



COMMUNICATIONS COMMITTEE MINUTES
August 13, 2015

The regular meeting of the Communications Committee, held on Thursday, August 13, 2015, was called to order at 1:00 p.m. by Chair Blake in the Administration Conference Room.

ROLL CALL

Present:	Mr. L. Blake, Chair	Mrs. J. Reed
	Mr. P. Friedman	Ms. P. Snowden
	Ms. M. Greer	Ms. R. Winkler, Ex-Officio
Absent:	Mr. T. Bolton	
	Mr. P. Hood	
Staff and	Mr. R. Ankeny, Executive Director	
Guests:	Mr. D. Cox, Media Manager	
	Ms. C. Miller, Controller	
	Mr. J. Breen, Sec. Editor / Staff Writer	
	Mr. R. Stone, GRF Representative, Mutual One	
	Mr. P. Pratt, GRF Representative, Mutual Two	
	Ms. L. Stone, GRF Representative, Mutual Three	
	Four Foundation Members	

By unanimous consent, the Chair declared the reading of the quorum notification be dispensed with.

In accordance with California Civil Code Section 4090, please be advised that a quorum of the Golden Rain Foundation (GRF) Board of Directors (BOD) is present at today's posted meeting. The business of the Communications Committee will be conducted in accordance with the agenda. As a quorum of the Board is present, this meeting will be conducted as a committee meeting *and* a Board meeting. The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4th Tuesday of the month. GRF Board members who are not committee members will be allowed to comment when recognized by the Chair and only during the prescribed Foundation member comment period, not to exceed four minutes, as set forth in

Policy 5610, Participation by Foundation Members. The minutes of today's Board meeting will be presented to the Board for approval following the approval of the committee meeting minutes in September.

INTRODUCTION OF GUESTS AND STAFF

The Chair welcomed the Committee members and staff.

The Chair announced he will be on vacation from September 11, 2015 through September 22, 2015.

RULES OF ORDER

The Chair asked that courtesy and respectfulness be acknowledged at all times, to wait until the Chair calls on you to speak, no cross talking and that Foundation Members will have two opportunities to speak, limited to 3 minutes per person.

APPROVAL OF MINUTES

Chair Blake declared the minutes of the regular meeting of July 9, 2015, approved, as printed.

FOUNDATION MEMBER COMMENTS (AGENDA ITEMS ONLY)

One Foundation Member commented on various items on the agenda.

CORRESPONDENCE

No correspondence was received.

UNFINISHED BUSINESS

Community Navigator – Update

The Publications Manager reported the distribution of the 2015 Community Navigator was implemented on August 13, 2015.

This Is Your Life – Update

The Chair reported he met with Carol Weller, Mutual Administration Director and Doug Cox, Publications Manager to discuss the future publication called This Is Your Life, with a focus on shareholders in the Community with interesting stories they have to tell. He reported the title of the publication will have a name change. The Chair reported he will be submitting the first publication and will also be working with Ruth

Osborn on future publications. Anyone could submit names but that GRF Board of Directors and Mutual Directors will be excluded.

NEW BUSINESS

2016 Budget, Cost Center 36, News

Staff and Committee members reviewed the preliminary 2016 Budget for Cost Center 36, News.

Mr. Friedman MOVED, seconded by Mrs. Greer and carried unanimously –

TO maintain the Navigator for 2016.

Mrs. Greer MOVED, seconded by Mr. Friedman and carried unanimously –

TO add to the 2016 Budget Bus Schedule Cards, Amphitheater Amplified Magazine, Spadea, and Newspaper Footer Ad.

Letters to the Editor

The committee members and staff reviewed five Letters to the Editor. Out of the five letters, the following were approved for publication:

Letter One – Publish with the removal of names. Recommend to writer if they wish to personally commend an employee, to write a letter to the Human Resources Director.

Letter Three – Remove names and start the publication with the second paragraph and remove paragraph three.

Letter Four – Publish with Editor's note that this policy has been updated and will have no further publications.

Letter Five – Place under article as it is an advertisement for this Organization.

Members Column

The committee members reviewed one letter to be published under the Member's Column. After discussion, the Committee concurred to publish one and to send the other back for the redaction of names and to shorten.

Future Publication – Amenities

The Chair received a request to publish an article on the amenities and services offered in the Community.

The Chair called a break at 2:40 p.m. The meeting resumed at 2:50 p.m.

STAFF REPORTS

Publications Manager

The Media Manager's report is attached at the end of the minutes.

Executive Director

The Executive Director spoke on the publication of minutes in the newspaper.

Ms. Snowden MOVED, seconded by Mr. Friedman and carried unanimously –

TO recommend the GRF BOD approve the publication of Recaps only of the Presidents' Council minutes and that the entire document is available on the website.

PRESIDENT'S COMMENTS

The President reported she spoke with Jill Ingram, Seal Beach City Manager and how Leisure World and the Golden Rain News can be a communication tool for the City such as events and city recreation.

COMMENT PERIOD

Shareholder / Member Comments

One Foundation member spoke on the minutes being published.

Committee Member Comments

Committee members spoke on the future publication of This Is Your Life and the publication of the Community Navigator.

ADJOURNMENT

The next monthly meeting will be on Thursday, September 10, 2015.

The meeting was adjourned at 3:53 p.m.



Paula Snowden, Co-Chair
COMMUNICATIONS COMMITTEE
MM 9/2/15

MOTIONS

- By unanimous consent, the Chair declared the reading of the quorum notification be dispensed with;
- Chair Blake declared the minutes of the regular meeting of July 9, 2015, approved, as printed;
- **TO** maintain the Navigator for 2016;
- **TO** add to the 2016 Budget Bus Schedule Cards, Amphitheater Amplified Magazine, Spadea, and Newspaper Footer Ad;



The News | CC36

Manager's Report to
Publications Committee

August, 2015

Date Released: 08/10/15

Contents

Budget

1. Budget variance report

For Cost Center 36, there is a negative YTD variance to budget 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. 4-5, and narrative, p. 6.

Updates

Publication: *The News*

With five issues, July was a very busy month. One of the most encouraging signs of reader interest was our inability to keep news racks filled for each of the three issues spotlighting the Joint Forces Training Center on the front page. The last time an issue was this popular was the April 30 *Fall of Saigon* edition of *The News*.

See Manager's Report: Updated Weekly Summary Report for The News (A/E, Inches and Percentages), p. 7.

2. Advertising

Forty-three new advertisers were welcomed to GRF publications in July, with the majority signing up for 12-time insertions.

There were 283 active house ads, up from 202 in June. The majority have made 26- and 52-week commitments, with increases in the real estate, travel and bus signs categories.

Of particular note is that the successful credit card program has allowed us to reach another financial milestone: the first-ever 52-week contract in Classified Advertising.

See Exhibit: Display Sales Log, pp. 8-20.

Projects

3. *Community Navigator*

Distribution of the 2015 inaugural issue of the former *Services and Facilities Directory* started the week of August 13.

