

Traffic Report

05/11/2002

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From 05/01/2000 To 05/07/2000

wsrptraf

Division Pharaoh Homes - SoCal

Project San Juan Estates

Week Ending	Traffic Source	Traffic	Cost	Comments
05/07/2000				Had special event on Sunday - great weather
	KLOV RADIO	20	\$0	
	KTTV TV	25	\$0	
	LA TIMES	23	\$300	New add placed on Friday
	NEW HOMES	15	\$0	
	OC REGISTER	21	\$0	
	Week Totals	104		
Total For	San Juan Estates	104		

Division Pharaoh Homes - SoCal

Project San Juan Villas

Week Ending	Traffic Source	Traffic	Cost	Comments
05/07/2000				Weather was good all week - letter sent as follw up
	KLOV RADIO	54	\$0	
	KTTV TV	18	\$0	New Add placed on Sunday
	LA TIMES	36	\$0	
	NEW HOMES	17	\$0	
	OC REGISTER	13	\$0	
	Week Totals	138		
Total For	San Juan Villas	138		
Total For	Pharaoh Homes - SoCal	242		