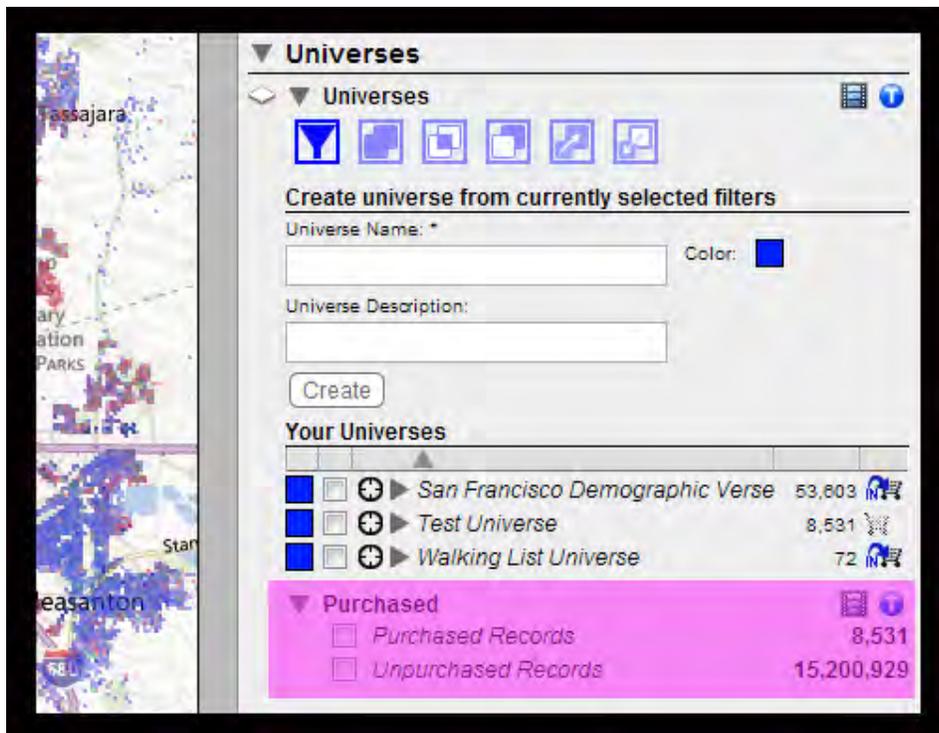


## L2 VoterMapping - Purchasing Records

Subscriptions to L2 VoterMapping give you unlimited access to viewing and analyzing voter data. You'll have the power to create as many universes as wish, generate spreadsheets and perform analyses all at no cost greater than the basic subscription price.

When you are ready to download the actual voter names, addresses and other demographics you will need to "purchase" the records. Once a record has been "purchased" it is "unlocked" in the system and may be downloaded as many times as you wish over the course of the next 365 days. You need not pay for that record again during that time even though we will keep it updated for you during the course of the year.

All voter records are initially in the "Unpurchased" state at the start of your subscription. As you purchase more records they will be transferred to the "Purchased" state. The "Purchased" branch may be expanded at any time to show the exact number of records that are currently unlocked in your subscription for that particular U.S. State.

