36	Amphitheater Amplified Printing & Dis	11,000	0	11,000	0	0	11,000	0	11,000	0	11,000
6483535 36	Bus Route Card Printing	1,100	0	1,100	0	0	1,100	0	1,100	0	1,100
6483540 36	Newspaper Spadea Printing	16,800	0	16,800	0	0	16,800	0	16,800	0	16,800
6484500 36	Postage - News	0	0	0	0	0	0	0	0	268	(268)
6731000 36	Property & Liability Insurance - News	19,762	22,521	(2,759)	8,982	20,244	(482)	17,964	1,798	18,702	1,060
6910000 36	Uncollectible Customer Receivables -	800	1,900	(1,100)	0	950	(150)	0	800	1,421	(621)
6951000 36	Non-Budgeted Exp for Committee - N	1,000	1,000	0	0	498	502	0	1,000	0	1,000
	<b>Total Operating Expenses</b>	<b>416,886</b>	<b>329,776</b>	<b>87,110</b>	<b>189,378</b>	<b>351,222</b>	<b>65,664</b>	<b>378,755</b>	<b>38,131</b>	<b>347,318</b>	<b>69,568</b>
	<b>Total Cost Center Expenses</b>	<b>962,313</b>	<b>869,878</b>	<b>92,435</b>	<b>456,232</b>	<b>888,290</b>	<b>74,023</b>	<b>912,462</b>	<b>49,851</b>	<b>886,692</b>	<b>75,621</b>
	<b>Other Cost Recovery</b>										
5385000 36	Other Income - News	500	0	500	349	349	151	699	(199)	945	(445)
5397100 36	Taxable Interest Income - News	0	2,500	(2,500)	0	1,248	(1,248)	0	0	2,625	(2,625)
5541000 36	Sales Discounts Net 10 - News	(624)	(1,600)	976	(311)	(1,109)	485	(622)	(2)	(1,517)	893
5611000 36	Late Charges - News	1,368	0	1,368	687	687	681	1,374	(6)	0	1,368
5731000 36	Classified Advertising - News	47,600	54,000	(6,400)	24,964	51,964	(4,364)	49,929	(2,329)	50,309	(2,709)
5731500 36	Display Advertising - News	700,359	840,000	(139,641)	359,773	779,773	(79,414)	719,546	(19,187)	800,042	(99,683)
5732000 36	Navigator Book Income - News	31,450	21,450	10,000	0	10,728	20,722	0	31,450	26,766	4,684
5732100 36	Amphitheater Amplified	34,000	0	34,000	0	0	34,000	0	34,000	0	34,000
5732200 36	Bus Clings/Wraps	2,400	0	2,400	0	0	2,400	0	2,400	0	2,400
5732210 36	Bus Route Cards	1,800	0	1,800	0	0	1,800	0	1,800	0	1,800
5732300 36	Newspaper Spadea	36,000	0	36,000	0	0	36,000	0	36,000	0	36,000
5732400 36	Newspaper Front Footer Ad	6,000	0	6,000	0	0	6,000	0	6,000	0	6,000
5732500 36	Telephone Book Income - News	40,092	95,800	(55,708)	63,997	63,997	(23,905)	127,993	(87,901)	76,019	(35,927)
	<b>Total Other Cost Recovery</b>	<b>900,945</b>	<b>1,012,150</b>	<b>(111,205)</b>	<b>449,459</b>	<b>907,637</b>	<b>(6,692)</b>	<b>898,919</b>	<b>2,026</b>	<b>955,189</b>	<b>(54,244)</b>
5330000 36	Income from / (Refund to) Mutuals	61,368	(142,272)	203,640							
	<b>PAPM</b>	<b>0.77</b>	<b>(1.79)</b>	<b>2.57</b>							



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**MEMO**

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**TO:** COMMUNICATIONS COMMITTEE  
**FROM:** RANDY ANKENY, EXECUTIVE DIRECTOR  
**SUBJECT:** NEWS OFFICE RECONFIGURATION  
**DATE:** SEPTEMBER 3, 2015  
**CC:** FILE

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In review of community space requirements, allocation of available space and to establish a cohesive work environment for the staff of the News. A recommendation was brought before the Physical Properties Committee to configure the first floor of the News building similar to the format utilized in the Service Maintenance office. This reconfiguration and modernization of office staff would allow all staff members to be located on the first floor, and free up the second floor for possible alternative usage.

Scope of project would include:

- Removing all office desks (all over 10-20 years old), and installing a modular cubical work spaced for 6 staff members. Such work stations would include suitable sound deadening panels and have desk at proper ergonomically correct for computer work stations.
- Replacement and reconfiguration of the receptionist station.
- Replacement of carpeting (over 20 years old)
- Replacement of window coverings (age unknown)
- Emergency efficiency lighting upgrades
- Installation of a door to the office area

Project costs are estimated at \$30-35,000 with funding (pending Finance Committee and ultimately Board approval) through Capital, Reserves and Operations.



## The News | CC36

# Manager's Report to Communications Committee

## **September, 2015**

# Contents

## Budget

### 1. Budget variance report (Note: August figures are not yet available)

For Cost Center 36, there is a negative YTD variance to budget of as of July of \$140,026. The variance is due in part to the following:

- a. Newspaper Printing, \$25,099 (variance of \$11,374). The primary driver was five, rather than four, Thursday publishing dates in July.
- b. Display Advertising: \$63,795 (variance of \$6,205). The July variance represents a drop of more than 50% from the June variance \$12,742). We are seeing the start of the annual midsummer sales bump.

[See Exhibit: Monthly Budget Variance Statement, pp. 5-6, and narrative, p. 7.](#)

## Updates

### 2. Publication: *The News*

The emphasis for August was on the coverage of the Amphitheater's successful 2015 season. Coverage methodology was also designed to create a sustainable foundation for the Amphitheater's 2016 season, which will combine *The News*, the community's electronic billboards and the new *Amphitheater Amplified* magazine as we explore the effectiveness of developing a greater variety of media-buy packages that we can offer to our advertisers.

[See Manager's Report: Updated Weekly Summary Report for The News, p. 8.](#)

### 3. Advertising

Thirty-three new-account ad insertions were logged in August, down from July but with the majority coming from new accounts signing multiple 12-week contracts.

A total of \$55,496.84 in sales and 378 individual advertising insertion orders from new, house and existing account categories were recorded in August by the CC36 sales staff.

For the second month in a row, the successful credit card program has allowed us to secure another 52-week contract in Classified Advertising, paid up front and in full.

Sales have begun in earnest for the 2016 edition of the *Leisure World Telephone Book*. An estimated \$27,000 in advertising commitments has already been logged. (*Note: Please see **Projects** on page 3 for a technical update on a new approach to producing the book.*)

Sales of the campaign for the one-inch ad at the bottom of each

week's front page will kick off during the week of Sept. 13.

Sales for the *Amphitheater Amplified* (May) and *Community Navigator* (August) magazines will formally begin with a campaign launch in January, 2016, although sales will continue to be open year-round. The sales staff believes that the two magazines are best sold in tandem in order to increase the likelihood of securing contracts in both publications, as well as in *The News*.

