

Myrtle Beach Area Chamber dba Myrtle Beach Area CVB
Financial Accountability Public Reporting
January 1 2011 through April 1 2011

Public Revenues		
State ATax - MB	300,666.73	
State ATax - SSB	0.00	
State ATax - HC	168,137.35	
Local ATax - MB	0.00	
Local ATax - HC	0.00	
State of SC - DSMG	0.00	
State of SC - Reg Tourism	15,579.02	
TDF - MB	\$3,431,204.08	
Total Public Revenues	\$3,915,587.18	
Marketing Investment:		
Television Advertising	733,465.84	
Print Advertising	100,624.08	
Radio Advertising	7,200.00	
Digital Advertising	2,191,452.86	
Out-of-Home Advertising	21,769.40	
Partner Advertising	74,645.89	
Campground Advertising	6,118.00	
Regional Advertising	60,107.15	
Publicity & Promotion	136,727.54	
Consumer Media Distribution	1,346,135.45	
Creative Development	42,148.66	
Group Sales & Marketing	58,862.07	
Sports Marketing	104,908.46	
Golf Promotion	716,889.68	
Market Research	22,525.80	
Govt Designated Promotion	20,000.00	
General Consumer Promotion	261,355.19	
Total Marketing Investment	\$5,904,936.07	
Details of Marketing Investment		
Magazine Advertising	3,315.00	AAA Go Magazines
Group Tour Promotion	19,802.90	ABA
Group Tour Promotion	17,100.00	ABA
Group Tour Promotion	5,892.57	ABA
Group Tour Promotion	5,000.00	ABA
Group Tour Promotion	2,204.09	ABA
Group Promotion & Sales	1,546.26	ABA
Group Promotion & Sales	1,399.21	ABA
Group Promotion & Sales	395.60	ABA
Group Tour Promotion	300.00	ABA
Group Tour Promotion	300.00	ABA
Group Tour Promotion	300.00	ABA
Group Tour Promotion	300.00	ABA
Group Promotion & Sales	125.98	ABA
Group Promotion & Sales	73.65	ABA
Group Tour Promotion	61.38	ABA
Group Promotion & Sales	26.37	ABA
Group Tour Promotion	0.99	ABA
Group Tour Promotion	31,035.29	ABA, Collaborate, Connect
VMB Server Access / Licensing	1,345.00	ADOBE SYSTEMS INC
VMB Server Access / Licensing	1,345.00	ADOBE SYSTEMS INC
Online Promotion - Paid Space Destination Ads	4,644.93	AdReady
Group Promotion & Sales	7,195.00	Affordable Meetings
Air Service Marketing - Dallas	13,406.72	Air Service Marketing
Air Service Promotion - Print Advertising	69,457.50	Airplanners
Air Service Promotion - Online Advertising	222,885.00	Airplanners
Air Service Promotion - Broadcast Advertising / Promotion	60,480.00	Airplanners

Air Service Promotion - General Marketing	42,997.50	Airplanners
Software for digital video production	46.44	Apple Web Store
Group Promotion & Sales	6,200.00	ASAE
Group Promotion & Sales	2,500.00	ASAE
Group Promotion & Sales	914.53	Bank Travel
Group Promotion & Sales	22.00	Bank Travel
PR Event - NYC	750.00	BEAUTIFUL PLACES ALLIANCESCPRT
Billboard Advertising	7,264.70	Brandon Agency, Adams Outdoor
Billboard Advertising	6,582.35	Brandon Agency, Adams Outdoor
Billboard Advertising	7,922.35	Brandon Agency, Adams Outdoor
Spring Regional Market-Pittsburgh	12,135.00	Comcast
Spring Regional Market-Toronto	18,750.00	ESPN, Sports radio
Spring Golf Campaign	25,364.08	Toronto Star
Publicity & Promotions	3,600.00	Broadcast Media Monitoring
Groups & Meetings Magazine	4,425.00	Buses LLC, Meetings Media, Northstar Media
Canadian Film / Production	169.95	Canadian Video Production
Photography - destination shots	6,000.00	CARTER STUDIOS INC.
