

**MB TOURISM DEVELOPMENT FEE**

Q3 2012 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Television Advertising	CORINTHIAN MEDIA, INC.	1,532.34
Television Advertising	BROADCAST BUYING SERVICES, INC.	3,484.80
Television Advertising	CORINTHIAN MEDIA, INC.	50,064.49
Television Advertising-early summer	CORINTHIAN MEDIA, INC.	762,174.37
Television Advertising-early summer	CORINTHIAN MEDIA, INC.	52.27
Television Advertising-spring	CORINTHIAN MEDIA, INC.	232.32
Television Advertising	GOOGLE	24,200.00
Television Advertising	CORINTHIAN MEDIA, INC.	1,605.91
Television Advertising	BROADCAST BUYING SERVICES, INC.	9,680.00
Television Advertising	SCATR MEDIA BUY	4,840.00
Television Advertising	BRAND USA	48,400.00
Television Advertising-summer	BROADCAST BUYING SERVICES, INC.	13,164.80
Television Advertising-summer	CORINTHIAN MEDIA, INC.	23,127.56
Television Advertising-summer	CORINTHIAN MEDIA, INC.	148,073.99
Television Advertising-summer	CORINTHIAN MEDIA, INC.	887,907.40
Television Advertising	CORINTHIAN MEDIA, INC.	34.85
Television Advertising	CORINTHIAN MEDIA, INC.	1,210.00
Television Advertising	GOOGLE	33,396.00
Television Advertising	CORINTHIAN MEDIA, INC.	1,210.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	1,936.00
Television Advertising	CORINTHIAN MEDIA, INC.	3,206.02
Television Advertising	CORINTHIAN MEDIA, INC.	4,065.60
Television Advertising	CORINTHIAN MEDIA, INC.	4,069.96
Television Advertising-summer	CORINTHIAN MEDIA, INC.	132,828.96
Television Advertising	CORINTHIAN MEDIA, INC.	81.31
Television Advertising-summer	CORINTHIAN MEDIA, INC.	748,574.52
Television Advertising	GOOGLE	18,392.00
Print Advertising- Groups	NAYLOR CANADA, NORTHSTAR TRAVEL MEDIA, SPORTS EVENTS, SCHNEIDER PUBLISHING	10,738.18
Print Advertising- Groups	ACT COMMUNICATIONS, BANK TRAVEL MANAGEMENT, MPI PUBLICATION, SCHNEIDER PUBLISHING	9,576.27

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Print Advertising- Groups	BUSES LLC, NORTHSTAR TRAVEL MEDIA, SCHNEIDER PUBLISHING, SERENDIPITY MEDIA, STAMATS MEETINGS MEDIA	16,603.95
Digital Advertising	SEARCH MARKETING	342,487.71
Digital Advertising	DISPLAY ADS	405,837.34
Digital Advertising	ONLINE VIDEO ADVERTISING	86,194.57
Digital Advertising	EMAIL MARKETING	55,186.82
Digital Advertising	SOCIAL MEDIA MARKETING	51,381.02
Digital Advertising	MOBILE MARKETING	40,856.16
Digital Advertising	SEARCH MARKETING	199,045.90
Digital Advertising	DISPLAY ADS	226,660.25
Digital Advertising	ONLINE VIDEO ADVERTISING	31,789.12
Digital Advertising	BRAND USA	193,600.00
Digital Advertising	MONIKER DOMAIN RENEWAL - MYRTLEBEACHSPORTS.COM	46.42
Digital Advertising	SEARCH MARKETING	227,088.58
Digital Advertising	DISPLAY ADS	234,541.08
Digital Advertising	ONLINE VIDEO ADVERTISING	43,473.47
Digital Advertising	EMAIL MARKETING	34,460.69
Digital Advertising	SOCIAL MEDIA MARKETING	54,788.27
Digital Advertising	MOBILE MARKETING	41,346.68
Digital Advertising-Groups & Mtgs	MPI PUBLICATION, STAMATS MEETINGS MEDIA, NORTHSTAR TRAVEL MEDIA	6,195.20
Digital Advertising-Groups & Mtgs	BUSES LLC, MPI PUBLICATIONS, NORTHSTAR TRAVEL MEDIA, SCHNEIDER PUBLISHING, BRIGHT BUSINESS MEDIA LLC, SPORTS EVENTS	10,473.76
Digital Advertising	GOOGLE	48,400.00
Digital Advertising-Groups & Mtgs	NORTHSTAR TRAVEL MEDIA, SERENDIPITY MEDIA	993.17
Out-of-Home Advertising	ADAMS OUTDOOR ADVERTISING, THE BRANDON AGENCY	6,336.02
Out-of-Home Advertising	ADAMS OUTDOOR ADVERTISING, THE BRANDON AGENCY	46,190.08
Out-of-Home Advertising	THE BRANDON AGENCY	48,997.14
Out-of-Home Advertising	ADAMS OUTDOOR ADVERTISING, THE BRANDON AGENCY	27,754.11
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	4,035.00
Canadian Fam Trip	CAA FAM	4,351.31

