

**MB TOURISM DEVELOPMENT FEE**

Q2 2012 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Television Advertising	OHIO NEWS NETWORK	\$ 13,860.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 252,832.06
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 111.60
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 225.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 6,341.85
Television Advertising- Canada	ADVERTISING STANDARDS CANADA	\$ 32.80
Television Advertising	OHIO NEWS NETWORK	\$ 9,112.50
Television Advertising-Canada	CORINTHIAN MEDIA, INC.	\$ 68.82
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 160.20
Television Advertising- Easter/spring	BROADCAST BUYING SERVICES, INC.	\$ 2,250.00
Television Advertising-Canada	CORINTHIAN MEDIA, INC.	\$ 24,919.20
Television Advertising- Easter/spring	CORINTHIAN MEDIA, INC.	\$ 83,562.30
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 471,628.29
Television Advertising	GOOGLE	\$ 24,795.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 675.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,228.50
Television Advertising- Easter/spring	CORINTHIAN MEDIA, INC.	\$ 2,395.80
Television Advertising	BROADCAST BUYING SERVICES, INC.	\$ 3,060.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 29,291.40
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 68,418.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 16.20
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 113.40
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,350.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,350.00
Television Advertising- Easter/spring	CORINTHIAN MEDIA, INC.	\$ 390,601.20
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 166,711.37
Television Advertising	GOOGLE	\$ 3,150.00
Groups & Meetings Magazine	SEEN MAGAZINE, SPORTS EVENTS MAGAZINE, AD-INK, BANK TRAVEL MANAGEMENT, SCHNEIDER PUBLISHING	\$ 15,308.39
Groups & Meetings Magazine	USA WEEKEND, AD-INK, BUSES LLC, ATLANTA METROPOLITAN PUBLISHING, MPI PUBLICATION, GROUP TOUR MEDIA, GROUP TRAVEL LEADER, SERENDIPITY PUBLISHING, STMATS MEETINGS MEDIA, SCHNEIDER PUBLISHING, BRANDON AGENCY	\$ 29,941.45
Groups & Meetings Magazine	STAMATS MEETINGS MEDIA, GROUP TOUR MEDIA	\$ 10,939.61
Radio Promotion	FAHLGREN MORTINE	\$ 1,328.75
Radio Promotion	FAHLGREN MORTINE	\$ 5,383.50
Radio Promotions	FAHLGREN MORTINE	\$ 13,889.03

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Radio Promotions	FAHLGREN MORTINE	\$	6,944.51
Radio Promotion	FAHLGREN MORTINE	\$	3,568.73
Internet Advertising	PAID SEARCH MARKETING	\$	296,973.41
Internet Advertising	DISPLAY ADVERTISING	\$	251,495.39
Internet Advertising	ONLINE VIDEO ADV	\$	40,248.16
Internet Advertising	EMAIL MARKETING	\$	37,553.53
Internet Advertising	SOCIAL MEDIA MARKETING	\$	57,494.93
Internet Advertising	MOBILEMARKETING	\$	35,585.29
Internet Advertising	PAID SEARCH MARKETING	\$	345,017.68
Internet Advertising	DISPLAY ADVERTISING	\$	311,215.39
Internet Advertising	ONLINE VIDEO ADV	\$	65,934.11
Internet Advertising	EMAIL MARKETING	\$	45,655.29
Internet Advertising	SOCIAL MEDIA MARKETING	\$	45,651.75
Internet Advertising	MOBILEMARKETING	\$	36,982.93
Internet Advertising	PAID SEARCH MARKETING	\$	328,657.54
Internet Advertising	DISPLAY ADVERTISING	\$	411,555.87
Internet Advertising	ONLINE VIDEO ADV	\$	93,103.58
Internet Advertising	EMAIL MARKETING	\$	55,647.67
Internet Advertising	SOCIAL MEDIA MARKETING	\$	53,256.41
Internet Advertising	MOBILEMARKETING	\$	45,995.49
Internet -Groups and Meetings	GROUP TRAVEL LEADER, ABA, GROUP TOUR, MEETING NEWS, TEACH AND TRAVEL	\$	6,975.00
Internet -Groups and Meetings	BANK TRAVEL, SYTA, GROUPTRVEL, SPORTSEVENTS, MEETING FOCUS, MEETING NEWS, MPI, GROUP TOUR	\$	11,813.40
Internet -Groups and Meetings	M&C, BANT TRAVEL, SPORTS EVENTS,	\$	10,710.00
Out of home advertising	ADAMS OUTDOOR ADVERTISING	\$	3,600.00
Out of home advertising	ADAMS OUTDOOR ADVERTISING, THE BRANDON AGENCY	\$	5,082.35
Out of home advertising	ADAMS OUTDOOR ADVERTISING, THE BRANDON AGENCY	\$	5,082.35
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	1,750.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	1,750.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	175.50
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	32.34
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	357.37
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	446.32
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	489.50
Canadian Promotion	CAA FAM	\$	295.81
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	118.66
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	1,750.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	28.46
Canadian Promotion	CANADIAN TRAVELER WINNERS	\$	269.64
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$	1,750.00
Canadian Promotion	IGNITE MAGAZINE	\$	1,086.21
International Promotion	INTERNATIONAL TRANSLATION APP	\$	0.35
Airline Research	DAWSON PUBLIC AFFAIRS	\$	26,250.00
Publicity and Promotion	FAHLGREN MORTINE	\$	12,240.00
Publicity and Promotion	FAHLGREN MORTINE	\$	15,870.03
Publicity and Promotion	MEREDITH ROGERS	\$	35.00
Publicity and Promotion	FAHLGREN MORTINE	\$	2,801.71

