

**Myrtle Beach Area Chamber dba Myrtle Beach Area CVB**  
**Financial Accountability Public Reporting**  
**July 1 2011 through Sept 30 2011**

	\$	
<b>Public Revenues</b>		
State ATax - MB	\$631,752.40	
State ATax - SSB	\$30,095.96	
State ATax - HC	\$358,548.30	
Local ATax - MB	\$0.00	
Local ATax - HC	\$0.00	
State of SC - SCATR	\$47,404.50	
State of SC - Reg Tourism	\$21,717.96	
TDF - MB	\$4,327,138.60	
<b>Total Public Revenues</b>	<b>\$5,416,657.72</b>	
<b>Marketing Investment:</b>		
Television Advertising	\$2,388,722.84	
Print Advertising	\$131,801.55	
Radio Advertising	\$17,500.00	
Digital Advertising	\$1,674,855.01	
Out-of-Home Advertising	\$25,477.64	
Partner Advertising	\$193,816.85	
Campground Advertising	\$14,329.76	
Regional Advertising	\$14,796.37	
Publicity & Promotion	\$733,095.92	
Consumer Media Distribution	\$476,250.12	
Creative Development	\$91,525.09	
Group Sales & Marketing	\$46,621.91	
Sports Marketing	\$42,257.03	
Golf Promotion	\$947,717.00	
Market Research	\$32,742.83	
Govt Designated Promotion	\$25,000.00	
General Consumer Promotion	\$326,695.69	
	\$0.00	
<b>Total Marketing Investment</b>	<b>\$7,183,205.61</b>	
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<b>Details of Marketing Investment :</b>		
Creative Development - Photography	\$150.00	803 LABS INC
Digital Advertising	\$5,000.00	AAA CAROLINAS
Website Development - French Translation	\$300.00	ACADEMY TRANSLATION BUREAU INC
Canadian Traveller Promo	\$2,250.00	ACT COMMUNICATIONS INC
Canadian Traveller Promo	\$2,250.00	ACT COMMUNICATIONS INC
Outdoor Advertising	\$8,432.94	Adams Outdoor Advertising, Brandon Agency
Outdoor Advertising	\$10,322.35	Adams Outdoor Advertising, Brandon Agency
Outdoor Advertising	\$6,722.35	Adams Outdoor Advertising, Brandon Agency
Website Development / Upgrade	\$1,466.05	ADOBE SYSTEMS INC
Website Development / Upgrade	\$1,466.05	ADOBE SYSTEMS INC
Website Development / Upgrade	\$1,466.05	ADOBE SYSTEMS INC
Digital Advertising	\$18,738.01	AdReady
Digital Advertising	\$14,706.55	AdReady
Digital Advertising	\$6,269.11	AdReady
Group Sales & Promotion	\$1,394.45	Affordable Meetings
Group Sales & Promotion	\$2,510.41	AIBTM
Group Sales & Promotion	\$82.10	AIBTM

Group Sales Promotion	\$6,865.12	AIBTM, Smart Mart
Air Service Promotion - online, radio, print	\$150,000.00	AIRPLANNERS
Marketing Research - Airport Visitors	\$88.73	Airport Kiosk
Creative Development - Software	\$26.39	Amazon
Creative Development - Software	\$730.44	Amazon, Apple Web Store, Newegg.com
Group Sales & Promotion	\$1,733.94	ASAE
Group Sales & Promotion	\$749.05	ASAE
Group Sales & Promotion	\$164.60	ASAE
Group Sales Promotion	\$10,867.83	ASAE, Smart Mart
Digital Advertising	-\$34,317.62	Paid Search, Online promotion
Group Sales & Promotion	\$350.30	BIG Conference
Group Sales & Promotion - Fam Trip	\$2.82	Birds of Prey Site Visit
Group Sales & Promotion - Fam Trip	\$2.24	Birds of Prey Site Visit
Publicity & Promotions	\$62,000.00	Brandon Agency
NCC Media	\$42,505.00	Brandon Agency
NCC Media	\$39,284.45	Brandon Agency
TV Ad Production-golf	\$38,259.02	Brandon Agency
Comcast Sportsnet-Wash DC	\$36,146.25	Brandon Agency
Consumer Fulfillment Distribution - Golf	\$34,901.93	Brandon Agency
Destination Promotion - Travel Collateral	\$17,998.75	Brandon Agency
Media PR Retainer	\$22,731.04	Brandon Agency
Print Promotion - Camping	\$9,852.54	Brandon Agency
Vacation Ad Banner / Co-Op Promo	\$6,575.00	Brandon Agency
