

16.05.13

*SITE 001

DESCRIPTION FOR CHEQUE STUB	3169

GL DATE (if applicable)

AMOUNT (INCLUDING TAX)	PRE-TAX AMOUNT	TAX RATE 12%, 7%, 5%, 0%	CL	RESP	SERVICE LINE	STOB	PROJECT	NAME & SUPPLIER # if STOB 57	OFA STOB & ASSET #
\$ 101,941.35	\$ 97,087.00	GST 5%	019	11348	34420	6705	11N0234		
\$ 3,058.24	\$ 2,912.61	GST 5%	019	11348	34420	6701	11N0234		
104,999.59	TOTAL								

QUALIFIED RECEIVER (QR) CERTIFICATION:

QR PRINTED NAME

Note: This is also the line description displayed on GL detail reports.
A2806 - BC Services - Online - April 1 - May 1/16

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 met).

QR SIGNATURE

ADDITIONAL INFORMATION OR INSTRUCTIONS:

ACCOUNTS DATE STAMP

LEILA KUJANPAA 387-2526



KIMBO Design Inc.

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

2016/2017 ONLINE COSTING ESTIMATE

COMPLETED



KIMBODESIG

CLIENT: Government Communications & Public Engagement
CAMPAIGN: BC Services - Online
CAMPAIGN DATE: 04.01.16 - 05.01.16
DESCRIPTION: British Columbia, 19+
DATE: 03.29.16
STANDING OFFER # SO-GCPE-030
APO: A2806
CPA:
MEDIA BUYER: Kim Pickett

REVISION COMMENT:

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				\$99,999.61

Please note that FINAL COSTS MAY VARY +/- 10%

Approved by Ministry Expense Authority:

Approved by GCPE HQ:

Material Contact Name:

TOTAL COST: \$99,999.61

Date: 2016.03.31

Date: 2016.03.30

Material Contact Number:

STANDING OFFER Advertising Placement Order	APO# (Assigned by GCPE):	Blanket APO: Yes No Campaign Name:
STOB/PROJECT INFORMATION: STOB: GCPE 67 <input checked="" type="checkbox"/> Ministry 67 <input type="checkbox"/> 68 CPA/Project No. <u>N0234</u>	BILLING CONTACT: Name: Dawn Stewart Telephone: GCPE.FinanceBilling@gov.bc.ca	BILLING TO: Ministry Branch Mailing Address

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

F416-17

RECEIVED

APR - 4 2016

GOVERNMENT COMMUNICATIONS
AND PUBLIC ENGAGEMENTKIMBO
DESIGN#1251-409 Granville Street
Vancouver, BC
V6C 1T2

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 # 001Swift Code # BOFMCAM2
ABA Routing # 026005092

Invoice To
Government Communications and Public Engagement Attn: Dawn Stewart

Terms
Net 30

Description	Qty	Rate	Amount	Tax
Government Communications & Public Engagement Services Online Campaign SO-GCPE 030: APO 2806 04.01.16 - 05.01.16				
Facebook Advertising		68,000.00	68,000.00 ✓	G
Niche Advertising		29,087.00	29,087.00 ✓	G
3% Service fee for media purchased		2,912.61	2,912.61 ✓	G
GST 5% On Sales		5.00%	4,999.98 ✓	
<div style="display: flex; justify-content: space-between;"> <div> INVOICE AUDITED 16.04.04 UK GST/HST No. 805287612 </div> <div> QUALIFIED RECEIVER APR 28 2016 DATE: _____ SIGNATURE: PRINT NAME: Mary Dila </div> </div>				

**Service Charge of 3% per month will be applied to overdue
accounts.**

Subtotal CAD 99,999.61 ✓

Total CAD 104,999.59

Payments/Credits CAD 0.00

Balance Due CAD 104,999.59 ✓

P:604.738.6448

F:604.738.6468

info@kimbodesign.ca

www.kimbodesign.ca



Kimbo Design Inc.

Campaign Name: Government of BC
Flight Date: 04.01.16 - 05.01.16

Client Partner: Nick Serjeant nserjeant@fb.com 647 299 7389
Solutions Manager: Nicky Everitt nicky@fb.com 416 727 0086

Campaigns	Target Audience	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



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

Quoted By: Craig Brown

Insertion Order

INSERTION ORDER DATE	INSERTION ORDER TOTAL	VALID TO
31 Mar 2016	30,541.35	5 Apr 2016

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

	QTY	RATE	AMOUNT
NichePlus Premium Video Pre-Roll Network - Services	1900.00	10.00	19,000.00
Pre-Roll Extension Non-skipable			
Estimated imp: 1,900,000			
YouTube TruView Video Unit- Services	28820.00	0.35	10,087.00
Pre-Roll Extension Non-skipable			
Estimated views: 28800			

