

Myrtle Beach Area Chamber of Commerce
Horry County A-Tax Allocation
10/1/2015 through 12/31/2015

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>HC A-TAX ALLOCATION</u>
Email Marketing	EXACT TARGET INC	19,684.40
Internet Adv- Groups	GOOGLE INC.	501.67
Television Advertising	CORINTHIAN MEDIA, INC.	13.50
Television Advertising	CORINTHIAN MEDIA, INC.	748.20
Television Advertising	CORINTHIAN MEDIA, INC.	11.25
Television Advertising	BROADCAST BUYING SERVICES, INC.	310.17
Internet Adv- Groups	MEETINGS AND CONVENTIONS	120.00
Print Adv- groups	MPI PUBLICATIONS, MEETINGS & CONVENTIONS, ABA, SPORTS TRAVEL	535.00
Campground Adv	THE BRANDON AGENCY	2,788.23
Campground Adv	THE BRANDON AGENCY	2,823.54
Campground Adv	THE BRANDON AGENCY	523.53
Television Advertising	CORINTHIAN MEDIA, INC.	10,532.75
Television Advertising	CORINTHIAN MEDIA, INC.	13.50
Television Advertising	BROADCAST BUYING SERVICES, INC.	621.00
Internet Adv- Groups	GOOGLE INC.	433.48
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	146,219.20
Television Advertising	CORINTHIAN MEDIA, INC.	111,227.75
Print Adv- groups	GROUP TRAVEL LEADER, OMCA, SPORTS TRAVEL, SELECT TRAVELER, TEACH &TRAVEL, SPORTS EVENTS MAGAZINE	18,782.20
Campground Adv	THE BRANDON AGENCY	523.53
Internet Advertising	SEARCH MARKETING	6,117.38
Internet Advertising	DISPLAY ADVERTISING	5,510.58
Internet Advertising	VIDEO ADVERTISING	800.27
Internet Advertising	EMAIL MARKETING	1,403.54
Internet Advertising	SOCIAL MEDIA MARKEITNG	1,026.74
Internet Advertising	MOBILE MARKETING	572.80
Internet Advertising	OTHER	216.51
Television Advertising	CORINTHIAN MEDIA, INC.	21.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	8,000.00
Internet Adv- Groups	GOOGLE INC.	117.29
Local Promotion	PRINTING PORT	448.20
Campground Adv	THE BRANDON AGENCY	523.53
Internet Adv- Groups	GOOGLE INC.	89.98
Television Advertising	CORINTHIAN MEDIA, INC.	13,775.08
Public Relations	FAHLGREN MORTINE	29,804.99
Television Advertising	BROADCAST BUYING SERVICES, INC.	60.00
Campground Adv	THE BRANDON AGENCY	2,823.54
Campground Adv	THE BRANDON AGENCY	2,788.23
Campground Adv	THE BRANDON AGENCY	4,114.71
Groups- Meetings	NORTHSTAR TRAVEL MEDIA- MEETINGS AND CONVENTIONS	10,000.00
International Promo- CAN	GROUP TRAVEL LEADER	8,000.00
Internet Adv- Groups	GOOGLE INC.	113.87
Internet Adv- Groups	GOOGLE INC.	594.65
Print Adv- groups	MPI PUBLICATIONS, SPORTS EVENTS MAGAZINE	9,595.18
Internet Adv- Groups	GOOGLE INC.	18,974.53

Television Advertising	BRAND USA	9,000.00
Print Adv- groups	CONVENTION SOUTH MAGAZINE	2,700.00
Internet Advertising	SEARCH MARKETING	5,361.31
Internet Advertising	DISPLAY ADVERTISING	4,794.96
Internet Advertising	VIDEO ADVERTISING	1,244.34
Internet Advertising	EMAIL MARKETING	397.93
Internet Advertising	SOCIAL MEDIA MARKEITNG	881.03
Internet Advertising	MOBILE MARKETING	582.73
Internet Advertising	OTHER	148.22
Internet Adv- Groups	GOOGLE INC.	81.72
Television Advertising	BROADCAST BUYING SERVICES, INC.	161.25
Print Adv- groups	MEETINGS TODAY MAGAZINE	88.00
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