

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q1 2017 1% TDF REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
General Consumer Promotion	COM-CONNECT LLC	23,751.00
General Consumer Promotion	MANN TRAVELS	2,270.70
Internet Advertising	SEARCH MARKETING	413,567.56
Internet Advertising	DISPLAY ADVERTISING	378,848.60
Internet Advertising	VIDEO ADVERTISING	78,075.75
Internet Advertising	EMAIL MARKETING	31,996.00
Internet Advertising	SOCIAL MEDIA MARKETING	104,690.00
Internet Advertising	MOBILE MARKETING	29,663.75
Internet Advertising	OTHER DIGITAL PROMOTION	3,958.33
Group Tour Promo	AMERICAN BUS ASSOCIATION	180.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	180.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	180.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	603.36
Group Tour Promo	AMERICAN BUS ASSOCIATION	180.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	537.45
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	235.38
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	243.02
International - Canada	TRAVEL SOLUTIONS BY DESIGN CORP	240.61
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Internet	TRADE MARK	900.00
Online Promotion	ADOBE SYSTEMS INC	2,007.67
Website	VISUAL DESTINATIONS LLC	6,962.16
Groups- Meetings Midwest	SPINNAKER DME	1,980.00
General Consumer Promotion	MANN TRAVELS	578.75
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	400.50
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	INTERNATIONAL MEDIA MARKETPLACE	1,656.00
Group Tour Promo	TRAVEL ALLIANCE PARTNERS, LLC	3,447.00
Print Advertising- Groups	SPORTS TRAVEL MAGAZINE	3,019.50
Billboards	CANADA PROMOTION	1,350.00
Inquiry Fulfillment	TIMES PRINTING CO. INC.	91,960.91
Inquiry Fulfillment	TIMES PRINTING CO. INC.	295,304.68
Inquiry Fulfillment	TIMES PRINTING CO. INC.	12,415.62
Inquiry Fulfillment	TIMES PRINTING CO. INC.	43,037.87
Inquiry Fulfillment	TIMES PRINTING CO. INC.	116,948.50
Internet Advertising- Groups	CVENT, INC	11,250.00
Research	U.S. TRAVEL ASSOCIATION	65,887.00
Sports Tourism	MDA CONSULTING	8,343.00
General Consumer Promotion	MANN TRAVELS	562.64
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	8,280.00
Groups- Meetings	CONNECT DIVERSITY	3,555.00
Groups- Meetings	CONNECT MARKETPLACE	3,555.00
Groups- Meetings	CONNECT DIVERSITY	3,555.00
Groups- Meetings	CONNECT FAITH	3,555.00
Destination Publicity	PROMOTIONAL ITEMS	3,250.59
General Consumer Promotion	MANN TRAVELS	539.14
International Promotion- China	SYNTRANS	3,655.80

Website	SIMPLEVIEW LLC	1,350.00
Website	SIMPLEVIEW LLC	8,637.30
Internet Advertising- Groups	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS ENEWS	19,201.50
Research	VERINT AMERICAS INC	7,562.91
Sports Tourism	MDA CONSULTING	4,144.14
Group Tour Promo	AMERICAN BUS ASSOCIATION	99.14
Group Tour Promo	AMERICAN BUS ASSOCIATION	694.98
Group Tour Promo	AMERICAN BUS ASSOCIATION	694.98
Group Tour Promo	AMERICAN BUS ASSOCIATION	205.45
Groups- Meetings	GROUP PROMO ITEMS	381.02
Groups- Meetings	THE WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS & EVENTS	2,837.79
SMERF Promotion	MHD SERVICES	2,920.50
Groups- Meetings	MONDAY AFTER THE MASTERS FAM	13,500.00
General Consumer Promotion	MANN TRAVELS	1,274.27
Print Advertising	DIRECTORY ADVERTISING	274.50
Email Marketing	SALESFORCE.COM	11,016.00
Groups- Meetings	HELMSBRISCOE PERF GRP	675.00
Groups- Meetings	KNOWLAND	675.00
Inquiry Fulfillment	CTM MEDIA GROUP	6,489.45
Sports Tourism	NATIONAL SOFTBALL ASSOCIATION	900.00
General Consumer Promotion	TRIP GIVEAWAY	5,220.00
Video Production	STAGES VIDEO	243.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Billboard- co-op	THE BRANDON AGENCY	1,154.12
Inquiry Fulfillment	PITNEY BOWES	7.65
Inquiry Fulfillment	PITNEY BOWES	528.71
Inquiry Fulfillment	PITNEY BOWES	32.39
Inquiry Fulfillment	US POSTAL SERVICE	1,504.28
Group Tour Promo	AMERICAN BUS ASSOCIATION	2,691.00
International Promotion- China	NORTH AMERICAN JOURNEY SUMMIT WEST CHINA	1,755.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	4,950.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	288.18
Group Tour Promo	AMERICAN BUS ASSOCIATION	826.74
Group Tour Promo	AMERICAN BUS ASSOCIATION	289.67
Group Tour Promo	AMERICAN BUS ASSOCIATION	31,387.50
Group Tour Promo	AMERICAN BUS ASSOCIATION	815.68
Group Tour Promo	AMERICAN BUS ASSOCIATION	70.61
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,668.32
Group Tour Promo	AMERICAN BUS ASSOCIATION	796.82
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	706.50
Groups- Meetings Midwest	SPINNAKER DME	1,980.00
Sports Tourism	NATIONAL SOFTBALL ASSOCIATION	4,500.00
General Consumer Promotion	COM-CONNECT LLC	23,751.00
Online Promotion	ADOBE SYSTEMS INC	2,007.67
Print Advertising	MADDEN MEDIA	15,625.13
Internet Advertising	MADDEN MEDIA	697.50
Website	VISUAL DESTINATIONS LLC	6,962.16
Video Production	STAGES VIDEO	243.00

