

# Traffic Report

05/11/2002

Page 1

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

wsrptraf

**Division** Pharaoh Homes - SoCal**Project** San Juan Estates

<b>Week Ending</b>	<b>Traffic Source</b>	<b>Traffic</b>	<b>Cost</b>	<b>Comments</b>
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	
	<b>Week Totals</b>	<b>104</b>		
<b>Total For</b>	<b>San Juan Estates</b>	<b>104</b>		

**Division** Pharaoh Homes - SoCal**Project** San Juan Villas

<b>Week Ending</b>	<b>Traffic Source</b>	<b>Traffic</b>	<b>Cost</b>	<b>Comments</b>
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	
	<b>Week Totals</b>	<b>138</b>		
<b>Total For</b>	<b>San Juan Villas</b>	<b>138</b>		
<b>Total For</b>	<b>Pharaoh Homes - SoCal</b>	<b>242</b>		