

# Required Documentation for Reimbursement

VTC Social Media Advertising Co-Op

In order to receive a timely reimbursement, VTC Advertising Co-Op participants must submit the following items:

1. An up-to-date **W9 form**
  - Please ensure the business name listed on your W9 form matches the business name on your Co-Op Application.
2. **Facebook Ads Manager** screenshot(s) showing the following:
  - **Run Dates\***
  - **Total Spend\***
3. **Ad Delivery Report** exported Excel document from the Facebook Ads Manager showing:
  - **Run Dates\***
  - **Total Spend\***

\* Please ensure the campaign names, run dates, and total spend amounts appear **and match** on both the Facebook Ads Manager screenshot(s) and the Ad Delivery Report. Examples of each have been provided below.

## Example: Facebook Ads Manager Screenshot

Off / On	Campaign	Delivery ↑	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000 impressions)
●	Wedding	Active	7-day click or 1...	3,550 Landing Page Views	200,914	1.57	\$0.93 Per Landing Page Vi...	\$12.00 Daily	\$1,445.86	Ongoing	314,850	\$4.59
●	Spa (Local)	Active	7-day click or 1...	5,928 Link clicks	86,202	10.95	\$0.41 Per Link Click	\$20.00 Daily	\$3,606.65	Ongoing	943,620	\$3.82
●	Saving History	Off	7-day click or 1...	-- Landing Page View	--	--	-- Per Landing Page View	\$22.00 Daily	\$0.00	Jun 21, 2023	--	--
●	Campaign	Off	7-day click or 1...	-- Landing Page View	--	--	-- Per Landing Page View	\$51.00 Daily	\$0.00	Nov 21, 2022	--	--
●	Event 1	Off	7-day click or 1...	-- Link Click	--	--	-- Per Link Click	\$25.00 Lifetime	\$0.00	Sep 2, 2022	--	--
●	Event 2	Off	7-day click or 1...	-- Link Click	--	--	-- Per Link Click	\$25.00 Lifetime	\$0.00	Aug 16, 2022	--	--
●	Event 3	Off	7-day click or 1...	-- Link Click	--	--	-- Per Link Click	\$25.00 Lifetime	\$0.00	Jul 22, 2022	--	--
●	Event 4	Off	7-day click or 1...	-- Link Click	--	--	-- Per Link Click	\$25.00 Lifetime	\$0.00	Jul 15, 2022	--	--
●	Video	Off	7-day click or 1...	727 Link clicks	36,592	1.52	\$0.30 Per Link Click	Using ad set bud...	\$217.61	Ongoing	55,506	\$3.92
●	Virginia	Off	7-day click or 1...	-- Link Click	--	--	-- Per Link Click	Using ad set bud...	\$0.00	Sep 2, 2022	--	--
●	Guide Campaign	Off	7-day click or 1...	2,298 Link clicks	80,045	2.13	\$0.38 Per Link Click	\$6.00 Daily	\$865.11	Ongoing	170,143	\$5.08
Results from 11 campaigns				--	395,328	--	2.75	--	\$6,135.23 Total Spend	--	1,484,119 Total	\$4.13 Per 1,000 Impressions

## Example: Ad Delivery Report

Untitled report Jul-1-2023 to Dec-31-2023 Report Period: Jul 1, 2023 - Dec 31, 2023

Campaign name	Amount spent (USD)	Reporting starts	Reporting ends
Spa (Local)	3606.65	2023-07-01	2023-12-31
Wedding	1445.86	2023-07-01	2023-12-31
Guide Campaign	865.11	2023-07-01	2023-12-31
Video	217.61	2023-07-01	2023-12-31
	<b>\$ 6,135.23</b>		