TripAdvisor / Co-Op Promo	\$5,669.50	Brandon Agency
Print Production	\$8,564.00	Brandon Agency
Online Promotion - Camping	\$4,000.00	Brandon Agency
Travel Industry / Co-Op Promo	\$1,195.00	Brandon Agency
Travel Industry / Co-Op Promo	\$1,195.00	Brandon Agency
Travel Industry Guide / Co-Op Promo	\$1,195.00	Brandon Agency
Carolina Bride / Co-Op Promo	\$1,175.00	Brandon Agency
Regional TV/Radio Production	\$2,250.00	Brandon Agency
Guest Quest / Co-Op Promo	\$1,500.00	Brandon Agency
Carolina Bride / Co-Op Promo	\$735.00	Brandon Agency
Carolina Bride / Co-Op Promo	\$735.00	Brandon Agency
Print Promotion - Camping	\$154.52	Brandon Agency
Print Promotion - Camping	\$172.70	Brandon Agency
New Market Media/Press Awareness	\$500.00	Brandon Agency
H2X Stunts TV Promotion	\$5,750.00	Broadcast publicity
Tourism Promotion - NE region - radio, print, TV, consumer mktg	\$30,000.00	Celebrity Placement Services
Consumer Promotion - Broadcast	\$12,000.00	CHANTICLEER ATHLETIC FOUNDATION
NHRA National Promotion	\$8,000.00	CHARLOTTE MOTOR SPEEDWAY
Sports Tourism Marketing	\$10,000.00	City of MB
Radio Advertising	\$34,230.00	Clear Channel Radio
Tourism Research / Occupancy Study	\$15,000.00	COASTAL CAROLINA UNIVERSITY
Regional Tourism Marketing	\$3,000.00	COASTAL CAROLINA UNIVERSITY
Regional Tourism Marketing	\$3,375.00	COASTAL CAROLINA UNIVERSITY
International Marketing	\$35,000.00	Coastal SC, USA
Essentially America Insertion - International marketing	\$5,000.00	Coastal SC, USA
Golf Promotion	\$750.00	Coastline Sports
Groups & Meetings Magazine	\$24,120.33	Collinson & Co., Group Travel Leader, MPI Publications, Schneider
Group Sales & Promotion	\$1,642.30	Connect Marketplace
Group Sales & Promotion	\$1,256.00	Connect Marketplace
Group Sales & Promotion	\$49.96	Connect Marketplace
Shipping Costs - Consumer Marketing	\$1,429.98	Contac Services
Sports Tourism Marketing	\$4,300.00	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC
Television Advertising - Summer Push	\$872,844.18	Corinthian Media
Television Advertising - Summer Push	\$663,908.84	Corinthian Media
Television Advertising - Summer Push	\$610,664.87	Corinthian Media
Television Advertising - Fall Campaign	\$118,897.25	Corinthian Media

Television Advertising - NE U.S., Canada	\$37,343.55	Corinthian Media
Television Advertising - NE U.S., Canada	\$29,653.30	Corinthian Media
Television Advertising - Fall Campaign	\$9,138.05	Corinthian Media
Television Advertising - Summer Push	\$3,663.00	Corinthian Media
Television Advertising - Regional Summer Promotion	\$2,816.75	Corinthian Media
Television Advertising - Regional Summer Promotion	\$1,933.25	Corinthian Media
Television Advertising - Fall Campaign	\$1,729.05	Corinthian Media
Television Advertising - Summer Push	\$1,500.00	Corinthian Media
Television Advertising - Summer Push	\$1,222.00	Corinthian Media
Television Advertising - Summer Push	\$1,068.75	Corinthian Media
Television Advertising - Summer Push	\$1,000.00	Corinthian Media
Television Advertising - Summer Push	\$750.00	Corinthian Media
Television Advertising - Summer Push	\$500.00	Corinthian Media
Television Advertising - Summer Push	\$36.00	Corinthian Media
Television Advertising - Summer Push	\$36.00	Corinthian Media
Television Advertising - NE U.S., Canada	\$18.00	Corinthian Media
Spring TV Campaign	\$182,638.85	Corinthian Media
Print Advertising - Regional Tourism	\$280.00	DATA PUBLISHING, INC.