Presentation

4. *Advertising and Editorial (A/E) and the Impact of Adding Pages, p. 21*
5. *Aggregate Costs of Publishing GRF Reports, p. 22*
6. *New Opportunities for Increasing Advertising Revenue*

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				
2,579	3,042	463	6101000 36	Commissions - News	225,785	223,509	(2,276)	383,790
2,643	2,622	(21)	6140000 36	Employment Taxes - News	21,544	20,103	(1,441)	34,517
1,167	1,260	93	6142000 36	Workers' Compensation - News	19,993	19,571	(422)	32,613
4,489	4,854	365	6143000 36	Group Insurance - Medical - News	6,935	8,823	1,888	11,787
123	110	(13)	6143300 36	Group Insurance - Dental - News	29,611	33,978	4,367	58,248
66	61	(5)	6143500 36	Group Insurance - Vision - News	744	769	25	1,319
968	1,144	176	6144000 36	401(k) Match - News	424	428	4	733
100	158	58	6145000 36	Group Insurance - Life - News	6,920	7,562	642	12,984
108	184	76	6146000 36	Long Term Disability Insurance - News	708	1,107	399	1,897
0	0	0	6211000 36	Continuing Education - News	735	1,294	559	2,214
0	0	0	6214000 36	Meals & Special Events - News	2,849	0	(2,849)	0
141	225	84	6215000 36	Mileage - News	154	0	(154)	0
209	105	(104)	6410000 36	Office Supplies - News	265	1,575	1,311	2,700
0	200	200	6410005 36	Building Supplies - News	1,458	735	(723)	1,260
79	50	(29)	6410010 36	Hospitality - News	63	1,400	1,337	2,400
356	100	(256)	6410015 36	Computer Supplies - News	137	350	213	600
0	100	100	6410020 36	Equipment Expense - News	1,038	700	(338)	1,200
572	300	(272)	6410030 36	Printer / Copier Supplies - News	598	700	102	1,200
962	733	(229)	6420100 36	Electricity - News	3,625	2,100	(1,525)	3,600
721	200	(521)	6435100 36	Bank Service Fees - News	3,661	2,702	(959)	5,100
112	125	13	6444000 36	Equipment Rental - News	4,046	1,400	(2,646)	2,400
0	50	50	6471000 36	Building Repair & Maintenance - News	945	870	(75)	1,495
0	100	100	6472000 36	Equipment Repair & Maintenance - News	475	350	(125)	600
33	67	34	6478000 36	Service Contracts - News	85	700	615	1,200
0	75	75	6481000 36	Computer Maintenance & Software - News	220	465	245	800
0	309	309	6482000 36	Dues, Memberships & Books - News	2,034	525	(1,509)	900
6,928	8,621	1,693	6483500 36	Newspaper Distribution - News	6,287	3,238	(3,049)	5,200
25,099	13,725	(11,374)	6483515 36	Newspaper Printing - News	55,922	54,958	(964)	97,300
0	0	0	6483520 36	Telephone Book Printing - News	111,993	81,138	(30,855)	150,000
0	0	0	6483525 36	Navigator Book Printing - News	19,755	20,000	246	20,000
1,497	1,877	380	6731000 36	Property & Liability Insurance - News	0	6,400	6,400	6,400
1,874	0	(1,874)	6910000 36	Uncollectible Customer Receivables - New	10,479	13,136	2,657	22,521
0	83	83	6951000 36	Non-Budgeted Exp for Committee - News	1,874	950	(924)	1,900
					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				
(43)	0	(43)	5611000 36	Late Charges - News	(349)	(935)	586	(1,600)
6,445	4,500	1,945	5731000 36	Classified Advertising - News	644	0	644	0
63,795	70,000	(6,205)	5731500 36	Display Advertising - News	31,410	31,500	(90)	54,000
0	0	0	5732000 36	Navigator Book Income - News	423,568	490,000	(66,432)	840,000
0	0	0	5732500 36	Telephone Book Income - News	0	10,722	(10,722)	21,450
70,184	74,575	(4,391)		Total Other Cost Recovery	63,997	95,800	(31,803)	95,800
(11,834)	(11,834)	0	5330000 36	Income / Refund from Mutuals - News	519,644	628,547	(108,903)	1,012,150
58,350	62,741	(4,391)		Total Cost Recovery	(83,098)	(83,102)	4	(142,272)
(26,780)	(11,560)	(15,220)		Net Income / (Expense) Before Off Budget	436,546	545,445	(108,899)	869,878
				Off Budget Items	(104,815)	33,324	(138,139)	0
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

Budget Variance Report - July 2015

Dept Name - CC 36

<u>GL Code</u>	<u>Account Description</u>		<u>Variance</u>	<u>Explanation</u>
6435100-36	Bank Service Fees	\$	(521)	Considerable increase in closing advertising sales with credit cards, especially in Classified.
6483500-36	Newspaper Distribution	\$	1,693	Fewer preprinted inserts for July than planned.
6483515-36	Newspaper Printing	\$	(11,374)	Five issues were printed in July instead of the usual four issues.
5731000-36	Classified Advertising	\$	1,945	Stronger ad performance primarily due to consistent use of credit card payment option.
5731500-36	Display Advertising	\$	(6,205)	Normal midsummer upswing in advertising cut June's negative variance by more than 50%.
Total Explained Variances		\$	(14,462)	

Updated Weekly Summary Report for The News for July, 2015

Publication Week	# of Pages	% Advertising to Editorial	% GRF to Editorial	Total Display Advertising & Insert Income	Total Classified Advertising Income	Total Income	Printing Costs	Distribution Costs	P/L
July 2, 2012	32	60/40	6.6	\$ 12,967.20	\$ 684.10	\$13,381.30	\$ 3,392.16	\$ 2,297.00	\$ 7,692.14
July 9, 2015	36	59/41	4.4	\$ 10,968.23	\$ 1,053.05	\$12,021.28	\$ 3,392.16	\$ 1,987.00	\$ 6,642.12
July 16, 2015	36	57/43	4.4	\$ 16,253.44	\$ 406.85	\$16,660.29	\$ 3,730.53	\$ 1,397.00	\$ 11,532.76
July 23, 2015	32	64/36	7.5	\$ 19,695.70	\$ 763.15	\$20,458.85	\$ 3,392.16	\$ 1,397.00	\$ 15,669.69
July 30, 2015	36	63/37	34.1	\$ 20,045.70	\$ 1,850.45	\$21,896.15	\$ 3,730.53	\$ 2,347.00	\$ 15,818.62

