

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q2 2017 HC A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>HC A-TAX ALLOCATION</u>
Campground Advertising	THE BRANDON AGENCY	3,000.00
Campground Advertising	THE BRANDON AGENCY	2,911.77
Campground Advertising	THE BRANDON AGENCY	2,788.23
Campground Advertising	THE BRANDON AGENCY	523.53
Campground Advertising	VISIBILITY & CONVERSIONS, LLC	27,572.14
Campground Advertising	THE BRANDON AGENCY	523.53
Campground Advertising	THE BRANDON AGENCY	2,553.34
Campground Advertising	THE BRANDON AGENCY	523.53
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		40,396.07
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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.