Print Advertising - Regional Tourism	\$280.00	DATA PUBLISHING, INC.
Print Advertising - Regional Tourism	\$280.00	DATA PUBLISHING, INC.
DC Promotional Event	\$162,500.00	DC Media Blitz, Kickoff for new air service
Research	\$6,500.00	DMAI
Publicity & Promotion - Media Expenses	\$697.18	Discover America Day media marketplace
Market Research	\$5,550.00	DMAI
Video/TV Production	\$20,165.00	DV3 PRODUCTIONS
Video / TV Production	\$4,970.00	DV3 PRODUCTIONS
Video/TV Production	\$4,970.00	DV3 PRODUCTIONS
Video Production - Group Markets	\$313.38	ENCORE VIDEO PRODUCTIONS, INC
Market Research	\$8,250.00	EQUATION RESEARCH
Digital Promotion / Web Development	\$16,599.04	Exact Target, Tulsa Connect, PatLive
Digital Promotion / Web Development	\$9,092.19	Exact Target, Tulsa Connect, PatLive
Market Research	\$4,250.00	FALLON RESEARCH & COMMUNICATIONS, INC.
Print Advertising - Targeted Audience	\$650.00	Fire Rescue EMS Journal
Digital Promotion - golf	\$23,250.00	Fuel Interactive
Digital Promotion - golf	\$17,702.43	Fuel Interactive
Digital Promotion - golf	\$14,066.36	Fuel Interactive
Digital Promotion - golf	\$6,150.00	Fuel Interactive
Digital Promotion - golf	\$4,000.00	Fuel Interactive
Digital Promotion - golf	\$3,937.50	Fuel Interactive
Digital Promotion - golf	\$3,581.25	Fuel Interactive
Digital Promotion - golf	\$3,150.50	Fuel Interactive
Digital Promotion - golf	\$540.00	Fuel Interactive
Digital Promotion - camping	\$150.00	Fuel Interactive
Regional Tourism Promotion	\$1,496.37	Georgetown Chamber of Commerce
Group Sales & Promotion - International	\$154.00	German Tour Operator FAM
Digital Promotion	\$331,750.00	Golf Channel
Magazine Print/Online - Golf Magazine	\$98,291.55	Golf Magazine
Magazine Print/Online - Golfers Guide	\$5,000.00	Golfers Guide
Digital Advertising	\$395,000.00	Google
Digital Advertising	\$270,000.00	Google
Digital Advertising	\$163,000.00	Google
Digital Advertising	\$10,000.00	Google
Digital Promotion - SEO, PPC marketing	\$5,053.37	Google, Go Daddy
Print Advertising - Targeted Audience	\$225.00	GRAND STRAND MOAA CONFERENCE
Digital Promotion - Copy Development	\$794.00	HOLLEY AUFDEMORTE
Digital Advertising	\$37,380.00	HomeAway.com
Digital Advertising	\$30,000.00	HomeAway.com
Consumer Print Marketing	\$3,250.00	Hour Media
Group Sales & Promotion	\$144.48	IAEE
Group Sales & Promotion	\$45.03	IIANC FAM

Sports Tourism Marketing	\$7,277.93	INLET PRINTING CO
Marketing Research - Survey Cards	\$1,000.29	INLET PRINTING CO
Marketing Research - Survey Cards	\$28.99	INLET PRINTING CO
Creative Development - Radio Ads	\$250.00	JOHN FERGUSON
Consumer Fulfillment Distribution	\$40,800.00	Jordan Investment Corp.
Consumer Fulfillment Distribution	\$28,900.00	Jordan Investment Corp.
Consumer Fulfillment Distribution	\$5,950.00	Jordan Investment Corp.
Consumer Fulfillment Distribution	\$34,850.00	Jordan Investment Corp.
Group Promotion	\$4,672.88	KAESER & BLAIR INC.
Group Sales & Promotion	\$1,109.07	KAESER & BLAIR INC.
Publicity & Promotion - Media Expenses	\$840.76	KAESER & BLAIR INC.
Creative Development - Software	\$91.00	Letterhead Fonts
Publicity & Promotion - Agency Expenses	\$21,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$21,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$26,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$26,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$15,244.25	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$9,522.34	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$9,439.71	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$5,885.67	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$5,746.55	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$3,523.46	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$1,557.22	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$750.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$250.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Agency Expenses	\$279,586.06	M BOOTH & ASSOCIATES, INC.