Total Profit: \$ 57,355.33

Printed July 31, 15

DISPLAY SALES LOG - 7/31/2015

Total \$51,888.26

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 7/2/2015	04	CITYC01	CITY CLEANERS	NEW	12	3x5	\$12.80		\$192.00
2 7/16/2015	06	HERIT02	HERITAGE POINTE	NEW	12	3x8	\$11.65		\$279.60
3 7/16/2015	04	GOFAM0	GO FAME	NEW	1	2x5	\$15.45		\$154.50
4 7/16/2015	04	CITYC01	CITY CLEANERS	NEW	12	3x5	\$12.80		\$192.00
5 7/23/2015	04	CHURC01	CHURCH OF	NEW	26	1x?	\$11.65		\$25.20
6 7/23/2015	04	RELAX01	RELAX THE BACK	NEW	4	3x3.5	\$12.19		\$128.00
7 7/9/2015	06	FAMER01	FARMERS &	NEW	12	c 3x8	\$11.65	100.00	\$379.60
8 7/9/2015	04	ZOUNDO2	ZOUNDS HEARING	NEW	26	c 5x16	\$8.70	100.00	\$796.00
9 7/16/2015	06	FAMER01	FARMERS &	NEW	12	c 3x8	\$11.65	100.00	\$379.60
10 7/16/2015	04	NERVI01	NERVIG LAW	NEW	4	c 2x5.5	\$14.05		\$154.55
11 7/9/2015	04	JOHNW0	JOHN WEBSTER	NEW	4	r 1x8	\$14.05		\$112.40
12 7/23/2015	04	JOHNW0	JOHN WEBSTER	NEW	4	r 1x8	\$14.05		\$112.40
13 7/23/2015	04	COHEN02	COHEN, ISABELLA	NEW	1	r 1x8	\$15.45		\$123.60
14 7/2/2015	04	ITALY01	ITALY SHOES	NEW	12	x 8x1	\$3.13		\$25.00
15 7/2/2015	04	MOMAN0	MOM AND DADS	NEW	12	x 8x1	\$6.25		\$50.00
16 7/2/2015	04	NONSU01	NONSURGICAL	NEW	4	x 8x1	\$3.13		\$25.00
17 7/2/2015	06	HOCAR01	HOME CARE	NEW	12	x 8x1	\$3.13		\$25.00
18 7/2/2015	06	KONRA01	KONRAD	NEW	12	x 8x1	\$3.13		\$25.00
19 7/2/2015	06	LBMAY01	L.B. MAYTAG	NEW	12	x 8x1	\$3.13		\$25.00
20 7/2/2015	06	MTZIO01	MT. ZION	NEW	12	x 8x1	\$3.13		\$25.00
21 7/2/2015	06	STONW0	STONE WAYS	NEW	12	x 8x1	\$3.13		\$25.00
22 7/2/2015	04	ECODR01	ECO DRY CLEAN	NEW	12	x 8x1	\$3.13		\$25.00
23 7/9/2015	06	HOCAR01	HOME CARE	NEW	12	x 8x1	\$3.13		\$25.00
24 7/9/2015	06	KONRA01	KONRAD	NEW	12	x 8x1	\$3.13		\$25.00
25 7/9/2015	06	LBMAY01	L.B. MAYTAG	NEW	12	x 8x1	\$3.13		\$25.00
26 7/9/2015	06	MTZIO01	MT. ZION	NEW	12	x 8x1	\$3.13		\$25.00
27 7/9/2015	06	STONW0	STONE WAYS	NEW	12	x 8x1	\$3.13		\$25.00
28 7/9/2015	04	ECODR01	ECO DRY CLEAN	NEW	12	x 8x1	\$3.13		\$25.00
29 7/9/2015	04	ITALY01	ITALY SHOES	NEW	12	x 8x1	\$3.13		\$25.00
30 7/9/2015	04	MOMAN0	MOM AND DADS	NEW	12	x 8x1	\$6.25		\$50.00

Printed July 31, 15

DISPLAY SALES LOG -

2

Dede - 04

Total \$51,888.26

Karen - 06

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
31 7/9/2015	04	NONSU01	NONSURGICAL	NEW	4	x 8x1	\$3.13		\$25.00
32 7/16/2015	06	HOCAR01	HOME CARE	NEW	12	x 8x1	\$3.13		\$25.00
33 7/16/2015	06	KONRA01	KONRAD	NEW	12	x 8x1	\$3.13		\$25.00
34 7/16/2015	06	LBMAY01	L.B. MAYTAG	NEW	12	x 8x1	\$3.13		\$25.00
35 7/16/2015	06	MTZIO01	MT. ZION	NEW	12	x 8x1	\$3.13		\$25.00
36 7/16/2015	06	STONW0	STONE WAYS	NEW	12	x 8x1	\$3.13		\$25.00
37 7/16/2015	04	MOMAN0	MOM AND DADS	NEW	12	x 8x1	\$6.25		\$50.00
38 7/23/2015	04	MOMAN0	MOM AND DADS	NEW	12	x 8x1	\$6.25		\$50.00
39 7/23/2015	06	HOCAR01	HOME CARE	NEW	12	x 8x1	\$3.13		\$25.00
40 7/23/2015	06	KONRA01	KONRAD	NEW	12	x 8x1	\$3.13		\$25.00
41 7/23/2015	06	LBMAY01	L.B. MAYTAG	NEW	12	x 8x1	\$3.13		\$25.00
42 7/23/2015	06	MTZIO01	MT. ZION	NEW	12	x 8x1	\$3.13		\$25.00
43 7/23/2015	06	STONW0	STONE WAYS	NEW	12	x 8x1	\$3.13		\$25.00
44 7/2/2015	04	SKYLI01	SKYLIGHTS PLUS	HOUSE	52	2x3	\$10.60		\$63.60
45 7/2/2015	04	LEISU13	LEISURE WORLD	HOUSE	52	2x6	\$10.60		\$127.20
46 7/2/2015	04	LOSAL07	LOS ALAMITOS	HOUSE	26	3x4	\$11.65		\$139.80
47 7/2/2015	06	DINOS01	DINOS	HOUSE	52	2x2.75	\$10.60		\$58.30
48 7/2/2015	06	FAITH01	FAITH CHRISTIAN	HOUSE	52	2x4	\$10.60		\$84.80
49 7/2/2015	06	KARLT01	KARLTON	HOUSE	52	2x5	\$10.60		\$106.00
50 7/2/2015	06	LBPLA01	L B PLAYHOUSE	HOUSE	52	2x5	\$10.60		\$106.00
51 7/9/2015	06	DINOS01	DINOS	HOUSE	52	2x2.75	\$10.60		\$58.30
52 7/9/2015	06	FAITH01	FAITH CHRISTIAN	HOUSE	52	2x4	\$10.60		\$84.80
53 7/9/2015	06	KARLT01	KARLTON	HOUSE	52	2x3	\$10.60		\$63.60
54 7/9/2015	06	LBPLA01	L B PLAYHOUSE	HOUSE	52	2x5	\$10.60		\$106.00
55 7/9/2015	04	LEISU13	LEISURE WORLD	HOUSE	52	2x6	\$10.60		\$127.20
56 7/9/2015	04	SKYLI01	SKYLIGHTS PLUS	HOUSE	52	2x3	\$10.60		\$63.60
57 7/9/2015	04	LOSAL07	LOS ALAMITOS	HOUSE	26	3x4	\$11.65		\$139.80
58 7/16/2015	06	DINOS01	DINOS	HOUSE	52	2x2.75	\$10.60		\$58.30
59 7/16/2015	06	FAITH01	FAITH CHRISTIAN	HOUSE	52	2x4	\$10.60		\$84.80
60 7/16/2015	06	KARLT01	KARLTON	HOUSE	52	2x5	\$10.60		\$106.00

