BBG&G Advertising Inc 3020 Route 207, Suite 101 Campbell Hall, NY 10916 (845) 615-9084

Bill To:
Ulster County Economic
Development Alliance
Linda Clark
244 Fair Street
Kingston, NY 12401

Date	Invoice No.
11/07/16	4058

P.O. Number	Due Date
	11/22/16

Description	Amount
September 16 - October 15	
PACKAGES & ITINERARIES	
Created, proofed, and mailed coupons for packages to participating hotels & resorts.	
Account Service - 2.25 hr @ \$85/hr	191.25
Production - 5.25 hr @ \$85/hr	446.25
Public Relations - 1.25 hr @ \$55/hr	68.75
SOCIAL MEDIA	
Developed and scheduled Facebook, Twitter and Instagram posts for October.	
Uploaded Paint the Town Blue album to Facebook and Pinterest.	
Developed and scheduled additional October social media & boosted posts to	
promote fall & packages.	
Created November & December National Food Holidays calendar to use in upcoming	
social media.	
Account Service - 10.25 hr @ \$85/hr	871.25
Creative - 1.00 hr @ \$125/hr	125.00
Production - 4.75 hr @ \$85/hr	403.75
Copywriting - 1.50 hr @ \$110/hr	165.00
Public Relations - 2.75 hr @ \$55/hr	151.25
Strategy/Marketing50 hr @ \$135/hr	67.50
CREATIVE CONCEPTS	
Reviewed and proofed updates to ad concepts.	
Contacted printer about misalignment issue in maps.	
Creative - 3.5 hr @ \$125/hr	437.50
Account Service - 1.25 hr @ \$85/hr	106.25
Production25 hr @ \$85/hr	21.25
Public Relations50 hr @ \$55/hr	27.50
Thank you for your business.	Total

BBG&G Advertising Inc 3020 Route 207, Suite 101 Campbell Hall, NY 10916 (845) 615-9084

Bill To:
Ulster County Economic
Development Alliance
Linda Clark
244 Fair Street
Kingston, NY 12401

Date	Invoice No.
11/07/16	4058

P.O. Number	Due Date
	11/22/16

Description	Amount
BLOGS	
Proofed and uploaded the following blogs:	
"Sweet Potato Soup"	
"We Made Fall Famous"	
"Find Yourself Safe at Ellenville Regional Hospital"	
Account Service - 1.25 hr @ \$85/hr	106.25
Production - 1.75 hr @ \$85/hr	148.75
PRINT PRODUCTION	
Developed, coordinated approval and forwarded the following ads to media:	
Shawangunk Journal, Find Your Future, 10/13/16, 10/20/16, 11/3/16, 11/17/16	
Ulster County Economic Development Guide, Find Your Future, January 2017	
Account Service - 2.50 hr @ \$85/hr	212.50
Production - 5.25 hr @ \$85/hr	446.25
Strategy/Marketing75 hr @ \$135/hr	101.25
COLLATERAL	
Updated Map & Brochure. Coordinated pricing for reprinting.	
Updated Paint the Town Blue banner.	
Account Service - 1.50 hr @ \$85/hr	127.50
Production - 1.25 hr @ \$85/hr	106.25
PUBLIC RELATIONS	
Contacted REI about putting together a comp package.	
Strategized Fall and Winter PR efforts.	
Followed up with publications regarding Ellenville Million Press Release.	
Finalized September PR report.	
Account Service - 3.50 hr @ \$85/hr	297.50
Strategy/Marketing - 2.50 hr @ \$135/hr	337.50
Public Relations - 4.25 hr @ \$55/hr	233.75
Thank you for your business.	Total

BBG&G Advertising Inc 3020 Route 207, Suite 101 Campbell Hall, NY 10916 (845) 615-9084

Bill To:
Ulster County Economic
Development Alliance
Linda Clark
244 Fair Street
Kingston, NY 12401

Date	Invoice No.
11/07/16	4058

P.O. Number	Due Date
	11/22/16

Description	Amount
EVENT COORDINATION	
Attended meeting at Hunt Memorial to discuss event.	
Created, reviewed, and coordinated lawn sign banner for Paint the Town Blue.	
Purchased supplies for contest gift basket.	
Contacted local artists regarding participation in Paint the Town Blue.	
Posted Paint the Town Blue information on Reddit and Craigslist.	
Contacted Kate from K104 to discuss event on the Morning Show.	
Created and printed registration forms, signs, etc.	
Photographed Paint the Town Blue event.	
Account Service - 7.75 hr @ \$85/hr	658.75
Production50 hr @ \$85/hr	42.50
Public Relations - 7.25 hr @ \$55/hr	398.75
WEBSITE DEVELOPMENT	
Developed copy for Reservation page.	
Updated Featured Event on main page.	
Obtained verification code for Google Business Page.	
Started process to install Ulster analytics.	
Published press articles for September to website.	
Account Service - 2.75 hr @ \$85/hr	233.75
Production - 2.75 hr @ \$85/hr	233.75
Strategy/Marketing - 1 hr @ \$135/hr	135.00
Website Updates50 hr @ \$85/hr	42.50
REIMBURSABLES	
Digital Advertising-Facebook ads 9/16-10/24	193.00
"Find Your Path" Trail & Map Distribution	582.37
Hudson Valley Bluegrass Express Band	200.00
(\$400-\$200 from Town of Wawarsing)	
Digital Print Mount Sign for Paint the Town Blue	90.00
Printing of Trail Map (4,300 copies)	261.18
Thank you for your business.	Total \$8,271.55