Group Sales Promotion	\$217.71	M&C Interact
Group Sales Promotion	\$29.16	M&C Interact
Golf Promotion	\$2,825.00	Making The Turn Sponsorship
Group Sales & Promotion	\$500.00	MARVIN SCHMUCKER
Website Development	\$4,647.50	MEDIA COAST
Publicity & Promotions - Media Expenses	\$171.55	Media Hosting
Publicity & Promotions - Media Expenses	\$100.00	Media Hosting
Publicity & Promotions - Media Expenses	\$72.12	Media Hosting
Publicity & Promotions - Media Expenses	\$273.26	Media Hosting
Publicity & Promotion services	\$79.00	Media newsroom online distribution
Publicity & Promotion services	\$79.00	Media newsroom online distribution
Publicity & Promotion services	\$79.00	Media newsroom online distribution
SMERF Promotion	\$2,362.50	MHD SERVICES
SMERF Promotion	\$2,250.00	MHD SERVICES
SMERF Promotion	\$2,250.00	MHD SERVICES
Fall Tourism Promotion - Direct Mail	\$165,850.00	Miller Direct
Small Lodging Property promotion	\$87,300.00	Miller Direct
Regional Promotion - Fall Events	\$37,293.75	Miller Direct
Consumer Marketing - direct reach	\$52,500.00	Miller Direct
Sports Tourism Marketing	\$46.00	Mini Marathon promotional support
Social Media promotion	\$58,825.06	MMG WORLDWIDE
Social Media promotion	\$4,250.00	MMG WORLDWIDE
Social Media promotion	\$4,250.00	MMG WORLDWIDE
Social Media promotion	\$4,250.00	MMG WORLDWIDE
Social Media promotion	\$4,250.00	MMG WORLDWIDE
Social Media promotion	\$4,250.00	MMG WORLDWIDE
Social Media promotion	\$4,250.00	MMG WORLDWIDE
Mobile Website Promotion	\$750.00	MMG WORLDWIDE
Mobile Website Promotion	\$300.00	MMG WORLDWIDE
Mobile Website Promotion	\$300.00	MMG WORLDWIDE
Mobile Website Promotion	\$300.00	MMG WORLDWIDE
Digital Advertising - Group & Meeting	\$5,025.00	MPI Publications, Stamats Meetings Media, Buses
Group Sales & Promotion	\$559.75	MPI-WEC
Group Sales & Promotion	\$130.12	MPI-WEC

Online Marketing - Group / Meetings	\$950.00	MYRTLE BEACH CONVENTION CENTER
Sports Tourism Marketing	\$543.60	NASC, USOC Sportslink
Group Sales & Promotion	\$400.89	National Association of Subrogation Professionals FAM
Print Advertising - Regional Audience	\$850.00	NATIONAL BARBECUE NEWS
Marketing Research - Golf	\$10,000.00	National Golf Foundation
Broadcast Media - Golf	\$11,832.00	NCC Media Spots
Group Sales & Promotion	\$6.00	NCCW Site Visit
Group Promotion	\$19.08	NEW WAVE EMBROIDERY
Publicity & Promotion	\$10,501.00	NHRA / Mark Mason / Sandtastics
Digital Advertising - Group & Meeting	\$3,167.00	Northstar Travel Media
		Northstar Travel Media, Group Tour Media, Stamats Meetings Media, NTA Services, Serendipity Publishing, Buses LLC, Schneider Publishing, Sports Events Magazine, Network Media Partners
Groups & Meetings Magazine	\$44,630.22	
Digital Advertising - Group & Meeting	\$7,650.00	Northstar Travel Media, Serendipity Publishing, ASAE
Group Sales Promotion	\$4,650.68	OMCA
Group Sales & Promotion	\$616.46	OMCA
Shipping Costs - Consumer Marketing	\$832.94	Pitney Bowes
Shipping Costs - Consumer Marketing	\$742.99	Pitney Bowes
Shipping Costs - Consumer Marketing	\$412.36	Pitney Bowes
Shipping Costs - Consumer Marketing	\$326.68	Pitney Bowes
Shipping Costs - Consumer Marketing	\$288.47	Pitney Bowes
