

## Services Campaign – Invoice Detail by Supplier and Service Category

August 6, 2015- March 31, 2016

Vendor	Invoice #	Client Services	Creative Services	Production Services	Media Buying	New Media Buying	Total
Response	GCPE 2016 - C20	\$54,500.00	\$87,000.00	\$42,875.00			\$184,375.00
Response	GCPE 2016 - C22	\$2,800.00	\$750.00	\$1,425.00			\$4,975.00
Response	GCPE 2016 - C12	\$13,725.00	\$23,900.00	\$8,530.00			\$46,155.00
Response	GCPE 2016 - C11	\$40,625.00	\$75,300.00	\$51,531.95			\$167,456.95
Response	GCPE 2016 - C19	\$26,775.00	\$49,575.00	\$30,638.44			\$106,988.44
	<b>Total:</b>	<b>\$138,425.00</b>	<b>\$236,525.00</b>	<b>\$135,000.39</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$509,950.39</b>

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<b>DATE:</b> 3/17/2016			
<b>INV GCPE 2016 - C20</b>			
<b>CLIENT:</b> GCPE - Services campaign - Budget Phase 2			
<b>P.O. W1636</b>			
<b>PROJECT:</b> Budget Campaign (Phase 2)			
<b>Description - Planning, Strategic direction, Creative development, Production and translation in Punjabi, Hindi, Filipino, Simplified Chinese and Traditional Chinese</b>	<b>Number of Units</b>	<b>Cost per Unit</b>	<b>Cost</b>
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	80 ✓	\$ 150.00	\$ 12,000.00 ✓
Creative Director (or Agency Head)	110 ✓	\$ 250.00	\$ 27,500.00 ✓
Junior Account Personnel	120 ✓	\$ 125.00	\$ 15,000.00 ✓
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	165 ✓	\$ 125.00	\$ 20,625.00 ✓
Copy Writing Services	180 ✓	\$ 100.00	\$ 18,000.00 ✓
Broadcast Development	170 ✓	\$ 75.00	\$ 12,750.00 ✓
Digital Design Services	175 ✓	\$ 75.00	\$ 13,125.00 ✓
New Media Development	150 ✓	\$ 75.00	\$ 11,250.00 ✓
Promotional Planning Services			\$ -
Research/Strategic Planning Services	90 ✓	\$ 125.00	\$ 11,250.00 ✓
<b>PRODUCTION SERVICES</b>			
Print Production	100 ✓	\$ 75.00	\$ 7,500.00 ✓
Broadcast Production	185 ✓	\$ 95.00	\$ 17,575.00 ✓
Digital/Online Production	178 ✓	\$ 100.00	\$ 17,800.00 ✓
Promotional Executions		\$ 70.00	\$ -
<b>HARD COSTS</b>			
<b>SUB-CONTRACTED SERVICES</b>			
<b>Sub Total</b>			\$ 184,375.00 ✓
<b>GST 5%</b>			\$ 9,218.75 ✓
<b>Total</b>			\$ 193,593.75 ✓

Make all cheques payable to **Response Advertising Inc.**  
GST# 867101750 RT 0001**QUALIFIED RECEIVER**DATE: MAR 30 2016SIGNATURE: Mary DilaPRINT NAME: Mary Dila**INVOICE  
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15/16 ACCRUAL



## DATE:

3/29/2016

## INV GCPE 2016 - C22

## CLIENT:

GCPE - Services campaign - Budget Campaign

P.O. W1648

## PROJECT:

Property Transfer Tax campaign

Description - Planning, Strategic direction, Creative development, Production and translation in Punjabi, Filipino, Simplified Chinese and Traditional Chinese

Number of  
Units

Cost per Unit

Cost

## CLIENT SERVICES

Account Services (primary day-to-day contact)

2

✓

\$ 150.00

\$ 300.00 ✓

Creative Director (or Agency Head)

5

✓

\$ 250.00

\$ 1,250.00 ✓

Junior Account Personnel

10

✓

\$ 125.00

\$ 1,250.00 ✓

## CREATIVE SERVICES

Art/Creative Direction

\$ 125.00

\$ -

Copy Writing Services

\$ 100.00

\$ -

Broadcast Development

10

\$ 75.00

\$ 750.00 ✓

Digital Design Services

\$ 75.00

\$ -

New Media Development

\$ 75.00

\$ -

Promotional Planning Services

\$ -

\$ -

Research/Strategic Planning Services

\$ 125.00

\$ -

## PRODUCTION SERVICES

Print Production

\$ 75.00

\$ -

Broadcast Production

15

\$ 95.00

\$ 1,425.00 ✓

Digital/Online Production

\$ 100.00

\$ -

Promotional Executions

\$ 70.00

\$ -

## HARD COSTS

## SUB-CONTRACTED SERVICES

Sub Total

\$ 4,975.00 ✓

GST 5%

\$ 248.75 ✓

Total

\$ 5,223.75 ✓

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1/25/2016

**INV GCPE 2016 - C12****CLIENT:**

GCPE - Services campaign - Phase 1

**P.O. W1618****PROJECT:**

BC Training and Education Savings Grant (Part 2)

**Description** - Planning, Strategic direction, Creative development, Production and translation in Punjabi, Hindi, Filipino, Simplified Chinese and Traditional Chinese**CLIENT SERVICES**