Subtotal 29,087.00 ✓
Tax 5.00% 1,454.35

Total \$ 30,541.35

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

Signature:

Printed Name:

Date:

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

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

Direct
GCP E

DESCRIPTION FOR CHECKUE STUB:

3187

PAY ALONE? YES

☐

105.000.00	TOTAL
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QR SIGNATURE

LEILA KUJANPAA 387-2526

ACCOUNTS DATE STAMP

* Note: Fields with an asterisk do not need to be completed for iProcurement Invoices.
FIN FSA 017 REV. JUN/10



**KIMBO
DESIGN**

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

RECEIVED

JUN - 1 2016

GOVERNMENT COMMUNICATIONS
AND PUBLIC ENGAGEMENT

Invoice

Date	Invoice #
5/31/2016	3187

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

Invoice To
Government Communications and Public Engagement Attn: Dawn Stewart

Terms
Net 30

Description	Qty	Rate	Amount	Tax
Government Communications & Public Engagement Services Online Campaign - Phase Two SO-GCPE 030 APO 2822 05.01.16 - 05.31.16				
Facebook Advertising		72,800.00	72,800.00 ✓	G
Niche Advertising		24,287.38	24,287.38 ✓	G
3% Service fee for media purchased		2,912.62	2,912.62 ✓	G
GST 5% On Sales		5.00%	5,000.00 ✓	
6705- 97,087.38 6701- 2,912.62				
INVOICE AUDITED 16.06.06 UK				
QUALIFIED RECEIVER DATE: 16-06-10 SIGNATURE: <u>MARY DILA</u> PRINT NAME: MARY DILA				
GST/HST No.	805287612			

Service Charge of 3% per month will be applied to overdue accounts.

Subtotal CAD 100,000.00 ✓

Total CAD 105,000.00

Payments/Credits CAD 0.00

Balance Due CAD 105,000.00 ✓

P:604.738.6448 F:604.738.6468 info@kimbodesign.ca www.kimbodesign.ca



COMPLETED
KIMBO Design Inc.
1251-409 Granville Street, Vancouver, BC, V6C 1T2
604 738 6448



SENT APR 28 2016 11:30am
KIMBODESIGN

2016/2017 ONLINE COSTING ESTIMATE

CLIENT: Government Communications & Public Engagement
CAMPAIGN: Services Campaign - Online - Phase Two
CAMPAIGN DATE: 05.01.16 - 05.31.16
DESCRIPTION: British Columbia, 19+

DATE: 04.26.16
STANDING OFFER # SO-GCPE-030
APO: A2822
CPA:
MEDIA BUYER: Kim Pickett

REVISION COMMENT:

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	31	\$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%

Approved by Ministry Expense Authority:

Approved by GCPE HQ:

Material Contact Name:

TOTAL COST: \$100,000.00

Date: APR 28 2016

Date: APR 28 2016

Material Contact Number:

STANDING OFFER
Advertising Placement Order

APO# (Assigned by GCPE):
A2822

Campaign Name:
Services Campaign - Online - Phase Two

STOB/PROJECT INFORMATION:

STOB: GCPE 67 ☒ Ministry 67 ☐ 68 ☐

CPA/Project No. N0234

BILLING CONTACT:

Name: Dawn Stewart

Email: GCPE.FinanceBilling@gov.bc.ca

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

Account: Work BC Ads

Campaign: Services - Website Clicks APO 2822

Search Filters Lifetime

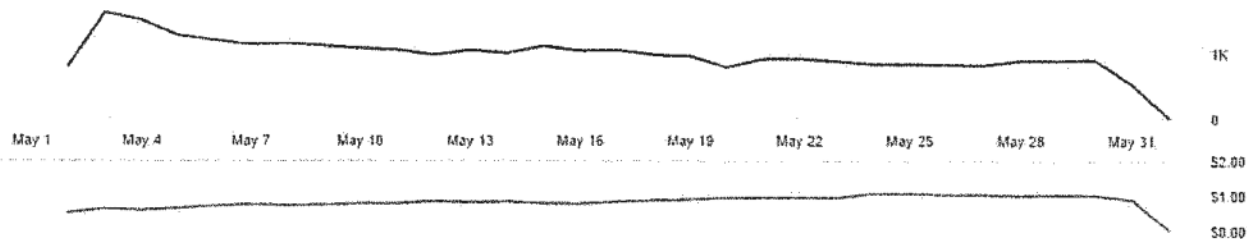
Performance Demographics Placement

29,338 Results: Website Clicks \$0.80 Cost per Result 1.25% Result Rate

793,869 People Reached

\$23,400.00 Amount Spent

Custom



Campaign ☒ On

Delivery ☒ Recently Completed

Objective Clicks to Website

Amount Spent Today \$0.00 spent today \$23,400.00 total spent of \$23,400.00 budget