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Publicity and Promotion	FAHLGREN MORTINE	\$	14,477.50
Publicity and Promotion	SCPRT MEDIA TRIPS	\$	1,000.00
Publicity and Promotion	TODAY SHOW GIVEAWAY	\$	448.39
Publicity and Promotion	TRAVEL WRITER	\$	44.44
Publicity and Promotion	IMPRINT MARKETING CONCEPTS	\$	222.83
Publicity and Promotion	FAHLGREN MORTINE	\$	14,477.50
Publicity and Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$	442.17
Publicity and Promotion	KAESER & BLAIR INC.	\$	139.73
Publicity and Promotion	FAHLGREN MORTINE	\$	3,957.40
Publicity and Promotion	FAHLGREN MORTINE	\$	14,477.50
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	2.66
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	0.46
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	1.86
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	3.12
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	160.36
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	0.61
Shipping Costs-Consumer Marketing	UPS	\$	3.43
Shipping Costs-Consumer Marketing	UPS	\$	22.46
Shipping Costs-Consumer Marketing	UPS	\$	6.08
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	4.03
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	0.85
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	10.66
Shipping Costs-Consumer Marketing	UPS	\$	200.23
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	1.69
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	23.42
Shipping Costs-Consumer Marketing	UPS	\$	144.48
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	0.42
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	11.10
Shipping Costs-Consumer Marketing	UPS	\$	165.95
Shipping Costs-Consumer Marketing	UPS	\$	49.22
Shipping Costs-Consumer Marketing	UPS	\$	110.83

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Shipping Costs-Consumer Marketing	UPS	\$	15.48
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	56.30
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	773.97
Consumer Media Distribution	JORDAN INVESTMENT CORPORATION	\$	16,800.00
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	1.82
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	101.23
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	751.26
Consumer Media Distribution	JORDAN INVESTMENT CORPORATION	\$	16,800.00
Shipping Costs-Consumer Marketing	PITNEY BOWES	\$	53.25
Shipping Costs-Consumer Marketing	US POSTAL SERVICE	\$	735.44
Consumer Media Distribution	JORDAN INVESTMENT CORPORATION	\$	17,150.00
Shipping Costs-Consumer	UPS	\$	724.57
Shipping Costs-Consumer	UPS	\$	885.99
Shipping Costs-Consumer Marketing	UPS	\$	414.53
International Fulfillment	CONTAC SERVICES, INC.	\$	778.82
Shipping Costs-Consumer Marketing	UPS	\$	190.26
International Fulfillment	CONTAC SERVICES, INC.	\$	309.44
Shipping Costs-Consumer Marketing	UPS	\$	85.62
International Fulfillment	CONTAC SERVICES, INC.	\$	268.15
Shipping Costs-Consumer Marketing	UPS	\$	68.18
Creative Development	SHUTTERTSTOCK	\$	34.20
Creative Development	FONTS.COM	\$	92.70
Group Tour Videos Production	FAHLGREN MORTINE	\$	7,485.98
Video Production	INTERACTIVE VOICES	\$	1,145.31
Video Production-spring shoot	DV3 PRODUCTIONS, LLC	\$	20,160.00
Video Production	VIDEO SHOOT	\$	31.50
Video Production	VIDEO SHOOT	\$	72.33
Video Production-spring shoot	DV3 PRODUCTIONS, LLC	\$	20,160.00
Video Production	VIDEO SHOOT	\$	845.69
Video Production	VIDEO SHOOT	\$	9,704.09
Video Production	VIDEO SHOOT	\$	109.12
Video Production	VIDEO SHOOT	\$	275.96
Meetings & Groups Video Production	STAGES VIDEO	\$	850.50
Online Promotions	GODADDY.COM, NETWORK SOLUTIONS	\$	1,938.10
Online Promotions	EXACT TARGET, PATLIVE, TULSA CONNEC	\$	7,968.57
Online Promotions	ADOBE SYSTEMS INC	\$	936.39
Online Promotions	ADOBE SYSTEMS INC	\$	1,038.29
Online Promotions	ADOBE SYSTEMS INC	\$	1,319.45
Online Promotions	ADOBE SYSTEMS INC	\$	2,769.76