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Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	278.20
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	310.41
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	363.01
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	4,035.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	113.88
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	366.85
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	389.03
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	918.17
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	956.53
Canadian Fam Trip	CAA FAM	812.09
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	4,035.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	52.30
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	76.67
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	361.81
Canadian Fam Trip	CAA FAM	394.72
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	397.89
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	524.87
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	723.11
Canadian Promotion	CAA FAM, STEP STOOLS FAM, ZOOMER SHOW, SHOW ATTIRE	900.83
Air Service Development	AIRPLANNERS LLC-CINCINNATI	68,595.00
Air Service Development	AIRPLANNERS LLC-CLEVELAND	70,209.00
Air Service Development	AIRPLANNERS LLC-COLUMBUS	64,560.00
Air Service Development	AIRPLANNERS LLC-INDIANAPOLIS	65,367.00
Air Service Development	AIRPLANNERS LLC-LOUISVILLE	71,016.00
Air Service Development	AIRPLANNERS LLC-CINCINNATI	14,526.00
Air Service Development	AIRPLANNERS LLC-CLEVELAND	22,555.65
Air Service Development	AIRPLANNERS LLC-COLUMBUS	21,441.99
Air Service Development	AIRPLANNERS LLC-INDIANAPOLIS	22,357.94

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Air Service Development	AIRPLANNERS LLC-LOUISVILLE	22,406.36
Regional Advertising	GEORGETOWN CO. CHAMBER OF COM	967.96
Publicity & Promotion	FAHLGREN MORTINE	24,322.20
Publicity & Promotion	SOUTH CAROLINA OUTDOOR PRESS ASSOC.	420.00
Publicity & Promotion	FAHLGREN MORTINE	910.59
Publicity & Promotion	FAHLGREN MORTINE	24,322.20
Publicity & Promotion	STORMFRONT PRODUCTION CO. INC.	92.40
Publicity & Promotion	PROMOTIONAL ITEMS	525.00
Publicity & Promotion	FAHLGREN MORTINE	4,577.50
Publicity & Promotion	FAHLGREN MORTINE	24,322.20
Publicity & Promotion	DISCOVER AMERICA MEDIA DAY MARKETPLACE	585.63
Shipping Costs- Consumer Marketing	PITNEY BOWES	1.89
Shipping Costs- Consumer Marketing	PITNEY BOWES	6.63
Shipping Costs- Consumer Marketing	PITNEY BOWES	1.37
Shipping Costs- Consumer Marketing	PITNEY BOWES	30.99
Shipping Costs- Consumer Marketing	UPS	18.12
Shipping Costs- Consumer Marketing	UPS	63.63
Shipping Costs- Consumer Marketing	PITNEY BOWES	4.64
Shipping Costs- Consumer Marketing	US POSTAL SERVICE	0.98
Shipping Costs- Consumer Marketing	PITNEY BOWES	65.88
Shipping Costs- Consumer Marketing	UPS	214.17
Shipping Costs- Consumer Marketing	US POSTAL SERVICE	2.93
Shipping Costs- Consumer Marketing	PITNEY BOWES	97.51
Shipping Costs- Consumer Marketing	UPS	408.75
Shipping Costs- Consumer Marketing	US POSTAL SERVICE	1.95
Shipping Costs- Consumer Marketing	PITNEY BOWES	19.84
Shipping Costs- Consumer Marketing	UPS	499.65
Shipping Costs- Consumer Marketing	UPS	60.76
Shipping Costs- Consumer Marketing	UPS	84.98
Shipping Costs- Consumer Marketing	UPS	127.75
Shipping Costs- Consumer Marketing	PITNEY BOWES	280.07
Shipping Costs- Consumer Marketing	US POSTAL SERVICE	1,961.11
Consumer Media Distribution	JORDAN INVESTMENT CORPORATION	34,862.40
Shipping Costs- Consumer Marketing	PITNEY BOWES	364.16
Shipping Costs- Consumer Marketing	US POSTAL SERVICE	1,028.13
Consumer Media Distribution	JORDAN INVESTMENT CORPORATION	33,700.32
Shipping Costs- Consumer Marketing	PITNEY BOWES	190.84
Shipping Costs- Consumer Marketing	US POSTAL SERVICE	568.38
Consumer Media Distribution	JORDAN INVESTMENT CORPORATION	31,634.40
Shipping Costs- Consumer Marketing	UPS	1,949.45

