\* EXPENSE AUTHORITY (EA) INFORMATION: Ministry of Advanced Education urgent) ADDITIONAL INFORMATION OR INSTRUCTIONS: 104,999.59 RETURN CHEQUE TO MINISTRY? DATE CHQ/EFT REQ'D (only if BRANCH BUSINESS CONTACT NAME AND PHONE NUMBER: Note: This is also the line description displayed on GL detail reports. \*Note: Fields with an asterisk do not need to be completed for iProcurement involces. FIN FSA 017 REV. JUN/10. A2806 - BC Services - Online - April 1 - May 1/16 \*BRIEF PAYMENT DESCRIPTION FOR EA NOTIFICATION: CONTRACT/PO# PAYEE NAME DATE INVOICE REC'D NAME &/OR ADDRESS OVERRIDE: US CURRENCY? YES (INCLUDING TAX) \$ 101,941.35 AMOUNT \$3,058.24 NOT COMMITTED IN ORACLE DENISE CHAMPION TOTAL KIMBO Design Inc. EA PRINTED NAME LEILA KUJANPAA 387-2526 AMOUNT PRE-TAX \$ 97,087.00 \$ 2,912.61 SO-GCPE030 NOT COMMITTED IN ONACLE 04-APR-2016 DD-MMM-YYYY 12%, 7%, 5%, 0% TAX RATE GST 5% GST 5% INVOICE CODING SHEET 019 019 DATE GOODS/SVS. REC'D 5 INVOICE DATE GL DATE (if applicable) 11348 11348 RESP The goods provided or service delivered have been inspected or reviewed; and the goods or services were properly received and documentation to support the account has been verified (i.e., goods: as ordered, correct quantity and suitable quality, services: as contracted, appropriate deliverables and/or performance criteria met, or other conditions, if any, have been QUALIFIED RECEIVER (QR) CERTIFICATION: 3169 01-APR-2016 DESCRIPTION FOR CHEQUE STUB 34420 34420 SERVICE LINE SUPPLIER# REFER TO ATTACHED 6701 6705 DD-MMM-YYYY STOB 01-MAY-2016 OR PRINTED NAME QR SIGNATURE INVOICE # AAAA-WIWIW-DO MARY DILA 11N0234 11N0234 PROJECT 16.05.13 2318033 3169 ACCOUNTS DATE STAMP NAME & SUPPLIER # if STOB 57 PAY ALONE? YES RECEIPT# SITE. 6 OFA STOB & ASSET # GCPE Direct

### page # 1 of 12 GCP-2016-62312



### KIMBO Design Inc.

1251-409 Granville Street, Vancouver, BC, V6C 1T2 604 738 6448

### 2016/2017 ONLINE COSTING ESTIMATE

CLIENT:	
CAMPAIGN:	
CAMPAIGN DATE:	
DESCRIPTION:	

Government Communications & Public Engagement

BC Services - Online 04.01.16 - 05.01.16 British Columbia, 19+

DATE: STANDING OFFER#

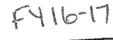
APO: CPA:

03.29.18 SO-GCPE-030

KIMBODESIC

A2806

REVISION COMMENT:	41		MEDIA BUYER:	Kim Pickett
Site	Product	Flight Date	Number of Weeks in Market	Total Cost
Facebook Advertising	Website Clicks / Video Views	04.01.16 - 05.01.16	4	\$68,000.00
Niche Digital Advertising	Pre-Roll	04.01.16 - 05.01.16	4	\$29,087.00
3% Service Fee for Media Purchased				\$2,912.61
Subtotal **Please note that FINAL COSTS MAY VAR	V. I. species			\$99,999.61
Approved by Ministry E	Anial	hapor	-	Date: 2016 · 03 · 30
Materi	ial Contact Name:		Mat	erial Contact Number;
STANDING OFFER Advertising Placement Order		APO# (Assigned by GCPE):		Blanket APO: Campaign Name: Yes No
STOBIPROJECT INFORMATION:  STOB: GCPE 67 X Ministry 67 68 CPAProject No. NO234		BILLING CONTACT:  Name: Dawn Slewart  Teleptione: GCPE.FinanceBilling@gov.bd.ca		BILLING TO: Ministry Branch Malling Address
manucuona, mia cost Estimate (Draw-Down	) is subject to the terms and conditions of the Stan	aing Offer.		





