



SESSION 1

Invoicing and Payments

INVOICING - WHY AM I INVOICED?

All revenue that advertising sales generates is collected by the Chamber/CVB - however, those funds belong to Lunar Cow Publishing. Advertising Sales is the reason the production of your publication costs zero. Those advertising dollars pay for all associated costs, and belong to Lunar Cow Publishing. Anything OVER cost, is kept by your organization as non-dues revenue. Advertising sales pays for :

- Sales Team
- Design Team
- Production
- Operating Costs & Technology of Service
- Printing & Delivery

WHEN SHOULD I EXPECT AN INVOICE?

• INVOICE NUMBER 1

Your first of two invoices will be issued shortly after ad sales begins and revenues are being collected.

Do not panic or be worried! This invoice is due once your program has collected the amount stated on the invoice. This represents half the cost of your program. Once you reach that milestone, your first payment is due immediately. ***NOT PAYING THIS 1ST INVOICE IN A TIMELY MANNER WILL DELAY THE PRODUCTION OF YOUR PUBLICATION AND MAY PUT PRODUCTION ON HOLD UNTIL PAYMENT IS RECEIVED.***

• INVOICE NUMBER 2

Your second invoice will be sent near the end of the sales program as sales reaches and/or surpasses cost. It will be for the remainder of the balance of your project cost. This payment is critical and also must be sent on time as it is primarily used for the cost of print production and delivery. ***NOT PAYING THIS INVOICE WILL DELAY THE PRODUCTION OF YOUR PUBLICATION. FAILURE TO PAY WILL RESULT IN AN ARCHIVED PROJECT IN WHICH YOU WILL STILL BE RESPONSIBLE FOR THE BALANCE DUE. REMEMBER, YOU ARE COLLECTING LUNAR COW'S ADVERTISING SALES MONEY THAT PAYS FOR YOUR GUIDE.***

NON-DUES REVENUE: WHAT IS IT AND HOW DOES IT WORK?

Non-dues revenue is money earned above and beyond your project's costs. Sales goals are never guaranteed, they are estimated based on the previous year's sales. The advertising dollars earned ABOVE cost are then kept by your organization as "non-dues revenue", essentially, a profit for your organization. **NOTE:** These are the only advertising dollars that belong to your organization. All Advertising Sales dollars, up to the cost of the project, belong to Lunar Cow Publishing.

WHAT IF WE DON'T MEET OUR PROJECT COST?

OPTION 1: Your organization has the option of extending the advertising sales timeline until cost is met, or if preferred (to expedite printing and delivery), you can pay for any balance due to move forward. Cost is fixed at the signing of your contract.

OPTION 2: If you are close to covering cost, but sales has been exhausted in your area, there are a few ways to lower the cost of your project. You can print less units. You can change paper grades. You can go with fewer pages in the publication. One, or a combination of those specification changes, can potentially reduce your project cost by thousands of dollars. We will always work with you to do our best to make sure your book is produced at no cost to you.