See Exhibit: Display Sales Log, pp. 9-21.

## Projects

### 4. *Telephone Book, 2016 edition*

The manual, paper-based system for gathering updated telephone book listings in previous years has proven extremely inaccurate and represents a disproportionate amount of anticipated overtime costs.

As discussed last spring, this year *The News* will explore the use of a database as a content management system (DCMS) for moving verified data directly into the telephone book document. In addition to greater accuracy, if successful this approach promises to cut the editorial production time to days rather than weeks for the 2017 edition. While the 2016 edition will be a test-and-refine process, even small increases in efficiency should dramatically reduce layout and prepress overtime costs.

Longer-term, a DCMS approach could greatly improve the accuracy of moving tabular data into the newspaper while extending deadlines applying to updated content.

### *Amphitheater delivery times*

Advantage Printing's increasingly later deliveries of *The News* on Wednesday afternoon to our longtime distributor, Eagle Rock Services, continue to pose serious logistical and personnel problems. It should be noted that this is not a criticism of Advantage Printing, but rather a long-overdue adjustment to the contemporary realities faced by the three companies involved in our combined service to Leisure World.

The past three Wednesdays, for example, have seen the papers arrive between 6:30 and 7 p.m. I can find no record of any delivery-time agreement with Advantage Printing, but 5 to 6 p.m. appears to have been the norm in the past. Later deliveries mean later work shifts for the distributors, the majority of whom are Leisure World shareholders. Other than in emergencies, this simply should not be necessary. A delivery at 6:30 p.m. means a shareholder will be delivering papers long after dark, a potentially hazardous situation even before the fewer daylight hours and colder, wetter weather arrive in the fall and winter.

Advantage Printing has agreed in principle to deliver the papers by 4:30 p.m. if *The News*

transmits the weekly edition's prepress files on Wednesdays by 10 a.m., rather than noon, which has been the norm for many years. This will require substantial reworking of CC36 staff routines, but I feel this is a small price to pay to reduce the hazards our delivery partners face and get our shareholders back home at a more reasonable time.

We expect to begin a four- to six-week trial run of this new arrangement during the week of Sept. 20 or 27. I will be working closely with Eagle Rock Services' owner, Dan Pomeroy, as well as our prepress staff in evaluating product quality and delivery performance by Advantage Printing over the trial period. A summary report will be prepared by CC36 and Eagle Rock Services and provided to the Communications Committee by its November or December meeting.

**5. *Advertising and Editorial (A/E), p. 22***



08/10/2015  
9:00 AM

1020 Golden Rain Foundation  
Budget Comparison - GRF  
07/31/2015

P.O. Box 2069  
Seal Beach CA 90740

Jul Actuals	Jul Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
Expenses - News								
34,303	33,821	(482)	6100000 36	Salaries & Wages - News	225,785	223,509	(2,276)	383,790
2,579	3,042	463	6101000 36	Commissions - News	21,544	20,103	(1,441)	34,517
2,643	2,822	(21)	6140000 36	Employment Taxes - News	19,993	19,571	(422)	32,613
1,167	1,260	93	6142000 36	Workers' Compensation - News	6,935	8,823	1,888	11,787
4,489	4,854	365	6143000 36	Group Insurance - Medical - News	29,611	33,978	4,367	58,248
123	110	(13)	6143300 36	Group Insurance - Dental - News	744	769	25	1,319
66	61	(5)	6143500 36	Group Insurance - Vision - News	424	428	4	733
968	1,144	176	6144000 36	401(k) Match - News	6,920	7,562	642	12,984
100	158	58	6145000 36	Group Insurance - Life - News	708	1,107	399	1,897
108	184	76	6146000 36	Long Term Disability Insurance - News	735	1,294	559	2,214
0	0	0	6211000 36	Continuing Education - News	2,849	0	(2,849)	0
0	0	0	6214000 36	Meals & Special Events - News	154	0	(154)	0
141	225	84	6215000 36	Mileage - News	265	1,575	1,311	2,700
209	105	(104)	6410000 36	Office Supplies - News	1,458	735	(723)	1,260
0	200	200	6410005 36	Building Supplies - News	63	1,400	1,337	2,400
79	50	(29)	6410010 36	Hospitality - News	137	350	213	600
356	100	(256)	6410015 36	Computer Supplies - News	1,038	700	(338)	1,200
0	100	100	6410020 36	Equipment Expense - News	598	700	102	1,200
572	300	(272)	6410030 36	Printer / Copier Supplies - News	3,625	2,100	(1,525)	3,600
962	733	(229)	6420100 36	Electricity - News	3,661	2,702	(959)	5,100
721	200	(521)	6435100 36	Bank Service Fees - News	4,046	1,400	(2,646)	2,400
112	125	13	6444000 36	Equipment Rental - News	945	870	(75)	1,495
0	50	50	6471000 36	Building Repair & Maintenance - News	475	350	(125)	600
0	100	100	6472000 36	Equipment Repair & Maintenance - News	85	700	615	1,200
33	67	34	6478000 36	Service Contracts - News	220	465	245	800
0	75	75	6481000 36	Computer Maintenance & Software - News	2,034	525	(1,509)	900
0	309	309	6482000 36	Dues, Memberships & Books - News	6,287	3,238	(3,049)	5,200
6,928	8,621	1,693	6483500 36	Newspaper Distribution - News	55,922	54,958	(964)	97,300
25,099	13,725	(11,374)	6483515 36	Newspaper Printing - News	111,993	81,138	(30,855)	150,000
0	0	0	6483520 36	Telephone Book Printing - News	19,755	20,000	246	20,000
0	0	0	6483525 36	Navigator Book Printing - News	0	6,400	6,400	6,400
1,497	1,877	380	6731000 36	Property & Liability Insurance - News	10,479	13,136	2,657	22,521
1,874	0	(1,874)	6910000 36	Uncollectible Customer Receivables - New	1,874	950	(924)	1,900
0	83	83	6951000 36	Non-Budgeted Exp for Committee - News	0	585	585	1,000
85,130	74,301	(10,829)		Total Expenses	541,361	512,121	(29,240)	869,878
Other Cost Recovery								
25	0	25	5385000 36	Other Income - News	374	0	374	0
0	208	(208)	5397100 36	Taxable Interest Income - News	0	1,460	(1,460)	2,500