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Shipping Costs- Consumer Marketing	UPS	610.60
Shipping Costs- Consumer Marketing	UPS	1,130.22
International Fulfillment	CONTAC SERVICES, INC.	732.93
Shipping Costs- Consumer Marketing	PITNEY BOWES	2.66
Shipping Costs- Consumer Marketing	UPS	131.61
International Fulfillment	CONTAC SERVICES, INC.	965.37
International Fulfillment	CONTAC SERVICES, INC.	278.32
Shipping Costs- Consumer Marketing	UPS	102.36
International Fulfillment	CONTAC SERVICES, INC.	1,092.26
Shipping Costs- Consumer Marketing	UPS	182.79
Creative Development	AD DESIGN - FONTSHP	136.11
Creative Development	AD DESIGN - TECHSMITH, ITUNES	73.80
Video Production	VOICEOVERS	413.77
Video Production	VIDEO SHOOT	132.36
Video Production- tv spot	DV3 PRODUCTIONS, LLC	7,739.16
Video Production - Canada spot	VOICEOVERS	290.40
Video Production- tv spot	DV3 PRODUCTIONS, LLC	5,778.96
Video Production- tv spot	VOICEOVERS	827.54
Fall Video Shoot	VIDEO SHOOT	5,387.89
Fall Video Shoot	VIDEO SHOOT	138.32
Website Production	MEDIA COAST	597.74
Creative Development	I STOCK	822.80
Online Promotions	ADOBE SYSTEMS INC	1,419.14
Online Promotions	ADOBE SYSTEMS INC	2,607.86
Online Promotions	EXACT TARGET, TULSA CONNECT, PATLIVE	15,589.30
Online Promotions	ADOBE SYSTEMS INC	1,419.14
Online Promotions	TULSA CONNECT, GO DADDY, PATLIVE, EXACT TARGET	9,689.22
Online Promotions	ADOBE SYSTEMS INC	1,419.14
Online Promotions	TULSA CONNECT, GO DADDY, PATLIVE	2,100.11
Publicity & Promotion	FAHLGREN MORTINE	210.00
Publicity & Promotion	FAHLGREN MORTINE	210.00
Publicity & Promotion	FAHLGREN MORTINE	210.00
Publicity & Promotion	FAHLGREN MORTINE	5,682.62
International Promotion	POW WOW TRADESHOW	43.58
Group Promotion - Mtgs	GSAE	443.85
Group Promotion - Mtgs	DESTINATION CHICAGO	43.58
Group Promotion - Mtgs	DESTINATION CHICAGO	542.40
Group Promotion - Mtgs	AIBTM	100.92
Group Promotion - Mtgs	AIBTM	2,035.47
Group Promotion - Mtgs	AFFORDABLE MEETINGS NATIONAL DC	477.91
Group Promotion	HSMIAI MEET	681.92

