

**Exhibit "B" Television Advertising Contractor Checklist**

## Television Advertising

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

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

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

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**