Publicity & Promotions	139.62	Charlotte NHRA Press Conference
Sports Tourism Expenses - USATF	20,000.00	City 5% A-Tax Account / USATF Expenditures
Youth Soccer Promotion	3,000.00	COAST FA
International Promotion	7,195.11	COASTAL SC, USA
Coastal Uncorked Promotion	75,000.00	COASTAL UNCORKED, INC.
Coastal Uncorked Promotion	65,000.00	COASTAL UNCORKED, INC.
Groups & Meetings Magazine	17,994.48	Collinson & Co, Northstar, Group Tour Media, Stam Media
Sponsorship and Trade Show Booths	47,312.76	Consumer Golf Shows
Leisure Travel Research	2,377.45	Consumer Incentives
Leisure Travel Research	1,568.20	Consumer Incentives
International Shipping	4,696.88	CONTAC SERVICES, INC.
International Shipping	1,675.70	CONTAC SERVICES, INC.
International Shipping	716.93	CONTAC SERVICES, INC.
CAA & Travel Agent Promotion	374.29	CONTAC SERVICES, INC.
Promotion - Mini Marathon	10,000.00	CONTINENTAL EVENTS & SPORTS MANAGEMENT
Mini Marathon Marketing	15,000.00	CONTINENTAL EVENTS & SPORTS MANAGEMENT
Television Advertising	254,970.98	CORINTHIAN MEDIA, INC.
Television Advertising	36,344.68	CORINTHIAN MEDIA, INC.
Television Advertising	35,800.68	CORINTHIAN MEDIA, INC.
Television Advertising	3,116.00	CORINTHIAN MEDIA, INC.
Television Advertising	672.00	CORINTHIAN MEDIA, INC.
Television Advertising	457.50	CORINTHIAN MEDIA, INC.
Television Advertising	264.00	CORINTHIAN MEDIA, INC.
Television Advertising	190.00	CORINTHIAN MEDIA, INC.
Television Advertising	190.00	CORINTHIAN MEDIA, INC.
Promotion - NASCAR	19,654.00	DARLINGTON RACEWAY
Group FAM (M.A.M. Event)	400.00	DAVID BIAS
Group Sales Promotion	3,500.00	Destination and Travel Foundation
Marketing Research / Trends	5,456.00	DESTINATION MARKETING ASSN INTL
Group Promotion & Sales	3,954.16	Destination Washington
Group Promotion & Sales	2,341.36	Destination Washington
Group Promotion & Sales	1,067.25	Destination Washington
Group Promotion & Sales	70.78	Destination Washington
Group Promotion & Sales	3,370.00	Destinations Showcase - Washington
Canadian Promotion	275.00	DISCOVER AMERICA CANADA
Spring TV Spot	4,970.00	DV3 PRODUCTIONS, LLC
Domestic Shipping - Marketing	3,871.94	EASY PERMIT POSTAGE
Domestic Shipping - Marketing	3,339.48	EASY PERMIT POSTAGE
Domestic Shipping - Marketing	1.18	EASYPERMIT POSTAGE
Spring Golf Campaign	10,216.50	Email Newsletters
Spring Golf Campaign	2,625.00	Enhanced SEO
Spring Golf Campaign	6,212.00	E-Saver Production
Spring Golf Campaign & Monday After the Masters	102,850.00	ESPN Mike & Mike
Digital Promotion	8,527.98	Exact Target, Tulsa Connect, PatLive
Digital Promotion	8,244.48	Exact Target, Tulsa Connect, PatLive
Summer Holiday Show	2,605.46	EXPO MEDIA INC.
