

Luminary Publishing, Inc.

314 Wall Street 2nd Floor
Kingston, NY 12401

Invoice

Date	Invoice #
12/31/2017	75321

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
1.4 Media Buy	420.00
1.5 Digital Advertising on Facebook	700.00
2.3 Photography	1,000.00
3.1 / 3.8 Prospecting & Messaging Eval	4,500.00
3.2 Social Media	420.00
3.3 Digital Media Campaign Maintenance	250.00
3.4 Digital Media Campaign Spend	1,559.72
3.5 Traditional Media Placements in Firm-owned Publications	756.00
3.7 Ad Hoc Budget	30.64

Please remit payment to Luminary Publishing, Inc. Online payment accepted via luminarymedia.com/billpay	Total	\$9,636.36
	Payments/Credits	\$0.00
	Balance Due	\$9,636.36

UCEDA_2017Marketing_ProjectTrackingDecemberInvoice

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VOUCHER Form										
A	B	C	D	E	F	G				
1	VOUCHER Form									
2	Luminary Media									
3	Contract No:									
4										
5	Deliverable	Task	Description	Budget	Prior Invoices	Remaining Budget as of 12.1.17				
6	1	1.1	Temporary Campaign Strategy	\$1,200.00	\$ 1,200.00	\$0.00				
7	1	1.2	Temporary Landing Page Creation	\$1,200.00	\$ 1,200.00	\$0.00				
8	1	1.3	Social Media	\$1,440.00	\$ 1,440.00	\$0.00				
9	1	1.4	Media Buy	\$1,020.00	\$ 600.00	\$0.00				
10	1	1.5	Digital Advertising on Facebook	\$1,400.00	\$ 700.00	\$0.00				
11	2	2.1	Ulster for Business Microsite Redesign	\$5,500.00	\$ 5,500.00	\$0.00				
12	2	2.2	Video Production	\$10,000.00	\$ 10,000.00	\$0.00				
13	2	2.3	Photography	\$8,000.00	\$ 7,000.00	\$0.00				
14	2	2.4	Content Development (1/2, 16 stories total)	\$8,000.00	\$ 8,000.00	\$0.00				
15	2	2.5	Tri-fold Brochure	\$1,800.00	\$ 1,800.00	\$0.00				
16	2	2.6	Digital Media Campaign Research and Launch	\$3,000.00	\$ 3,000.00	\$0.00				
17	2	2.7	Media Strategy and Campaign Creative	\$4,000.00	\$ 4,000.00	\$0.00				
18	2	2.8	Landing Page Creation	\$3,300.00	\$ 3,300.00	\$0.00				
19	3	3.1/3/8	Prospecting & Messaging Eval	\$8,000.00	\$ 3,500.00	\$4				
20	3	3.2	Social Media	\$5,760.00	\$ 5,340.00	\$0.00				
21	3	3.3	Digital Media Campaign Maintenance	\$4,000.00	\$ 3,750.00	\$0.00				
22	3	3.4	Digital Media Campaign Spend	\$16,000.00	\$ 14,381.62	\$58.66				
23	3	3.5	Traditional Media Placements in Firm-owned Publications	\$8,608.00	\$ 7,852.00	\$0.00				
24	3	3.6	Traditional Media Placements in Other Outlets	\$4,000.00	\$ 4,000.00	\$0.00				
25	3	3.7	Ad Hoc Budget	\$3,772.00	\$ 3,741.36	\$0.00				
26	Total			\$100,000.00	\$ 90,304.98	\$58.66				

Sheet1 Sheet2 Sheet3