Printed July 31, 15

DISPLAY SALES LOG -

3

Dede - 04

Total \$51,888.26

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
7/16/2015	06	LBPLA01	L B PLAYHOUSE	HOUSE	52	2x5	\$10.60		\$106.00
7/16/2015	04	SKYLI01	SKYLIGHTS PLUS	HOUSE	52	2x3	\$10.60		\$63.60
7/16/2015	04	LEISU13	LEISURE WORLD	HOUSE	52	2x6	\$10.60		\$127.20
7/16/2015	04	LOSAL07	LOS ALAMITOS	HOUSE	26	3x4	\$11.65		\$139.80
7/23/2015	04	LEISU13	LEISURE WORLD	HOUSE	52	2x6	\$10.60		\$127.20
7/23/2015	04	SKYLI01	SKYLIGHTS PLUS	HOUSE	52	2x3	\$10.60		\$63.60
7/23/2015	04	LOSAL07	LOS ALAMITOS	HOUSE	26	3x4	\$11.65		\$139.80
7/23/2015	06	DINOS01	DINOS	HOUSE	52	2x2.75	\$10.60		\$58.30
7/23/2015	06	FAITH01	FAITH CHRISTIAN	HOUSE	52	2x4	\$10.60		\$84.80
7/23/2015	06	KARLT01	KARLTON	HOUSE	52	2x3	\$10.60		\$63.60
7/23/2015	06	LBPLA01	L B PLAYHOUSE	HOUSE	52	2x5	\$10.60		\$106.00
7/2/2015	04	GREEN02	GREENWOOD	HOUSE	52	c 3x6	\$10.60	100.00	\$290.80
7/2/2015	06	FIRTE01	FIRST TEAM REAL	HOUSE	52	c 5x16	\$8.00	100.00	\$740.00
7/2/2015	04	SONUS02	SONUS	HOUSE	52	c 4x10	\$8.70	100.00	\$448.00
7/9/2015	06	FIRTE01	FIRST TEAM REAL	HOUSE	52	c 5x16	\$8.00	100.00	\$740.00
7/9/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	c 2x4	\$10.60	67.50	\$152.30
7/9/2015	04	SONUS02	SONUS	HOUSE	52	c 4x10	\$8.70	100.00	\$448.00
7/16/2015	06	FIRTE01	FIRST TEAM REAL	HOUSE	52	c 5x16	\$8.00	100.00	\$740.00
7/16/2015	04	GREEN02	GREENWOOD	HOUSE	52	c 3x6	\$10.60	100.00	\$290.80
7/16/2015	04	SONUS02	SONUS	HOUSE	52	c 4x10	\$8.70	100.00	\$448.00
7/23/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	c 2x4	\$10.60	67.50	\$152.30
7/23/2015	04	SONUS02	SONUS	HOUSE	52	c 4x10	\$8.70	100.00	\$448.00
7/23/2015	06	FIRTE01	FIRST TEAM REAL	HOUSE	52	c 5x16	\$8.00	100.00	\$740.00
7/2/2015	04	KENGR01	KEN GRODY FORD	HOUSE	52	n 1x1	\$6.50		\$6.50
7/2/2015	04	LEXUS02	LEXUS OF	HOUSE	52	n 1x1	\$6.50		\$6.50
7/2/2015	04	TOYOT04	TOYOTA OF HUNT	HOUSE	52	n 1x1	\$6.50		\$6.50
7/9/2015	04	KENGR01	KEN GRODY FORD	HOUSE	52	n 1x1	\$6.50		\$6.50
7/9/2015	04	LEXUS02	LEXUS OF	HOUSE	52	n 1x1	\$6.50		\$6.50
7/9/2015	04	TOYOT04	TOYOTA OF HUNT	HOUSE	52	n 1x1	\$6.50		\$6.50
7/16/2015	04	KENGR01	KEN GRODY FORD	HOUSE	52	n 1x1	\$6.50		\$6.50

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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
91	7/16/2015	04	LEXUS02 LEXUS OF	HOUSE	52	n	1x1	\$6.50		\$6.50
92	7/16/2015	04	TOYOT04 TOYOTA OF HUNT	HOUSE	52	n	1x1	\$6.50		\$6.50
93	7/23/2015	04	KENGR01 KEN GRODY FORD	HOUSE	52	n	1x1	\$6.50		\$6.50
94	7/23/2015	04	LEXUS02 LEXUS OF	HOUSE	52	n	1x1	\$6.50		\$6.50
95	7/23/2015	04	TOYOT04 TOYOTA OF HUNT	HOUSE	52	n	1x1	\$6.50		\$6.50
96	7/2/2015	04	REEDJ01 REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
97	7/2/2015	04	GRAY001 GRAY, ROBIN	HOUSE	52	r	5x8	\$8.70	100.00	\$448.00
98	7/2/2015	04	HADLE01 HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
99	7/2/2015	06	CHARL01 CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
100	7/9/2015	06	CHARL01 CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
101	7/9/2015	04	LEISU10 LEISURE LIVING	HOUSE	52	r	1x16	\$10.60		\$169.60
102	7/9/2015	04	REEDJ01 REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
103	7/9/2015	04	GRAY001 GRAY, ROBIN	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
104	7/9/2015	04	HADLE01 HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
105	7/16/2015	06	CHARL01 CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
106	7/16/2015	04	REEDJ01 REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
107	7/16/2015	04	GRAY001 GRAY, ROBIN	HOUSE	52	r	5x8	\$8.70	100.00	\$448.00
108	7/16/2015	04	HADLE01 HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
109	7/23/2015	04	LEISU10 LEISURE LIVING	HOUSE	52	r	1x16	\$10.60		\$169.60
110	7/23/2015	04	REEDJ01 REED, JOYCE	HOUSE	52	r	1x8	\$10.60		\$84.80
111	7/23/2015	04	GRAY001 GRAY, ROBIN	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
112	7/23/2015	04	HADLE01 HADLEY, GLORIA &	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
113	7/23/2015	06	CHARL01 CHARLES BRISKEY	HOUSE	52	r	5x16	\$8.00	100.00	\$740.00
114	7/2/2015	04	JIMMI01 JIMMIE R. BOYD,	HOUSE	52	r	2x8	\$10.60		\$169.60
115	7/2/2015	04	LEISU10 LEISURE LIVING	HOUSE	52	r	5x8	\$8.70	100.00	\$448.00
116	7/2/2015	06	SHAPI01 SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
117	7/2/2015	06	MULHE01 BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
118	7/9/2015	06	SHAPI01 SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
119	7/9/2015	06	MULHE01 BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
120	7/9/2015	04	JIMMI01 JIMMIE R. BOYD,	HOUSE	52	r	2x8	\$10.60		\$169.60

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Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
121 7/16/2015	06	SHAPI01	SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
122 7/16/2015	06	MULHE01	BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
123 7/16/2015	04	JIMMI01	JIMMIE R. BOYD,	HOUSE	52	r	5x8	\$8.70	200.00	\$548.00
124 7/16/2015	04	LEISU10	LEISURE LIVING	HOUSE	52	r	5x8	\$8.70		\$348.00
125 7/23/2015	04	JIMMI01	JIMMIE R. BOYD,	HOUSE	52	r	5x8	\$8.70		\$348.00
126 7/23/2015	06	SHAPI01	SHAPIRO, ERIKA	HOUSE	52	r	1x16	\$8.30		\$132.80
127 7/23/2015	06	MULHE01	BERKSHIRE	HOUSE	52	r	5x8	\$8.70		\$348.00
128 7/2/2015	06	WARRE0	WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
129 7/9/2015	06	WARRE0	WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
130 7/16/2015	06	WARRE0	WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
131 7/23/2015	06	WARRE0	WARREN TRAVEL	HOUSE	52	t	2x2	\$10.60		\$42.40
132 7/2/2015	04	ALLHA01	ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
133 7/2/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
134 7/2/2015	04	CARNA01	CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
135 7/2/2015	04	FODEN01	FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
136 7/2/2015	04	GENES01	GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
137 7/2/2015	04	GREEN02	GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
138 7/2/2015	04	JOHNB01	JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
139 7/2/2015	04	LOSAL01	LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
140 7/2/2015	04	SENI011	SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00
141 7/2/2015	04	SOTOL01	SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
142 7/2/2015	06	KITCH01	KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
143 7/2/2015	06	GROHD0	GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
144 7/2/2015	06	GUNDE01	GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
145 7/2/2015	06	JCKRE01	J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
146 7/2/2015	06	JOYFU01	JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
147 7/2/2015	06	KANGC01	TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
148 7/2/2015	06	LEISU06	LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
149 7/2/2015	06	LENNI01	LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
150 7/2/2015	06	MERCU0	MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00

