

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.
10/14/16	4047

P.O. Number	Due Date
	10/29/16

Description	Amount
August 16 through September 15	
<b>PACKAGES &amp; ITINERARIES</b>	
Followed up with vendors to confirm package deal terms.	
Account Service - 1.25 hr @ \$85/hr	106.25
Public Relations - 1 hr @ \$55/hr	55.00
<b>CREATIVE CONCEPTS</b>	
Reviewed trail map. Contacted Hang Gliders for photography.	
Account Service - .25 hr @ \$85/hr	21.25
Public Relations - .50 hr @ \$55/hr	27.50
<b>SOCIAL MEDIA</b>	
Planted Pokemon Go lures for contest.	
Posted congratulations to Pokemon Go contest winner on Facebook and notified winner.	
Prepared letter and mailed gift certificate.	
Developed and scheduled Facebook, Twitter & Instagram posts for September.	
Ran Twitter ad.	
Account Service - 3.25 hr @ \$85/hr	276.25
Public Relations - 9.50 hr @ \$55/hr	522.50
Social Media - .50 hr @ \$90/hr	45.00
<b>BLOGS</b>	
Wrote three blogs from interview with Asha Golliher from Ellenville Public Library & Museum.	
Edited photos taken for blogs.	
Wrote blogs for Find Ellenville, Recipes for Aroma Thyme and Ellenville Regional Hospital.	
Account Service - 1.75 hr @ \$85/hr	148.75
Public Relations - 4.50 hr @ \$55/hr	247.50
	<b>Total</b>

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Strategy/Marketing - .75 hr @ \$135/hr	101.25
PHOTOSHOOT Saved and downloaded additional photos from photoshoot.	
Account Service - .50 hr @ \$85/hr	42.50
PRINT PRODUCTION Prepared layout, reviewed and updated Chronogram, Find Your Path, August. Reviewed, updated and forwarded the following ads to pub: New Paltz Times, Find Yourself in Ellenville (Spa), 9/1/16 Woodstock Times, Find Yourself in Ellenville (Spa), 9/1/16 Explore the Hudson Valley, Find Your Path, 10/6/16	
Account Service - 2.50 hr @ \$85/hr	212.50
Production - 2 hr @ \$85/hr	170.00
Creative - .25 hr @ \$125/hr	31.25
Strategy/Marketing - .25 hr @ \$135/hr	33.75
COLLATERAL MATERIAL Designed brochure and prepared print mock up. Requested quote for map. Final proofing and updates of map. Coordination of branding signage.	
Account Service - 3.25 hr @ \$85/hr	276.25
Production- 6.25 hr @ \$85/hr	531.25
Public Relations - 3.50 hr @ \$55/hr	192.50
BANNER ADS Designed, reviewed and forwarded the following ad: HV Today, Find Your Fun, 9/29/16. Disseminated September e-blast. Updated August Analytics for click through report. Created outline explaining stats for digital ad leads for campaigns. Added button for "Getaway Packages" to HV Today, Find Your Fun, 9/29/16.	
	Total

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Account Service - 1.50 hr @ \$85/hr	127.50
Production- .25 hr @ \$85/hr	21.25
Public Relations - 1.25 hr @ \$55/hr	68.75
<b>ADVERTORIAL</b>	
Prepared copy for Daily News, Discover the Hudson Valley, 10/23/16.	
Reserved placement for Daily News ¼ page advertorial.	
Prepared copy for Chronogram, Featured Event, 9/15.	
Coordinated with client and publications.	
Public Relations - 3.50 hr @ \$55/hr	192.50
Account Service - 4.25 hr @ \$85/hr	361.25
<b>PUBLIC RELATIONS</b>	
Proofed, updated, and disseminated Million Milestone Press Release.	
Developed copy, updated and forwarded Paint the Town Blue Press Release.	
Followed up with publications for Paint the Town Blue Press Release.	
Account Service - 3.50 hr @ \$85/hr	297.50
Public Relations - 2.50 hr @ \$55/hr	137.50
<b>EVENT COORDINATION</b>	
Created harvest flyer.	
Attended Town Board Meeting to discuss Paint the Town Blue event.	
Created list of local artists, galleries, college art departments for Paint the Town Blue.	
Coordinated printing flyers, event submissions, donations, Facebook posts, banners for Paint the Town Blue	
Created "Thank You" letter and coordinated mailing of Pokemon Go certificate.	
Account Service - 13.50 hr @ \$85/hr	1,147.50
Production- 2 hr @ \$85/hr	170.00
Public Relations - 9.25 hr @ \$55/hr	508.75
	<b>Total</b>

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