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Group Promotion	AENC	221.93
Group Promotion	AENC	1,246.82
Group Promotion - Mtgs	MPI-WEC	373.40
Group Promotion - Mtgs	MPI-WEC	104.81
Group Promotion - Mtgs	MPI-WEC	739.77
Group Promotion - Students	SYTA	41.80
Group Promotion - Students	SYTA	81.83
Group Promotion - Students	SYTA	1,150.69
Group Promotion	VSAE	572.97
Group Promotion - Mtgs	SUCCESSFUL MEETINGS	140.19
Group Promotion - Mtgs	SUCCESSFUL MEETINGS	7.26
Group Promotion - Mtgs	SOUTHEAST MARKETPLACE	343.68
Group Promotion - Mtgs	SMART MEETINGS NY	265.97
Group Promotion - Mtgs	SMART MEETINGS NY	98.12
Group Promotion - Mtgs	SMART MEETINGS DC	1,070.76
Group Promotion - Mtgs	SMART MEETINGS DC	181.24
Group Promotion - Mtgs	IMEX	179.86
Group Promotion - Mtgs	IMEX	79.89
Group Promotion - Mtgs	IMEX	587.66
Group Promotion - Mtgs	IMEX	179.86
Group Promotion - Mtgs	IMEX	887.70
Group Tour Promotion'	TAP	664.02
Group Sales & Marketing	TAP	43.26
International Promotion	SC DEPT. OF PARKS, REC. & TOURISM	139.99
International Promotion	LONDON SALES MISSION	304.84
International Promotion	LONDON SALES MISSION	584.91
Group Promotion - Mtgs	M&C INTERACT	371.38
Group Promotion	SEDC	181.58
Group Promotion	MANPOWER	75.66
Group Promotion	SC RURAL WATER GROUP	85.74
Group Promotion	NATIONAL CATHOLIC WOMEN'S GROUP	85.74
Group Promotion	ANG - AMERICAN NEEDLEPOINT GUILD	354.35
Group Tour Promotion'	US TOURS, SECOND WIND TOURS FAM	41.96
Group Promotion	JACK & JILL NATIONAL SITE VISIT	111.12
Group Promotion	KALEIDOSCOPE FAM	13.72
International Promotion-CA	VAX VACATION, ATRIUM CANADA FAM	14.95
Group Tour Promotion'	KALEIDOSCOPE FAM	28.25
Group Promotion	AMERICAN NEEDLEPOINT GUILD FAM	198.47
Group Sales & Marketing	KAESER & BLAIR INC.	921.37
International Promotion	SASA BADGES	1,148.43

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Group Sales & Marketing	NAMEBADGE PAPER	100.20
Group Sales & Marketing	NEW WAVE EMBROIDERY	6.60
Group Sales & Marketing	"TASTE OF MYRTLE BEACH" BOOKS	100.88
Group Promotion - Mtgs	SOUTHEAST MARKETPLACE SPONSORSHIP	730.34
International Promotion	PROMOTIONAL ITEMS - BEACH CHAIRS PHONE HOLDERS	1,097.48
Group Sales & Marketing	CARDEN JENNINGS PUBLISHING	6,456.00
SMERF Promotion	MHD SERVICES	1,906.54
SMERF Promotion	MHD SERVICES	1,906.54
Group Sales & Marketing	LEO EVENTS LLC	7,989.30
SMERF Promotion	MHD SERVICES	1,906.54
Group Promotion	LEO EVENTS LLC	485.57
International Promotion	J-1 STUDENT PROGRAM	40.26
Group Promotion	MINNEAPOLIS ROADSHOW	513.11
Group Promotion	RICHMOND ROADSHOW	5,194.90
Sports Tourism Promotion	STUDIO303INC.	1,129.80
Sports Tourism Promotion	SPIKES BASEBALL PROMOTION	508.57
Sports Marketing	UPS	1,205.69
Sports Marketing	SPIKES BASEBALL PROMOTION	403.50
Sports Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	31,272.06
Sports Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	31,272.06
Sports Marketing	GRAND STRAND JUNIORS VOLLEYBALL, SPORTS CONFERENCE	601.99
Sports Marketing	NAIGC SITE VISIT	4.84
Sports Marketing	NAIGC SITE VISIT	42.63
Sports Marketing	COAST FA	2,421.00
Sports Marketing	NASC/USOC, TEAMS, GOODSPORTS, COAST FA	2,625.44
Tourism Research	U.S. TRAVEL ASSOCIATION	14,520.00
Tourism Research	DELVE LLC	9,873.60
Tourism Research	DELVE LLC	16,557.64
Tourism Research	ZEITGEIST CONSULTING	16,829.44
Market Research- postcard imprints	INLET PRINTING COMPANY	162.49
Tourism Research	DIMARIO & ASSOCIATES	3,775.20
Tourism Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	338.80
Tourism Research	SC DEPT. OF PARKS, REC. & TOURISM	11,180.40