Ad Design	29.00	Fonts.com
Ad Design	191.86	Fonts.com, Mobileme Apple, Ifunia Corp
Canadian Magazine	2,750.00	Forever Young
Domestic Shipping - Marketing	4,338.48	FUEL INTERACTIVE, LLC
Eco-Tourism Promotion	150.00	FUEL INTERACTIVE, LLC
Group Sales Promotion	772.00	Giveaway Bags
Group Sales Promotion	1,115.49	Giveaway Bags

Groups & Meetings Magazine	8,979.36	Group Travel Leader, ASAE, Group Tour Media
Spring Regional Golf Campaign	15,500.00	GTA Amateur Tour
Digital Promotion - mobile	364.00	HOLLEY AUFDEMORTE
Digital Promotion - mobile	242.00	HOLLEY AUFDEMORTE
Fulfillment Processing	79.64	HTC
Fulfillment Processing	13.93	HTC
Fulfillment Processing	3.16	HTC
Research Postcard	1,246.74	INLET PRINTING CO
Spring Golf Campaign	47,032.10	Internet Paid Search - Google
Group Promotion & Sales	751.10	ITB
Group Promotion & Sales	263.16	ITB
Consumer Fulfillment Distribution	24,000.00	JORDAN INVESTMENT CORP
Consumer Fulfillment Distribution	27,908.00	JORDAN INVESTMENT CORP
Consumer Fulfillment Distribution	27,200.00	JORDAN INVESTMENT CORP
Consumer Fulfillment Distribution	43,200.00	JORDAN INVESTMENT CORP
Canadian Promotion	339.00	KEN GIBSON COMPANY
Group Tour Promotion	105.00	Lakeshore FAM
Group Tour Promotion	32.65	Lakeshore FAM
Print Media, Trade Show Sponsorship	39,975.20	Lakeview Productions
Group Tour Promotion	1,235.00	Lapel Pins
Travel South Promotion	2,129.76	LIQUID ANVIL INC.
Group FAM (M.A.M. Event)	174.73	LIZ WALTERS
Publicity & Promotions	21,000.00	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	21,000.00	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	2,489.51	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	1,293.45	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	250.00	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	45,573.36	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	21,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	8,035.15	M BOOTH & ASSOCIATES, INC.
Spring Golf Campaign	39,148.87	Magazine Print - Golf Digest
Spring Golf Campaign	125,000.00	Magazine Print - Golf Magazine
Group FAM (M.A.M. Event)	528.00	MAM FAM
Group FAM (M.A.M. Event)	5,000.00	MAM Fam
Publicity & Promotions	341.92	MARINA INN AT GRANDE DUNES (Canadian PR Initiative)
Consumer Fulfillment Lead Processing	93,505.10	Inquiry Fulfillment Processing - golf inquiries
Publicity & Promotions	293.71	Media Visit - New York City, Canada
Spring Golf Campaign	4,000.00	Merit Travel Group/Ultimate Golf Vacations
Group Sales Promotion	2,250.00	MHD SERVICES
Group Sales Promotion	2,250.00	MHD SERVICES
Group Sales Promotion	2,250.00	MHD SERVICES
Group Promotion & Sales	604.80	MIC
Group Promotion & Sales	105.62	MIC
Canadian Promotion - Direct Mail	287,300.00	MILLER DIRECT
Consumer Travel Promotion - Air Service	194,650.00	MILLER DIRECT
Consumer Travel Promotion	146,230.00	MILLER DIRECT
Sports Tourism Promotion	23.22	Mini Marathon R. Poza Lunch
Myrtle After Masters Post	281.65	MINUTEMAN PRESS
Social Media Monitoring	8,000.00	MMG WORLDWIDE
Social Media Monitoring	4,250.00	MMG WORLDWIDE
Social Media Promotion	2,250.00	MMG WORLDWIDE
Social Media Promotion	2,250.00	MMG WORLDWIDE
Social Media Monitoring	500.00	MMG WORLDWIDE
Digital Promotion - mobile	300.00	MMG WORLDWIDE
Digital Promotion - mobile	300.00	MMG WORLDWIDE