08/10/2015  
9:00 AM

1020 Golden Rain Foundation  
Budget Comparison - GRF  
07/31/2015

P.O. Box 2069  
Seal Beach CA 90740

Jul Actuals	Jul Budget	Budget Variance	Acct #	Description	Y-T-D Actual	Y-T-D Budget	Budget Variance	Annual Budget
(39)	(133)	94	5541000 36	Sales Discounts Net 10 - News	(349)	(935)	586	(1,600)
(43)	0	(43)	5611000 36	Late Charges - News	644	0	644	0
6,445	4,500	1,945	5731000 36	Classified Advertising - News	31,410	31,500	(90)	54,000
63,795	70,000	(6,205)	5731500 36	Display Advertising - News	423,568	490,000	(66,432)	840,000
0	0	0	5732000 36	Navigator Book Income - News	0	10,722	(10,722)	21,450
0	0	0	5732500 36	Telephone Book Income - News	63,997	95,800	(31,803)	95,800
70,184	74,575	(4,391)		Total Other Cost Recovery	519,644	628,547	(108,903)	1,012,150
(11,834)	(11,834)	0	5330000 36	Income / Refund from Mutuals - News	(83,098)	(83,102)	4	(142,272)
58,350	62,741	(4,391)		Total Cost Recovery	436,546	545,445	(108,899)	869,878
(26,780)	(11,560)	(15,220)		Net Income / (Expense) Before Off Budget	(104,815)	33,324	(138,139)	0
				Off Budget Items				
203	0	(203)	8110000 36	Depreciation Expense - News	1,886	0	(1,886)	0
203	0	(203)		Total Off Budget Items	1,886	0	(1,886)	0
(26,983)	(11,560)	(15,423)		Net Income / (Expense)	(106,702)	33,324	(140,026)	0





# DISPLAY SALES LOG - 8/31/2015

Dede - 04

Karen - 06 a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
1 8/6/2015	04	MOMAN0	MOM AND DADS	NEW	12	x	8x1	\$6.25		\$50.00
2 8/6/2015	06	RELAX02	RELAXIS	NEW	12		3x3.5	\$12.19		\$128.00
3 8/6/2015	06	AUTOM02	AUTOMOBILE CLUB	NEW	12	c	3x8	\$11.65	100.00	\$379.60
4 8/6/2015	06	CLACO01	CLAUDETTE	NEW	12	x	8x1	\$3.13		\$25.00
5 8/6/2015	06	HOCAR01	HOME CARE	NEW	12	x	8x1	\$3.13		\$25.00
6 8/6/2015	06	MTZIO01	MT. ZION	NEW	12	x	8x1	\$3.13		\$25.00
7 8/6/2015	06	STONW0	STONE WAYS	NEW	12	x	8x1	\$3.13		\$25.00
8 8/13/2015	04	NERVI01	NERVIG LAW	NEW			2x5.5	\$14.05		\$154.55
9 8/13/2015	04	LUTHE01	LUTHER BURBANK	NEW		c	4x10	\$9.45	200.00	\$578.00
10 8/13/2015	04	MOMAN0	MOM AND DADS	NEW	12	x	8x1	\$6.25		\$50.00
11 8/13/2015	06	HERIT02	HERITAGE POINTE	NEW	12		3x8	\$11.65		\$279.60
12 8/13/2015	06	BEACH01	BEACH EQUITIES	NEW		r	1x8	\$12.80		\$102.40
13 8/13/2015	06	CLACO01	CLAUDETTE	NEW	12	x	8x1	\$3.13		\$25.00
14 8/13/2015	06	HOCAR01	HOME CARE	NEW	12	x	8x1	\$3.13		\$25.00
15 8/13/2015	06	MTZIO01	MT. ZION	NEW	12	x	8x1	\$3.13		\$25.00
16 8/13/2015	06	STONW0	STONE WAYS	NEW	12	x	8x1	\$3.13		\$25.00
17 8/20/2015	06	ADRIE01	ADRIEL DESIGNS	NEW	12		2x2	\$12.80		\$51.20
18 8/20/2015	06	RELAX02	RELAXIS	NEW	12		3x3.5	\$12.19		\$128.00
19 8/20/2015	06	ABOUT01	ABOUT TOWN PETS	NEW	12	x	8x1	\$3.13		\$25.00
20 8/20/2015	06	CLACO01	CLAUDETTE	NEW	12	x	8x1	\$3.13		\$25.00
21 8/20/2015	06	MTZIO01	MT. ZION	NEW	12	x	8x1	\$3.13		\$25.00
22 8/20/2015	06	STONW0	STONE WAYS	NEW	12	x	8x1	\$3.13		\$25.00
23 8/20/2015	04	LUTHE01	LUTHER BURBANK	NEW	26	c	3x8	\$10.63	200.00	\$455.00
24 8/20/2015	04	MOMAN0	MOM AND DADS	NEW	12	x	8x1	\$6.25		\$50.00
25 8/27/2015	06	MP84V01	MP84 VIDEO	NEW	12		2x2	\$12.80		\$51.20
26 8/27/2015	06	HERIT02	HERITAGE POINTE	NEW	12	c	3x8	\$9.92	100.00	\$338.08
27 8/27/2015	06	ABOUT01	ABOUT TOWN PETS	NEW	12	x	8x1	\$3.13		\$25.00
28 8/27/2015	06	CLACO01	CLAUDETTE	NEW	12	x	8x1	\$3.13		\$25.00
29 8/27/2015	06	MTZIO01	MT. ZION	NEW	12	x	8x1	\$3.13		\$25.00
30 8/27/2015	06	STONW0	STONE WAYS	NEW	12	x	8x1	\$3.13		\$25.00

# DISPLAY SALES LOG -

Dede - 04

Total \$55,496.84

Karen - 06

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col Size	Rate	Color	Price
8/27/2015	04	NERVI01	NERVIG LAW	NEW	4	2x5.5	\$14.05		\$154.55
8/27/2015	04	LUTHE01	LUTHER BURBANK	NEW	26	c 4x10	\$9.45	200.00	\$578.00
8/27/2015	04	MOMAN0	MOM AND DADS	NEW	12	x 8x1	\$6.25		\$50.00
8/6/2015	04	SKYLI01	SKYLIGHTS PLUS	HOUSE	52	2x3	\$10.60		\$63.60
8/6/2015	04	LOSAL07	LOS ALAMITOS	HOUSE	26	3x4	\$11.65		\$139.80
8/6/2015	04	GREEN02	GREENWOOD	HOUSE	52	c 3x6	\$10.60	100.00	\$290.80
8/6/2015	04	SONUS02	SONUS	HOUSE	52	c 4x10	\$8.70	100.00	\$448.00
8/6/2015	04	KENGR01	KEN GRODY FORD	HOUSE	52	n 1x1	\$6.50		\$6.50
8/6/2015	04	LEXUS02	LEXUS OF	HOUSE	52	n 1x1	\$6.50		\$6.50
8/6/2015	04	TOYOT04	TOYOTA OF HUNT	HOUSE	52	n 1x1	\$6.50		\$6.50
8/6/2015	04	REEDJ01	REED, JOYCE	HOUSE	52	r 1x8	\$10.60		\$84.80
8/6/2015	04	GRAY001	GRAY, ROBIN	HOUSE	52	r 5x16	\$8.00	100.00	\$740.00
8/6/2015	04	HADLE01	HADLEY, GLORIA &	HOUSE	52	r 5x16	\$8.00	100.00	\$740.00
8/6/2015	04	LEISU10	LEISURE LIVING	HOUSE	52	r 5x8	\$8.70		\$348.00
8/6/2015	04	ALLHA01	ALL HAPPY	HOUSE	12	x 8x1	\$3.13		\$25.00
8/6/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	x 8x1	\$6.25		\$50.00
8/6/2015	04	CARNA01	CARNATION	HOUSE	52	x 8x1	\$3.13		\$25.00
8/6/2015	04	DBHAN01	DB HANDYMAN	HOUSE	12	x 8x1	\$3.13		\$25.00
8/6/2015	04	FODEN01	FODEN, JAMES E	HOUSE	52	x 8x1	\$3.13		\$25.00
8/6/2015	04	GENES01	GENE'S CARPET	HOUSE	12	x 8x1	\$3.13		\$25.00
8/6/2015	04	GREEN02	GREENWOOD	HOUSE	52	x 8x1	\$6.25		\$50.00
8/6/2015	04	JOHNB01	JOHN BERGKVIST	HOUSE	52	x 8x1	\$3.13		\$25.00
8/6/2015	04	LOSAL01	LOS AL BUILDERS	HOUSE	52	x 8x1	\$3.13		\$25.00
8/6/2015	04	SENI011	SENIOR RESOURCE	HOUSE	52	x 8x1	\$3.13		\$25.00
8/6/2015	04	SOTOL01	SOTO, LAW	HOUSE	52	x 8x1	\$6.25		\$50.00
8/6/2015	04	GRAY001	GRAY, ROBIN	HOUSE	52	yb 1x1	\$400.00		\$400.00
8/6/2015	04	JIMMI01	JIMMIE R. BOYD,	HOUSE	52	yb 1x1	\$400.00		\$400.00
8/6/2015	04	LOSAL01	LOS AL BUILDERS	HOUSE	52	yb 1x1	\$200.00		\$200.00
8/6/2015	04	LEISU13	LEISURE WORLD	HOUSE	52	yi 1x1	\$300.00		\$300.00
8/6/2015	04	RITEA03	RITE AID C/O NSA	HOUSE	52	yi 1x1	\$245.00		\$245.00