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Market Research- postcard imprints	INLET PRINTING COMPANY	32.50
Market Research	EQUATION RESEARCH, LLC	7,986.00
Market Research- postcard imprints	INLET PRINTING COMPANY	1,021.66
Market Research- postcard imprints	INLET PRINTING COMPANY	28.44
Government Contingencies	COASTAL CAROLINA UNIVERSITY	16,940.00
Government Contingencies	CITY OF MYRTLE BEACH CULTURAL & LEISURE SVC. DEPT.	9,680.00
Group Promotion	BOOTH STORAGE FEE	80.70
Group Tour Promotion'	TAP SPONSORSHIP	353.06
General Consumer Promotion	HOLIDAY FANTASEA SPONSORSHIP	1,502.90
Group Promotion	SEUS SPONSORSHIP	11,439.93
Group Promotion	BOOTH STRORAGE FEE	80.70
General Consumer Promotion	SEUS SPONSORSHIP	3,893.78
Group Promotion - Mtgs	SAS Sponsorship	201.75
Group Promotion	SHRINERS RECEPTION	925.14
Historical tourism Project	SOUTHERN COMMUNICATIONS SERVICES	1,089.45
Sports Tourism Promotion	BASEBALL PROMOTION	389.95
General Consumer Promotion	CONSUMER TRADE SHOW TRAVEL	265.23
General Consumer Promotion	OFFICE DEPOT	21.98
General Consumer Promotion	TRANSLATOR	201.75
Sports Marketing	SCCJTC	2,017.50
General Consumer Promotion	LUNTZ GLOBAL, LLC	28,245.00
Print Advertising Regional	DATA PUBLISHING, INC.	225.96
General Consumer Promotion	MANN TRAVELS	633.53
Regional Tourism	MILLER DIRECT	88,770.00
General Consumer Promotion	PROMOTIONAL GIVEAWAY	40.35
Regional Tourism	SC ASSOC. OF TOURISM REGIONS	2,663.10
Print Advertising Regional	DATA PUBLISHING, INC.	225.96
International Promotion-CA	TRAVEL SOLUTIONS BY DESIGN CORP	650.95
Print Advertising Regional	DATA PUBLISHING, INC.	225.96
Market Research	MARKET RESEARCH	726.00
Internet Advertising	CAROLINA VIDEO GROUP	3,388.00
General Consumer Promotion	MANN TRAVELS	617.47
General Consumer Promotion	MANN TRAVELS	843.09
General Consumer Promotion	GIFT CARDS FOR PROMOTIONAL GIVEAWAYS	2,501.70
General Consumer Promotion	MANN TRAVELS	324.66
General Consumer Promotion	MANN TRAVELS	345.64
General Consumer Promotion	MANN TRAVELS	396.17
General Consumer Promotion	MANN TRAVELS	6,052.50