Digital Promotion - mobile	300.00	MMG WORLDWIDE
Canadian Promotion	1,550.75	Montreal Womens Show
Canadian Promotion	2,576.93	Montreal Womens Show, Outdoor Adventure Show
Group Promotion & Sales	444.80	MPI
Group Promotion & Sales	462.50	MYRTLE BEACH CONVENTION CENTER
CSGMP NATCAP Shows	675.74	MYRTLE BEACH CONVENTION CENTER
Group Promotion & Sales	785.25	NA Journeys
Group Promotion & Sales	299.47	NA Journeys
Group Promotion & Sales	160.40	NA Journeys
Group Promotion & Sales	95.49	NA Journeys
Group Promotion & Sales	79.14	NA Journeys
Sports Tourism Promotion	117.89	NASC
NASC / Triathlon Promotion	126.92	NASC, Triathlon
Sports Tourism Promotion	4,691.98	NASC, USATF Cross Country
Spring Golf Campaign	37,500.00	National Golf Foundation

Television, Online Advertising	275,000.00	NATIONAL HOT ROD ASSOCIATION, ESPN
Charlotte Speedway Press Event	70.85	NEW WAVE EMBROIDERY
Spring Golf Campaign	1,200.00	New Web Projects
Publicity & Promotions	125.65	New York City Media Event
Publicity & Promotions	6,773.22	New York City Media Event, Canada Media Event
Publicity & Promotions	6,032.85	New York City Media Event, Toronto Media Event
Publicity & Promotions	61.00	New York City Media Visit
Carolina All-Star Advertising / Promotion	10,000.00	NORTH CAROLINA - SOUTH CAROLINA ALL STAR GAME
Groups & Meetings Magazine	9,125.00	Northstar Travel Media, MPI Publications
Television Advertising	1,440.00	OHIO NEWS NETWORK
Television Advertising	20.00	OHIO NEWS NETWORK
Spring Golf Campaign	7,525.00	Omniture Tracking
Firefighter Challenge Promotion	10,000.00	ON TARGET COMMUNICATIONS
Spring Golf Campaign	29,791.10	Online Media Production & Space Costs
Canadian Promotion	1,963.46	OTTAWA Travel & Vacation Show
Domestic Shipping - Marketing	2,479.19	Pitney Bowes
Domestic Shipping - Marketing	1,506.93	Pitney Bowes
Domestic Shipping - Marketing	1,282.42	Pitney Bowes
Domestic Shipping - Marketing	697.10	Pitney Bowes
Domestic Shipping - Marketing	573.90	Pitney Bowes
Domestic Shipping - Marketing	483.55	Pitney Bowes
Domestic Shipping - Marketing	431.86	Pitney Bowes
Domestic Shipping - Marketing	365.43	Pitney Bowes
Domestic Shipping - Marketing	141.33	Pitney Bowes
Domestic Shipping - Marketing	67.73	Pitney Bowes
Domestic Shipping - Marketing	60.94	Pitney Bowes
International Shipping	42.07	Pitney Bowes
Domestic Shipping - Marketing	38.78	Pitney Bowes
International Shipping	36.97	Pitney Bowes
Domestic Shipping - Marketing	20.14	Pitney Bowes
Domestic Shipping - Marketing	15.20	Pitney Bowes
International Shipping	3.28	Pitney Bowes
Domestic Shipping - Marketing	2.24	Pitney Bowes
Domestic Shipping - Marketing	1.22	Pitney Bowes
Domestic Shipping - Marketing	0.44	Pitney Bowes
Domestic Shipping - Marketing	0.44	Pitney Bowes
Domestic Shipping - Marketing	(96.56)	Pitney Bowes
Domestic Shipping - Marketing	181.78	Pitney Bowes
Registration expenses	775.00	Pow Wow
Group Promotion & Sales	46.33	PRINTING PORT
MAM FAM invitation postcard	810.96	PRINTING PORT
Media Visits - Toronto, Chicago, NYC, Boston	3,541.65	Publicity & Promotions
Group Promotion & Sales	7,184.17	RCMA
Group Promotion & Sales	3,774.60	RCMA
Group Promotion & Sales	2,222.53	RCMA
Group Promotion & Sales	1,250.00	RCMA
Group Promotion & Sales	281.17	RCMA