Printed August 28, 15

# DISPLAY SALES LOG -

3

Dede - 04  
Karen - 06

Total \$55,496.84

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
61 8/6/2015	04	JIMMI01	JIMMIE R. BOYD,	HOUSE	52	r	2x8	\$10.60		\$169.60
62 8/6/2015	06	DINOS01	DINOS	HOUSE	52		2x2.75	\$10.60		\$58.30
63 8/6/2015	06	FAITH01	FAITH CHRISTIAN	HOUSE	52		2x4	\$10.60		\$84.80
64 8/6/2015	06	KARLT01	KARLTON	HOUSE	52		2x3	\$10.60		\$63.60
65 8/6/2015	06	LBPLA01	L B PLAYHOUSE	HOUSE	52		2x5	\$10.60		\$106.00
66 8/6/2015	06	FIRTE01	FIRST TEAM REAL	HOUSE	52	c	5x16	\$8.00	100.00	\$740.00
67 8/6/2015	06	CHARL01	CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
68 8/6/2015	06	SHAPI01	SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
69 8/6/2015	06	MULHE01	BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
70 8/6/2015	06	WARRE0	WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
71 8/6/2015	06	KITCH01	KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
72 8/6/2015	06	GROHD0	GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
73 8/6/2015	06	GUNDE01	GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
74 8/6/2015	06	JCKRE01	J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
75 8/6/2015	06	JOYFU01	JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
76 8/6/2015	06	KANGC01	TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
77 8/6/2015	06	LEISU06	LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
78 8/6/2015	06	LENNI01	LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
79 8/6/2015	06	MERCU0	MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00
80 8/6/2015	06	NUKOT01	NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
81 8/6/2015	06	PENAC01	PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
82 8/6/2015	06	RTATH02	RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
83 8/6/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
84 8/6/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
85 8/6/2015	06	CHARL01	CHARLES BRISKEY	HOUSE		yb	1x1	\$200.00		\$200.00
86 8/13/2015	04	SKYLI01	SKYLIGHTS PLUS	HOUSE	52		2x3	\$10.60		\$63.60
87 8/13/2015	04	LOSAL07	LOS ALAMITOS	HOUSE	26		3x4	\$11.65		\$139.80
88 8/13/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	c	2x4	\$10.60	67.50	\$152.30
89 8/13/2015	04	SONUS02	SONUS	HOUSE	52	c	4x10	\$8.70	100.00	\$448.00
90 8/13/2015	04	KENGR01	KEN GRODY FORD	HOUSE	52	n	1x1	\$6.50		\$6.50

# DISPLAY SALES LOG -

Dede - 04  
Karen - 06

Total \$55,496.84

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
8/13/2015	04	LEXUS02	LEXUS OF	HOUSE	52	n	1x1	\$6.50		\$6.50
8/13/2015	04	TOYOT04	TOYOTA OF HUNT	HOUSE	52	n	1x1	\$6.50		\$6.50
8/13/2015	04	REEDJ01	REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
8/13/2015	04	LEISU10	LEISURE LIVING	HOUSE	52	r	1x16	\$10.60		\$169.60
8/13/2015	04	GRAY001	GRAY, ROBIN	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
8/13/2015	04	HADLE01	HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
8/13/2015	04	JIMMI01	JIMMIE R. BOYD,	HOUSE	52	r	2x8	\$10.60		\$169.60
8/13/2015	04	ALLHA01	ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
8/13/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
8/13/2015	04	CARNA01	CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
8/13/2015	04	DBHAN01	DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00
8/13/2015	04	FODEN01	FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
8/13/2015	04	GENES01	GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
8/13/2015	04	GREEN02	GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
8/13/2015	04	JOHNB01	JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
8/13/2015	04	LOSAL01	LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
8/13/2015	04	SENI011	SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00
8/13/2015	04	SOTOL01	SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
8/13/2015	04	RITEA03	RITE AID C/O NSA	HOUSE	52	yi	1x1	\$245.00		\$245.00
8/13/2015	06	DINOS01	DINOS	HOUSE	52		2x2.75	\$10.60		\$58.30
8/13/2015	06	FAITH01	FAITH CHRISTIAN	HOUSE	52		2x4	\$10.60		\$84.80
8/13/2015	06	KARLT01	KARLTON	HOUSE	52		2x5	\$10.60		\$106.00
8/13/2015	06	LBPLA01	L B PLAYHOUSE	HOUSE	52		2x5	\$10.60		\$106.00
8/13/2015	06	FIRTE01	FIRST TEAM REAL	HOUSE	52	c	5x16	\$8.00	100.00	\$740.00
8/13/2015	06	CHARL01	CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
8/13/2015	06	SHAPI01	SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
8/13/2015	06	MULHE01	BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
8/13/2015	06	WARRE0	WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
8/13/2015	06	KITCH01	KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
8/13/2015	06	GROHD0	GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00



