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.
11/21/16	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 Service75 hr @ \$85/hr	63.75
Production50 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
Creative75 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

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.
11/21/16	4096

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

Description	Amount
BLOGS	
Researched the French Corner and interviewed owners, Gerry and Pascalene Gress.	
Developed the following November/December blogs:	
"Find the Perfect Gift at the French Corner"	
"Cozy up in Ellenville"	
"Find Yourself in a Corner of France"	
"Find Your Last Minute Christmas Gifts in Ellenville"	
Proofed and uploaded the following blogs:	
"You Can Find a Stoneware Butter Churn at the Ellenville Public Library"	
"We Found this Creamed Corn Recipe."	
Account Service - 3.50 hr @ \$85/hr	297.50
Production - 7 hr @ \$85/hr	595.00
PRINT PRODUCTION	
Developed, coordinated approval and forwarded Honor's Haven Visitor's Guide ad	
2017 to media.	
Account Service75 hr @ \$85/hr	63.75
Production - 1.50 hr @ \$85/hr	127.50
COLLATERAL	
Updated and coordinated reprinting of 10,000 Maps & Brochures for Hank Alicandri	
from Sam's Point.	
Account Service - 1.75 hr @ \$85/hr	148.75
Production75 hr @ \$85/hr	63.75
MARKETING PLAN	
Prepared document for Dr.Craft of the Ellenville-Wawarsing Chamber of Commerce	
explaining branded hashtag usage to members.	
Account Service - 4.50 hr @ \$85/hr	382.50
Production75 hr @ \$85/hr	63.75
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.
11/21/16	4096

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

Description	Amount
PUBLIC RELATIONS	
Developed and implemented strategy and media outreach.	
Followed up with REI about putting together a comp package.	
Public Relations75 hr @ \$55/hr	41.25
Public Relations Strategy - 8 hr @ \$125/hr	1,000.00
WEB SITE DEVELOPMENT	
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
Production75 hr @ \$85/hr	63.75
Website Updates - 6 hr @ \$85/hr	510.00
REIMBURSABLES	
Printing of Maps and Brochures	1,923.58
Print Advertising- Chronogram (Find Your Future) 1/1/17	612.00
Thank you for your business.	Total \$9,473.08