

Myrtle Beach Area Chamber of Commerce
Horry County A-Tax Allocation
1/1/2015 through 3/31/2015

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>HC A-TAX ALLOCATION</u>
Internet Adv	THE DISPATCH PRINTING COMPANY	21.00
Television Adv	BROADCAST BUYING SERVICES, INC.	600.00
Print Adv - groups	MPI PUBLICATION, NORTHSTAT TRAVEL MEDIA, SPORTS EVENTS MAGAZINE, STAMATS MEETINGS MEDIA	370.36
Campground Adv	THE BRANDON AGENCY	941.18
Television Adv	CORINTHIAN MEDIA, INC.	13.20
Internet Advertising	SEARCH MARKETING	5,615.64
Internet Advertising	DISPLAY ADVERTISING	6,717.24
Internet Advertising	VIDEO ADVERTISING	1,775.69
Internet Advertising	EMAIL MARKETING	536.84
Internet Advertising	SOCIAL MEDIA MARKEITNG	1,119.52
Internet Advertising	MOBILE MARKETING	867.58
Internet Advertising	OTHER DIGITAL MARKETING	53.29
Local Promo	MILLER DIRECT	149,700.00
Television Adv	CORINTHIAN MEDIA, INC.	750.00
Internet Adv	THE DISPATCH PRINTING COMPANY	21.00
Local Promo	MAYFEST MARKETING	7,500.00
Internet Adv- groups	MEETINGS AND CONVENTIONS	75.00
Internet Adv- groups	GOOGLE	82.50
Campground Adv	THE BRANDON AGENCY	941.18
Campground Adv	THE BRANDON AGENCY	941.18
Television Adv	CORINTHIAN MEDIA, INC.	564.45
Television Adv	CORINTHIAN MEDIA, INC.	13.50
Television Adv	CORINTHIAN MEDIA, INC.	539.64
Internet Adv- groups	GOOGLE	450.00
Internet Adv- groups	GOOGLE	30.00
		180,240.00