

Exhibit "B" Television Advertising Contractor Checklist

Television Advertising

Media provider outside Yakima/Kittitas DMA		
A.	_____ x 100% Allowed Reimbursement	
Name of media provider(s) outside Yakima/Kittitas DMA	Cost of media provider TV Advertising outside Yakima/Kittitas DMA	Cost of media provider TV Advertising outside Yakima/Kittitas DMA to be included on lodging tax reimbursement request
To be included with this reimbursement request:		
1. The invoice from TV station showing the airtimes for the TV ads		
2. The script of the TV ad that was shown		

Media provider inside the Yakima/Kittitas DMA - INCLUDES BUT NOT LIMITED TO : KAPP, KIMA, KNDO, CHARTER ELLENSBURG		
B.	Date Specific Events Advertised the Day of the Event and Up to 7 days Prior	
i.	_____ x 100% Allowed Reimbursement	
Name of media provider(s) inside Yakima/Kittitas DMA	Cost of media provider TV Advertising inside Yakima/Kittitas DMA	Cost of media provider TV Advertising inside Yakima/Kittitas DMA to be included on lodging tax reimbursement request
To be included with this reimbursement request:		
1. The invoice from TV station showing the airtimes for the TV ads		
2. The script of the TV ad that was shown		

Seasonal or year-round events, or Date Specific Events Outside of 7 Day Window		
ii.	_____ x 70% Allowed Reimbursement	
Name of media provider(s) inside Yakima/Kittitas DMA	Cost of media provider TV Advertising inside Yakima/Kittitas DMA	Cost of media provider TV Advertising inside Yakima/Kittitas DMA to be included on lodging tax reimbursement request
To be included with this reimbursement request:		
1. The invoice from TV station showing the airtimes for the TV ads		YOU MUST CALCULATE THE 70% ALLOWED REIMBURSEMENT
2. The script of the TV ad that was shown		
3. Please show calculation on the invoice showing the 70% reimbursement allowed		

If a separate party (for example, the Chamber of Commerce) is ordering the TV advertising for your event, you must include the invoice from the Chamber of Commerce billing your event. Included with their invoice to you should be any invoices they paid to the marketing company for the TV advertising services provided.

THE SEPARATE PARTY MUST BE PAID BEFORE YOU CAN SUBMIT YOUR REIMBURSEMENT REQUEST

ALL PAYMENTS TO LODGING TAX GRANTEEES ARE PAID ON A REIMBURSEMENT BASIS ONLY

ALL INVOICES SUBMITTED TO THE COUNTY FOR REIMBURSEMENT ARE TO HAVE ALREADY BEEN PAID TO THE VENDOR

DO NOT SUBMIT REIMBURSEMENT REQUESTS FOR INVOICES THAT HAVE NOT ALREADY BEEN PAID TO THE VENDOR