

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.
08/24/16	4035

P.O. Number	Due Date
	09/08/16

Description	Amount
July 16 through August 15	
CREATIVE CONCEPTS	
Created concepts for digital ads.	
Account Service - .25 hr @ \$85/hr	21.25
Creative - .25 hr @ \$125/hr	31.25
Production - 2 hr @ \$85/hr	170.00
PUBLIC RELATIONS	
Prepared PR report for Bikeville.	
Met to discuss future PR outreach and Million Milestone press release.	
Created pitch calendar, requested editorial calendars and updated media list.	
Account Service - 4.25 hr @ \$85/hr	361.25
Strategy/Marketing - .75 hr @ \$135/hr	101.25
Public Relations - 3.50 hr @ \$55/hr	192.50
SOCIAL MEDIA	
Developed and scheduled Facebook, Twitter & Instagram posts for August and September.	
Populated secret boards on Pinterest.	
Coordinated Pokemon Go Contest, reviewed strategy, boosted Facebook post, set up Woobox subscription, designed and printed flyers, set lures at select locations.	
Account Service - 3.50 hr @ \$85/hr	297.50
Creative - .25 hr @ \$125/hr	31.25
Production - 1 hr @ \$85/hr	85.00
Strategy/Marketing - .25 hr @ \$135/hr	33.75
Public Relations - 6.75 hr @ \$55.00/hr	371.25
Social Media - .75 hr @ \$90/hr	67.50
ADVERTORIAL	
Prepared copy for Explore the Hudson Valley, Fall/Winter Guide listing.	
Thank you for your business.	Total

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Account Service - .25 hr @ \$85/hr	21.25
BANNER ADS	
Designed, reviewed and forwarded the following ads: Hudson Valley Today E-newsletter, 9/29/16; Adventure Cyclist, September; American Hiker, September. Requested banner ad stats from publications.	
Account Service - 2.50 hr @ \$85/hr	212.50
Production - 2.50 hr @ \$85/hr	212.50
BLOGS	
Conducted interview and developed copy for the following blogs: Marcus at Aroma Thyme Bistro, Asha Golliher from Ellenville Public Library & Museum. Proofed and posted Marcus from Aroma Thyme Bistro's blog.	
Account Service - .50 hr @ \$85/hr	42.50
Website Updates - .50 hr @ \$85/hr	42.50
COLLATERAL MATERIAL	
Updated and reviewed Travel Map/Brochure per client's feedback.	
Account Service - 6 hr @ \$85/hr	510.00
Production - 12.75 hr @ \$85/hr	1,083.75
Strategy/Marketing - .75 hr @ \$135/hr	101.25
Public Relations - .50 hr @ \$55.00/hr	27.50
EVENT COORDINATION	
Developed outline for Paint the Town Blue; coordinated gift certificates, sponsorships and live band. Created and reviewed copy for Paint the Town Blue flyer.	
Account Service - 5 hr @ \$85/hr	425.00
Strategy/Marketing - .25 hr @ \$135/hr	33.75
Public Relations - 2 hr @ \$55 hr	110.00
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MARKETING PLAN	
Teleconference with Lisa Wiels (Superintendent), Roost and Saratoga.	
Forwarded kiosk material to Matthew at NYS Parks.	
Updated research for display racks and price quote for water bottle pricing.	
Reached out to Cohn's Bakery, Hunt Memorial Building & Mimmy's regarding having a rack to hold maps.	
Followed up with Joe Stockler at Village in regards to signage; reached out to Renegades Bike Club & Marcus at Aroma Thyme Bistro regarding meet-up group; followed up with Hank Alicandri (Sam's Point).	
Account Service - 1.75 hr @ \$85/hr	148.75
Strategy/Marketing Planning - 1.25 hr @ \$135/hr	168.75
Public Relations - 9.25 hr @ \$55 hr	508.75
PACKAGES & ITINERARIES	
Updated and reviewed itineraries	
Followed up with vendors regarding package deals and forwarded thank you letter which outlines the process.	
Account Service - 4.25 hr @ \$85/hr	361.25
Production - 2.25 hr @ \$85/hr	191.25
Strategy/Marketing - .25 hr @ \$135/hr	33.75
Public Relations - 9.75 hr @ \$55 hr	536.25
PHOTOSHOOT	
Coordinated and attended photo shoot	
Uploaded photo to Dropbox and shared with local attractions and client	
Account Service - 21.75 hr @ \$85/hr	1,848.75
Production - 3.50 hr @ \$85/hr	297.50
Strategy/Marketing - .50 hr @ \$135/hr	67.50
Public Relations - 1.75 hr @ \$55 hr	96.25
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