



Invoice

314 Wall Street 2nd Floor
Kingston, NY 12401

Date	Invoice #
6/18/2018	75376

Bill To
Ulster County Economic Development Alliance, Inc. attn: President 244 Fair Street Kingston, NY 12401

Project: 18004 Business Attraction Campaign

P.O. No.	Terms
	Due on receipt

	Contract	Prior Amt	Current Due
2018 Business Attraction Campaign			
Deliverable #1 - Lead Generation Campaign			
Task 1.1 - Pay Per Click Ad Spend	10,000.00	187.50	500.00
Task 1.2 - Campaign Management and Reporting	10,000.00	1,550.00	1,050.00
Deliverable #2 - Two Event Sponsorships			
Task 2.1 - Direct Sponsorship Costs	17,500.00		10,000.00
Task 2.2 - Research and Coordination	5,250.00	1,650.00	0.00
Adjustment per \$10,000 credit - \$0 Credit			-8,350.00
Balance Remaining			
Deliverable #3 - Business Attraction Event			
Task 3.1 - Event Execution Costs	27,500.00		4,550.29
Task 3.2 - Planning, Promotion, and Coordination	7,500.00	1,200.00	3,450.00
Adjustment per \$10,000 Credit - \$799.71 Credit			-8,000.29
Balance Remaining			
Deliverable #4 - Lead Follow Up			
Task 4.1 - Create List of Interview Questions	500.00		0.00
Task 4.2 - Conduct Phone Interview With At Least 12 Leads	1,250.00		0.00
Task 4.3 - Reporting	500.00		0.00

Total This Invoice \$3,200.00
Payments/Credits \$0.00

Please remit payment to Luminary Publishing, Inc.

Online payment accepted via luminarymedia.com/billpay

Total Amount Due	\$3,200.00
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