

**Myrtle Beach Area Chamber of Commerce
Public Funding Report
Activity for May - December 2009**

<u>VENDOR</u>	<u>DOLLARS SPENT</u>	<u>MEDIA TYPE</u>	<u>GEOGRAPHIC TARGET</u>	<u>DETAILS</u>
Internet Paid Search ¹	\$1,545,464	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign/Golf
Internet Display Ads ¹	\$862,885	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign/Golf
Internet Email Campaign ¹	\$109,163	Online	East of Mississippi	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Social Marketing ¹	\$8,870	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign/Golf
¹ Internet Vendors:				
AAA	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
AdReady.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
AJC.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
BeachHouse.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Booking Wiz	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Canada.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Carolina Living	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Charlotte.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Charlotteobserver.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Facebook	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Family Travel Files	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
FamilyTravelFiles.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
FamilyTravelForum.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
GoDaddy	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
GolfChannel.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Google	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
GroupTourMagazine.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
HomeAway Network	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
JournalNow.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Lucky Dog Productions	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MessageBuzz.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MSN	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MSN Bing	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MyFoxAtlanta.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MyFoxBoston.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MyFoxChicago.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MyFoxDC.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
MyFoxMemphis.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
NBC17.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
NBC4.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
NorthJersey.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
OhioNewsNetwork.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
OutSideHub.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Pinkerton South	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Prime Media	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
ResortsandLodges.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Shermans Travel	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
StudentGroupTour.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Telegram.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
TIG Global	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Travel Ad Network	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Travel Grove	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Travel Promo	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Travel Tribe	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Travel Zoo.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Triangle Direct	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
TripAdvisor.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
TripInfo.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WBTv.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
We Save	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WeJustGotBack.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WeSave.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Winston Salem Journal	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WMIR.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WXIIGreensboro.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WJBF.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WNCT.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WRAL.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WSAV.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WLSL.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WSOCTV.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
WXII12.com	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Yahoo	included in above	Online	East of Mississippi/National	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Internet Invested	\$2,526,382			

<u>VENDOR</u>	<u>DOLLARS SPENT</u>	<u>MEDIA TYPE</u>	<u>GEOGRAPHIC TARGET</u>	<u>DETAILS</u>
Corinthian Media	\$23,605	TV	Albany-Schenectady-Troy	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$30,745	TV	Atlanta	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$35,789	TV	Augusta	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$35,503	TV	Baltimore	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign

Corinthian Media	\$10,533	TV	Binghamton	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$48,197	TV	Boston	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$6,171	TV	Bowling Green	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$70,804	TV	Buffalo	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$17,864	TV	Burlington-Plattsburgh	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$4,615	TV	Champaign & Springfield-Decatur	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$64,912	TV	Charleston-Huntington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$91,992	TV	Charlotte	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$6,215	TV	Charlottesville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$33,028	TV	Chatanooga	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$73,260	TV	Chicago	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$25,383	TV	Cincinnati	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$51,260	TV	Cleveland	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$27,226	TV	Columbus, OH	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$27,770	TV	Dayton	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$74,107	TV	Detroit	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$2,970	TV	Flint	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$13,948	TV	Grand Rapids-Kalamazoo-Battle	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$82,563	TV	Greensboro-Winston-Salem-High	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$41,493	TV	Greenville-New Bern-Washington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$68,300	TV	Greenville-Spartenburg-Ashevil	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$19,515	TV	Harrisburg-York-Lancaster-Leba	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$30,669	TV	Hartford-New Haven	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$25,768	TV	Indianapolis	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$20,367	TV	Jacksonville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$15,346	TV	Johnstown-Altoona	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$48,522	TV	Knoxville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$18,976	TV	Lexington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$7,761	TV	Little Rock	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$22,429	TV	Louisville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$13,335	TV	Madison	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$31,587	TV	Memphis	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$20,801	TV	Miami-Ft. Lauderdale	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$4,681	TV	Minneapolis-St.Paul	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$33,155	TV	Nashville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$95,536	TV	New York	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$25,905	TV	Norfolk-Portsmouth-Newport New	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$50,545	TV	Philadelphia	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$53,147	TV	Pittsburgh	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$13,888	TV	Providence-New Bedford	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$95,280	TV	Raleigh-Durham	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$40,448	TV	Richmond	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$38,264	TV	Roanoke-Lynchburg	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$27,231	TV	Rochester, NY	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$2,195	TV	Rockford	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$18,046	TV	Savannah	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$15,593	TV	St.Louis	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$11,418	TV	Syracuse	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$12,694	TV	Toledo	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$43,302	TV	Tri-Cities, TN-VA	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$11,385	TV	Washington, DC	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$10,142	TV	Wilkes-Barre-Scranton	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$16,115	TV	Wilmington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$13,266	TV	Youngstown	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$12,447	TV	Worcester	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$13,860	TV	Allentown	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$16,874	TV	Albany-Schenectady-Troy	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$14,850	TV	Atlanta	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$25,547	TV	Augusta	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$40,315	TV	Baltimore	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$30,827	TV	Boston	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$19,563	TV	Buffalo	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$10,021	TV	Burlington-Plattsburgh	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$6,391	TV	Champaign & Springfield-Decatu	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$41,508	TV	Charleston-Huntington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$39,464	TV	Charlotte	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$4,867	TV	Charlottesville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$18,551	TV	Chattanooga	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$38,940	TV	Chicago	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$27,170	TV	Cincinnati	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$19,305	TV	Cleveland	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$16,929	TV	Columbus, OH	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$12,787	TV	Dayton	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$54,626	TV	Detroit	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$1,892	TV	Flint	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$6,831	TV	Grand Rapids-Kalamazoo-Battle	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$47,463	TV	Greensboro-Winston-Salem-High	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign

<u>VENDOR</u>	<u>DOLLARS SPENT</u>	<u>MEDIA TYPE</u>	<u>GEOGRAPHIC TARGET</u>	<u>DETAILS</u>
Corinthian Media	\$20,350	TV	Greenville-New Bern-Washington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$39,116	TV	Greenville-Spartenburg-Ashevil	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$7,018	TV	Harrisburg-York-Lancaster-Leba	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$27,456	TV	Hartford-New Haven	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$10,807	TV	Indianapolis	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$4,972	TV	Jacksonville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$11,724	TV	Johnstown-Altoona	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$29,458	TV	Knoxville	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign
Corinthian Media	\$20,900	TV	Lexington	Summer Family Campaign - Fall/Winter Holiday Get-away Campaign

ASAE	\$7,440	Toronto, Canada, San Diego	Targets national association planners that meet throughout the US.	Tradeshows
Affordable Meetings	\$3,175	Washington, DC	Targets association, government and third party planners from the DC area.	Tradeshows
MPI	\$3,924	Salt Lake City, UT	Targets corporate and association planners that meet throughout the US.	Tradeshows
SYTA	\$1,753	Norfolk, VA	Targets tour operators that market to Student Groups throughout the US	Tradeshows
Sports Marketing	\$63,092		USA Judo/USA Track&Field, special ads, expensure for 3 sports shows/event	
Magazine Print - Groups and Meetings?	\$189,735	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
*Magazines:				
AAA Home & Away	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
AAA Midwest Traveler	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
AARP	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
ABA Destinations Magazine	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Associations Now/SE Destinations	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Bank Travel	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Canadian Traveler	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Carolina Explorer	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
*Magazines:				
Connect	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Direct Air In-flight Magazine	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Group Tour Magazine	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Group Travel Leader	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Leisure Group Travel	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Meeting Mentor	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Meetings and Conventions	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Meetings Media	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Meetings News	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Meetings South	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
MPI Meetings Professional Inc	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
NTA	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Plan Your Meetings	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
RCMA Highlights	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Reader's Digest	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Rejuvenate	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
SE Group Tour	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Sports Travel	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Student Group Tour	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Successful Meetings	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Teach & Travel	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
The Running Journal	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Track & Field News	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
US Airways In-flight Magazine	included in above	Magazine Groups and Meetings	East of Mississippi	Summer Group Campaign
Online - Groups and Meetings	\$11,845	Online Groups and Meetings	East of Mississippi	Summer Group Campaign
Sponsorship - General	\$63,386	Las Vegas, Nevada, Chicago, Pittsburg	Breakfast Sponsorship at Connect Marketplace - Presentation/Video Opportunity for 500 ppl	Ketel One Golf Challenge/Natl Golf Expo/AAA Sponsorship in PA.
Total Group/Convention Sales/Promo Invested	\$487,581			
Vacation Inquiry - Domestic	\$308,966	Inquiry Fulfillment	Regional, National & International	postage, freight, external visitor calls
Vacation Inquiry - International	\$16,261	Inquiry Fulfillment	Regional, National & International	postage, freight, external visitor calls
Total Vacation Inquiry Fulfillment (1)	\$325,227			
Total Public Funds Invested	\$7,178,498			
Total Public Funds Received	\$ 5,967,871			
State Funding - \$2,548,770				
Local Funding - \$3,419,101				
Total Private Funds/Credit Line	\$ 1,210,627			
Net Surplus/(Deficit)	(\$0)			

(1) private funding expenditures