Dede - 04

# DISPLAY SALES LOG -

Total \$55,496.84

Karen - 06 a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
121	8/13/2015	06	GUNDE01 GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
122	8/13/2015	06	JCKRE01 J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
123	8/13/2015	06	JOYFU01 JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
124	8/13/2015	06	KANGC01 TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
125	8/13/2015	06	LEISU06 LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
126	8/13/2015	06	LENNI01 LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
127	8/13/2015	06	MERCU0 MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00
128	8/13/2015	06	NUKOT01 NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
129	8/13/2015	06	PENAC01 PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
130	8/13/2015	06	RTATH02 RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
131	8/13/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
132	8/13/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
133	8/20/2015	06	DINOS01 DINOS	HOUSE	52		2x2.75	\$10.60		\$58.30
134	8/20/2015	06	FAITH01 FAITH CHRISTIAN	HOUSE	52		2x4	\$10.60		\$84.80
135	8/20/2015	06	KARLT01 KARLTON	HOUSE	52		2x3	\$10.60		\$63.60
136	8/20/2015	06	LBPLA01 L B PLAYHOUSE	HOUSE	52		2x5	\$10.60		\$106.00
137	8/20/2015	06	FIRTE01 FIRST TEAM REAL	HOUSE	52	c	5x16	\$8.00	100.00	\$740.00
138	8/20/2015	06	CHARL01 CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
139	8/20/2015	06	SHAPI01 SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
140	8/20/2015	06	MULHE01 BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
141	8/20/2015	06	WARRE0 WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
142	8/20/2015	06	KITCH01 KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
143	8/20/2015	06	GROHD0 GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
144	8/20/2015	06	GUNDE01 GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
145	8/20/2015	06	JCKRE01 J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
146	8/20/2015	06	JOYFU01 JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
147	8/20/2015	06	KANGC01 TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
148	8/20/2015	06	LEISU06 LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
149	8/20/2015	06	LENNI01 LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
150	8/20/2015	06	MERCU0 MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00

# DISPLAY SALES LOG -

Dede - 04  
 Karen - 06

Total \$55,496.84

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
151	8/20/2015	06	NUKOT01 NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
152	8/20/2015	06	PENAC01 PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
153	8/20/2015	06	RTATH02 RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
154	8/20/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
155	8/20/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
156	8/20/2015	04	SKYLI01 SKYLIGHTS PLUS	HOUSE	52		2x3	\$10.60		\$63.60
157	8/20/2015	04	LOSAL07 LOS ALAMITOS	HOUSE	26		3x4	\$11.65		\$139.80
158	8/20/2015	04	GREEN02 GREENWOOD	HOUSE	52	c	3x6	\$10.60	100.00	\$290.80
159	8/20/2015	04	SONUS02 SONUS	HOUSE	52	c	4x10	\$8.70	100.00	\$448.00
160	8/20/2015	04	KENGR01 KEN GRODY FORD	HOUSE	52	n	1x1	\$6.50		\$6.50
161	8/20/2015	04	LEXUS02 LEXUS OF	HOUSE	52	n	1x1	\$6.50		\$6.50
162	8/20/2015	04	TOYOT04 TOYOTA OF HUNT	HOUSE	52	n	1x1	\$6.50		\$6.50
163	8/20/2015	04	REEDJ01 REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
164	8/20/2015	04	GRAY001 GRAY, ROBIN	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
165	8/20/2015	04	HADLE01 HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
166	8/20/2015	04	JIMMI01 JIMMIE R. BOYD,	HOUSE	52	r	2x8	\$10.60		\$169.60
167	8/20/2015	04	LEISU10 LEISURE LIVING	HOUSE	52	r	5x8	\$8.70		\$348.00
168	8/20/2015	04	ALLHA01 ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
169	8/20/2015	04	ALPIN01 ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
170	8/20/2015	04	CARNA01 CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
171	8/20/2015	04	DBHAN01 DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00
172	8/20/2015	04	FODEN01 FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
173	8/20/2015	04	GENES01 GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
174	8/20/2015	04	GREEN02 GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
175	8/20/2015	04	JOHNB01 JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
176	8/20/2015	04	LOSAL01 LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
177	8/20/2015	04	SENI011 SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00
178	8/20/2015	04	SOTOL01 SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
179	8/20/2015	04	RITEA03 RITE AID C/O NSA	HOUSE	52	yi	1x1	\$245.00		\$245.00
180	8/27/2015	06	DINOS01 DINOS	HOUSE	52		2x2.75	\$10.60		\$58.30

Printed August 28, 15

# DISPLAY SALES LOG -

7

Dede - 04

Total \$55,496.84

Karen - 06 a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
181	8/27/2015	06	FAITH01 FAITH CHRISTIAN	HOUSE	52		2x4	\$10.60		\$84.80
182	8/27/2015	06	KARLT01 KARLTON	HOUSE	52		2x5	\$10.60		\$106.00
183	8/27/2015	06	LBPLA01 L B PLAYHOUSE	HOUSE	52		2x5	\$10.60		\$106.00
184	8/27/2015	06	FIRTE01 FIRST TEAM REAL	HOUSE	52	c	5x16	\$8.00	100.00	\$740.00
185	8/27/2015	06	CHARL01 CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
186	8/27/2015	06	SHAPI01 SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
187	8/27/2015	06	MULHE01 BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
188	8/27/2015	06	WARRE0 WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
189	8/27/2015	06	KITCH01 KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
190	8/27/2015	06	GROHD0 GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
191	8/27/2015	06	GUNDE01 GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
192	8/27/2015	06	JCKRE01 J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
193	8/27/2015	06	JOYFU01 JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
194	8/27/2015	06	KANGC01 TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
195	8/27/2015	06	LEISU06 LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
196	8/27/2015	06	LENNI01 LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
197	8/27/2015	06	MERCU0 MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00
198	8/27/2015	06	NUKOT01 NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
199	8/27/2015	06	RTATH02 RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
200	8/27/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
201	8/27/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
202	8/27/2015	04	SKYLI01 SKYLIGHTS PLUS	HOUSE	52		2x3	\$10.60		\$63.60
203	8/27/2015	04	LOSAL07 LOS ALAMITOS	HOUSE	26		3x4	\$11.65		\$139.80
204	8/27/2015	04	ALPIN01 ALPINE HEATING &	HOUSE	52	c	2x4	\$10.60	67.50	\$152.30
205	8/27/2015	04	SONUS02 SONUS	HOUSE	52	c	4x10	\$8.70	100.00	\$448.00
206	8/27/2015	04	KENGR01 KEN GRODY FORD	HOUSE	52	n	1x1	\$6.50		\$6.50
207	8/27/2015	04	LEXUS02 LEXUS OF	HOUSE	52	n	1x1	\$6.50		\$6.50
208	8/27/2015	04	TOYOT04 TOYOTA OF HUNT	HOUSE	52	n	1x1	\$6.50		\$6.50
209	8/27/2015	04	REEDJ01 REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
210	8/27/2015	04	LEISU10 LEISURE LIVING	HOUSE	52	r	1x16	\$10.60		\$169.60

