

Luminary Publishing, Inc.

314 Wall Street 2nd Floor
Kingston, NY 12401

Invoice

Date	Invoice #
8/7/2017	75251

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
3.1 Approved content stories		2,500.00
3.2 Social media sent		880.00
3.3 Monthly Maintenance: Adwords and Facebook		500.00
3.4 Total Digital Advertising July Spend: Adwords and Facebook		2,076.39
3.5 Chronogram August Full Page FOB Placement		600.00
Please remit payment to Luminary Publishing, Inc.		Total \$6,556.39
Online payment accepted via luminarymedia.com/billpay		Payments/Credits \$0.00
		Balance Due \$6,556.39

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 Crea	\$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	\$ 1,244.00	-\$224	\$0	122%
1	1.5	Digital Advertising on Facebook	\$1,400		\$1,400	\$0	0%
2	2.1	Ulster for Business Microsite R	\$5,500	\$ 5,000.00	\$500		91%
2	2.2	Video Production	\$10,000		\$10,000	\$0	0%
2	2.3	Photography	\$8,000	\$ 1,600.00	\$6,400		20%
2	2.4	Content Development (1/2, 16	\$8,000		\$8,000	\$2,500	31%
2	2.5	Tri-fold Brochure	\$1,800		\$1,800	\$0	0%
2	2.6	Digital Media Campaign Resea	\$3,000	\$ 3,000.00	\$0		100%
2	2.7	Media Strategy and Campaign	\$4,000	\$ 3,000.00	\$1,000	\$0	75%
2	2.8	Landing Page Creation	\$3,300		\$3,300	\$0	0%
3	3.1	Ongoing Content Development	\$8,000		\$8,000	\$0	0%
3	3.2	Social Media	\$5,760	\$ 1,640.00	\$4,120	\$880	44%
3	3.3	Digital Media Campaign Maint	\$4,000	\$ 500.00	\$3,500	\$500	25%
3	3.4	Digital Media Campaign Spend	\$16,000	\$ 672.00	\$15,328	\$2,076	17%
3	3.5	Traditional Media Placements	\$8,608	\$ 3,004.00	\$5,604	\$600	42%
3	3.6	Traditional Media Placements	\$4,000		\$4,000	\$0	0%
3	3.7	Ad Hoc Budget	\$3,772		\$3,772	\$0	0%
Total			\$100,000	\$22,500	\$77,500	\$6,556	

Worksheet - Ad Hoc Budget Approved Deliverables
 \$1,500 (Newsletter design)
 \$1,250 (Rack Card design)
 \$29,056



July Totals -- Adwords

- Clicks: 596
- Impressions: 31,304
- CTR: 1.9%
- Cost: \$1669
- Average Position (Adwords): 2.7
- Conversions: 3
- Calls: 26
- \$/Conv: \$556
- Conv. %: 0.59%

July Totals --- Facebook

- Clicks: 1,055
- Impressions: 61,389
- Cost: 407.74

UCOED JULY PPC REPORT

Summary By Vendor

Adwords	Clicks	Imps	CTR	Avg. CPC	Cost
June	342	22,770	1.50%	\$ 1.29	\$ 439.66
July	596	31,304	1.90%	\$ 2.80	\$ 1,668.65
Totals & Averages	938	54,074	1.73%	\$ 2.25	\$ 2,108.31

TOP RANKED KEYWORDS BY CLICKS

Top keywords by clicks	Clicks	Imps	CTR	Avg. CPC	Cost
filming +in +new +york	186	6960	2.67%	\$ 2.34	434.49
film casting nyc	58	903	6.42%	\$ 2.00	115.93
+3d +printing	41	3420	1.20%	\$ 2.97	121.63
+open +restaurant	35	1701	2.06%	\$ 3.18	111.26
+business +finance	19	2123	0.89%	\$ 9.34	177.37
+warehouse +rental	18	333	5.41%	\$ 1.51	27.15
+space +for +rent	17	1058	1.61%	\$ 2.49	42.36
+film +location	14	438	3.20%	\$ 1.80	25.16
+local +food	13	309	4.21%	\$ 3.84	49.98
+New +York +farmers	12	980	1.22%	\$ 1.61	19.29

*does not include phone calls

ADWORDS CAMPAIGN OVERVIEW

Campaigns	Clicks	Impressions	CTR	Avg. CPC	Cost
Film	318	12,751	2.49%	\$ 2.26	\$ 718.33
Tech/Mfg	129	7,763	1.66%	\$ 2.67	\$ 344.82
Food/Beverage	120	8,098	1.48%	\$ 2.93	\$ 351.42
UCEOD Brand	29	2,692	1.08%	\$ -	\$ 254.08
Totals/Averages	596	31,304	1.90%	\$2.80	\$ 1,668.65

Top Viewed Search Ads

Ad 1

NY Film & Television Industry
Stunning Locations Close to NY
ulstercountyny.gov/FutureofFilm/LearnMore
Financial Incentives, 90 Miles From NYC,
Your Hub for A-Level Productions

- Clicks: 242
- Impressions: 9,045
- CTR: 2.7%
- Cost: \$551
- Average Position: 2.2
- Phone Calls: 6

Ad 2

NY Film & Television Industry
Make Ulster County Your Home
ulstercountyny.gov/FutureofFilm/LearnMore
Financial Incentives, 90 Miles From NYC, Your
Hub for A-Level Productions

- Clicks: 55
- Impressions: 742
- CTR: 7.4%
- Cost: \$111
- Average Position: 2.1
- Phone Calls: 8

Ad 3

Warehouse Space in New York
Make Ulster County Your Home
ulstercountyny.gov/LifeOptimized/LearnMore
Learn how Ulster County, located just 90
minutes north of NYC, can work for you.