Total Schedule May 02, 2016 3:53pm - May 31, 2016 0:00pm

Ad Sets in this Campaign + Create Ad Set

Columns: Performance Breakdown Export

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
<input checked="" type="checkbox"/> PTT Services - Website Clicks APO 2822	Recently Completed	8,326 Website Clicks	447,658	\$0.94 Per Website Click	\$7,800.00 Lifetime	\$7,800.00 of \$7,800.00	May 2, 2016 - May 31, 2016 29 days
<input checked="" type="checkbox"/> MSP Services - Website Clicks APO 2822	Recently Completed	15,483 Website Clicks	309,666	\$0.50 Per Website Click	\$7,800.00 Lifetime	\$7,800.00 of \$7,800.00	May 2, 2016 - May 31, 2016 29 days
<input checked="" type="checkbox"/> RESP Services - Website Clicks APO 2822	Recently Completed	5,529 Website Clicks	391,769	\$1.41 Per Website Click	\$7,800.00 Lifetime	\$7,800.00 of \$7,800.00	May 2, 2016 - May 31, 2016 29 days
Results from 3 Ad Sets		29,338 Website Clicks	793,923 People	\$0.80 Per Website Click		\$23,400.00 Total Spent	

Account: Work BC Ads

Campaign: Services - Video Clicks APO 2822

Search

Filters

Lifetime

☒ Performance
 ☐ Demographics
 ☐ Placement

54,401

Results: Website Clicks

54,401 Results: Website Clicks \$0.91 Cost per Result 0.98% Result Rate

1,223,160

People Reached

\$49,400.00

Amount Spent

Custom

May 1 May 4 May 7 May 10 May 13 May 16 May 19 May 22 May 25 May 28 May 31

 4K
2K
0
\$2.00
\$1.00
\$0.00
Campaign ☒ On

Delivery

Recently Completed

Objective

Clicks to Website

Amount Spent Today

\$0.00 spent today

\$49,400.00 total spent of \$49,400.00 budget

Total Schedule

May 02, 2016 4:07pm - May 31, 2016 9:00pm

Ad Sets in this Campaign

+ Create Ad Set

Columns: Performance

Breakdown

Export

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
<input checked="" type="checkbox"/> PTT NEW Services - Video Clicks APO 2822	Recently Completed	13,531 Website Clicks	562,973	\$0.67 Per Website Click	\$9,100.00 Lifetime	\$9,100.00 of \$9,100.00	May 2, 2016 - May 31, 2016 29 days
<input checked="" type="checkbox"/> RESP NEW Services - Video Clicks APO 2822	Recently Completed	10,236 Website Clicks	360,661	\$0.89 Per Website Click	\$9,100.00 Lifetime	\$9,100.00 of \$9,100.00	May 2, 2016 - May 31, 2016 29 days
<input checked="" type="checkbox"/> MSP - 30 Sec Spot Services - Video Clicks APO 2822	Recently Completed	9,361 Website Clicks	317,804	\$0.83 Per Website Click	\$7,800.00 Lifetime	\$7,800.00 of \$7,800.00	May 2, 2016 - May 31, 2016 29 days
<input checked="" type="checkbox"/> PTT - 30 Sec Spot Services - Video Clicks APO 2822	Recently Completed	6,617 Website Clicks	463,776	\$1.18 Per Website Click	\$7,800.00 Lifetime	\$7,800.00 of \$7,800.00	May 2, 2016 - May 31, 2016 29 days
Results from 4 Ad Sets		54,401 Website Clicks	1,223,257 People	\$0.91 Per Website Click		\$49,400.00 Total Spent	

Invoice No. 1298



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

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

Invoice

INVOICE DATE
31 May 2016

AMOUNT DUE
25,501.75

DUE DATE
31 May 2016

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

	QTY	RATE	AMOUNT
NichePlus Premium Video Pre-Roll Network - Services	1900.00	10.00	19000.00
Pre-Roll Extension Non-skipable			
Estimated imp: 1,900,000			
YouTube TruView Video Unit- Services	15106.80	0.35	5287.38
Pre-Roll Extension Non-skipable			
Estimated views: 28800			

Subtotal 24,287.38 ✓

Tax 5.00% 1,214.37

Total \$ 25,501.75

Terms: due upon receipt

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

Services Campaign – Invoice Detail by Supplier and Service Category

April 23, 2016 to June 07, 2016

Vendor	Invoice #	Client Services	Creative Services	Production Services	Media Buying	New Media Buying	Total
Kimbo	3169					\$100,000.00	\$100,000.00
Kimbo	3187					\$100,000.00	\$100,000.00
	Total:	\$0.00	\$0.00	\$0.00	\$0.00	\$200,000.00	\$200,000.00