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General Consumer Promotion	PROMOTIONAL PRIZEWINNER	199.35
General Consumer Promotion	MANN TRAVELS	324.66
General Consumer Promotion	MANN TRAVELS	337.33
General Consumer Promotion	MANN TRAVELS	356.76
General Consumer Promotion	MANN TRAVELS	412.62
General Consumer Promotion	MANN TRAVELS	347.46
General Consumer Promotion	MANN TRAVELS	401.81
General Consumer Promotion	MANN TRAVELS	384.42
General Consumer Promotion	MANN TRAVELS	398.35
General Consumer Promotion	MANN TRAVELS	489.99
General Consumer Promotion	MANN TRAVELS	507.47
General Consumer Promotion	MANN TRAVELS	314.73
General Consumer Promotion	MANN TRAVELS	424.32
General Consumer Promotion	PROMOTIONAL PRIZEWINNER	407.18
Group Sales & Marketing	SITE VISIT	381.03
Group Promotion	DISTINCTIVE DESTINATIONS	2,582.40
Group Sales & Marketing	SITE VISIT	8.07
Group Tour Representation - DC	JSP MARKETING	284.49
Group Sales & Marketing	SITE VISIT	1,372.38
Group Tour Representation - DC	JSP MARKETING	2,421.00
Group Promotion	DISTINCTIVE DESTINATIONS	319.35
	SITE VISIT	
Group Sales & Marketing	ATLANTA REP SITE VISIT	361.04
International Promotion	TRAVEL SOUTH	1,121.73
Group Sales & Marketing	DISTINCTIVE DESTINATIONS	124.83
Market Research-group sales	DIMARIO & ASSOCIATES	1,936.00
Group Tour Representation - DC	JSP MARKETING	74.37
Group Tour Representation - DC	JSP MARKETING	2,421.00
Group Promotion - Mtgs	PLAN YOUR MEETINGS SHOW	242.10
Group Sales & Marketing	DISTINCTIVE DESTINATIONS	2,582.40
Group Sales & Marketing	DISTINCTIVE DESTINATIONS	2,582.40
Group Sales & Marketing	DISTINCTIVE DESTINATIONS	1,194.66
Group Tour Representation - DC	JSP MARKETING	2,421.00
Market Research-group sales	DIMARIO & ASSOCIATES	3,775.20
Group Sales & Marketing	DISTINCTIVE DESTINATIONS	3,729.24
Group Tour Representation - DC	JSP SALES BLITZ	455.42
Group Sales & Marketing	M & C INTERACT, FED EX CUP SPONSORSHIP	8,508.69
General Consumer Promotion	IMEX, FED EX CUP SPONSORSHIP	9,004.13
Publicity and Promotion	FAHLGREN MORTINE	593.00
Publicity and Promotion	FAHLGREN MORTINE	42.00
Publicity and Promotion	FAHLGREN MORTINE	755.66
Co-op Advertising - print	THE BRANDON AGENCY	935.00

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Co-op Advertising - print	THE BRANDON AGENCY	1,402.50
Co-op Advertising - print	THE BRANDON AGENCY	467.50
Co-op Advertising - print	THE BRANDON AGENCY	1,402.50
Co-op Advertising - print	THE BRANDON AGENCY	655.67
Co-op Advertising - print	THE BRANDON AGENCY	935.00
Co-op Advertising - print	THE BRANDON AGENCY	1,402.50
Co-op Advertising -billboards	THE BRANDON AGENCY	272.65
Co-op Advertising -billboards	THE BRANDON AGENCY	440.00
Co-op Advertising -billboards	THE BRANDON AGENCY	440.00
Co-op Advertising -billboards	THE BRANDON AGENCY	440.00
Co-op Advertising -billboards	THE BRANDON AGENCY	440.00
Co-op Advertising -billboards	THE BRANDON AGENCY	495.00
Co-op Advertising -billboards	THE BRANDON AGENCY	508.94
Co-op Advertising -billboards	THE BRANDON AGENCY	573.57
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	660.00
Co-op Advertising -billboards	THE BRANDON AGENCY	688.43
Co-op Advertising -billboards	THE BRANDON AGENCY	1,155.01
Co-op Advertising -billboards	THE BRANDON AGENCY	7,477.80
Sports Tourism Promotion	SOUTHERN DUNES	968.40
Sports Tourism Promotion	CLICKIT VENTURES, LLC	2,905.20
Sports Tourism Promotion	INTERNET PROPERTY CONSULTING	3,389.40
Sports Tourism Promotion	SOUTHERN DUNES	7,371.95
Sports Tourism Promotion	MYRTLE BEACH GOLF INSIDER	21,183.75
Group Promotion - Mtgs	NASC	243.63
Festival Advertising	HIS RADIO NETWORK	2,017.50
Festival Advertising	CELEBRITY PLACEMENT SERVICES	43,981.50
Group Promotion - Mtgs	SPORTSMEN'S FOUNDATION	2,293.81
Group Promotion - Mtgs	NATIONAL ASSOCIATION SPORTSMEN'S CAUCUS	16,681.50
Festival Advertising	BEACH BOOGIE AND BARBEQUE LLC	242,100.00
Festival Advertising	CELEBRITY PLACEMENT SERVICES	14,122.50
Group Promotion - Mtgs	SPORTSMEN'S FOUNDATION	3,251.35
Online	GOLF CHANNEL	19,937.50
TV-Fall	GOLF CHANNEL	60,809.45
TV-Spring	BRANDON AGENCY	4,298.27
TV-Dallas	BRANDON AGENCY	12,263.57

