

The Blinder Group	TOTAL	
Program	Asbury Park & East Brunswick In Story Max Ads	
Synopsis:		
total advertiser calls made	85	
calls w/ qualified decision maker	72	
Closed business:	49	\$405,704
Pending Business	41	\$364,468
Refusal of program (see notes)	13	
closed/pending	\$ 770,172.00	

The Blinder Group	Asbury Park Press	
Barbara Wickman	In Story Max Ads	
Synopsis:		
total advertiser calls made	47	
calls w/ qualified decision maker	47	
Closed business:	29	\$297,544
Pending Business	28	\$297,544
Refusal of program (see notes)	7	
closed/pending	\$ 595,088.00	

The Blinder Group	East Brunswick	
Jane Bruce	Program	
In-Story Max Ads		
Synopsis:		
total advertiser calls made	38	
calls w/ qualified decision maker	25	
Closed business:	20	\$108,160
Pending Business	13	\$66,924
Refusal of program (see notes)	6	
closed/pending	\$ 175,084.00	

Advertiser	Qualified Decision Maker	Rep	Status	Weekly Revenue	Annual Revenue	Contract Review	Odds to "close"	Pending Revenue
Monday, February 26, 2007								
Alternative Medicine	Y	Jean Hubbard	SOLD In Story	\$199	\$10,348			
Europa South	Y	Tracy Dobridge	No- Client does not want to advertise for an entire year but does want to advertise online for slow season--prepare quote to advertise for March					
Freehold Music	Y	Christine Giarandola	SOLD In Story	\$199	\$10,348			
Bassett Furniture	Y	Sue Charlton	Pending- needs to check with Bassett's policy about advertising pricing on local site...needs to think about an alternate advertising solution	\$199			50%	\$10,348
SOLD BY REPS								
Mary Holder	Y	Jill Busanic	SOLD In Story	\$199	\$10,348			
Tuesday, February 27, 2007								
Foxions	N	Darlene Zemkosi	No					
Momouth University	Y	Jean Hubbard	No					