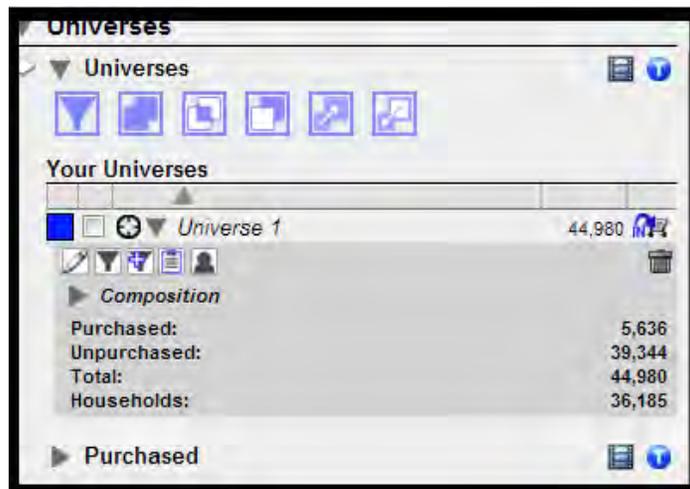


The screenshot displays the 'Universes' management interface. On the left is a map showing voter data points. The main panel is titled 'Universes' and contains a 'Create universe from currently selected filters' form with fields for 'Universe Name' and 'Universe Description', and a 'Color' selector. Below the form is a 'Your Universes' table listing three universes: 'San Francisco Demographic Verse' (53,803 records), 'Test Universe' (8,531 records), and 'Walking List Universe' (72 records). A pink highlight is applied to the 'Purchased' section of the table, which shows 'Purchased Records' (8,531) and 'Unpurchased Records' (15,200,929).

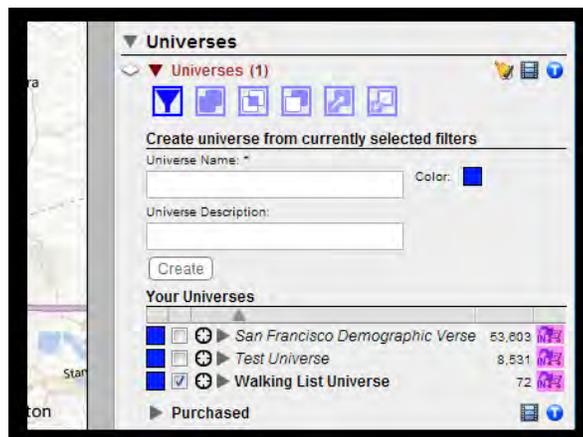
Your Universes	
<input checked="" type="checkbox"/>	<i>San Francisco Demographic Verse</i> 53,803
<input checked="" type="checkbox"/>	<i>Test Universe</i> 8,531
<input checked="" type="checkbox"/>	<i>Walking List Universe</i> 72
<b>▼ Purchased</b>	
<input type="checkbox"/>	<i>Purchased Records</i> 8,531
<input type="checkbox"/>	<i>Unpurchased Records</i> 15,200,929

**[IMPORTANT NOTE: Ground Game users must understand that only “purchased” records can be turned into canvassing lists and exported to canvassers.]**

To purchase records, they must first be part of a universe that appears among “Your Universes”. Open the list of Universes under the Universe drop-down menu in the sidebar menu and click on a Universe name. Note that any universe might contain a mix of Purchased and Unpurchased records. In the example shown below, the user has created a universe in which she already owns 5,636 records while 39,344 remain unpurchased. The purchased records were part of some different universe earlier and were unlocked or purchased as part of that universe. Now, those same voter records have been included in the selections used to create this new universe. When the user purchases this universe, she will pay to unlock only the 39,344 records that are currently “Unpurchased”.



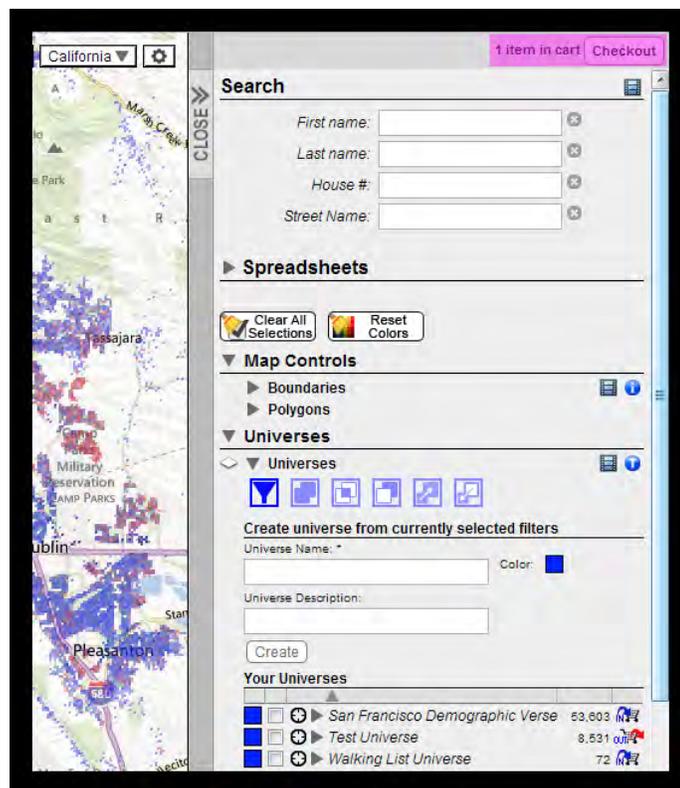
When ready to purchase a universe, click on the shopping cart icon to the right of the universe's name.