Dede - 04

Karen - 06

# DISPLAY SALES LOG -

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a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is Date	Sl#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
211	8/27/2015	04 GRAY001	GRAY, ROBIN	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
212	8/27/2015	04 HADLE01	HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
213	8/27/2015	04 JIMMI01	JIMMIE R. BOYD,	HOUSE	52	r	2x8	\$10.60		\$169.60
214	8/27/2015	04 ALLHA01	ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
215	8/27/2015	04 ALPIN01	ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
216	8/27/2015	04 CARNA01	CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
217	8/27/2015	04 DBHAN01	DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00
218	8/27/2015	04 FODEN01	FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
219	8/27/2015	04 GENES01	GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
220	8/27/2015	04 GREEN02	GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
221	8/27/2015	04 JOHNB01	JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
222	8/27/2015	04 LOSAL01	LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
223	8/27/2015	04 SENIO11	SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00
224	8/27/2015	04 SOTOL01	SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
225	8/27/2015	04 RITEA03	RITE AID C/O NSA	HOUSE	52	yi	1x1	\$245.00		\$245.00
226	8/6/2015	04 BRENN01	BRENNAN,	EXISTING	26		2x4	\$11.65		\$93.20
227	8/6/2015	04 LEISU13	LEISURE WORLD	EXISTING	52		2x6	\$10.60		\$127.20
228	8/6/2015	04 CHEVR01	CHEVRON, SEAL	EXISTING	52		3x4	\$10.60		\$127.20
229	8/6/2015	04 LWMAN0	LW MANAGED	EXISTING	12	a	4x10	\$5.30	100.00	\$312.00
230	8/6/2015	04 BINGO01	BINGO CLUB	EXISTING	26	c	3x8	\$10.60	67.50	\$321.90
231	8/6/2015	04 LEISU15	LEISURE WORLD	EXISTING	12	c	4x10	\$5.30	100.00	\$312.00
232	8/6/2015	04 RBGHI01	RBG HIGH INTEL	EXISTING	52	c	4x10	\$8.70	100.00	\$448.00
233	8/6/2015	04 ZOUND02	ZOUNDS HEARING	EXISTING	26	c	5x16	\$8.70	100.00	\$796.00
234	8/6/2015	04 BRIGH01	BRIGHT WATCH	EXISTING	12	x	8x1	\$3.13		\$25.00
235	8/6/2015	04 CALBA02	CAL BATH &	EXISTING	26	x	8x1	\$3.13		\$25.00
236	8/6/2015	04 COMPU0	COMPUTER IMAGES	EXISTING	12	x	8x1	\$3.13		\$25.00
237	8/6/2015	04 DANAN01	DANANDY, INC	EXISTING	12	x	8x1	\$3.13		\$25.00
238	8/6/2015	04 ECODR01	ECO DRY CLEAN	EXISTING	12	x	8x1	\$3.13		\$25.00
239	8/6/2015	04 ITALY01	ITALY SHOES	EXISTING	12	x	8x1	\$3.13		\$25.00
240	8/6/2015	04 JONGH01	JONGHAN KIM	EXISTING	12	x	8x1	\$3.13		\$25.00

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# DISPLAY SALES LOG -

9

Dede - 04  
Karen - 06

Total \$55,496.84

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
241 8/6/2015	04	PHILF01	PHIL FARMER -	EXISTING	12	x	8x1	\$3.13		\$25.00
242 8/6/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x	8x1	\$3.13		\$25.00
243 8/6/2015	04	STATE02	STATE FARM INS	EXISTING	12	x	8x1	\$3.13		\$25.00
244 8/6/2015	04	HADLE02	HADLEY, GLORIA &	EXISTING		yb	1x1	\$400.00		\$400.00
245 8/6/2015	04	LEISU15	LEISURE WORLD	EXISTING	12	yb	1x1	\$400.00		\$400.00
246 8/6/2015	04	LOSAL06	LOS ALAMITOS	EXISTING	12	yb	1x1	\$400.00		\$400.00
247 8/6/2015	04	RITEA04	RITE AID	EXISTING		yb	1x1	\$200.00		\$200.00
248 8/6/2015	04	SCAN001	SCAN	EXISTING	1	yi	1x1	\$300.00		\$300.00
249 8/6/2015		ENCOR01		EXISTING	12		2x5	\$0.00		\$0.00
250 8/6/2015	06	GREEN01	GREENFIELD	EXISTING	26		2x2.5	\$6.66		\$33.30
251 8/6/2015	06	PICKU01	PICK-UP STIX	EXISTING	26		2x5	\$11.65		\$116.50
252 8/6/2015	06	RUSSC01	RUSS CONKLE	EXISTING	26		2x5	\$11.65		\$116.50
253 8/6/2015	06	PUGAC01	PUGACH MD,	EXISTING	12		3x8	\$11.65		\$279.60
254 8/6/2015	06	UNATI01	UNATIN, GILBERT, D	EXISTING	26		3x5	\$10.60		\$159.00
255 8/6/2015	06	GOODY0	COASTLINE AUTO	EXISTING	26		5x8	\$8.00		\$320.00
256 8/6/2015	06	BIXBY03	BIXBY PLAZA	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
257 8/6/2015	06	FAMER01	FARMERS &	EXISTING	12	c	3x8			\$0.00
258 8/6/2015	06	KATEL02	KATELLA SENIOR	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
259 8/6/2015	06	PALAC01	PALA CASINO	EXISTING	26	c	4x10	\$9.45	200.00	\$578.00
260 8/6/2015	06	LBMEM01	L B MEMORIAL	EXISTING	12	c	5x8	\$10.60	100.00	\$524.00
261 8/6/2015	06	ALLEN01	ALLEN, SUSIE	EXISTING	26	r	1x8	\$11.65		\$93.20
262 8/6/2015	06	CHUML01	CHUMLEY, VERNA	EXISTING	26	r	1x16	\$11.65		\$186.40
263 8/6/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
264 8/6/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
265 8/6/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
266 8/6/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
267 8/6/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
268 8/6/2015	06	KONRA01	KONRAD	EXISTING	12	x	8x1	\$3.13		\$25.00
269 8/6/2015	06	LOSAL04	LOS AL	EXISTING	12	yb	1x1	\$0.00		\$0.00
270 8/6/2015	06	OGAN001	OGAN	EXISTING		yb	1x1	\$200.00		\$200.00