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1s_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
151 7/2/2015	06	NUKOT01	NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
152 7/2/2015	06	PENAC01	PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
153 7/2/2015	06	RTATH02	RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
154 7/2/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
155 7/2/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
156 7/2/2015	04	DBHAN01	DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00
157 7/9/2015	06	KITCH01	KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
158 7/9/2015	06	GROHD0	GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
159 7/9/2015	06	GUNDE01	GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
160 7/9/2015	06	JCKRE01	J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
161 7/9/2015	06	JOYFU01	JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
162 7/9/2015	06	KANGC01	TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
163 7/9/2015	06	LEISU06	LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
164 7/9/2015	06	LENNI01	LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
165 7/9/2015	06	MERCU0	MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00
166 7/9/2015	06	NUKOT01	NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
167 7/9/2015	06	PENAC01	PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
168 7/9/2015	06	RTATH02	RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
169 7/9/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
170 7/9/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
171 7/9/2015	04	ALLHA01	ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
172 7/9/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
173 7/9/2015	04	CARNA01	CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
174 7/9/2015	04	DBHAN01	DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00
175 7/9/2015	04	FODEN01	FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
176 7/9/2015	04	GENES01	GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
177 7/9/2015	04	GREEN02	GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
178 7/9/2015	04	JOHNB01	JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
179 7/9/2015	04	LOSAL01	LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
180 7/9/2015	04	SENIO11	SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00

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Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
181 7/9/2015	04	SOTOL01	SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
182 7/16/2015	06	KITCH01	KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
183 7/16/2015	06	GROHD0	GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
184 7/16/2015	06	GUNDE01	GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
185 7/16/2015	06	JCKRE01	J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
186 7/16/2015	06	JOYFU01	JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
187 7/16/2015	06	KANGC01	TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
188 7/16/2015	06	LEISU06	LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
189 7/16/2015	06	LENNI01	LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
190 7/16/2015	06	MERCU0	MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00
191 7/16/2015	06	NUKOT01	NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
192 7/16/2015	06	PENAC01	PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
193 7/16/2015	06	RTATH02	RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
194 7/16/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
195 7/16/2015	06	SWENM0	SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
196 7/16/2015	04	ALLHA01	ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
197 7/16/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
198 7/16/2015	04	CARNA01	CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
199 7/16/2015	04	DBHAN01	DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00
200 7/16/2015	04	FODEN01	FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
201 7/16/2015	04	GENES01	GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
202 7/16/2015	04	GREEN02	GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
203 7/16/2015	04	JOHNB01	JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
204 7/16/2015	04	LOSAL01	LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
205 7/16/2015	04	SENI011	SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00
206 7/16/2015	04	SOTOL01	SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
207 7/23/2015	04	ALLHA01	ALL HAPPY	HOUSE	12	x	8x1	\$3.13		\$25.00
208 7/23/2015	04	ALPIN01	ALPINE HEATING &	HOUSE	52	x	8x1	\$6.25		\$50.00
209 7/23/2015	04	CARNA01	CARNATION	HOUSE	52	x	8x1	\$3.13		\$25.00
210 7/23/2015	04	DBHAN01	DB HANDYMAN	HOUSE	12	x	8x1	\$3.13		\$25.00

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Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
211	7/23/2015	04	FODEN01 FODEN, JAMES E	HOUSE	52	x	8x1	\$3.13		\$25.00
212	7/23/2015	04	GENES01 GENE'S CARPET	HOUSE	12	x	8x1	\$3.13		\$25.00
213	7/23/2015	04	GREEN02 GREENWOOD	HOUSE	52	x	8x1	\$6.25		\$50.00
214	7/23/2015	04	JOHNB01 JOHN BERGKVIST	HOUSE	52	x	8x1	\$3.13		\$25.00
215	7/23/2015	04	LOSAL01 LOS AL BUILDERS	HOUSE	52	x	8x1	\$3.13		\$25.00
216	7/23/2015	04	SENI011 SENIOR RESOURCE	HOUSE	52	x	8x1	\$3.13		\$25.00
217	7/23/2015	04	SOTOL01 SOTO, LAW	HOUSE	52	x	8x1	\$6.25		\$50.00
218	7/23/2015	06	KITCH01 KITCH & BATH /	HOUSE	52	x	8x1	\$6.25		\$50.00
219	7/23/2015	06	GROHD0 GROH, DEBRA	HOUSE	52	x	8x1	\$3.13		\$25.00
220	7/23/2015	06	GUNDE01 GUNDERSON	HOUSE	52	x	8x1	\$3.13		\$25.00
221	7/23/2015	06	JCKRE01 J. C. KRESS	HOUSE	52	x	8x1	\$3.13		\$25.00
222	7/23/2015	06	JOYFU01 JOYFUL CARE	HOUSE	26	x	8x1	\$6.25		\$50.00
223	7/23/2015	06	KANGC01 TOTAL HOME	HOUSE	52	x	8x1	\$3.13		\$25.00
224	7/23/2015	06	LEISU06 LEISURE WORLD	HOUSE	12	x	8x1	\$3.13		\$25.00
225	7/23/2015	06	LENNI01 LENNING, GERALD	HOUSE	52	x	8x1	\$3.13		\$25.00
226	7/23/2015	06	MERCU0 MERCURIO, JOHN	HOUSE	52	x	8x1	\$3.13		\$25.00
227	7/23/2015	06	NUKOT01 NU-KOTE	HOUSE	52	x	8x1	\$6.25		\$50.00
228	7/23/2015	06	PENAC01 PENA	HOUSE	52	x	8x1	\$3.13		\$25.00
229	7/23/2015	06	RTATH02 RIGHT AT HOME	HOUSE	26	x	8x1	\$3.13		\$25.00
230	7/23/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
231	7/23/2015	06	SWENM0 SWENMAN CO.	HOUSE	52	x	8x1	\$3.13		\$25.00
232	7/2/2015	06	CHARL01 CHARLES BRISKEY	HOUSE		y	1x1	\$200.00		\$200.00
233	7/2/2015	04	GRAY001 GRAY, ROBIN	HOUSE	52	y	1x1	\$400.00		\$400.00
234	7/2/2015	04	JIMMI01 JIMMIE R. BOYD,	HOUSE	52	y	1x1	\$400.00		\$400.00
235	7/2/2015	04	LOSAL01 LOS AL BUILDERS	HOUSE	52	y	1x1	\$200.00		\$200.00
236	7/2/2015	04	LEISU13 LEISURE WORLD	HOUSE	52	y	1x1	\$300.00		\$300.00
237	7/2/2015	04	RITEA03 RITE AID C/O NSA	HOUSE		y	1x1	\$245.00		\$245.00
238	7/9/2015	04	RITEA03 RITE AID C/O NSA	HOUSE	52	y	1x1	\$245.00		\$245.00
239	7/16/2015	04	RITEA03 RITE AID C/O NSA	HOUSE	52	y	1x1	\$245.00		\$245.00
240	7/23/2015	04	RITEA03 RITE AID C/O NSA	HOUSE	52	y	1x1	\$245.00		\$245.00