Invoice To

Public Engagement

Attn: Dawn Stewart

Government Communications and

#1251-409 Granville Street Vancouver, BC V6C 1T2

### RECEIVED

APR - 4 2016

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

### Invoice

Date	Invoice#
4/1/2016	3169

PAYMENT METHODS:

KIMBO Design accepts cheque or bank wire.

Bank of Montreal Account # s.15 Transit # 34880 Institution # 001

Swift Code # BOFMCAM2 ABA Routing # 026005092

							Terms	
							Net 30	
	Des	scription		Qty	Rate	Amo	unt	Tax
Government Comm Services Online Ca SO-GCPE 030: API 04.01,16 - 05.01.16	mpaign O 2806	lic Engagement						
Facebook Advertisi	ng				68,000.00	68,	000.00	G
Niche Advertising					29,087.00	29,	087.00 🗸	G
3% Service fee for GST 5% On Sales	media purchased				2,912.61 5.00%		912,61 ⁄ 999.98 ∕	G
*			QU	IALIF		ÆR.		
INVOICE A	UDITED			NATU	How.	Ŋ		)
16.04.04 GST/HST No.			PRI	NT NA	ME: Mary ]	lila		
					Subtotal	(	CAD 99,9	99.61
Service Charg accounts.	ge of 3% per	month will be ap	plied to over	due	Total	C	AD 104,9	99.59
					Payments/Cr	edits	CAD	0.00
P:604.738.6448	F:604.738.6468	info@kimbodesign.ca	www.kimbodesig	n.ca	Balance D	ue c	AD 104,9	99.59



### Kimbo Design Inc.

Campaign Name: Government of BC	Client Partner: Nick Serjeant	nserjeant@fb.com	647 299 7389
Flight Date: 04.01.16 - 05.01.16	Solutions Manager: Nicky Everitt	nickye@fb.com	416 727 0086

Campaigns	Target Audjence	KPI/Action	Duration (days)	Media Budget
GCPE Services BC Online Campaign - Facebook	British Columbia, 19+	Website Clicks & Video Views	30	\$68,000.00
TOTAL.		*		\$68,000.00

## Insertion Order No. 1246

nicheplus

BC V6C 1T2 Canada Vancouver 1251-409 Granville St. Kimbo Design Kim Pickett

Quoted By: Craig Brown

### Insertion Order

INSERTION ORDER INSERTION ORDER 31 Mar 2016 30,541,35 TOTAL

5 Apr 2016 VALID TO

# Services Pre-Roll Extension April 1- May 1

Goal: Encourage British Columbian's to engage client video footage and subsequent website visits (target:

clicks, video optimization completions)

GEO: British Columbia

Flight 2 Date: April 1 - May 1, 2016

Pre-Roll Extension Non-skippable Estimated views: 28800	TruView Video Unit	NichePlus Premium Video Pre-Roll Network - Services Pre-Roll Extension Non-skippable Estimated imp: 1,900,000	
en erde kalande	28820.00	1900,00	ž.
The state of the s	0.35	10.00	QTY RATE
e.  No reconsor transmission de la media de la messa d	10,087.00	19,000.00	AMOUNT

िंश्वा \$	Tax 5.00%	Subtotal
30,5411.35	1,454.35	29,087.00

invoice (Net 30 days). In case of under-delivery, the advertiser will not be charged for the missing impressions on this contract. Approved to proceed and have read and agree with the terms and conditions: (CPM portion) and / or clicks (CPC portion). Invoices are sent to the advertiser / agency the information listed Terms: Terms: Payments must be made within a 30-day period following receipt of NichePlus Digital Inc.

Signature:

Printed Name:

Date:

Vancouver, B.C. V6P 4X9 7220 Granville St. NichePlus Digital Inc.

or reproduced, in whole or in part for any purpose other than to evaluate the proposal, without the prior consent of This proposal contains proprietary and confidential information of NichePlus Digital Inc. and shall not be used, disclosed NichePlus Digital Inc.