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Online Promotions	WILLIAM R MANNIX	\$	3,240.00
Online Promotions	ADOBE SYSTEMS INC	\$	383.06
Online Promotions	ADOBE SYSTEMS INC	\$	1,319.45
Online Promotions	ADOBE SYSTEMS INC	\$	2,354.45
Online Promotions	EXACT TARGET, PATLIVE, TULSA CONNEC	\$	8,094.20
Online Promotions	GODADDY.COM	\$	42.01
Online Promotions	TULSA CONNECT, PATLIVE, GODADDY.COM, NETWORK SOLUTIONS	\$	2,253.57
Publicity and Promotion	FAHLGREN MORTINE	\$	125.00
Publicity and Promotion	FAHLGREN MORTINE	\$	125.00
Publicity and Promotion	FAHLGREN MORTINE	\$	125.00
Publicity and Promotion	FAHLGREN MORTINE	\$	10,689.08
Publicity and Promotion	FAHLGREN MORTINE	\$	5,349.91
Publicity and Promotion	FAHLGREN MORTINE	\$	44.25
Group Tour Promotion	SGMP	\$	275.52
Group Tour Promotion	SGMP	\$	27.20
Group Tour Promotion	SGMP	\$	1,207.50
Group Tour Promotion	SGMP	\$	50.48
Group Tour Promotion	SGMP	\$	310.17
International Promotion	SC DEPT. OF PARKS, REC. & TOURISM	\$	525.00
International Promotion	POW WOW	\$	270.27
International Promotion	POW WOW	\$	9.80
International Promotion	POW WOW	\$	383.75
International Promotion	POW WOW	\$	559.19
International Promotion	POW WOW	\$	21.56
Group Tour Promotion	NTA	\$	420.00
Group Tour Promotion	TRAVEL SOUTH	\$	375.73
Group Tour Promotion	TRAVEL SOUTH	\$	8.43
Group Tour Promotion	DESTINATION CHICAGO	\$	271.32
Group Tour Promotion	DESTINATION CHICAGO	\$	1,120.00
Group Tour Promotion	AIBTM	\$	1,811.25
Group Tour Promotion	AIBTM	\$	2,162.13
Group Tour Promotion	MPI-CC MEETING	\$	79.29
Group Tour Promotion	MPI ANNUAL MEETING	\$	36.17
Group Tour Promotion	BANK TRAVEL	\$	488.25
Group Tour Promotion-Students	SYTA	\$	448.60
Group Tour Promotion	SMART MART	\$	133.91
Group Tour Promotion	SMART MART	\$	146.22
Group Tour Promotion	TAP	\$	235.88
Group Tour Promotion	TAP	\$	427.00
Group Tour Promotion-Canada	OMCA	\$	445.10
Group Tour Promotion	ABA	\$	4.20
International Promotion	SISTER CITIES ASSOCIATION	\$	17.50
International Promotion	COASTAL SC, USA	\$	1,750.00
International Promotion-UK	LONDON SALES MISSION	\$	392.11
International Promotion-UK	LONDON SALES MISSION	\$	612.66
International Promotion	ITB	\$	128.49
International Promotion	ITB	\$	422.99
Group Tour Promotion	MANPOWER	\$	90.72
Group Tour Promotion	MANPOWER	\$	337.81
Group Tour Promotion	MANPOWER	\$	52.12
Sports Tourism Promotion	"COACH O" MEETING	\$	8.48