Email Marketing	SALESFORCE.COM	11,016.00
Groups- Meetings	HELMSBRISCOE PERFORMANCE GRP	675.00
Groups- Meetings	KNOWLAND	675.00
General Consumer Promotion	MANN TRAVELS	1,356.21
General Consumer Promotion	MANN TRAVELS	768.62
General Consumer Promotion	MANN TRAVELS	1,284.17
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	450.00
Sports Marketing	NATIVE SONS	54.43
Group Tour Promo	GROUP PROMO ITEMS	937.98
Group Tour Promo	AMERICAN BUS ASSOCIATION	32.40
Group Tour Promo	AMERICAN BUS ASSOCIATION	35.64
Group Tour Promo	AMERICAN BUS ASSOCIATION	478.85
Group Tour Promo	AMERICAN BUS ASSOCIATION	108.90
General Consumer Promotion	MANN TRAVELS	1,312.61
Inquiry Fulfillment	TIMES PRINTING CO. INC.	153.72
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	15,390.00
Sports Tourism	SPORTS DESTINATION MARKETING	4,725.00
Internet Advertising- Groups	GOOGLE INC.	12,184.13
Internet Advertising- Groups	GOOGLE INC.	2,672.00
Inquiry Fulfillment	TIMES PRINTING CO. INC.	533.52
Inquiry Fulfillment	TIMES PRINTING CO. INC.	393.30
General Consumer Promotion	BASKETBALL PROMOTIONS	1,218.20
SMERF Promotion	MHD SERVICES	2,920.50
Internet Advertising	SEARCH MARKETING	422,472.90
Internet Advertising	DISPLAY ADVERTISING	382,358.28
Internet Advertising	VIDEO ADVERTISING	81,857.83
Internet Advertising	EMAIL MARKETING	34,189.00
Internet Advertising	SOCIAL MEDIA MARKETING	145,661.38
Internet Advertising	MOBILE MARKETING	32,398.38
Internet Advertising	OTHER DIGITAL PROMOTION	3,979.16
Groups Promo Items	PRINTING PORT	1,662.12
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	871.43
Print Advertising- Groups	ADVANCE TOUR & TRAVEL LLC	450.00
General Consumer Promotion	MANN TRAVELS	568.51
Groups- Meetings	PALMETTO PARTNERS FOR SCIENCE AND TECHNOLOGY	13,500.00
Radio Promotions	MILLER DIRECT	157,500.00
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	3,622.50
Destination Publicity	FAHLGREN MORTINE	5,796.00
Destination Publicity	FAHLGREN MORTINE	2,139.00
Destination Publicity	FAHLGREN MORTINE	3,243.00
Destination Publicity	FAHLGREN MORTINE	13,879.40
Destination Publicity	FAHLGREN MORTINE	724.50
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Group Tour Promo	STUDENT YOUTH TRAVEL ASSOCIATION	850.50
Group Tour Promo	AMERICAN TOUR GUIDE FAM	60.30
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	5,625.00

