

Invoice



BIG FISH CREATIONS

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web design • marketing • graphic design • branding • copywriting
multimedia authoring • photography • music composition

When you need to get noticed
swim upstream.

Bill To:

Feather River Rail Society
PO Box 608
Portola, Ca 96122

Date	Invoice No.	P.O. Number	Terms	Project
01/30/18	6044		Net 10	

Quantity	Description	Rate	Amount
1	Retainer for professional advertising, marketing and research services. <i>CLASS-OPS CODE-67079</i>	1,440.00	1,440.00
		Total	\$1,440.00

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Feather River Rail Society (WPRM) January 2018 Timesheet

1-2	0.75	Edit and additions to Sweetwood article and Light the Fire for Headlight Magazine
1-3-18	1	Media buy direction and review w/ EV.
1-4-18	0.25	Calls to verify event w/ Dish Grace and Longboards. Also, EV conversation to Klysia for event breakdown for Old Town Center possible profit and expenses. Call into J Stephanic for EV for event information - all as per EV direction.
1-4-18	0.25	Small copy edit on Visitors guide ad.
1-7-18	1	Review and comment on revised 2018 media buys
1-7-18	2.5	Google analytics review for top referring sites/media buy revaluation. Contacted RJG on reno.com buy and digital related advertising options.
1-7-18	1	Conference call w/ EV on final media buy suggestions and direction. Additions to TA, and revised buy.
1-13-18	1.5	Met w/ EV on Od Town Center update/direction. Marketing and final review of media before board meeting. Collectible show meeting w/ Dick Short in Graeagle w/ EV.
1-13-18	2.5	FRRS Board Meeting - marketing update w/ EV. Media Buy presentation and collectibles show update.
1-17-18	2	Color corrected Santa Train Photos from Dec 9, 2017 shoot. Selected videos and optimized them for more efficiency, etc. Uploaded finals to Dropbox for Paul and Eugene.
1-17-18	0.5	Converted Visitor Guide ad designed by Eugene to proper format for production PDF/CMYK. Made one revision on the headline per Eugene.
1-22-18	0.25	Send approved ad to Roger.
1-24-18	0.5	HAL special copy pending approval.
1-24-18	1.5	Account management - entered all jobs into Basecamp with deadlines and details.
TOTAL	15.5	HOURS