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Is_Date	Sls#	Acct Number	Company	Commission	Commit	Col	Size	Rate	Color	Price
241 7/2/2015	04	BRENN01	BRENNAN,	EXISTING	26	2	x4	\$11.65		\$93.20
242 7/2/2015	04	SPITZ01	SPITZ, DR. MARC	EXISTING	52	2	x4	\$10.60		\$84.80
243 7/2/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52	3	x4	\$10.60		\$127.20
244 7/2/2015	06	JEWEL01	JEWELRY DESIGN	EXISTING	26	1	x3	\$12.80		\$38.40
245 7/2/2015	06	RUSSC01	RUSS CONKLE	EXISTING	26	2	x5	\$11.65		\$116.50
246 7/2/2015	06	PALRE01	THE PALMS	EXISTING	12	2	x5	\$12.80		\$128.00
247 7/2/2015	06	CHENG01	CHENG / BEACH	EXISTING	26	3	x8	\$10.60		\$254.40
248 7/2/2015	06	PUGAC01	PUGACH MD,	EXISTING	12	3	x8	\$11.65		\$279.60
249 7/2/2015	06	REDWK0	RED WOK	EXISTING	26	3	x8	\$0.00		\$0.00
250 7/2/2015	06	GOODY0	COASTLINE AUTO	EXISTING	26	5	x8	\$8.00		\$320.00
251 7/9/2015	06	NEPTU01	NEPTUNE SOCIETY	EXISTING	12	1	x4	\$12.80		\$51.20
252 7/9/2015	06	PICKU01	PICK-UP STIX	EXISTING	26	2	x5	\$11.65		\$116.50
253 7/9/2015	06	UNATI01	UNATIN, GILBERT, D	EXISTING	26	3	x5	\$10.60		\$159.00
254 7/9/2015	04	ORALH01	ORAL HEALTH	EXISTING	4	2	x3	\$14.05		\$84.30
255 7/9/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52	3	x4	\$10.60		\$127.20
256 7/16/2015	06	JEWEL01	JEWELRY DESIGN	EXISTING	26	1	x3	\$12.80		\$38.40
257 7/16/2015	06	RUSSC01	RUSS CONKLE	EXISTING	26	2	x5	\$11.65		\$116.50
258 7/16/2015	06	CHENG01	CHENG / BEACH	EXISTING	26	3	x8	\$10.60		\$254.40
259 7/16/2015	06	GOODY0	COASTLINE AUTO	EXISTING	26	3	x3	\$10.60		\$95.40
260 7/16/2015	04	BRENN01	BRENNAN,	EXISTING	26	2	x3.5	\$11.65		\$81.55
261 7/16/2015	04	SPITZ01	SPITZ, DR. MARC	EXISTING	52	2	x4	\$10.60		\$84.80
262 7/16/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52	3	x4	\$10.60		\$127.20
263 7/23/2015	04	WILLE01	WILLED BODY	EXISTING	12	2	x5	\$12.80		\$128.00
264 7/23/2015	04	CHEVR01	CHEVRON, SEAL	EXISTING	52	3	x4	\$10.60		\$127.20
265 7/23/2015	06	PICKU01	PICK-UP STIX	EXISTING	26	2	x5	\$11.65		\$116.50
266 7/23/2015	06	UNATI01	UNATIN, GILBERT, D	EXISTING	26	3	x5	\$10.60		\$159.00
267 7/9/2015	04	LWMAN0	LW MANAGED	EXISTING	12	a	4x10	\$5.30	100.00	\$312.00
268 7/23/2015	04	LWMAN0	LW MANAGED	EXISTING	12	a	4x10	\$5.30	100.00	\$312.00
269 7/2/2015	04	BINGO01	BINGO CLUB	EXISTING	26	c	3x8	\$10.60	67.50	\$321.90
270 7/2/2015	04	NUVIS01	NUVISION FEDERAL	EXISTING	26	c	5x8	\$9.45	200.00	\$578.00

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DISPLAY SALES LOG -

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Dede - 04

Total \$51,888.26

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
271 7/9/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	12	c	2x5.85	\$12.80	100.00	\$249.76
272 7/9/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	c	3x8	\$8.70	100.00	\$308.80
273 7/9/2015	06	KATEL02	KATELLA SENIOR	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
274 7/9/2015	06	HUNTI05	HUNTINGTON	EXISTING	12	c	4x10	\$10.60	100.00	\$524.00
275 7/9/2015	06	PALAC01	PALA CASINO	EXISTING	26	c	4x10	\$9.45	200.00	\$578.00
276 7/9/2015	06	BIXBY03	BIXBY PLAZA	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
277 7/9/2015	04	DOBRI01	DOBRIK HEARING	EXISTING	12	c	4x10	\$10.60	100.00	\$524.00
278 7/9/2015	04	LEISU15	LEISURE WORLD	EXISTING	12	c	4x10	\$5.30	100.00	\$312.00
279 7/9/2015	04	RBGHI01	RBG HIGH INTEL	EXISTING	52	c	4x10	\$8.70	100.00	\$448.00
280 7/16/2015	06	BIXBY03	BIXBY PLAZA	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
281 7/16/2015	04	BINGO01	BINGO CLUB	EXISTING	26	c	3x8	\$10.60	67.50	\$321.90
282 7/16/2015	04	RBGHI01	RBG HIGH INTEL	EXISTING	52	c	4x10	\$8.70	100.00	\$448.00
283 7/16/2015	04	LOSAL06	LOS ALAMITOS	EXISTING	12	c	4x11	\$10.60	200.00	\$666.40
284 7/16/2015	04	NUVIS01	NUVISION FEDERAL	EXISTING	26	c	5x8	\$9.45	200.00	\$578.00
285 7/16/2015	04	JAYSH01	JAY'S HEARING AID	EXISTING	26	c	5x16	\$8.70	100.00	\$796.00
286 7/23/2015	04	LEISU15	LEISURE WORLD	EXISTING	12	c	4x10	\$5.30	100.00	\$312.00
287 7/23/2015	04	RBGHI01	RBG HIGH INTEL	EXISTING	52	c	4x10	\$8.70	100.00	\$448.00
288 7/23/2015	04	ZOUND02	ZOUNDS HEARING	EXISTING	26	c	5x16	\$8.70	100.00	\$796.00
289 7/23/2015	06	BIXBY03	BIXBY PLAZA	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
290 7/23/2015	06	FAMER01	FARMERS &	EXISTING	12	c	3x8	\$11.65	100.00	\$379.60
291 7/23/2015	06	KATEL02	KATELLA SENIOR	EXISTING	26	c	3x8	\$10.60	100.00	\$354.40
292 7/23/2015	06	PALAC01	PALA CASINO	EXISTING	26	c	4x10	\$9.45	200.00	\$578.00
293 7/2/2015	06	ALLEN01	ALLEN, SUSIE	EXISTING	26	r	1x8	\$11.65		\$93.20
294 7/16/2015	06	ALLEN01	ALLEN, SUSIE	EXISTING	26	r	2x8	\$11.65		\$186.40
295 7/2/2015	06	MCINE01	MC INERNEY,	EXISTING	52	r	1x8	\$8.30		\$66.40
296 7/9/2015	06	CHUML01	CHUMLEY, VERNA	EXISTING	26	r	2x8	\$11.65		\$186.40
297 7/16/2015	06	MCINE01	MC INERNEY,	EXISTING	52	r	1x8	\$8.30		\$66.40
298 7/23/2015	06	ESTEE01	ESTEE AT	EXISTING	12	r	1x8	\$12.80		\$102.40
299 7/23/2015	06	CHUML01	CHUMLEY, VERNA	EXISTING	26	r	2x8	\$11.65		\$186.40
300 7/2/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x	8x1	\$3.13		\$25.00

