

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q4 2016 HC A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>HC A-TAX ALLOCATION</u>
TV advertising	CORINTHIAN MEDIA, INC.	504.45
TV advertising	CORINTHIAN MEDIA, INC.	6.75
TV advertising	CORINTHIAN MEDIA, INC.	60.75
TV advertising	BROADCAST BUYING SERVICES, INC.	283.80
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	166,290.72
Internet ads - groups	MEETING PROFESSIONAL INT'L	150.00
Internet ads - groups	MEETING PROFESSIONAL INT'L	120.00
Internet ads - groups	GOOGLE INC.	509.23
Internet ads - groups	GOOGLE INC.	109.34
Campground Advertising	THE BRANDON AGENCY	523.53
TV advertising	CORINTHIAN MEDIA, INC.	163,963.34
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	15,227.64
TV advertising	BROADCAST BUYING SERVICES, INC.	559.50
TV advertising	CORINTHIAN MEDIA, INC.	6.75
Internet ads - groups	GOOGLE INC.	711.88
Internet ads - groups	GOOGLE INC.	88.87
TV advertising	CORINTHIAN MEDIA, INC.	28,258.63
Internet ads - groups	SPORTS TRAVEL	32.85
Internet ads - groups	SUCCESSFUL MEETINGS	120.00
Internet ads - groups	CONVENTIONSOUTH	56.87
Internet ads - groups	GOOGLE INC.	87.09
Internet ads - groups	GOOGLE INC.	371.28
TV advertising	CORINTHIAN MEDIA, INC.	6.75
TV advertising	BROADCAST BUYING SERVICES, INC.	600.93
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	10,354.50
TV advertising	CORINTHIAN MEDIA, INC.	5.25
TV advertising	CORINTHIAN MEDIA, INC.	8.34
TV advertising	CORINTHIAN MEDIA, INC.	45.00
Campground Advertising	THE BRANDON AGENCY	523.53
TV advertising	CORINTHIAN MEDIA, INC.	27,578.22
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	4,965.00
Local Promotion	BATTLE STRATEGIES LLC	600.00
Canadian Promotion	MILLER DIRECT	795.00
Internet ads - groups	GOOGLE INC.	359.56
Internet ads - groups	GOOGLE INC.	79.71
Internet ads - groups	NORTHSTAR TRAVEL MEDIA	300.00
Internet ads - groups	STAMATS MEETINGS MEDIA INC	76.50
TV advertising	CORINTHIAN MEDIA, INC.	2.25
Campground Advertising	THE BRANDON AGENCY	929.41
Campground Advertising	THE BRANDON AGENCY	929.41
Campground Advertising	THE BRANDON AGENCY	2,911.77
Campground Advertising	THE BRANDON AGENCY	3,573.39
Campground Advertising	THE BRANDON AGENCY	600.00
Campground Advertising	THE BRANDON AGENCY	5,470.59
Campground Advertising	THE BRANDON AGENCY	9,995.00
Campground Advertising	THE BRANDON AGENCY	22,084.71

470,838.09

Several marketing investments are made through media buyers such as Miller Direct, Visit Media, Corinthian Media, Visibility & Conversions, and The Brandon Agency. These entities purchase media for MBACVB in various channels and with numerous providers. For example, internet advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.