Shipping Costs - Consumer Marketing	\$143.44	Pitney Bowes
Shipping Costs - Consumer Marketing	\$61.92	Pitney Bowes
Shipping Costs - Consumer Marketing	\$41.88	Pitney Bowes
Shipping Costs - Consumer Marketing	\$30.68	Pitney Bowes
Shipping Costs - Consumer Marketing	\$17.84	Pitney Bowes
Shipping Costs - Consumer Marketing	\$12.48	Pitney Bowes
Shipping Costs - Consumer Marketing	\$11.18	Pitney Bowes
Shipping Costs - Consumer Marketing	\$10.22	Pitney Bowes
Shipping Costs - Consumer Marketing	\$9.60	Pitney Bowes
Shipping Costs - Consumer Marketing	\$3.02	Pitney Bowes
Shipping Costs - Consumer Marketing	\$2.38	Pitney Bowes
Shipping Costs - Consumer Marketing	\$1.56	Pitney Bowes
Shipping Costs - Consumer Marketing	\$1.28	Pitney Bowes
Shipping Costs - Consumer Marketing	\$0.88	Pitney Bowes
Shipping Costs - Consumer Marketing	\$0.64	Pitney Bowes
International Marketing	\$145.00	Pow Wow 2011
International Marketing	\$90.01	Pow Wow 2011
Regional Advertising - Beach Blast	\$15,152.37	PREMIER FESTIVALS
Beach Blast Promotion - advertising, publicity	\$100,000.00	Premier Festivals
Creative Development - QR Code	\$671.64	PRINTING PORT
Group Promotion	\$2,504.11	Promomedia Group
Group Sales & Promotion	\$628.00	Rejuvenate
Group Sales & Promotion	\$629.13	Road Show Minneapolis
Group Sales & Promotion - Fam Trip	\$13.10	Sales Blitz
Regional Tourism Promotion, Research	\$3,300.00	SCATR
		Schneider Publishing, ASAE, Naylor (Canada), Collinson & Co., MPI Publications, Northstar Travel Media, Buses LLC, Carden Jennings Publishing
Groups and Meetings Magazine	\$37,827.25	
Group Sales & Promotion	\$250.00	SCSAE
Group Sales & Promotion	\$201.76	SEDC
Group Sales Promotion	\$1,252.51	SEDC, M&C Interact
International Promotion - Group Market	\$2,346.69	SEUS Canada
International Promotion - Group Market	\$100.89	SEUS Canada
International Promotion - Group Market	\$14,092.35	SEUS Canada
Group Sales Promotion	\$5,500.00	Smart Mart
Group Sales Promotion	\$677.75	Smart Mart
Group Sales Promotion	\$645.80	Smart Mart
Group Sales Promotion	\$197.62	Smart Mart

Consumer Promotion - Central PA	\$90.00	Spikes Baseball Promotion
Consumer Promotion - Central PA	\$633.29	Spikes Baseball Promotion
Consumer Promotion - Central PA	\$736.29	Spikes Baseball Promotion
Sports Tourism Marketing	\$1,399.83	SPORTS Conference, USA Triathlon
Radio Advertising	\$36,000.00	Sports Radio 790 The Zone
Consumer Politic Marketing / Targeted Myrtle Beach advertisements	\$24,935.66	STARBOARD COMMUNICATIONS INC
Regional Tourism Promotion	\$50.00	Surfside Beach Promotion Giveaway
Group Sales & Promotion	\$2,210.92	SYTA
Group Sales & Promotion	\$70.40	SYTA
Group Sales & Promotion	\$903.06	TAP
Group Sales & Promotion	\$93.63	TAP
Group Sales & Promotion	\$13.00	TAP
Sports Tourism Marketing	\$504.00	TEAMS Conference
Sports Tourism Marketing	\$189.28	TEAMS Conference
Raycom Media	\$44,500.00	Television Broadcast / production
Digital Advertising - Summer Push	\$4,550.00	THE CHARLOTTE OBSERVER
Radio Advertising	\$12,231.50	The Fan 590
Digital Advertising	\$5,000.00	THOMAS TOWNSEND & KENT
Shipping Costs - Consumer Marketing	\$9,294.00	TIMES PRINTING CO. INC.