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# DISPLAY SALES LOG -

10

Dede - 04  
Karen - 06

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Is Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
271	8/13/2015	04	SPITZ01	SPITZ, DR. MARC	EXISTING	52	2x4	\$10.60		\$84.80
272	8/13/2015	04	LEISU13	LEISURE WORLD	EXISTING	52	2x6	\$10.60		\$127.20
273	8/13/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52	3x4	\$10.60		\$127.20
274	8/13/2015	04	CITYC01	CITY CLEANERS	EXISTING	12	3x5	\$12.80		\$192.00
275	8/13/2015	04	RBGHI01	RBG HIGH INTEL	EXISTING	52	c 4x10	\$8.70	100.00	\$448.00
276	8/13/2015	04	LOSAL06	LOS ALAMITOS	EXISTING	12	c 4x11	\$10.60	200.00	\$666.40
277	8/13/2015	04	NUVIS01	NUVISION FEDERAL	EXISTING	26	c 5x8	\$9.45	200.00	\$578.00
278	8/13/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x 8x1	\$3.13		\$25.00
278	8/13/2015	04	CALBA02	CAL BATH &	EXISTING	26	x 8x1	\$3.13		\$25.00
280	8/13/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x 8x1	\$3.13		\$25.00
281	8/13/2015	04	DANAN01	DANANDY, INC	EXISTING	12	x 8x1	\$3.13		\$25.00
282	8/13/2015	04	ECODR01	ECO DRY CLEAN	EXISTING	12	x 8x1	\$3.13		\$25.00
283	8/13/2015	04	ITALY01	ITALY SHOES	EXISTING	12	x 8x1	\$3.13		\$25.00
284	8/13/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x 8x1	\$3.13		\$25.00
285	8/13/2015	04	PHILF01	PHIL FARMER -	EXISTING	12	x 8x1	\$3.13		\$25.00
286	8/13/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x 8x1	\$3.13		\$25.00
287	8/13/2015	04	STATE02	STATE FARM INS	EXISTING	12	x 8x1	\$3.13		\$25.00
288	8/13/2015	04	METRO01	METRO	EXISTING	12	yi 1x1	\$345.00		\$345.00
289	8/13/2015	04	ORANG0	ORANGE COUNTY	EXISTING	1	yi 1x1	\$430.00		\$430.00
290	8/13/2015	06	JEWEL01	JEWELRY DESIGN	EXISTING	26	1x3	\$12.80		\$38.40
291	8/13/2015	06	NEPTU01	NEPTUNE SOCIETY	EXISTING	12	1x4	\$12.80		\$51.20
292	8/13/2015	06	PALRE01	THE PALMS	EXISTING	12	2x5	\$12.80		\$128.00
293	8/13/2015	06	CHENG01	CHENG / BEACH	EXISTING	26	3x8	\$10.60		\$254.40
294	8/13/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	c 3x8	\$8.70	100.00	\$308.80
295	8/13/2015	06	FAMER01	FARMERS &	EXISTING	12	c 3x8	\$11.65	100.00	\$379.60
296	8/13/2015	06	HUNTI05	HUNTINGTON	EXISTING	12	c 4x10	\$10.60	100.00	\$524.00
297	8/13/2015	06	BLIZZ01	BLIZZARD, HELEN	EXISTING	26	r 1x8	\$10.60		\$84.80
298	8/13/2015	06	ESTEE01	ESTEE AT	EXISTING	12	r 1x8	\$12.80		\$102.40
299	8/13/2015	06	MCINE01	MC INERNEY,	EXISTING	52	r 1x8	\$8.30		\$66.40
300	8/13/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x 8x1	\$6.25		\$50.00

Printed August 28, 15

# DISPLAY SALES LOG -

11

Dede - 04

Total \$55,496.84

Karen - 06

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
301 8/13/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
302 8/13/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
303 8/13/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
304 8/13/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
305 8/13/2015	06	KONRA01	KONRAD	EXISTING	12	x	8x1	\$3.13		\$25.00
306 8/13/2015	04	BAYCH01	BAY CHIROPRACTIC	EXISTING	1	yi	1x1	\$375.00		\$375.00
307 8/20/2015	06	GREEN01	GREENFIELD	EXISTING	26		2x2.5	\$6.66		\$33.30
308 8/20/2015	06	PICKU01	PICK-UP STIX	EXISTING	26		2x5	\$11.65		\$116.50
309 8/20/2015	06	RUSSC01	RUSS CONKLE	EXISTING	26		2x5	\$11.65		\$116.50
310 8/20/2015	06	GOODY0	COASTLINE AUTO	EXISTING	26		3x3	\$10.60		\$95.40
311 8/20/2015	06	UNATI01	UNATIN, GILBERT, D	EXISTING	26		3x5	\$10.60		\$159.00
312 8/20/2015	06	BIXBY03	BIXBY PLAZA	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
313 8/20/2015	06	FAMER01	FARMERS &	EXISTING	12	c	3x8	\$11.65	100.00	\$379.60
314 8/20/2015	06	KATEL02	KATELLA SENIOR	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
315 8/20/2015	06	PALAC01	PALA CASINO	EXISTING	26	c	4x10	\$9.45	200.00	\$578.00
316 8/20/2015	06	LBMEM01	L B MEMORIAL	EXISTING	12	c	5x8	\$10.60	100.00	\$524.00
317 8/20/2015	06	ALLEN01	ALLEN, SUSIE	EXISTING	26	r	2x8	\$11.65		\$186.40
318 8/20/2015	06	BLIZZ01	BLIZZARD, HELEN	EXISTING	26	r	1x8	\$10.60		\$84.80
319 8/20/2015	06	CHUML01	CHUMLEY, VERNA	EXISTING	26	r	1x16	\$11.65		\$186.40
320 8/20/2015	06	GOODT0	GOODTIMES	EXISTING	4	t	2x3	\$14.05		\$84.30
321 8/20/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
322 8/20/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
323 8/20/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
324 8/20/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
325 8/20/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
326 8/20/2015	06	HOCAR01	HOME CARE	EXISTING	12	x	8x1	\$3.13		\$25.00
327 8/20/2015	06	KONRA01	KONRAD	EXISTING	12	x	8x1	\$3.13		\$25.00
328 8/20/2015	04	BRENN01	BRENNAN,	EXISTING	26		2x3.5	\$11.65		\$81.55
329 8/20/2015	04	LEISU13	LEISURE WORLD	EXISTING	52		2x6	\$10.60		\$127.20
330 8/20/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52		3x4	\$10.60		\$127.20

Printed August 28, 15

# DISPLAY SALES LOG -

12

Dede - 04  
Karen - 06

Total \$55,496.84

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
8/20/2015	04	LWMAN0	LW MANAGED	EXISTING	12	a	4x10	\$5.30	100.00	\$312.00
8/20/2015	04	BINGO01	BINGO CLUB	EXISTING	26	c	3x8	\$10.60	67.50	\$321.90
8/20/2015	04	LEISU15	LEISURE WORLD	EXISTING	12	c	4x10	\$5.30	100.00	\$312.00
8/20/2015	04	RBGH01	RBG HIGH INTEL	EXISTING	52	c	4x10	\$8.70	100.00	\$448.00
8/20/2015	04	JAYSH01	JAY'S HEARING AID	EXISTING	26	c	5x16	\$8.70	100.00	\$796.00
8/20/2015	04	ZOUND02	ZOUNDS HEARING	EXISTING	26	c	5x16	\$8.70	100.00	\$796.00
8/20/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	CALBA02	CAL BATH &	EXISTING	26	x	8x1	\$3.13		\$25.00
8/20/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	DANAN01	DANANDY, INC	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	ECODR01	ECO DRY CLEAN	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	ITALY01	ITALY SHOES	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x	8x1	\$3.13		\$25.00
8/20/2015	04	STATE02	STATE FARM INS	EXISTING	12	x	8x1	\$3.13		\$25.00
8/27/2015	06	JEWEL01	JEWELRY DESIGN	EXISTING	26		1x3	\$12.80		\$38.40
8/27/2015	06	CHENG01	CHENG / BEACH	EXISTING	26		3x8	\$10.60		\$254.40
8/27/2015	06	FAMER01	FARMERS &	EXISTING	12	c	3x8	\$11.65	100.00	\$379.60
8/27/2015	06	BLIZZ01	BLIZZARD, HELEN	EXISTING	26	r	1x8	\$10.60		\$84.80
8/27/2015	06	MCINE01	MC INERNEY,	EXISTING	52	r	1x8	\$8.30		\$66.40
8/27/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
8/27/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
8/27/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
8/27/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
8/27/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
8/27/2015	06	HOCAR01	HOME CARE	EXISTING	12	x	8x1	\$3.13		\$25.00
8/27/2015	06	KONRA01	KONRAD	EXISTING	12	x	8x1	\$3.13		\$25.00
8/27/2015	06	DENNY01	DENNY'S/ W K S	EXISTING		yi	1x1	\$375.00		\$375.00
8/27/2015	04	SPITZ01	SPITZ, DR. MARC	EXISTING	52		2x4	\$10.60		\$84.80
8/27/2015	04	LEISU13	LEISURE WORLD	EXISTING	52		2x6	\$10.60		\$127.20