Group Promotion & Sales	177.80	RCMA
Group Promotion & Sales	116.60	RCMA
Shipping - Group/Meeting Planner	15,806.05	RR DONNELLY
Pow Wow Booth Furnishings	1,500.00	SC DEPT. OF PARKS, REC & TOURISM
Regional Tourism Promotion	107.15	SCATR
Group Promotion & Sales	5,114.20	SCSAE
Group Promotion & Sales	4,895.00	SCSAE
Group Promotion & Sales	227.82	SCSAE
Group / Meetings Promotion	666.51	SGMP/NATCAP
Group / Meetings Promotion	612.54	SGMP/NATCAP
Group / Meetings Promotion	120.12	SGMP/NATCAP
Spring Golf Campaign	940.00	Web Promotional Support
Allegiant Airlines Research	375.00	Sixel Consulting
Magazine Advertising	7,500.00	Small World Publications
Group Sales Promotion	9,200.00	Smart Meeting
January Canadian Rep	5,000.00	SOLUTIONS BY DESIGN
Regional Tourism Promotion - Historical / Cultural Tourism	60,000.00	SOUTH CAROLINA HALL OF FAME
Groups & Meetings Magazine	25,970.18	Sports Event Mag, Northstar, Stamats, Schneider Publ
MAM FAM Creative Develop	1,200.00	SPRINGBOARD ADVERTISING
Group/Meeting Film / Production	325.00	STAGES VIDEO
Sports Tourism Film / Production	54.50	STAGES VIDEO
Spikes Baseball Promotion - Central PA	2,840.00	STATE COLLEGE SPIKES
Promotion - State College Area / Baseball	28,571.43	STATE COLLEGE SPIKES

Consumer Literature / Fulfillment	29,792.00	Strand Media Group
Group Meeting Planner	7,222.00	STRAND MEDIA GROUP
Group Promotion & Sales	225.40	SYTA
Travelocity/Facebook/S.L	41,650.00	THE BOUNCE AGENCY
Advertising - Meetings / Group	9,195.00	THE BRANDON AGENCY
Advertising - Meetings / Group	6,362.25	THE BRANDON AGENCY
Advertising - Meetings / Group	6,362.25	THE BRANDON AGENCY
Advertising - Meetings / Group	3,500.00	THE BRANDON AGENCY
Camping Advertising	3,468.00	THE BRANDON AGENCY
Camping Promotion - Online	2,500.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,700.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,500.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,500.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,500.00	THE BRANDON AGENCY
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Advertising - Meetings / Group	1,265.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,265.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,265.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,242.41	THE BRANDON AGENCY
Advertising - Meetings / Group	1,242.41	THE BRANDON AGENCY
Advertising - Meetings / Group	1,242.41	THE BRANDON AGENCY
Advertising - Meetings / Group	1,200.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,195.00	THE BRANDON AGENCY
Advertising - Meetings / Group	1,195.00	THE BRANDON AGENCY
Advertising - Meetings / Group	815.00	THE BRANDON AGENCY
Advertising - Meetings / Group	722.50	THE BRANDON AGENCY
Advertising - Meetings / Group	550.00	THE BRANDON AGENCY
Advertising - Meetings / Group	500.00	THE BRANDON AGENCY
Advertising - Meetings / Group	500.00	THE BRANDON AGENCY
Advertising - Meetings / Group	467.50	THE BRANDON AGENCY
Online Advertising	5,000.00	THE CHARLOTTE OBSERVER
Online Advertising	5,000.00	THE CHARLOTTE OBSERVER
Digital Promotion	3,750.00	THOMAS TOWNSEND & KENT
Printing - Fulfillment	228,053.85	TIMES PRINTING CO. INC.
Printing - Fulfillment	108,528.41	TIMES PRINTING CO. INC.
Printing - Fulfillment	90,189.96	TIMES PRINTING CO. INC.