Groups- Meetings	ENVENTS LLC	6,570.00
Group Tour Promo	GROUP PROMO ITEMS	315.00
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	103.28
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	66.24
General Consumer Promotion	MANN TRAVELS	1,245.88
Sports Tourism	MDA CONSULTING	3,285.92
Print Advertising	DIRECTORY ADVERTISING	274.50
International Promotion- China	NORTH AMERICAN JOURNEY SUMMIT WEST CHINA	1,165.50
SMERF Promotion	YOUR MILITARY REUNION CONNECTION	805.50
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	402.41
General Consumer Promotion	AAA GREAT VACATION EXPO	535.50
Sports Marketing	ACC WOMENS BASKETBALL	13,500.00
Sports Marketing	BASKETBALL PROMOTION	8,550.00
Sports Marketing	CUBS PROMO GIVEAWAYS	2,262.10
Sports Marketing	SPORTS PROMOTION ITEMS	1,271.91
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	5,625.00
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	638.94
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	638.94
Billboard- co-op	THE BRANDON AGENCY	1,154.12
General Consumer Promotion	MANN TRAVELS	1,140.19
General Consumer Promotion	MANN TRAVELS	1,388.61
General Consumer Promotion	MANN TRAVELS	1,038.06
General Consumer Promotion	MANN TRAVELS	1,388.61
General Consumer Promotion	MANN TRAVELS	596.52
General Consumer Promotion	MANN TRAVELS	545.17
General Consumer Promotion	MANN TRAVELS	718.20
Sports Tourism	MDA CONSULTING	8,343.00
Groups- Meetings	MONDAY AFTER THE MASTERS FAM	354.76
Research	EDELMAN	1,637.52
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	18.00
General Consumer Promotion	BASKETBALL PROMOTIONS	865.08
Website	SIMPLEVIEW LLC	1,350.00
Inquiry Fulfillment	PITNEY BOWES	0.60
Inquiry Fulfillment	PITNEY BOWES	199.49
Inquiry Fulfillment	PITNEY BOWES	22.20
Inquiry Fulfillment	US POSTAL SERVICE	1,460.53
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION	436.50
General Consumer Promotion	TRIP GIVEAWAY	48.36
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	366.74
Group Tour Promo	SITE VISIT	67.50
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	122.77

Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	120.51
Groups- Meetings	HELMSBRISCOE	2,880.00
Groups- Meetings	HELMSBRISCOE	2,880.00
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	360.00
Groups- Meetings	MONDAY AFTER THE MASTERS FAM	583.01
General Consumer Promotion	TRIP GIVEAWAY	8.06
Groups- Meetings	INTERNATIONAL POW WOW	445.50
Sports Marketing	UPS	446.76
Inquiry Fulfillment	UPS	98.95
Inquiry Fulfillment	UPS	85.55
Inquiry Fulfillment	UPS	1,730.73
Inquiry Fulfillment- Canada	UPS	105.78
Inquiry Fulfillment- international	SHIPNEX	386.37
Sports Marketing	CUBS CONVENTION PROMOTION	23.80
Sports Marketing	OHIO VALLEY BASKETBALL PROMOTION	473.04
Sports Marketing	SUNBELT BASKETBALL PROMOTION	647.82
Sports Marketing	CUBS PROMO GIVEAWAYS	180.00
Sports Marketing	CUBS PROMO GIVEAWAYS	550.44
Sports Marketing	CUBS PROMO GIVEAWAYS	41.43
Sports Marketing	CUBS PROMO GIVEAWAYS	17.21
Sports Marketing	CUBS PROMO GIVEAWAYS	56.34
Sports Marketing	CUBS PROMO GIVEAWAYS	88.05
Sports Marketing	CUBS PROMO GIVEAWAYS	46.19
Sports Marketing	CUBS PROMO GIVEAWAYS	92.96
Sports Marketing	CUBS PROMO GIVEAWAYS	4.95
Sports Marketing	CUBS PROMO GIVEAWAYS	211.50
Sports Marketing	CUBS PROMO GIVEAWAYS	17.60
Sports Marketing	CUBS PROMO GIVEAWAYS	4.85
Sports Marketing	CUBS PROMO GIVEAWAYS	12.87
Sports Marketing	CUBS PROMO GIVEAWAYS	32.40
Sports Marketing	CUBS PROMO GIVEAWAYS	14.30
Sports Marketing	CUBS PROMO GIVEAWAYS	59.46
Sports Marketing	CUBS PROMO GIVEAWAYS	39.72
Sports Marketing	CUBS PROMO GIVEAWAYS	16.20
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,934.76
Group Tour Promo	AMERICAN BUS ASSOCIATION	37.26
Group Tour Promo	AMERICAN BUS ASSOCIATION	54.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	54.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	43.65
Group Tour Promo	AMERICAN BUS ASSOCIATION	8.84
Group Tour Promo	AMERICAN BUS ASSOCIATION	7,357.73
Group Tour Promo	AMERICAN BUS ASSOCIATION	2.25
Group Tour Promo	AMERICAN BUS ASSOCIATION	375.37
Group Tour Promo	AMERICAN BUS ASSOCIATION	187.69
Group Tour Promo	AMERICAN BUS ASSOCIATION	187.69
Group Tour Promo	AMERICAN BUS ASSOCIATION	375.37
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,029.18
Group Tour Promo	AMERICAN BUS ASSOCIATION	187.69
Group Tour Promo	AMERICAN BUS ASSOCIATION	187.69
Group Tour Promo	AMERICAN BUS ASSOCIATION	2.42