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## Q3 2012 Expenditures

Public Relations	BUFFALO COMMUNICATIONS	24,403.50
Public Relations	BUFFALO COMMUNICATIONS	572.12
Interactive -fall online campaign	FUEL INTERACTIVE	5,297.19
Interactive -fall online campaign	FUEL INTERACTIVE	4,044.58
Interactive -fall online campaign	FUEL INTERACTIVE	1,830.26
Interactive -fall online campaign	FUEL INTERACTIVE	12,429.52
Interactive -fall online campaign	FUEL INTERACTIVE	16,325.33
Interactive -fall online campaign	FUEL INTERACTIVE	7,405.27
Interactive -fall online campaign	FUEL INTERACTIVE	5,885.55
Interactive -fall online campaign	FUEL INTERACTIVE	89,071.15
Interactive -fall online campaign	FUEL INTERACTIVE	1,435.50
Magazine Print & Online Elements	BRANDON AGENCY	23,466.42
Magazine Print & Online Elements	GOLF MAGAZINE-VIA BRANDON	123,453.00
Magazine Print & Online Elements	GOLF WEEK	20,968.83
Print - Magazine	BRANDON AGENCY	42,725.00
Radio	BRANDON AGENCY	2,803.63
Newspaper-Toronto	BRANDON AGENCY	12,161.67
Magazine Ad- Fla	SANDHILL PUBLISHING	3,828.00
Radio-ESPN	BRANDON AGENCY	2,684.39
Radio- Dallas	BRANDON AGENCY	26,926.82
Radio-Clear Channel	BRANDON AGENCY	18,754.33
Radio	TL GOLF SERVICES	5,215.65
Radio/Online	BRANDON AGENCY	3,253.80
Direct Mail Program	BRANDON AGENCY	32,352.00
Newspaper-Charlotte/Gastonia/Rock	BRANDON AGENCY	3,253.80
Promotions	HOLE IN ONE AWARDS	698.63
Database	PNT MARKETING/NEILSEN MEDIA	11,036.32
TV/Radio	BRANDON AGENCY	14,072.69
Billboards	BRANDON AGENCY	3,828.00
Event Sponsorship	CHANTICLEER ATHLETIC FOUNDATION	9,570.00
Consumer Golf Shows	SUPREME GOLF	9,570.00
Distribution Costs	CONSUMER RESPONSE	9,127.63
Promotions	TRIP GIVEAWAYS	382.80
General Marketing Retainer	BRANDON AGENCY	73,323.67
Sponsorship	ZERO SPONSORSHIP	375.53
General Consumer Promotion	DNC SAND SCULPTURE AND SUPPLIES	55,687.37
General Consumer Promotion	DNC PROMOTION	16,506.53
General Consumer Promotion	DNC MEDIA EVENT	128,276.20
General Consumer Promotion	BIG SOUTH PROMO ITEMS	1,257.76

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\$ 7,901,356.00

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## **MB TOURISM DEVELOPMENT FEE**

Q3 2012 Expenditures

**\* 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.**