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1157-409 Granville St
Vancouver, BC V6C 1T2
T. 604-684-4282
www.responseadvertising.ca

DATE: 3/24/2017			
BC Job Makers INV Curriculum 2017 - C38			
CLIENT: JTST			
PROJECT: BC Job makers			P.O. W1748
Description - Planning, strategic direction, creative development, production and translation in 3 languages			
CLIENT SERVICES	Number of Units	Cost per Unit	Cost
Account Services (primary day-to-day contact)			
Creative Director (or Agency Head)	7	\$ 150.00	\$ 1,050.00
Junior Account Personnel	15	\$ 250.00	\$ 3,750.00
	25	\$ 125.00	\$ 3,125.00
CREATIVE SERVICES			
Art/Creative Direction			
Copy Writing Services	20	\$ 125.00	\$ 2,500.00
Broadcast Development	64	\$ 100.00	\$ 6,400.00
Digital Design Services		\$ 75.00	\$ -
New Media Development	15	\$ 75.00	\$ 1,125.00
Promotional Planning Services		\$ 75.00	\$ -
Research/Strategic Planning Services		\$ 125.00	\$ -
PRODUCTION SERVICES			
Print Production			\$ -
Broadcast Production (TV and Radio)	0	\$ 75.00	\$ -
Digital/Online Production		\$ 95.00	\$ -
Promotional Executions	20	\$ 100.00	\$ 2,000.00
		\$ 70.00	\$ -
HARD COSTS			
SUB-CONTRACTED SERVICES			
Sub Total			
GST 5%			
Total			
			\$ 19,950.00
			\$ 997.50
			\$ 20,947.50

Make all cheques payable to Response Advertising Inc.
GST# 867101750 RT 0001

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DATE: March 28, 2017

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Hide Ozawa

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DATE: 3/27/17			
INV GCPE - Services - C41			
CLIENT: GCPE Services			
			P.O. W1760
PROJECT: GCPE - Services - Creative production and translation			
Description - Planning, Strategic Direction, Creative Development, Production and Translation for Broadcast on TV (2 versions, 5 languages), Broadcast on Radio (2 version, 4 languages), Print (2 version, 2 languages)			
	Number of Units	Cost per Unit	Cost
CLIENT SERVICES			
Account Services (primary day-to-day contact)	60	\$ 150.00	\$ 9,000.00
Creative Director (or Agency Head)	145	\$ 250.00	\$ 36,250.00
Junior Account Personnel	190	\$ 125.00	\$ 23,750.00
CREATIVE SERVICES			
Art/Creative Direction	210	\$ 125.00	\$ 26,250.00
Copy Writing Services	240	\$ 100.00	\$ 24,000.00
Broadcast Development	240	\$ 75.00	\$ 18,000.00
Digital Design Services	160	\$ 75.00	\$ 12,000.00
New Media Development	110	\$ 75.00	\$ 8,250.00
Promotional Planning Services			\$ -
Research/Strategic Planning Services	35	\$ 125.00	\$ 4,375.00
PRODUCTION SERVICES			
Print Production	110	\$ 75.00	\$ 8,250.00
Broadcast Production	250	\$ 95.00	\$ 23,750.00
Digital/Online Production	155	\$ 100.00	\$ 15,500.00
Promotional Executions		\$ 70.00	\$ -
HARD COSTS			
Sub Total			\$ 209,375.00
GST 5%			\$ 10,468.75
Total			\$ 219,843.75

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DATE: 3/27/17			
INV WorkBC 2017 - C36			
CLIENT: WorkBC			
PROJECT: WorkBC Parents Guide - Creative Production and Translation			P.O. W1750
Description - Translation, typesetting, layout and final files creation for WorkBC Parents Guide - 7 languages			
	Number of Units	Cost per Unit	Cost
CLIENT SERVICES			
Account Services (primary day-to-day contact)	10	\$ 150.00	\$ 1,500.00
Creative Director (or Agency Head)	50	\$ 250.00	\$ 12,500.00
Junior Account Personnel	65	\$ 125.00	\$ 8,125.00
CREATIVE SERVICES			
Art/Creative Direction	200	\$ 125.00	\$ 25,000.00
Copy Writing Services	275	\$ 100.00	\$ 27,500.00
Broadcast Development		\$ 75.00	\$ -
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		\$ 95.00	\$ -
Digital/Online Production		\$ 100.00	\$ -
Promotional Executions		\$ 70.00	\$ -
HARD COSTS			
Sub Total			\$ 74,625.00
GST 5%			\$ 3,731.25
Total			\$ 78,356.25

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DATE:

3/06/17

INV WelcomeBC 2017 - C34

CLIENT:

WelcomeBC

PROJECT:

P.O. W1745

WelcomeBC Campaign - Creative Production and Translation

Description - Planning, Strategic Direction, Creative Development, Production and Translation for: OOH (3 versions, 1 language), Print (1 version, 5 languages), and Online (4 versions, 5 languages).

CLIENT SERVICES

Account Services (primary day-to-day contact)

Creative Director (or Agency Head)

Junior Account Personnel

CREATIVE SERVICES

Art/Creative Direction

Copy Writing Services

Broadcast Development

Digital Design Services

New Media Development

Promotional Planning Services

Research/Strategic Planning Services

PRODUCTION SERVICES

Print Production

Broadcast Production

Digital/Online Production

Promotional Executions

HARD COSTS

Sub Total

GST 5%

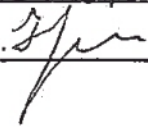
Total

Description	Number of Units	Cost per Unit	Cost
Account Services (primary day-to-day contact)	40	\$ 150.00	\$ 6,000.00
Creative Director (or Agency Head)	80	\$ 250.00	\$ 20,000.00
Junior Account Personnel	140	\$ 125.00	\$ 17,500.00
Art/Creative Direction	150	\$ 125.00	\$ 18,750.00
Copy Writing Services	150	\$ 100.00	\$ 15,000.00
Broadcast Development		\$ 75.00	\$ -
Digital Design Services	180	\$ 75.00	\$ 13,500.00
New Media Development	130	\$ 75.00	\$ 9,750.00
Promotional Planning Services			\$ -
Research/Strategic Planning Services	25	\$ 125.00	\$ 3,125.00
Print Production			\$ -
Broadcast Production	148	\$ 75.00	\$ 11,100.00
Digital/Online Production		\$ 95.00	\$ -
Promotional Executions	200	\$ 100.00	\$ 20,000.00
		\$ 70.00	\$ -
Sub Total			\$ 134,725.00
GST 5%			\$ 6,736.25
Total			\$ 141,461.25

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"Our Opportunity is Here" – Invoice Detail by Supplier and Service Category

FOI Request GCP-2017-71940: 2017-03-16 - 2017-06-09

Vendor	Invoice #	Invoice Date	Client Services	Creative Services	Production Services	Media Buying	New Media Buying	Total
Response	2017-C38	2017-03-24	\$7,925.00	\$10,025.00	\$2,000.00			\$19,950.00
Response	2017-C41	2017-03-27	\$69,000.00	\$92,875.00	\$47,500.00			\$209,375.00
Response	2017-C36	2017-03-27	\$22,125.00	\$52,500.00	\$0.00			\$74,625.00
Response	2017-C34	2017-06-03	\$43,500.00	\$60,125.00	\$31,100.00			\$134,725.00
	Total:		\$142,550.00	\$215,525.00	\$80,600.00	\$0.00	\$0.00	\$438,675.00