Canadian Promotion	\$9,134.94	Toronto Sales Mission
Group Sales & Promotion	\$17.25	TPI FAM
Digital Advertising	\$23,614.88	Travel Ad Network
Digital Advertising	\$14,235.56	Travel Ad Network
Canadian Promotion - Travel Rep.	\$5,000.00	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$5,000.00	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$5,000.00	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$1,476.23	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$1,210.71	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$596.20	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$432.40	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$432.09	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$366.60	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$362.02	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$313.86	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$144.85	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$141.49	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$137.01	Travel Solutions By Design
Canadian Promotion / Pow Wow	\$53.96	Travel Solutions By Design
Canadian Promotion - Travel Rep.	\$40.00	Travel Solutions By Design
Group Sales Promotion	\$50.00	Travel South 2011
Group Sales Promotion	\$39.70	Travel South 2011
International Promotion - European Sales Mission	\$14,700.00	TRAVEL SOUTH USA
Digital Advertising - Summer Push	\$36,211.00	Travelscream.com
Digital Advertising	\$26,509.00	Travelscream.com
Digital Advertising	\$25,149.50	Travelscream.com
Digital Advertising	\$7,498.90	TRIP ADVISOR LLC
Digital Advertising	\$5,643.88	TRIP ADVISOR LLC
Digital Advertising	\$4,665.18	TRIP ADVISOR LLC
Sports Tourism Marketing	\$18,760.00	TRIPLE CROWN SPORTS INC
Digital Promotion / Web Development	\$1,850.67	Tulsa Connect, PatLive
Publicity & Promotion - Agency Expenses	\$37.69	TV Segment - Ottawa
Research, Destination Promotion	\$12,500.00	U.S. TRAVEL ASSOCIATION
Shipping Costs - Consumer Marketing	\$1,589.76	UPS
Shipping Costs - Consumer Marketing	\$1,331.50	UPS
Shipping Costs - Consumer Marketing	\$941.62	UPS
Shipping Costs - Consumer Marketing	\$506.69	UPS
Shipping Costs - Consumer Marketing	\$470.82	UPS
Shipping Costs - Consumer Marketing	\$152.81	UPS
Shipping Costs - Consumer Marketing	\$144.86	UPS

Shipping Costs - Consumer Marketing	\$136.29	UPS
Shipping Costs - Consumer Marketing	\$110.09	UPS
Shipping Costs - Consumer Marketing	\$34.90	UPS
Shipping Costs - Consumer Marketing	\$31.14	UPS
Shipping Costs - Consumer Marketing	\$25.75	UPS
Shipping Costs - Consumer Marketing	\$7.51	UPS
Shipping Costs - Consumer Marketing	\$1,874.22	UPS, Contac Services
Shipping Costs - Consumer Marketing	\$2,281.60	US Postal Service
Shipping Costs - Consumer Marketing	\$1,924.72	US Postal Service
Shipping Costs - Consumer Marketing	\$519.51	US Postal Service
Shipping Costs - Consumer Marketing	\$17.60	US Postal Service
Shipping Costs - Consumer Marketing	\$13.09	US Postal Service
Shipping Costs - Consumer Marketing	\$11.90	US Postal Service
Shipping Costs - Consumer Marketing	\$3.57	US Postal Service
Sports Tourism Marketing	\$104.74	USATF
Sports Tourism Marketing	\$2,500.00	USATF - City of MB
Sports Tourism Marketing	\$450.00	USOC Sportslink
Spring Golf Promotion / Consumer Marketing	\$19,209.97	Various Golf Promotions
International Marketing - Fam Promotion	\$1,859.00	VASCO FAM
Video / TV Production costs	\$4,431.31	Video (TV, Online) Production for future ad production
Video / TV Production costs	\$3,268.91	Video Shoot
Digital Advertising	\$204,667.00	VISIBILITY & CONVERSIONS - paid search, paid space
Digital Advertising	\$204,667.00	VISIBILITY & CONVERSIONS - paid search, paid space
Creative Development	\$113.30	VO - Canadian Ads
Creative Development	\$226.60	VO - Canadian Ads
Group Sales & Promotion	\$627.80	VSAE
Radio Advertising	\$8,000.00	WCHS Radio- West Virginia
Radio Advertising	\$5,650.00	WJFK CBS Radio
Regional Promotion - Broadcast / Digital	\$500.00	WKQC-FM
Digital Advertising - Summer Push	\$6,000.00	WXII
Digital Advertising	\$4,000.00	WXII
Digital Advertising	\$40,000.00	Yahoo
Digital Advertising	\$20,000.00	Yahoo
Digital Advertising	\$20,000.00	Yahoo
Publicity & Promotions - Golf Event	\$3,373.74	Zero, Pawleys Plantation
TOTAL	\$7,183,205.61	