

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

# Invoice

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

Date	Invoice No.
11/21/16	4096

P.O. Number	Due Date
	12/06/16

Description	Amount
October 16 - November 15	
PACKAGES & ITINERARIES	
Created additional package coupons for Honor's Haven Resort & Spa.	
Mailed additional coupons to Jellystone Park at Birchwood Acres.	
Account Service - .75 hr @ \$85/hr	63.75
Production - .50 hr @ \$85/hr	42.50
Website Updates - 2 hr @ \$85/hr	170.00
SIGNAGE FOR ULSTER/ELLENVILLE	
Coordinated signage for village grounds with Hank Alicandri and Marcus Guiliano from Aroma Thyme Bistro.	
Account Service - 3.50 hr @ \$85/hr	297.50
SOCIAL MEDIA	
Coordinated and scheduled Facebook boosted posts.	
Developed social media analytic report for mid-October to mid-November.	
Strategized and implemented weekly social media engagement efforts.	
Developed and scheduled Facebook, Twitter and Instagram posts for November.	
Contacted restaurants, attractions and resorts for seasonal photos for December.	
Account Service - 18 hr @ \$85/hr	1,530.00
Creative - .75 hr @ \$125/hr	93.75
Production - 1.75 hr @ \$85/hr	148.75
Social Media Strategy - 5 hr @ \$125/hr	625.00
CREATIVE CONCEPTS	
Developed concepts for print ads.	
Creative - 3 hr @ \$125/hr	375.00
Thank you for your business.	Total

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<b>PUBLIC RELATIONS</b>	
Developed and implemented strategy and media outreach.	
Followed up with REI about putting together a comp package.	
Public Relations - .75 hr @ \$55/hr	41.25
Public Relations Strategy - 8 hr @ \$125/hr	1,000.00
<b>WEB SITE DEVELOPMENT</b>	
Updated website copy on Ellenville Business Page and Homepage.	
Conducted analytics on website, and updated Packages & Itineraries Page to drive more website traffic.	
Updated calendar and featured events.	
Coordinated verification code for Google Business Page with Town of Wawarsing.	
Account Service - 2.75 hr @ \$85/hr	233.75
Production - .75 hr @ \$85/hr	63.75
Website Updates - 6 hr @ \$85/hr	510.00
<b>REIMBURSABLES</b>	
Printing of Maps and Brochures	1,923.58
Print Advertising- Chronogram (Find Your Future) 1/1/17	612.00
Thank you for your business.	<b>Total \$9,473.08</b>