	<b>Number of Units</b>	<b>Cost per Unit</b>	<b>Cost</b>
Account Services (primary day-to-day contact)	29 ✓	\$ 150.00	\$ 4,350.00 ✓
Creative Director (or Agency Head)	24 ✓	\$ 250.00	\$ 6,000.00 ✓
Junior Account Personnel	27 ✓	\$ 125.00	\$ 3,375.00 ✓

**CREATIVE SERVICES**

Art/Creative Direction	40 ✓	\$ 125.00	\$ 5,000.00 ✓
Copy Writing Services	42 ✓	\$ 100.00	\$ 4,200.00 ✓
Broadcast Development	45 ✓	\$ 75.00	\$ 3,375.00 ✓
Digital Design Services	42 ✓	\$ 75.00	\$ 3,150.00 ✓
New Media Development	44 ✓	\$ 75.00	\$ 3,300.00 ✓
Promotional Planning Services			\$ -
Research/Strategic Planning Services	39 ✓	\$ 125.00	\$ 4,875.00 ✓

**PRODUCTION SERVICES**

Print Production	0	\$ 75.00	\$ -
Broadcast Production	54 ✓	\$ 95.00	\$ 5,130.00 ✓
Digital/Online Production	34 ✓	\$ 100.00	\$ 3,400.00 ✓
Promotional Executions		\$ 70.00	\$ -

**HARD COSTS****SUB-CONTRACTED SERVICES**China Syndrome Productions  
Primeworks Multimedia

<b>Sub Total</b>			\$ 46,155.00 ✓
<b>GST 5%</b>			\$ 2,307.75 ✓
<b>Total</b>			\$ 48,462.75 ✓

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## DATE:

1/19/2016

## INV GCPE 2016 - C11

## CLIENT:

GCPE - Services campaign - Phase 1

P.O. W1618

## PROJECT:

Web content development, Seniors Home renovation Tax Credit &amp; BC Training and Education Savings Grant (Part 1)

Description - Web content development; Planning, Strategic direction, Creative development, Production and translation in Punjabi, Hindi, Filipino, Simplified Chinese and Traditional Chinese	Number of Units	Cost per Unit	Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	85 ✓	\$ 150.00	\$ 12,750.00 ✓
Creative Director (or Agency Head)	70 ✓	\$ 250.00	\$ 17,500.00 ✓
Junior Account Personnel	83 ✓	\$ 125.00	\$ 10,375.00 ✓
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	120 ✓	\$ 125.00	\$ 15,000.00 ✓
Copy Writing Services	125 ✓	\$ 100.00	\$ 12,500.00 ✓
Broadcast Development	135 ✓	\$ 75.00	\$ 10,125.00 ✓
Digital Design Services	128 ✓	\$ 75.00	\$ 9,600.00 ✓
New Media Development	131 ✓	\$ 75.00	\$ 9,825.00 ✓
Promotional Planning Services			\$ -
Research/Strategic Planning Services	146 ✓	\$ 125.00	\$ 18,250.00 ✓
<b>PRODUCTION SERVICES</b>			
Print Production	43 ✓	\$ 75.00	\$ 3,225.00 ✓
Broadcast Production	162 ✓	\$ 95.00	\$ 15,390.00 ✓
Digital/Online Production	100 ✓	\$ 100.00	\$ 10,000.00 ✓
Promotional Executions		\$ 70.00	\$ -
<b>HARD COSTS</b>			
<b>SUB-CONTRACTED SERVICES</b>			
China Syndrome Productions			\$ 12,742.45 ✓
Primeworks Multimedia			\$ 10,174.50 ✓
<b>Sub Total</b>			\$ 167,456.95 ✓
<b>GST 5%</b>			\$ 8,372.85 ✓
<b>Total</b>			\$ 175,829.80 ✓

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## DATE:

3/17/2016

## INV GCPE 2016 - C19

## CLIENT:

GCPE - Services campaign - Budget Phase 1

P.O. W1618

## PROJECT:

Budget Campaign (Phase 1)

Description - Planning, Strategic direction, Creative development, Production and translation in Punjabi, Hindi, Filipino, Simplified Chinese and Traditional Chinese

## CLIENT SERVICES

Account Services (primary day-to-day contact)

Number of  
Units

Cost per Unit

Cost

56

✓

\$ 150.00

\$ 8,400.00

Creative Director (or Agency Head)

46

✓

\$ 250.00

\$ 11,500.00

Junior Account Personnel

55

✓

\$ 125.00

\$ 6,875.00

## CREATIVE SERVICES

Art/Creative Direction

80

✓

\$ 125.00

\$ 10,000.00

Copy Writing Services

83

✓

\$ 100.00

\$ 8,300.00

Broadcast Development

90

✓

\$ 75.00

\$ 6,750.00

Digital Design Services

85

✓

\$ 75.00

\$ 6,375.00

New Media Development

87

✓

\$ 75.00

\$ 6,525.00

Promotional Planning Services

\$ -

Research/Strategic Planning Services

93

✓

\$ 125.00

\$ 11,625.00

## PRODUCTION SERVICES

Print Production

42

✓

\$ 75.00

\$ 3,150.00

Broadcast Production

109

✓

\$ 95.00

\$ 10,355.00

Digital/Online Production

66

✓

\$ 100.00

\$ 6,600.00

Promotional Executions

\$ 70.00

\$ -

## HARD COSTS

## SUB-CONTRACTED SERVICES

China Syndrome Productions

\$ 5,692.94

Primeworks Multimedia

\$ 4,840.50

## Sub Total

\$ 106,988.44

## GST 5%

\$ 5,349.42

## Total

\$ 112,337.86

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