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Sports Tourism Promotion	NASC	\$	3.50
Sports Tourism Promotion	HALF MARATHON MEETING	\$	15.80
Group Co-op Adv	ALL AMERICAN TOURS	\$	52.50
Group Tour Promotion	HILTON MYRTLE BEACH RESORT	\$	87.50
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	200.62
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	229.43
Group Tour Promotion	INDEPENDENT INSURANCE AGENTS OF NC FAM	\$	16.11
Group Tour Promotion	JSP MARKETING FAM	\$	439.62
Group Tour Promotion	JSP MARKETING FAM	\$	1,901.82
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	8.05
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	27.07
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	516.74
Group Tour Promotion	FORESTER MEDIA	\$	151.59
Group Tour Promotion	FORESTER MEDIA	\$	151.59
Group Tour Promotion	SOUTHWEST BANK FAM	\$	18.14
Group Tour Promotion	SOUTHWEST TOURS FAM	\$	59.67
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	174.28
Group Tour Promotion	PROMOTIONAL ITEMS - FLASH DRIVES, VISORS, BEACH TOWELS	\$	1,528.84
SMERF Promotion	MHD SERVICES	\$	826.88
SMERF Promotion	MHD SERVICES	\$	826.88
Student Youth Planner	CARDEN JENNINGS PUBLISHING	\$	2,800.00
SMERF Promotion	MHD SERVICES	\$	826.88
Tourism Research	DESTINATION MARKETING	\$	3,643.20
Tourism Research	EQUATION RESEARCH, LLC	\$	6,750.00
Tourism Research	EQUATION RESEARCH, LLC	\$	19,935.00
Tourism Research	D.K. SHIFFLET & ASSOC. LTD.	\$	7,785.00
Research -Postcard Imprints	INLET PRINTING COMPANY	\$	45.32
Tourism Research	MARKET RESEARCH	\$	346.50
Research - Groups	DIMARIO & ASSOCIATES	\$	2,700.00
Research -Postcard Imprints	INLET PRINTING COMPANY	\$	2,122.59
Group Tour Promotion	IMEX AMERICA LTD	\$	2,887.50
Group Tour Promotion	TAP SPONSORSHIP	\$	70.89
Group Tour Promotion	SEUS	\$	2,100.00
Group Tour Promotion	TAP SPONSORSHIP	\$	42.00
Group Tour Promotion	ABA	\$	472.92
Regional Tourism Promotion	ABA SPONSORSHIP	\$	1,691.18
Group Tour Promotion	TAP SPONSORSHIP	\$	56.00
Tourism Research	COASTAL CAROLINA UNIVERSITY	\$	6,125.00
Tourism Research	ZEITGEIST CONSULTING	\$	10,500.00
General Consumer Promotion	REGIONAL RADIO	\$	350.00
General Consumer Promotion	CAROLINA VIDEO GROUP	\$	498.75
Historical Tourism Project	SOUTHERN COMMUNICATIONS SERVICES	\$	472.50
General Consumer Promotion	JOHN BOY & BILLY PROMOTION	\$	206.97
General Consumer Promotion	JOHN BOY & BILLY PROMOTION	\$	975.60
Print Advertising Regional	DATA PUBLISHING, INC.	\$	98.00
Print Advertising Regional	DATA PUBLISHING, INC.	\$	98.00
Regional Tourism Promotion	SKYTYPERS, INC.	\$	7,875.00
Print Advertising Regional	DATA PUBLISHING, INC.	\$	98.00
Regional Tourism Promotion	CELEBRITY EVENTS GROUP	\$	36,750.00