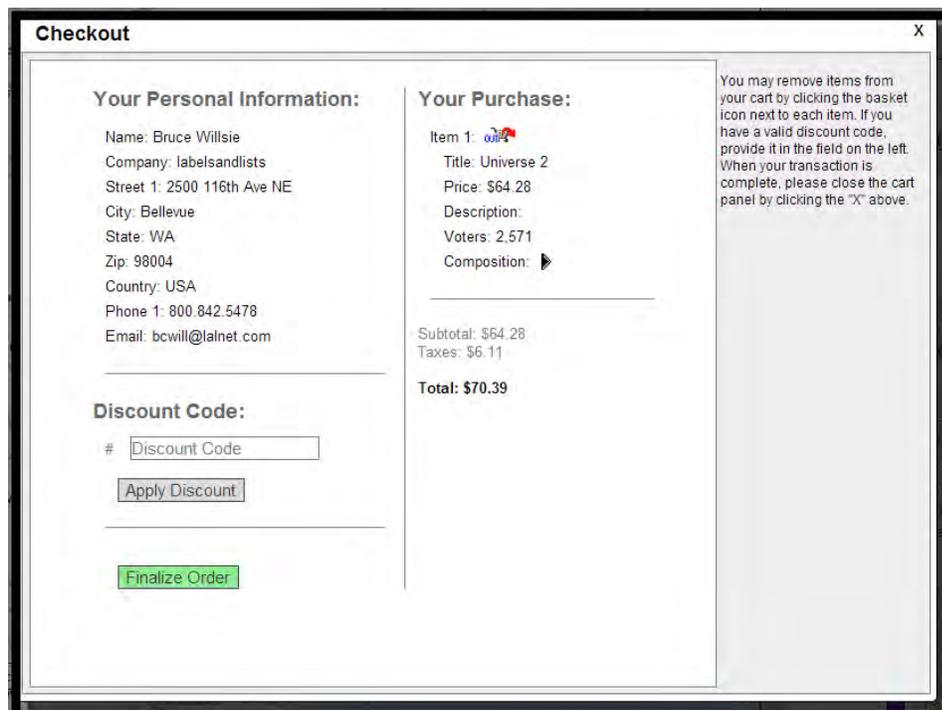
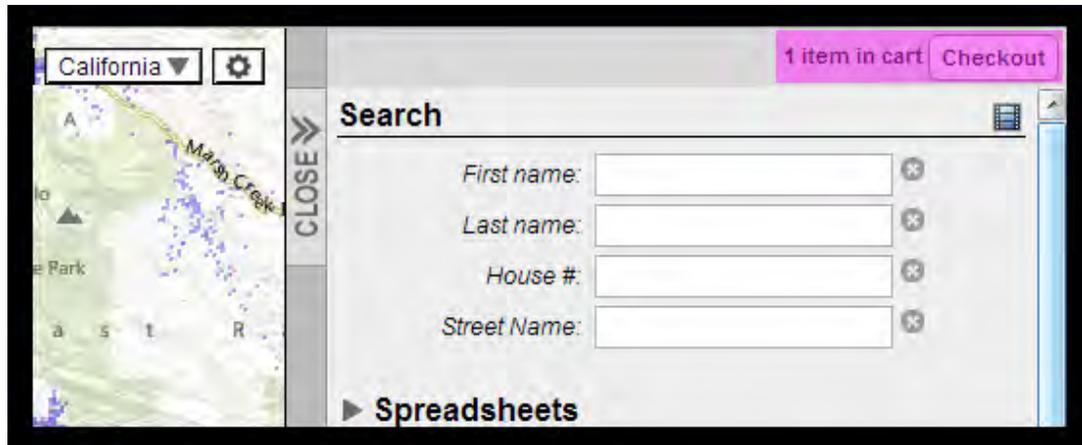
The icon will change from “OUT” to “IN” indicating that the unpurchased records in that universe have now been placed in your cart in preparation for purchase. To remove an item from the cart just click on the icon a second time. Note that it is unnecessary to have “selected” a universe by clicking the box next to it in order to purchase records. Multiple universes may be placed in the shopping cart simultaneously whether or not those universes have been selected by being “checked”.



