



# Invoice

314 Wall Street 2nd Floor  
Kingston, NY 12401

Date	Invoice #
4/12/2019	75423

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

Project: 19001 Business Attraction Campaign

P.O. No.	Terms
	Due on receipt

	Contract	Prior Amt	Current Due
2019 Business Attraction Campaign			
Deliverable #1 - Continuous Email Messaging	6,540.00	2,100.00	600.00
Deliverable #2 - Event Sponsorships Adjustment per \$5,000 Spenddown Credit - \$4,250 Credit Balance Remaining	19,500.00	1,500.00	750.00 -750.00
Deliverable #3 - Event Production, Promotion, and Execution Adjustment per \$7,500 Spenddown Credit - \$2,789.75 Credit Balance Remaining	30,800.00	3,810.25	900.00 -900.00
Deliverable #4 - Paid Advertising Placements Adjustment per \$7,500 Spenddown Credit - \$0 Credit Balance Remaining	22,120.00	1,350.00	7,750.00 -6,150.00
Deliverable #5 - Collateral Reprints	1,040.00	1,016.79	0.00
Deliverable #6 - Eleven (11) Ad Placements in Chronogram	0.00		0.00

Total This Invoice \$2,200.00  
Payments/Credits \$0.00

Please remit payment to Luminary Publishing, Inc.

Online payment accepted via [luminarymedia.com/billpay](http://luminarymedia.com/billpay)

<b>Total Amount Due</b>	<b>\$2,200.00</b>
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Ulster County Economic Development Alliance, Inc.  
 Contract with Luminary Publishing, Inc.  
 1/1/2019 - 12/31/2019

Invoice #	Invoice Date	Check #	Check Date	Original Contract	Amended Contract	Balance
75411	12/26/2018	10150	1/29/2019	-	-	3,840.00
75413	2/22/2019	10156	3/18/2019	1,200.00	900.00	17,250.00
75422	4/12/2019		3/18/2019	1,950.00	450.00	26,089.75
75423	4/12/2019		3/18/2019	750.00	3,060.25	13,020.00
			3/18/2019	450.00	900.00	23.21
				1,016.79	-	60,222.96
<b>Contract Total Cost</b>				<b>3,450.00</b>	<b>6,327.04</b>	<b>10,000.00</b>
Deliverable # 1 - Continuous Email Messaging				-	-	-
Deliverable # 2 - Event Sponsorships				-	-	-
Deliverable # 3 - Event Production, Promotion and Execution				7,500.00	(750.00)	4,250.00
Deliverable # 4 - Paid Advertising Placements				2,500.00	(900.00)	2,789.75
Deliverable # 5 - Collateral Reprints				400.00	(400.00)	-
Deliverable # 6 - Eleven (11) Ad Placements in Chronogram				10,400.00	(4,360.25)	7,039.75
<b>Spend Down Totals</b>				<b>10,400.00</b>	<b>(4,360.25)</b>	<b>7,039.75</b>
<b>Total Amount Paid to Luminary Publishing</b>				<b>10,400.00</b>	<b>1,966.79</b>	<b>26,816.79</b>
				<b>10,400.00</b>	<b>14,616.79</b>	<b>26,816.79</b>
				<b>2,200.00</b>	<b>24,616.79</b>	<b>26,816.79</b>
				<b>26,816.79</b>	<b>26,816.79</b>	<b>26,816.79</b>

# Brownstoner

Insertion Order # 200445

Sales Executive  
Brad Einhorn  
Sales Director  
Brad@brownstoner.com

Advertiser ID 51772 Luminary  
Agreement With ID 51772 Luminary

Billing Address Luminary  
314 Wall Street  
Kingston, NY, 12401  
United States

Client Approval

*Samantha Liotta* 4.3.19  
Signature Date

Samantha Liotta, Associate Director of Marke  
Printed Name and Title

April, 2019

Media	Edition	Date	Section	Position	Ad Size	Qty	Color	Shape	
Brownstoner.com	Web	04/01/2019	Sponsored Content (BRWN)		Sponsored Post	2	N/A		\$4,500.00
Brownstoner.com	Web	04/01/2019	Sponsored Content (BRWN)		Dedicated Email Blast	2	N/A		\$2,000.00
Brownstoner.com	Web	04/01/2019	Ad Sales Display (BRWN)		In-Blog 720x600px	2	N/A		\$1,000.00
Brownstoner.com	Web	04/01/2019	1 Web Run of Site		Social Media Boosting (Facebook, Instagram)	1	N/A		\$500.00
Brownstoner.com	Web	04/01/2019	1 Web Run of Site		Social Media Boosting (Facebook, Instagram)	1	N/A		\$0.00
Brownstoner.com	Web	04/01/2019	1 Web Run of Site		Social Media Boosting (Facebook, Instagram)	1	N/A		\$0.00
Brownstoner.com	Web	04/01/2019	Sponsored Content (BRWN)		Dedicated Email Blast	1	N/A		\$0.00

Sales Campaign Totals

Net Amount

\$8,000.00

Trade Portion \$0.00

Special Conditions (All discounts are based on number of insertions contracted for) :

Brownstoner Media Plan - Ulster County EDC (Luminary Agency) 1) 2 Sponsored posts - Brownstoner.com - \$2,250/post - \$4,500 2) 2 Dedicated eblasts to full Brownstoner list (15,000 subscribers) - \$1,000/send - \$2,000 3) 2 In-blog Ads (720x600px) - \$500/ad - \$1,000 4) Brownstoner FB Channel Boosting - \$500 Total: \$8,000 (billed 1/2 in May, 2019 and 1/2 August, 2019)  
**Additional Comments:**  
 \*\*\*Added Value\*\*\* 1) Organic social promotion on Brownstoner Facebook/Twitter Channels (value \$500) 2) Brownstoner Facebook Channel Boosting - \$50/post (with option to increase to \$500/post) 3) 1 Dedicated eblast to BrooklynPaper.com list (14,000 subscribers) (value \$1,000)

Terms & Conditions

Per Agreement



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Task								
	A	B	C	D	E	F	G	H
1	Task		Staff Member	Time	Staff Member	Time	Billable Rate / Hour	Invoice 2.16.19
2	1	Continuous Email Marketing	Samm Liotta	3	Brian Mahoney	1	\$150	\$600
3								
4	2	Event Sponsorships	Samm Liotta	4	Brian Mahoney	1	\$150	\$750
5								
6	3	Event Production, Promotion, Execution	Samm Liotta	5	Brian Mahoney	1	\$150	\$900
7								
8	4	Paid Advertising Placements	Samm Liotta	5	Brian Mahoney	1	\$150	\$900
9								
10	5	Collateral Reprints	Samm Liotta	0	Brian Mahoney	0	\$150	\$0
11								\$3,150
12								
13								
14								
15								
16								
17								

< [Filtered list of tasks]

Time Tracker ▾ Mileage Reimbursement ▾





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View only

	A	B	C	D	E	F	G	H	I	J
1	Date	From	To	Total Miles (round trip)	Rate	Total Reimbursement				
2	5.22	Kingston	NYC	195.4	0.545	\$106.49				
3										
4										
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Time Tracker ▾ Mileage Reimbursement ▾