- Clicks: 46
- Impressions: 1,669
- CTR: 2.8%
- Cost: \$103
- Average Position: 4.2
- Conversions: 0

UMINARYMEDIA

Avg.	Lead	\$/Conv.	Conv. %
2.6	1	\$ 439.66	0.29%
2.7	3	\$ 556.22	0.50%
2.7	4	\$ 527.08	0.43%

Avg.	Conv. *	\$/Conv.	Conv. %
2.1	-	\$ -	0.00%
2.2	-	\$ -	0.00%
2.8	-	\$ -	0.00%
2.1	-	\$ -	0.00%
2.5	1	\$ 177.37	5.26%
4.1	-	\$ -	0.00%
4.4	-	\$ -	0.00%
2.9	-	\$ -	0.00%
1.6	-	\$ -	0.00%
2	-	\$ -	0.00%

Avg.	Conv.	\$/Conv.	Conv. %
2.5	0	#DIV/0!	0.00%
3.3	0	#DIV/0!	0.00%
2.4	2	\$ 175.71	1.67%
2.9	1	\$ 254.08	3.45%
2.8	3	\$ 556.22	0.50%

UCOED Facebook Campaign

Campaigns: July 24 - July 31

Food & Bev Industry



Ulster County Office of Economic
Development

Sponsored

Like Page

We help businesses succeed—whether you are relocating your food & beverage business or starting fresh.



Room To Grow Your Business

Located just 90 minutes north of NYC, Ulster County offers fresh ingredients, local suppliers, gorgeous locations & a competitive workforce.

ULSTERCOUNTYNY.GOV

Learn More

Targeting:

- New York, New York +10mi
- Ages 24-60
- Business Owners
 - Food and Beverage Industry

Clicks: 121

Reach: 6,181

CPC: \$0.58

Budget: \$75

64% Women

- 22% 55-64 and 21% 45-54

6% Men

- 11% 45-54 and 9% 35-44 and 55-64

Film Industry



Ulster County Office of Economic
Development

Sponsored

Like Page

With the competitive new 40% tax credit, filming your project in Ulster County is affordable.



Film Your Project in Ulster County

We help productions succeed. Ulster County offers stunning locations and financial incentives for Filmmakers.

ULSTERCOUNTYNY.GOV

Learn More

Targeting:

- New York, New York +10mi
- Ages 24-60
- Business Owners
 - Film & Production industry

Clicks: 232

Reach: 6,191

CPC: \$0.30

Budget: \$75

50% Women

- 19% 45-54 and 14% 35-44

50% Men

- 17% 45-54 and 13% 35-44

UCOED Brand



Ulster County Office of Economic
Development

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Like Page

Grow beyond NYC. We help businesses succeed with financing options, site selection, making important connections, and more.



Start or Grow Your Business in Ulster County

We'll help your business grow and succeed in Ulster County.

ULSTERCOUNTYNY.GOV

Learn More

Targeting:

- New York, New York +10mi
- Ages 24-60
- Business Owners

Clicks: 337

Reach: 18,507

CPC: \$0.20

Budget: \$75

43% Women

- 18% 55-64 and 10% 45-54

57% Men

- 10% 45-54 and 7% 35-44

Manufacturing Industry



Ulster County Office of Economic
Development

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Like Page

Make it in Ulster. With an outstanding quality of life, Ulster County makes sense for your business.



Make Ulster County Your Home

Whether you are relocating your business or looking to start a new one, the Ulster County Office of Economic Development is here to help. In recent years, hundreds of businesses have benefitted from the office's hands-on approach. We provide...

ULSTERCOUNTYNY.GOV

[Learn More](#)

Targeting:

- New York, New York +10mi
- Ages 24-60
- Business Owners
 - Factory/Manufacturing Industry

Clicks: 47

Reach: 3,855

CPC: \$0.80

Budget: \$37.50

19% Women

- 9% 45-54 and 6% 55-64

81% Men

- 36% 45-54 and 21% 25-34

Tech Industry



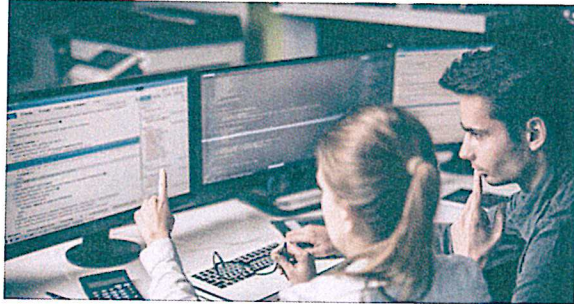
Ulster County Office of Economic

Development

Sponsored

Like Page

Hack your work/life balance. With an outstanding quality of life, it makes sense to start or grow your business in Ulster County.



Make Ulster County Your Home

Start & Grow Your Business in Ulster County.

ULSTERCOUNTY.NY.GOV

Learn More

Targeting:

- New York, New York +10mi
- Ages 24-60
- Business Owners
 - IT/Computer/Tech Industry

Clicks: 134

Reach: 7,390

CPC: \$0.28

Budget: \$37.50

53% Women

- 18% 45-54 and 16% 55-64

47% Men

- 14% 25-34 and 13% 45-54