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DISPLAY SALES LOG -

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Dede - 04

Total \$51,888.26

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 7/2/2015	04	CALBA02	CAL BATH &	EXISTING	26	x	8x1	\$3.13		\$25.00
302 7/2/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x	8x1	\$3.13		\$25.00
303 7/2/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x	8x1	\$3.13		\$25.00
304 7/2/2015	04	PHILF01	PHIL FARMER -	EXISTING	12	x	8x1	\$3.13		\$25.00
305 7/2/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x	8x1	\$3.13		\$25.00
306 7/2/2015	04	STATE02	STATE FARM INS	EXISTING	12	x	8x1	\$3.13		\$25.00
307 7/2/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
308 7/2/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
309 7/2/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
310 7/2/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
311 7/2/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
312 7/9/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
313 7/9/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
314 7/9/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
315 7/9/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
316 7/9/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
317 7/9/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x	8x1	\$3.13		\$25.00
318 7/9/2015	04	CALBA02	CAL BATH &	EXISTING	26	x	8x1	\$3.13		\$25.00
319 7/9/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x	8x1	\$3.13		\$25.00
320 7/9/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x	8x1	\$3.13		\$25.00
321 7/9/2015	04	PHILF01	PHIL FARMER -	EXISTING	12	x	8x1	\$3.13		\$25.00
322 7/9/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x	8x1	\$3.13		\$25.00
323 7/9/2015	04	STATE02	STATE FARM INS	EXISTING	12	x	8x1	\$3.13		\$25.00
324 7/16/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
325 7/16/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
326 7/16/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
327 7/16/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
328 7/16/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
329 7/16/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x	8x1	\$3.13		\$25.00
330 7/16/2015	04	CALBA02	CAL BATH &	EXISTING	26	x	8x1	\$3.13		\$25.00

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DISPLAY SALES LOG -

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Dede - 04

Total \$51,888.26

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
331 7/16/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x	8x1	\$3.13		\$25.00
332 7/16/2015	04	ECODR01	ECO DRY CLEAN	EXISTING	12	x	8x1	\$3.13		\$25.00
333 7/16/2015	04	ITALY01	ITALY SHOES	EXISTING	12	x	8x1	\$3.13		\$25.00
334 7/16/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x	8x1	\$3.13		\$25.00
335 7/16/2015	04	PHILF01	PHIL FARMER -	EXISTING	12	x	8x1	\$3.13		\$25.00
336 7/16/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x	8x1	\$3.13		\$25.00
337 7/16/2015	04	STATE02	STATE FARM INS	EXISTING	12	x	8x1	\$3.13		\$25.00
338 7/23/2015	04	BRIGH01	BRIGHT WATCH	EXISTING	12	x	8x1	\$3.13		\$25.00
339 7/23/2015	04	CALBA02	CAL BATH &	EXISTING	26	x	8x1	\$3.13		\$25.00
340 7/23/2015	04	COMPU0	COMPUTER IMAGES	EXISTING	12	x	8x1	\$3.13		\$25.00
341 7/23/2015	04	ECODR01	ECO DRY CLEAN	EXISTING	12	x	8x1	\$3.13		\$25.00
342 7/23/2015	04	ITALY01	ITALY SHOES	EXISTING	12	x	8x1	\$3.13		\$25.00
343 7/23/2015	04	JONGH01	JONGHAN KIM	EXISTING	12	x	8x1	\$3.13		\$25.00
344 7/23/2015	04	PHILF01	PHIL FARMER -	EXISTING	12	x	8x1	\$3.13		\$25.00
345 7/23/2015	04	SOUTH06	SOUTH COAST	EXISTING	12	x	8x1	\$3.13		\$25.00
346 7/23/2015	04	STATE02	STATE FARM INS	EXISTING	12	x	8x1	\$3.13		\$25.00
347 7/23/2015	06	ASHAD01	A. SHADOW HANDY	EXISTING	26	x	8x1	\$6.25		\$50.00
348 7/23/2015	06	AEGEA01	AEGEAN DESINING	EXISTING	26	x	8x1	\$3.13		\$25.00
349 7/23/2015	06	LAOSD01	DR. ARTHUR LAOS	EXISTING	52	x	8x1	\$3.13		\$25.00
350 7/23/2015	06	COAST02	COAST FACTORY	EXISTING	52	x	8x1	\$3.13		\$25.00
351 7/23/2015	06	COLEE01	COLEE'S PET CARE	EXISTING	52	x	8x1	\$3.13		\$25.00
352 7/2/2015	04	HADLE02	HADLEY, GLORIA &	EXISTING	12	yb	1x1	\$400.00		\$400.00
353 7/2/2015	06	LOSAL04	LOS AL	EXISTING	12	yb	1x1	\$400.00		\$400.00
354 7/2/2015	06	OGAN001	OGAN	EXISTING		yb	1x1	\$200.00		\$200.00
355 7/2/2015	04	LEISU15	LEISURE WORLD	EXISTING	12	yb	1x1	\$400.00		\$400.00
356 7/2/2015	04	LOSAL06	LOS ALAMITOS	EXISTING	12	yb	1x1	\$400.00		\$400.00
357 7/2/2015	04	RITEA04	RITE AID	EXISTING		yb	1x1	\$200.00		\$200.00
358 7/9/2015	06	ALAMI03	ALAMITOS WEST	EXISTING	12	yi	1x1	\$187.50		\$187.50
359 7/2/2015	04	MEDIA01	MEDIA	EXISTING	1	yi	1x1	\$315.00		\$315.00
360 7/2/2015	04	METRO01	METRO	EXISTING	12	yi	1x1	\$375.00		\$375.00