Once you have placed all universes you wish to purchase into your cart, the “Checkout” button at the top of the side panel will become active and “No items in cart” will change to “# items in cart” where “#” is the total number of universes you have decided to purchase.



Click the “Checkout” button. A checkout window will open containing details of your account and the items in your cart.



Note that if you have multiple items in your cart, you may click on the shopping cart icon inside the checkout screen to remove selected items. They will be taken out of the shopping cart but are still available for purchase at a future date.

**Checkout**
X

**Your Personal Information:**

Name: Bruce Willisie  
Company: labelsandlists  
Street 1: 2500 116th Ave NE  
City: Bellevue  
State: WA  
Zip: 98004  
Country: USA  
Phone 1: 800.842.5478  
Email: bcwill@alnet.com

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**Discount Code:**

#

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**Your Purchase:**

Item 1:

Title: Universe 1  
Price: \$983.60  
Description:  
Voters: 39,344  
Composition: ▶

Item 2:

Title: Universe 3  
Price: \$461.20  
Description:  
Voters: 18,448  
Composition: ▶

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Subtotal: \$1,444.80  
Taxes: \$137.26  
**Total: \$1,582.06**

You may remove items from your cart by clicking the basket icon next to each item. If you have a valid discount code, provide it in the field on the left. When your transaction is complete, please close the cart panel by clicking the "X" above.

If you have a discount code, enter it into the window at the lower left and then click "Apply Discount". Your total cost will be recalculated with the discount.

Click the "Finalize Order" button to process your order. If yours is a "billing" account with Labels & Lists, a final confirmation screen will appear with instructions that you should print and save a copy. Your purchase invoice will also be emailed to the address appearing in the upper left hand corner of the checkout screen and you will also receive a mailed invoice for your order.

**Checkout**
X

**Your order has been placed.**

Print this page for your records:

You will be billed for this purchase. Click the "X" in the upper right to access your data.

**Your Personal Information:**

Name: Bruce Willisie  
Company: labelsandlists  
Street 1: 2500 116th Ave NE  
City: Bellevue  
State: WA  
Zip: 98004  
Country: USA  
Phone 1: 800.842.5478  
Email: bcwill@alnet.com

**Your Purchase:**

Item 1:

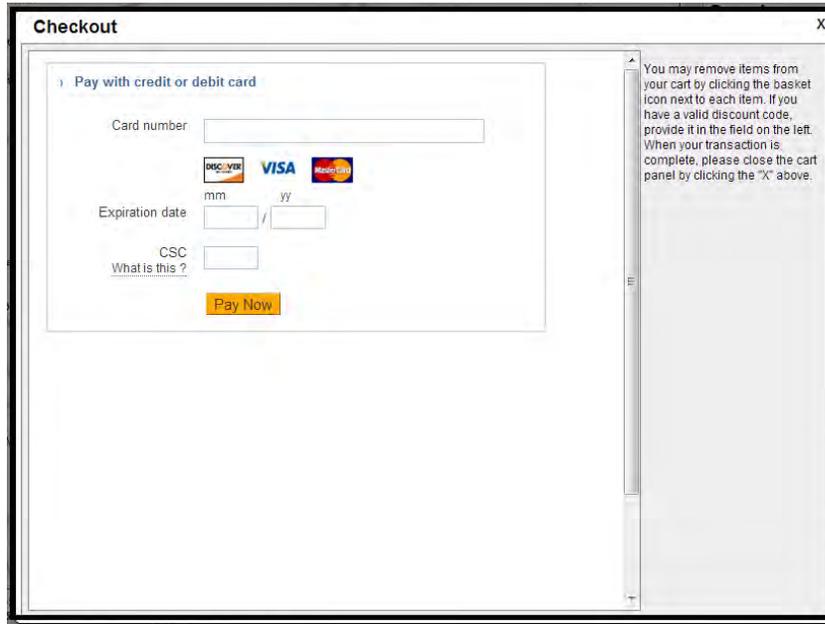
Title: Universe 2  
Price: \$64.28  
Description:  
Voters: 2,571  
Composition: ▶