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Creative Development	FASTSIGNS	\$	11.45
General Consumer Promotion	WNWO	\$	1,050.00
General Consumer Promotion	MANN TRAVELS	\$	746.29
General Consumer Promotion	PROMOTIONAL PRIZEWINNER	\$	410.20
General Consumer Promotion	MANN TRAVELS	\$	123.69
General Consumer Promotion	MANN TRAVELS	\$	150.95
General Consumer Promotion	MANN TRAVELS	\$	155.33
General Consumer Promotion	MANN TRAVELS	\$	166.56
General Consumer Promotion	MANN TRAVELS	\$	255.93
General Consumer Promotion	MANN TRAVELS	\$	18.23
General Consumer Promotion	MANN TRAVELS	\$	41.48
General Consumer Promotion	MANN TRAVELS	\$	61.44
General Consumer Promotion	MANN TRAVELS	\$	274.03
General Consumer Promotion	PROMOTIONAL PRIZEWINNER	\$	156.35
Group Tour Representation - DC	JSP MARKETING	\$	5.25
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	100.87
Group Tour Representation - DC	JSP MARKETING	\$	525.00
Internet Promotion- groups	CVBREPS	\$	140.00
Group Tour Representation - DC	JSP MARKETING	\$	213.64
Group Tour Representation - DC	JSP MARKETING	\$	1,050.00
Group Tour Representation - DC	JSP MARKETING	\$	110.64
International Promotion	TRAVEL SOUTH	\$	1,253.28
Group Tour Promotion	MPI ADV/SPONSORSHIP	\$	10,046.96
Group Tour Representation - DC	AMPTS/JSP MARKETING	\$	4.55
Group Tour Representation - DC	JSP MARKETING	\$	206.33
International Promotion	COASTAL SC, USA	\$	840.00
Group Tour Representation - DC	JSP MARKETING	\$	1,050.00
Group Tour Representation - DC	AMPTS/JSP MARKETING	\$	286.05
Group Tour Representation - DC	JSP MARKETING	\$	18.76
Group Tour Representation - DC	JSP MARKETING	\$	1,050.00
International Promotion	TRAVEL SOUTH	\$	558.25
Group Tour Promotion	SITE VISIT - GROUPS AND VISITORS	\$	94.58
General Consumer Promotion	PROMOTIONAL PRIZEWINNERS	\$	319.28
Print Advertising - Co-op	THE BRANDON AGENCY	\$	375.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	375.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	750.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	1,125.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	1,125.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	1,125.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	618.75
Print Advertising - Co-op	THE BRANDON AGENCY	\$	1,125.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	618.75
Print Advertising - Co-op	THE BRANDON AGENCY	\$	1,125.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	975.00
Print Advertising - Co-op	THE BRANDON AGENCY	\$	618.75
Internet -Paid Search	GOOGLE	\$	37,497.86
Internet Display Ads/Email Mktg	GOLF CHANNEL	\$	88,541.65
Social Marketing	FACEBOOK	\$	5,430.70
TV Advertising	GOLF CHANNEL	\$	60,152.46
TV Production	BRANDON AGENCY	\$	7,815.33
TV Advertising	COMCAST SPOTLIGHT BOSTON	\$	16,978.75
TV Advertising	COMCAST SPOTLIGHT PHILLY	\$	11,057.14

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### Q2 2012 Expenditures

TV Advertising	RAYCOM SPORTS ACC	\$	42,500.00
TV Advertising	NCC MEDIA CABLE DALLAS	\$	10,211.82
Media PR Retainer	BUFFALO COMMUNICATIONS	\$	14,450.00
Site Redesign/Maintenance	FUEL INTERACTIVE	\$	5,764.45
E-Saver Production	FUEL INTERACTIVE	\$	5,594.13
New Web Projects	FUEL INTERACTIVE	\$	11,007.50
Website Video	FUEL INTERACTIVE	\$	13,171.16
Email Newsletters	FUEL INTERACTIVE	\$	16,815.74
Internet-SEO	FUEL INTERACTIVE	\$	9,691.28
Internet Research Tools	FUEL INTERACTIVE	\$	5,227.50
Online Media Production & Space	FUEL INTERACTIVE	\$	59,589.25
URL's & Misc Interactive	FUEL INTERACTIVE	\$	2,026.32
Social Media Retainer	FUEL INTERACTIVE	\$	2,550.00
Account Management	FUEL INTERACTIVE	\$	2,759.66
Magazine Print/Online	GOLF DIGEST	\$	67,602.98
Magazine Print/Online	GOLF MAGAZINE	\$	152,601.80
Print Production	BRANDON AGENCY	\$	2,106.30
Print Production	TORONTO STAR	\$	13,123.58
Radio Promotion	CBS RADIO PHILLY	\$	14,110.43
Radio Promotion	SPORTSNET RADIO THE FAN	\$	10,200.00
Radio Promotion	CLEAR CHANNEL	\$	8,842.55
Print Production	USA TODAY	\$	8,500.00
Database Management	PNT MARKETING SERVICES	\$	22,100.00
Radio Promotion	ESPN RADIO 1000	\$	9,855.32
Radio Promotion	ESPN RADIO DISNEY	\$	17,650.25
FDNY	FUEL INTERACTIVE	\$	14,402.20
Spokesperson-Dustin Johnson	DUSTIN JOHNSON	\$	85,000.00
MB Golf Trip Fulfillment	BAREFOOT DYE,LITCHFIELD RESORT	\$	14,778.53
Direct Mail	BRANDON AGENCY	\$	14,947.59
Monday After the Masters	MONDAY AFTER THE MASTERS	\$	72,836.39
ESPN Mike & Mike	HEADLINE MEDIA	\$	39,666.67
ESPN	BRANDON AGENCY	\$	191,679.25
Sponsorship	COASTAL SC USA	\$	13,387.50
Marketing Retainer	BRANDON AGENCY	\$	52,275.00
Marketing Travel	VARIOUS	\$	8,493.48
Consumer Golf Shows	VARIOUS	\$	24,179.09
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		\$	<u>5,993,256.71</u>

\* 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.