

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q1 2017 HC A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>HC A-TAX ALLOCATION</u>
Campground Advertising	THE BRANDON AGENCY	\$1,900.00
Campground Advertising	THE BRANDON AGENCY	\$523.53
Local Promotions	CITY OF NORTH MYRTLE BEACH	\$7,500.00
Campground Advertising	THE BRANDON AGENCY	\$523.53
Campground Advertising	THE BRANDON AGENCY	\$3,800.00
Campground Advertising	THE BRANDON AGENCY	\$523.53
Community Specific Advertising and Publicity	MILLER DIRECT	\$190,000.00
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		\$204,770.59
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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.