---

Subtotal: \$64.28  
Taxes: \$6.11  
**Total: \$70.39**

You may remove items from your cart by clicking the basket icon next to each item. If you have a valid discount code, provide it in the field on the left. When your transaction is complete, please close the cart panel by clicking the "X" above.

If yours is a credit card account, a new window will open asking for your credit card details. Once you have entered them, click “Pay Now” and your purchase will be completed.



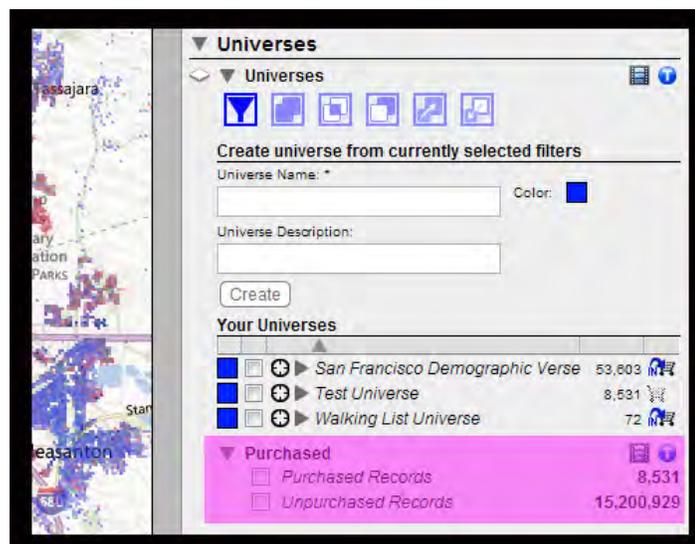
The screenshot shows a 'Checkout' window with a title bar containing 'Checkout' and a close button 'X'. The main content area is titled 'Pay with credit or debit card'. It contains the following fields and elements:

- Card number:
- Expiration date: mm  / yy
- CSC:
- A link: [What is this ?](#)
- A 'Pay Now' button.

Logos for DISCOVER, VISA, and MasterCard are displayed above the expiration date field. On the right side of the window, there is a scrollable text area with the following text:

You may remove items from your cart by clicking the basket icon next to each item. If you have a valid discount code, provide it in the field on the left. When your transaction is complete, please close the cart panel by clicking the "X" above.

Once a purchase has been completed, you will be returned to the map page and the count of Purchased Records/Unpurchased Records below “Your Universes” will update with the newly purchased records. [NOTE: There is a purchase minimum of 1,000 voter records and only unpurchased records will be added to the cart. If you have under the minimum required amount the “Finalize Order” button will not be available.]



The screenshot shows a web interface with a map on the left and a 'Universes' panel on the right. The map displays various colored regions, including 'Pasajara', 'ary', 'ation', 'PARKS', 'Star', and 'easanton'. The 'Universes' panel includes the following elements:

- Section header: **Universes**
- Sub-section header: **Universes**
- Icons for various actions.
- Section header: **Create universe from currently selected filters**
- Form fields: Universe Name: \*  Color:
- Form field: Universe Description:
- Button: Create
- Section header: **Your Universes**
- Table of universes:

Universe Name	Count	Actions
San Francisco Demographic Verse	53,603	[Icons]
Test Universe	8,531	[Icons]
Walking List Universe	72	[Icons]

Below the table, there is a pink highlighted section titled **Purchased** with the following data:

- Purchased Records: 8,531
- Unpurchased Records: 15,200,929