Printed August 28, 15

# DISPLAY SALES LOG -

13

Dede - 04

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Karen - 06

a - Adj c - Color n - NCD r - Real Estate t - Travel x - Pro Dir, yb - Bus Signs yi - Inserts

Is Date	Sls#	Acct Number	Company	Commission	Commit	Col Size	Rate	Color	Price
<sup>361</sup> 8/27/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52	3x4	\$10.60		\$127.20
<sup>362</sup> 8/27/2015	04	CITYC01	CITY CLEANERS	EXISTING	12	3x5	\$12.80		\$192.00
<sup>363</sup> 8/27/2015	04	DOBRI01	DOBRIK HEARING	EXISTING	12	c 5x11	\$10.60	100.00	\$683.00
<sup>364</sup> 8/27/2015	04	RBGHI01	RBG HIGH INTEL	EXISTING	52	c 4x10	\$8.70	100.00	\$448.00
<sup>365</sup> 8/27/2015	04	NUVIS01	NUVISION FEDERAL	EXISTING	26	c 5x8	\$9.45	200.00	\$578.00
<sup>366</sup> 8/27/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>367</sup> 8/27/2015	04	CALBA02	CAL BATH &	EXISTING	26	x 8x1	\$3.13		\$25.00
<sup>368</sup> 8/27/2015	04	COHEN02	COHEN, ISABELLA	EXISTING	1	x 8x1	\$15.45		\$123.60
<sup>369</sup> 8/27/2015	04	DANAN01	DANANDY, INC	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>370</sup> 8/27/2015	04	ECODR01	ECO DRY CLEAN	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>371</sup> 8/27/2015	04	ITALY01	ITALY SHOES	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>372</sup> 8/27/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>373</sup> 8/27/2015	04	STATE02	STATE FARM INS	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>374</sup> 8/27/2015	04	METRO01	METRO	EXISTING	12	yi 1x1	\$345.00		\$345.00
<sup>375</sup> 8/27/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>376</sup> 8/27/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x 8x1	\$3.13		\$25.00
<sup>377</sup> 8/6/2015		2DAWG0			12	x 8x1	\$3.13		\$25.00
<sup>378</sup> 8/27/2015	06	COUNT01	S B HEALTHCARE &		12	a 1x1	\$1.02		\$1.02
<b>Total</b>									<b>\$55,496.84</b>

# A/E and Revenue: 2015

DATE	Total Pages	Total Inches	Display Inches	Class Inches	Game Inches	GRF inches	EDIT Inches	Total Ad Inches	EDIT %	AD %	GAME %	GRF %
1/1/2015	28	2,240	1,178	96	46	29	891	1,320	40%	59%	2%	1%
1/8/2015	32	2,560	1,384	112	46	57	961	1,542	38%	60%	2%	2%
1/15/2015	32	2,560	1,374	104	46	23	1,013	1,524	40%	60%	2%	1%
1/22/2015	32	2,560	1,305	112	46	22	1,044	1,463	41%	57%	2%	1%
1/31/2013	32	2,560	1,333	112	46	50	777	1,491	30%	58%	2%	2%
2/5/2015	32	2,560	1,414	120	46	36	944	1,580	37%	62%	2%	1%
2/12/2015	36	2,880	1,275	104	192	493	816	1,571	28%	55%	7%	17%
2/19/2015	36	2,880	1,254	112	192	60	1,262	1,558	44%	54%	7%	2%
2/26/2015	36	2,880	1,027	96	192	427	1,138	1,315	40%	46%	7%	15%
3/5/2015	40	3,200	1,495	128	192	68	1,317	1,815	41%	57%	6%	2%
3/12/2015	36	2,880	1,346	112	192	75	1,155	1,650	40%	57%	7%	3%
3/19/2015	36	2,880	1,459	112	192	60	1,057	1,763	37%	61%	7%	2%
3/26/2015	40	3,200	1,142	112	185	446	1,315	1,439	41%	45%	6%	14%
4/2/2015	36	2,880	1,406	112	185	63	1,114	1,703	39%	59%	6%	2%
4/9/2015	36	2,880	1,452	112	185	83	1,048	1,749	36%	61%	6%	3%
4/16/2015	36	2,880	1,458	112	185	58	1,067	1,755	37%	61%	6%	2%
4/23/2015	36	2,880	1,213	104	187	105	1,271	1,504	44%	52%	6%	4%
4/30/2015	40	3,200	1,169	112	187	412	1,320	1,468	41%	46%	6%	13%
5/7/2015	32	2,560	1,300	112	187	57	904	1,599	35%	62%	7%	2%
5/14/2015	32	2,560	1,288	128	187	60	897	1,603	35%	63%	7%	2%
5/21/2015	36	2,880	1,291	128	187	153	1,121	1,606	39%	56%	6%	5%
5/28/2013	36	2,880	1,316	112	187	400	865	1,615	30%	56%	6%	14%
6/4/2015	36	2,880	1,276	120	187	66	1,231	1,583	43%	55%	6%	2%
6/11/2015	36	2,880	1,364	128	187	210	991	1,679	34%	58%	6%	7%
6/18/2015	32	2,560	1,281	128	187	34	931	1,596	36%	62%	7%	1%
6/25/2015	36	2,880	1,285	104	187	476	828	1,576	29%	55%	6%	17%
7/2/2015	32	2,560	1,158	112	187	68	1,035	1,457	40%	57%	7%	3%
7/9/2015	36	2,880	1,330	120	187	52	1,191	1,637	41%	57%	6%	2%
7/16/2015	36	2,880	1,258	128	187	68	1,239	1,573	43%	55%	6%	2%
7/23/2015	32	2,560	1,268	128	187	68	909	1,583	36%	62%	7%	3%
7/30/2015	36	2,880	1,119	128	187	368	1,078	1,434	37%	50%	6%	13%
8/6/2015	36	2,880	1,443	120	187	132	998	1,750	35%	61%	6%	5%
8/13/2015	32	2,560	1,241	124	187	62	946	1,552	37%	61%	7%	2%
8/20/2015	36	2,880	1,364	128	187	76	1,125	1,679	39%	58%	6%	3%
8/27/2015	28	2,240		128	90		2,022	218	90%	10%	4%	0%
9/3/2015	36	2,880	1,170	128	90	145	1,347	1,388	47%	48%	3%	5%
9/10/2015		0					0	0				
9/17/2015		0					0	0				