

MB TOURISM DEVELOPMENT FEE

2009 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Internet Advertising	AAA	4,000.00
Internet Advertising	WHBQ TV - FOX 13	2,125.00
Television Advertising	WECT-TV6/NBC	2,500.00
Internet Advertising	WAGA - FOX 5	3,000.00
Internet Advertising	WFLD-TV FOX/CHANNEL 32	3,000.00
Internet Advertising	WFXT-TV	3,000.00
Internet Advertising	WESAVE, INC.	3,995.00
Internet Advertising	WINSTON-SALEM JOURNAL	5,200.00
Internet Advertising	THE CHARLOTTE OBSERVER	5,500.00
Television Advertising	WSPA-TV	6,500.00
TV Advertising	RAYCOM SPORTS, INC	15,000.00
Internet Advertising	HITWISE	19,000.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	19,000.00
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Video/Film Production	DV3 PRODUCTIONS, LLC	19,660.00
TV Advertising	BARRINGTON BROADCASTING	20,000.00
TV Advertising	RAYCOM SPORTS, INC	20,000.00
TV Advertising	MEDIA GENERAL INC	24,989.92
Video/Film Production	DV3 PRODUCTIONS, LLC	26,176.00
Internet Advertising	Yahoo/TravelZoo	30,250.11
Video/Film Production	DV3 PRODUCTIONS, LLC	39,320.00
Video/Film Production	DV3 PRODUCTIONS, LLC	40,819.00
TV Advertising	MEDIA GENERAL INC	50,044.20
TV Advertising	Corinthian Media	56,135.50
Internet Advertising	Adready/Microsoft/Google/Yahoo	78,250.06
Internet Advertising	Adready/Microsoft/Google/Yahoo	85,427.91
Internet Advertising	Adready/Microsoft/Google/Yahoo	87,380.96
TV Advertising	Corinthian Media	102,554.40
Internet Advertising	Adready/Microsoft/Google/Yahoo	119,777.97
Internet Advertising	Adready/WRAL/Google/Outside Hub/Homeaway/Travel Ad	137,476.42
Internet Advertising	Google/Homeaway/Yahoo/Raycom/AdReady/WRAL/WSOC/Outside Hub	213,869.28
Internet Advertising	Adready/Google/Microsoft/Beachhouse/Yahoo/Homeaway/WSOC/WAXN	231,676.15
Internet Advertising	TravelNet/AdReady/Triangle Direct/Yahoo/Google/Hitwise/Home Away	254,820.90
TV Advertising	Corinthian Media	317,107.14
TV Advertising	Corinthian Media	358,114.85
TV Advertising	Corinthian Media	380,048.45
Internet Advertising	AdReady/Travel Net/Shermans Travel/Yahoo/Google/Hitwise/Travel Zoo	400,093.13
TV Advertising	Corinthian Media	484,303.00
TV Advertising	Corinthian Media	532,412.04
		4,316,527.39