### Ministry of Advanced Education NOT COMMITTED IN ORACLE

Direct

linistry of Ad	linistry of Advanced Education	tion							Direct
NOT	NOT COMMITTED IN ORACLE		NOIC	E COD	INVOICE CODING SHEET		16	16-06-14	GCPE
PAYEE NAME	KIMBO Design Inc.				'	*SUPPLIER#		3 *SITE 001	٦
	OF JUN.	20 00	, 1 5:	DATE DD-MMM-YY	DD-MMM-YYYYY	31 MA	31_MAY_2016	ם מו	
US CURRENCY? YES	JCN TOWNW-DD SEA	NOT COM		COMMITTED IN ORACLE	Fr.	DD-MMM-YYYY	A-YYYY		
NAME &/OR ADDRESS OVERRIDE:	ESS OVERRIDE:				DESCRIPTION FOR CHEQUE STUB: 3187	FOR CHE	EQUE STUB:		
ATE CHQ/EFT REQ'D (only if rgent)				GL DATE (if applicable)	applicable)	3	NAVA, PAPATA	PAY ALONE? YES	
ETURN CHEQUE TO MINISTRY?		DD-MMM-YYYY				.io	DD-MIMIM-YYYY		
AMOUNT (INCLUDING TAX)	PRE-TAX AMOUNT	TAX RATE 12% 7% 5% 0%	<u></u>	RESP	SERVICE	STOB	PROJECT	NAME & SUPPLIER # if STOB 57	OFA STOB & ASSET#
\$ 101,941.75	\$ 97,087.38	GST 5%	019	11348	34420	6705	11N0234	THE REST OF STREET, ST	
\$ 3,058.25	\$ 2,912.62	GST 5%	019	11348	34420	6701	11N0234		
05,000.00	TOTAL					.			
EXPENSE AUT	EXPENSE AUTHORITY (EA) INFORMATION:	DRIMATION			QUALIFIED RECEIVER (QR) CERTIFIC	ECEIVI	ER (QR) CE	RTIFICATION:	
BRIEF PAYMENT tote: This is also the line A2822 - Services Ca	EA PRINTED NAME  BRIEF PAYMENT DESCRIPTION FOR EA NOTIFICATION: tote: This is also the line description displayed on GL detail reports.  A2822 - Services Campaign online - May 1 - 31/16 - COM	R EA NOTIFI	CATIO		he goods provided or ervices were properly e., goods: as ordered	QR PI service deli received an I, correct qui s and/or per	QR PRINTED NAME rice delivered have been ins ived and documentation to the rect quantity and suitable quantity	QR PRINTED NAME  The goods provided or service delivered have been inspected or reviewed; and the goods or services were properly received and documentation to support the account has been verified (i.e., goods; as ordered, correct quantity and suitable quality, services; as contracted, appropriate deliverables and/or performance criteria met; or other conditions, if any, have been	goods or an verified id, , have been
				*	<b>T</b> 1	REFE	REFER TO ATTACHED	ACHED	
						QR (	QR SIGNATURE		
DDITIONAL INF	DDITIONAL INFORMATION OR INSTRUCTIONS:	NSTRUCTI	ONS:						
3RANCH BUSIN	BRANCH BUSINESS CONTACT NAME AND PHONE NUMBER:	AME AND	NOH	E NUMBE	χ,		ACC	ACCOUNTS DATE S	STAMP
	LEILA KUJANPAA 387-2526	NPAA 38	7-25	26					
* Note: Fields with an asterisk do	Note: Fields with an asterisk do not need to be completed for iProcurement invoices.	impleted for iPro	curemen	t Invoices.					-



#1251-409 Granville Street Vancouver, BC V6C 1T2

### RECEIVED

JUN - 1 2016

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

### Invoice

Date	Invoice #	
5/31/2016	3187	ĺ

Invoice To

Government Communications and Public Engagement Attn: Dawn Stewart

PAYMENT METHODS:

KIMBO Design accepts cheque or bank wire.

Bank of Montreal Account # s.15 Transit # 34880 Institution # 001

Swift Code # BOFMCAM2 ABA Routing # 026005092

						Terms	
						Net 30	
	De	scription		Qty	Rate	Amount	Tax
acebook Advertis	sing				72,800.00	72,800.00 V	G
Niche Advertising					24,287.38	24,287.38 ⊬	G
3% Service fee for GST 5% On Sales	media purchased				2,912.62 5.00%	2,912.62 5,000.00	G
6701- ZNY AU	97,087.3 2,912.1 VOICE DITED 06.06 UL 805287612	62		DATE	ALIFIED REC : T6-0/0- ATURE: MAR T NAME: MAR	ID C	
	,			<u> </u>			
Sanvios Char	ma of 20/ main		milia al des escrito		Subtotal	CAD 100,00	ı 00.00
ervice Char eccounts.	ye oi 3% per	month will be ap	pilea to over	aue	Total	CAD 105,00	00.00
					Payments/Cre	edits CAD	0.00
P:604.738.6448	F:604.738.6468	info@kimbodesign.ca	www.kimbodesig	n.ca	Balance D	ue CAD 105,00	00.00











