

# Luminary Publishing, Inc.

314 Wall Street 2nd Floor  
Kingston, NY 12401

# Invoice

Date	Invoice #
9/10/2017	75284

**Due on receipt**

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

Project	P.O. No.
17007 UCEDA Marketing and Adv...	

Description	Amount
2.3 Photography	1,000.00
2.4 Content Development	5,600.00
2.7 Media Strategy	1,000.00
2.8 Landing Page Text and Design	2,800.00
3.2 Total Social Media Sent	800.00
3.3 Digital Media Campaign Maintenance	1,000.00
3.4 Digital Media Campaign Spend	2,543.40
3.5 Placements in Chronogram September, Upstate House Fall, Upstater Summer	1,804.00
3.6 Media Placement in Other Media (WDST)	4,000.00
Ad Hoc Budget CallRail	30.00
Please remit payment to Luminary Publishing, Inc.	<b>Total</b> \$20,577.40
Online payment accepted via <a href="http://luminarymedia.com/billpay">luminarymedia.com/billpay</a>	Payments/Credits \$0.00
	<b>Balance Due</b> \$20,577.40

VOUCHER Form  
 Luminary Media  
 Contract No:

Deliverable	Task Description	Budget	Prior Invoices	Remaining Budget	Current Invoice	% Complete
1	1.1 Temporary Campaign Strategy	\$1,200	\$ 1,200.00	\$0	\$0	100%
1	1.2 Temporary Landing Page Creation	\$1,200	\$ 1,200.00	\$0	\$0	100%
1	1.3 Social Media	\$1,440	\$ 440.00	\$1,000	\$0	31%
1	1.4 Media Buy	\$1,020	\$ -	\$1,020	\$0	0%
1	1.5 Digital Advertising on Facebook	\$1,400	\$ -	\$1,400	\$0	0%
2	2.1 Ulster for Business Microsite Redesign	\$5,500	\$ 5,000.00	\$500	\$0	91%
2	2.2 Video Production	\$10,000	\$ -	\$10,000	\$0	0%
2	2.3 Photography	\$8,000	\$ 1,600.00	\$6,400	\$1,000	33%
2	2.4 Content Development (1/2, 16 stories total)	\$8,000	\$ 2,500.00	\$5,500	\$5,600	101%
2	2.5 Tri-fold Brochure	\$1,800	\$ -	\$1,800	\$0	0%
2	2.6 Digital Media Campaign Research and Launch	\$3,000	\$ 3,000.00	\$0	\$0	100%
2	2.7 Media Strategy and Campaign Creative	\$4,000	\$ 3,000.00	\$1,000	\$1,000	100%
2	2.8 Landing Page Creation	\$3,300	\$ -	\$3,300	\$2,800	85%
3	3.1 Ongoing Content Development	\$8,000	\$ -	\$8,000	\$0	0%
3	3.2 Social Media	\$5,760	\$ 2,520.00	\$3,240	\$800	58%
3	3.3 Digital Media Campaign Maintenance	\$4,000	\$ 1,000.00	\$3,000	\$1,000	50%
3	3.4 Digital Media Campaign Spend	\$16,000	\$ 2,748.00	\$13,252	\$2,543	33%
3	3.5 Traditional Media Placements in Firm-owned Publicat	\$8,608	\$ 4,204.00	\$4,404	\$1,804	70%
3	3.6 Traditional Media Placements in Other Outlets	\$4,000	\$ -	\$4,000	\$4,000	100%
3	3.7 Ad Hoc Budget	\$3,772	\$ -	\$3,772	\$30	1%
<b>Total</b>		#####	\$28,412	\$71,588	\$20,577	

Worksheet - Ad Hoc Budget Approved Deliverables  
 \$1,500 (Newsletter design)  
 \$1,250 (Rack Card design)  
 \$48,989