Printing - Fulfillment	39,013.18	TIMES PRINTING CO. INC.
Printing - Fulfillment	4,135.80	TIMES PRINTING CO. INC.
Printing - Fulfillment	3,476.40	TIMES PRINTING CO. INC.
Printing - Fulfillment	1,713.00	TIMES PRINTING CO. INC.
Printing - Fulfillment	1,713.00	TIMES PRINTING CO. INC.
Broadcast Advertising - Golf focus	19,900.00	TL Golf Services
Broadcast Advertising - Golf focus	5,450.00	TL Golf Services
Online Promotion - Paid Space Destination Ads	5,000.00	Travel Ad Network
Online Promotion	1,500.00	TRAVEL INFORMATION NETWORK
Publicity & Promotions	877.56	Travel Media Canada Conference
Canadian Promotion	5,000.00	TRAVEL SOLUTIONS BY DESIGN
Group Promotion & Sales	2,166.31	Travel South
Group Promotion & Sales	1,401.06	Travel South
Group Sales Promotion	213.21	Travel South
Group Promotion & Sales	198.00	Travel South
Group Promotion & Sales	35.00	Travel South
January Advertising	15,000.00	TRAVEL TRIBE, LLC
Online Advertising	22,188.46	Travelscream.com, National Post
Radio Advertising	1,500.00	TRIAD FAMILY NETWORK, INC.
Online Advertising	66,509.09	TRIP ADVISOR LLC
Online Advertising	6,996.04	TRIP ADVISOR LLC
Online Promotion - Paid Space Destination Ads	9,690.00	Trip Info.com
Consumer Travel Research	12,600.00	U.S. TRAVEL ASSOCIATION
Domestic Shipping - Marketing	2,242.99	UPS
Domestic Shipping - Marketing	2,138.57	UPS
International Shipping	1,049.99	UPS
International Shipping	746.98	UPS
Domestic Shipping - Marketing	471.17	UPS
Domestic Shipping - Marketing	438.20	UPS
Domestic Shipping - Marketing	328.94	UPS
Domestic Shipping - Marketing	111.48	UPS

Domestic Shipping - Marketing	34.22	UPS
Domestic Shipping - Marketing	2.45	UPS
International Shipping	(453.29)	UPS
Spring Golf Campaign	6,175.25	URL's & Misc Interactive
Domestic Shipping - Marketing	435.89	US Postal Service
Sports Tourism Promotion	883.02	USATF, NASC
Groups & Meetings Magazine	52,109.54	Various Group Publications
Promotional Videos	1,500.00	VIDEO GLOBE TROTTER INC.
Spring Golf Campaign	5,000.00	Video Hosting
Online Promotion - Paid Space Destination Ads	305,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engine, SEO, Paid Space	255,833.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engine, SEO, Paid Space	255,833.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engine, SEO, Paid Space	255,833.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engines	235,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engines	182,500.00	VISIBILITY & CONVERSIONS
Online Promotion - Paid Space Destination Ads	40,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engines	35,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Paid Space Destination Ads	30,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Paid Space Destination Ads/Rentals	30,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engines	20,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engines	10,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Search Engines	10,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Paid Space Destination Ads	9,753.81	VISIBILITY & CONVERSIONS
Online Promotion - Paid Space Destination Ads	9,332.48	VISIBILITY & CONVERSIONS
Online Promotion - Paid Space Destination Ads	7,786.80	VISIBILITY & CONVERSIONS
Radio Advertising	2,200.00	WAY-FM
Online Advertising	2,500.00	WBTV
Radio Advertising	1,500.00	WCLN 107.3
Radio Advertising	1,000.00	WMHK 89.7
Radio Advertising	1,000.00	WMHK 89.7
Winter Deals Promotion	5,000.00	WXII
Online Advertising	5,000.00	WXII
Valentines Package 2/6	3,500.00	WXII
Domestic Shipping - Marketing	100.16	
TOTAL	5,904,936.07	