1251-409 Granville Street, Vancouver, BC, V6C 1T2 604 738 6448

### 2016/2017 ONLINE COSTING ESTIMATE

CLIENT:
CAMPAIGN:
CAMPAIGN DATE:

Government Communications & Public Engagement

Services Campaign - Online - Phase Two

05.01.16 - 05.31.16

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.

Pritich Columbia 101

DATE:

STANDING OFFER#

APO:

04.26.16 SO-GCPE-030

A2822

DESCRIPTION:	British Columbia, 19+		CPA: MEDIA BUYER:	Kim Pickett		
REVISION COMMENT:			MEDIA BOTEN.	Kim Pickett		
		- 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1				
Site.	Product	Flight Date	Number of Days in Market	Daily Budget		Total Cost
Facebook Advertising	Website Clicks / Video Views	05.01.16 - 05.31.16	31	\$2,348.39	*	\$72,800.00
Niche Digital Advertising	Pre-Roll	05.01.16 - 05.31.16		\$783.46		\$24,287.38
3% Service Fee for Media Purchased						\$2,912.62
Subtotal						\$100,000.00
**Please note that FINAL COSTS MAY VARY +/- 10%**	-					
	Carry /			TOTAL COST:		\$100,000.00
Approved by Ministry Expense Authority	VI JOSE VOOL	· · · · · · · · · · · · · · · · · · ·		Date:	APR 2 8 20	116
Approved by GCPE HO	a Wilder D			Date:	APR 2 8 20	116
Material Contact Name	e:		Mate	rial Contact Number:		
STANDING OFFER Advertising Placement Order		APO# (Assigned by GCPE): A2822	Campaign Name: Services Campaign - Online - Phase Ty	йо		
STOB/PROJECT INFORMATION:	,	BILLING CONTACT:				
STOB: GCPE 67 Ministry 67 68		Name: Dawn Stewart				
CPA/Project No: N0234		Email: GCPE.FinanceBilling@gov.bc.ca				

₽ -Lifetime -Search -Filters \* Campaign: Services - Website Clicks APO 2822 Performance Demographics Placement Campaign On 29,338 Delivery 29,338 Results: Website Clicks \$0.80 Cost per Result 1,25% Result Rate a Recently Completed Results: Website Clicks ЗK Objective 793,869 Clicks to Website People Reached 18 Amount Spent Today \$23,400.00 \$0.00 spent today Amount Spent \$23,400.00 total sport of \$23,460.60 budget **Total Schedule** Custom May 1 May 22 May 25 May 28 May 31. May 92. 2016 3 53pm - May 31, 2016 9:90pm 52.00 \$1.00 \$0.00 Ad Sets in this Campaign -+ Create Ad Set Columns: Performance -Breakdown -Export \* Ad Set Name Delivery O Results 🕸 Reach 🔅 Cost 😚 Budget 🔃 Amount Spent @ Schedule 🚱 Recently Completed 447,658 8,326 \$0.94 \$7,800.00 \$7,800.00 of \$7,800.80 May 2, 2016 - May 31, 2016 Services - Website Clicks APO 2822 \$760 物路 (500 A.X Flax Wetsete Glick Lettene ig days MSP # Recently Completed 15,483 309,666 50,50 \$7,800.00 \$7,800,00 of \$7,800.00 May 2, 2016 - May 31, 2016 Services - Website Cicks APO 2822 Website Clicks Pur Welseler Click Listing RESP Recently Completed 5,529 391,769 51.41 \$7,800.00 \$7:800.00 pf 57:800.66 May 2, 2016 - May 31, 2016 Services - Website Clicks APO 2822 Welliam Oblig Per Website Cick Editane 29 days Results from 3 Ad Sets 29,338 793,923 \$0.80 \$23,400.00 Yorbsite Clicks

