

CISION MEDIA MEASUREMENT 2010						
Myrtle Beach Travel Stories by Media Type 2010						
	PRINT	ONLINE	BROADCAST	TOTALS	2009 TOTAL	VARIANCE
Jan	31	83		114	366	-69%
Feb	40	22		62	267	-77%
Mar	40	60		100	501	-80%
Apr	72	102		174	424	-59%
May	74	459	8	541	372	45%
June	52	261		313	134	134%
July	62	193		255	468	-46%
Aug	81	155		236	257	-8%
Sept	46	126		172	165	4%
Oct	5	31	1	37	185	-80%
Nov						
Dec						
					185	
					159	
					137	
	503	1492	9	2004	3139	-36%
Myrtle Beach Publicity by Media Type						
	PRINT	ONLINE	BROADCAST	TOTAL	2009 TOTAL	VARIANCE
Jan	\$74,380	\$490,886		\$565,266	\$2,752,625	-79%
Feb	\$326,146	\$12,993		\$339,139	\$3,589,194	-91%
Mar	\$1,461,550	\$1,809,559		\$3,271,109	\$3,633,438	-10%
Apr	\$3,336,630	\$1,444,177		\$4,780,807	\$3,510,246	36%
May	\$2,145,626	\$6,486,606	\$828,666	\$9,460,898	\$1,777,963	432%
June	\$597,505	\$2,434,613		\$3,032,118	\$620,749	388%
July	\$1,544,370	\$476,167		\$2,020,537	\$2,309,559	-13%
Aug	\$761,373	\$1,862,889		\$2,624,262	\$676,087	288%
Sept	\$554,451	\$1,389,746		\$1,944,198	\$1,140,996	70%
Oct	\$4,368	\$355,034	\$450,000	\$809,402	\$1,140,776	-29%
Nov						
Dec						
					\$1,323,565	
					\$652,669	
	\$10,806,399	\$16,762,671	\$1,278,666	\$28,847,736	\$21,151,633	36%
Myrtle Beach Impressions by Media Type						
	PRINT	ONLINE	BROADCAST	TOTALS	2009 TOTAL	VARIANCE
Jan	5,941,851	130,505,621		136,447,472	82,087,026	66%
Feb	2,698,736	770,592		3,469,328	164,869,318	-98%
Mar	7,286,755	146,129,870		153,416,625	319,509,968	-52%
Apr	17,651,873	105,896,014		123,547,887	195,444,303	-37%
May	16,202,688	862,369,121	4,608,125	883,179,934	250,832,209	252%
June	5,771,502	256,607,506		262,379,008	67,644,110	288%
July	10,791,868	63,029,335		73,821,203	205,553,850	-64%
Aug	8,386,763	427,001,793		435,388,556	98,433,960	342%
Sept	5,549,073	248,979,143		254,528,216	83,406,204	205%
Oct	24,974,595	134,889	1,977,290	27,086,774	94,350,318	-71%
Nov						
Dec						
					100,519,681	
					65,668,984	
	105,255,704	2,241,423,884	4,608,125	2,351,287,713	1,562,131,266	51%