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DISPLAY SALES LOG -

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Dede - 04

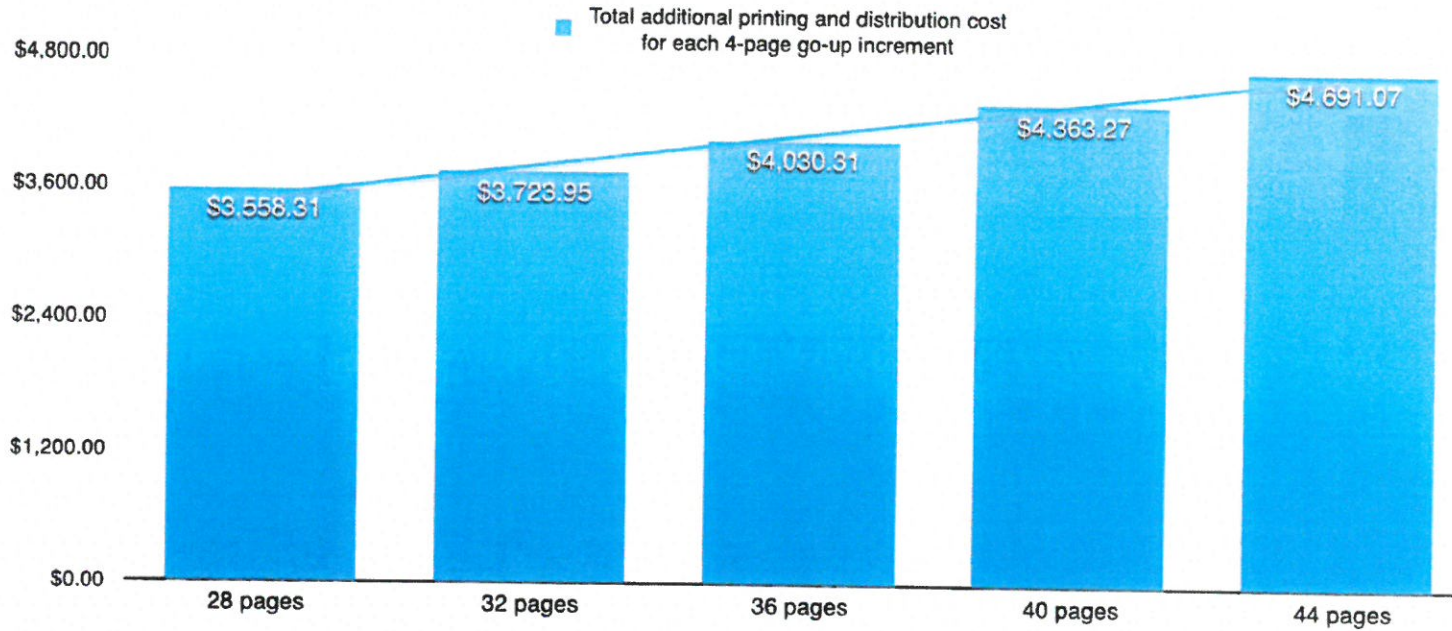
Total \$51,888.26

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
³⁶¹ 7/2/2015	04	SCAN001	SCAN	EXISTING	1	yi	1x1	\$300.00		\$300.00
³⁶² 7/9/2015	06	KATEL02	KATELLA SENIOR	EXISTING	26	yi	1x1	\$187.50		\$187.50
³⁶³ 7/9/2015	04	ORANG0	ORANGE COUNTY	EXISTING	1	yi	1x1	\$430.00		\$430.00
Total										\$51,888.26

Cost Impact of 4-Page Go-Ups on Printing and Distribution*

Paper Size by Page Count	Printing Cost	Additional Printing Cost	Distribution Cost	Additional Distribution Cost	Total Additional Cost	Total P/D Cost	Total % P/D Increase
28	\$ 2,361.31	\$ 0.00	\$ 1,197.00	\$ 0.00	\$ 0.00	\$ 3,558.31	
32	\$ 2,526.95	\$ 165.64	\$ 1,197.00	\$ 0.00	\$ 165.64	\$ 3,723.95	4.45%
36	\$ 2,833.31	\$ 306.36	\$ 1,197.00	\$ 0.00	\$ 306.36	\$ 4,030.31	7.60%
40	\$ 2,991.27	\$ 157.96	\$ 1,372.00	\$ 175.00	\$ 332.96	\$ 4,363.27	7.63%
44	\$ 3,319.07	\$ 327.80	\$ 1,372.00	\$ 175.00	\$ 502.80	\$ 4,691.07	6.99%



* All figures are based on 2015 rates per vendor. Eagle Rock insertion and distribution rates will increase in 2016.
Source: Advantage Printing and Eagle Rock Services, 2015

DATE	Pages	Total Available Inches	GRF Inches	GRF % of Total Space	Printing Cost	Distribution Cost	Total Production Cost	Cost Per Page	GRF Total P/D Expense	GRF Expense in Uncompensated Advertising Inches
1/1/15	28	2,240	29	1.29%						
1/6/15	32	2,560	57	2.23%					\$	252.30
1/15/15	32	2,560	23	0.90%					\$	495.90
1/22/15	32	2,560	22	0.86%					\$	200.10
1/31/13	32	2,560	50	1.95%					\$	191.40
Total January	156	12,480	181	7.23%	\$ 5,456	\$ 9,745	\$ 19,201	\$ 123	\$ 278.48	\$ 1,574.70
2/5/15	32	2,560	36	1.41%					\$	313.20
2/12/15	36	2,880	493	17.12%					\$	4,269.10
2/19/15	36	2,880	60	2.06%					\$	522.00
2/26/15	36	2,880	427	14.83%					\$	3,714.90
Total February	140	11,200	1,016	9.07%	\$ 17,216	\$ 7,113	\$ 24,329	\$ 174	\$ 2,206.99	\$ 8,839.20
3/5/15	40	3,200	68	2.13%					\$	591.60
3/12/15	36	2,880	75	2.60%					\$	652.50
3/19/15	36	2,880	60	2.08%					\$	522.00
3/26/15	40	3,200	446	13.94%					\$	3,880.20
Total March	152	12,160	649	5.34%	\$ 14,606	\$ 9,835	\$ 24,441	\$ 161	\$ 1,304.46	\$ 5,646.30
4/2/15	36	2,880	63	2.19%					\$	548.10
4/9/15	36	2,880	83	2.88%					\$	722.10
04/16/15	36	2,880	58	2.01%					\$	504.60
4/23/15	36	2,880	105	3.65%					\$	913.50
4/30/15	40	3,200	412	12.88%					\$	3,584.40
Total April	148	11,840	656	5.56%	\$ 7,528	\$ 6,713	\$ 14,241	\$ 96	\$ 791.43	\$ 5,724.60
5/7/15	32	2,560	57	2.23%					\$	495.90
5/14/15	32	2,560	60	2.34%					\$	522.00
5/21/15	36	2,880	153	5.31%					\$	1,331.10
5/28/13	36	2,880	400	13.89%					\$	3,480.00
Total May	136	10,880	670	6.16%	\$ 29,012	\$ 6,238	\$ 35,250	\$ 259	\$ 2,170.73	\$ 5,829.00
6/4/15	36	2,880	66	2.29%					\$	574.20
6/11/15	36	2,880	210	7.29%					\$	1,827.00
6/18/15	32	2,560	34	1.31%					\$	291.45
6/25/15	36	2,880	419	14.55%					\$	3,645.30
Total June	140	11,200	729	6.50%	\$ 15,255	\$ 9,350	\$ 24,605	\$ 176	\$ 1,600.42	\$ 6,337.95
7/2/15	32	2,560	68	2.66%					\$	591.60
7/9/15	36	2,880	52	1.81%					\$	452.40
7/18/13	36	2,880	68	2.36%					\$	591.60
7/24/15	32	2,560	68	2.66%					\$	591.60
7/31/15	36	2,880	368	12.78%					\$	3,201.60
Total July	140	11,200	556	4.96%	\$	\$ 0	\$ 0	\$ 0	\$	4,837.20
8/8/13	36	2,880	132	4.58%					\$	1,148.40
8/15/13	0	0	0						\$	0
8/22/13	0	0	0						\$	0
8/29/13	0	0	0						\$	0
9/5/13	0	0	0						\$	0
9/12/13	0	0	0						\$	0
9/19/13	0	0	0						\$	0
9/26/13	0	0	0						\$	0
10/3/13	0	0	0						\$	0
10/10/13	0	0	0						\$	0
10/17/13	0	0	0						\$	0
10/24/13	0	0	0						\$	0
10/31/13	0	0	0						\$	0
11/7/13	0	0	0						\$	0
11/14/13	0	0	0						\$	0
11/21/13	0	0	0						\$	0
11/28/13	0	0	0						\$	0
12/5/13	0	0	0						\$	0
12/12/13	0	0	0						\$	0
12/19/13	0	0	0						\$	0
12/26/23	0	0	0						\$	0

January-June, 2015	
GRF Total P/D Expense	GRF Expense in Advertising Inches
\$ 6,352.51	\$ 33,951.75

Note: Figures for July, 2015 are not yet available.