Account Work BC Ads

Account: Work BC Ads Search -Lifetime \* Campaign: Services - Video Clicks APO 2822 Performance Demographics Placement 前 Campaign On Delivery 54,401 54,401 Results: Website Clicks \$0.91 Cost per Result 0.98% Result Rate # Recently Completed Results: Website Clicks 4K Objective 1,223,160 Clicks to Website People Reached 2K Amount Spent Today \$49,400,00 \$0.00 spent today Amount Spent \$49,400.00 Intal epint of \$49,400.00 bodget Total Schedule Custom May 1 May 4 May 7 May 10 May 13 May 16 May 22 May 19 May 25 May 28 May 31 May 92, 2016 4 97pm - May 31, 2016 9 00pm \$2,00 \$1.00 50 00 Ad Sets in this Campaign -+ Create Ad Set Cohmans: Performance -Breakdown \* Export . Ad Set Name Delivery 🍪 Results @ Reach (# Cost 🕸 Budget 🚳 Amount Spent (2) Schedule 🐠 PTTNEW Recently Completed 13.531 562,973 \$0.67 \$9,100.00 \$9,100.00 of \$9,100 00 May 2, 2016 - May 31, 2016 Services - Video Clicks APO 2822 Website Cloks Per Website Click Lifetime 29 days RESP NEW Recently Completed 10.236 360,661 50.89 \$9,100.00 \$9,100,00 of \$9,100,00 May 2, 2016 - May 31, 2016 Services - Video Clicks APO 2822 Webste Clicks Pet Website Olick Lifetime 29 days MSP - 30 Sec Spat Recently Completed 9,361 317,804 \$0.83 \$7,800.00 \$7,800.00 of \$7,800.00 May 2, 2016 - May 31, 2016 Services - Video Cloks APO 2822 Website Clicks Per Website Click Lifetime 29 days PTT - 30 Sec Spot · Recently Completed 6.617 463,776 \$1.18 \$7,800,00 \$7:800.00 of \$7,800.00 May 2, 2016 - May 31, 2016 Services - Video Clicks APO 2822 Website Clicks Per Website Click Lietme 28 days Results from 6 Ad Sets 54,401 1,223,257 \$0.91 \$49,400.00 Wabsite Clicks People Per Website Cars. Total Spent



page # 11 of 12 GCP-2016-62312

BC V6C 1T2 Vancouver 1251-409 Granville St. Canada Kimbo Design Kim Pickett

Vancouver, B.C. V6B 2T4 323-1080 Mainland St. NichePlus Digital Inc. GST# 844012336

### Invoice

31 May 2016 INVOICE DATE

25,501,75

31 May 2016 DUE DATE

Services Pre-Roll Extension May 2016

May billing period

Goal: Encourage British Columbian's to engage client video footage and subsequent website visits (target: clicks, video optimization completions)

GEO: British Columbia

Total Flight 2 Date: April 1 - May 1, 2016

	YTĢ	RATE	AMOUNT
NichePlus Premium Video Pre-Roll Network - Services Pre-Roll Extension Non-skippable Estimated imp: 1,900,000	1900.00	10.00	19000.00
YouTube TruView Video Unit- Services 15106,80	15106,80	0.35	5287.38
Pre-Roll Extension Non-skippable Estimated views: 28800		medical plantament of the measure comment of the co	
ован (ден ден и верения в перения в	AND COMPANY OF THE PROPERTY OF	CONTRACTOR OF THE PROPERTY CONTRACTOR OF THE PRO	o secretaria de la company de

Subtotal **Total** \$ Tax 5.00% 25,501,75 24,287.38 1,214.37

Terms: due upon receipt

or deposit/retainer of 25% of total campaign. Failure of payment will result in campaign suspension. A 2% Invoices are generated upon acceptance of the advertising agreement and payment is due in full prior to the processing fee is charged for payment via credit card. campaign start. Credit terms may be given subject to a complete credit application, a credit card to keep on file

Services Campaign – Invoice Detail by Supplier and Service Category

April 23, 2016 to June 07, 2016

	00	06	
Total	\$100,000.00 \$100,000.00	\$200,000,00	
New Media Buying	\$100,000.00 \$100,000.00	\$200,000.00	
Media Buying		\$0.00	
Production Services Media Buying		\$0.00	
Client Services Creative Services		\$0.00	
Client Services		\$0.00	
Invoice #	3169	Total:	
vendor	Kimbo Kimbo		