Group Tour Promo	AMERICAN BUS ASSOCIATION	352.22
Group Tour Promo	AMERICAN BUS ASSOCIATION	5.74
Group Tour Promo	AMERICAN BUS ASSOCIATION	207.07
Group Tour Promo	AMERICAN BUS ASSOCIATION	9.62
Group Tour Promo	AMERICAN BUS ASSOCIATION	24.03
Group Tour Promo	AMERICAN BUS ASSOCIATION	236.02
Ad Design	DROPBOX	89.10
Domain Names	GODADDY.COM	90.78
Ad Design	ITUNES.COM	2.69
Internet	PATLIVE	340.43
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Groups- Meetings	MONDAY AFTER THE MASTERS FAM	684.00
Groups- Meetings	CONNECT DIVERSITY	689.04
Groups- Meetings	CONNECT DIVERSITY	187.76
Groups- Meetings	SITE VISIT	194.96
Groups- Meetings	SPINNAKER DME	1,980.00
General Consumer Promotion	COM-CONNECT LLC	23,751.00
Website	VISUAL DESTINATIONS LLC	6,962.16
Inquiry Fulfillment	ENVOY NETWORK INC	1,030.25
General Consumer Promotion	MANN TRAVELS	1,115.57
General Consumer Promotion	MANN TRAVELS	586.58
Inquiry Fulfillment	TIMES PRINTING CO. INC.	22,816.13
General Consumer Promotion	MANN TRAVELS	560.70
Email Marketing	SALESFORCE.COM	11,016.00
Groups- Meetings	HELMSBRISCOE PERFORMANCE GRP	675.00
Groups- Meetings	KNOWLAND	675.00
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	638.94
International Promotion- China	INTERNATIONAL TOURISM BOURSE	4,663.13
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	300.78
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	1,359.00
International Promotion	INTERNATIONAL TOURISM BOURSE	6,189.30
Group Tour Promo	TRAVEL SOUTH	1,255.50
Group Tour Promo	TRAVEL SOUTH	447.48
General Consumer Promotion	MANN TRAVELS	800.85
General Consumer Promotion	MANN TRAVELS	800.85
General Consumer Promotion	MANN TRAVELS	1,377.09
General Consumer Promotion	MANN TRAVELS	891.07
General Consumer Promotion	MANN TRAVELS	1,042.25
General Consumer Promotion	MANN TRAVELS	961.02
General Consumer Promotion	MANN TRAVELS	535.50
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	187.11
Internet Advertising	SEARCH MARKETING	464,349.00
Internet Advertising	DISPLAY ADVERTISING	251,379.00
Internet Advertising	VIDEO ADVERTISING	130,762.65
Internet Advertising	EMAIL MARKETING	39,162.30
Internet Advertising	SOCIAL MEDIA MARKETING	248,153.37
Internet Advertising	MOBILE MARKETING	43,790.59
Internet Advertising	OTHER DIGITAL PROMOTION	3,891.66
General Consumer Promotion	MANN TRAVELS	527.24

Inquiry Fulfillment	UPS	821.46
General Consumer Promotion	MANN TRAVELS	1,357.97
General Consumer Promotion	MANN TRAVELS	1,377.09
Sports Tourism	FAMILY GOLF WEEK	4,500.00
Sports Tourism	FAMILY GOLF WEEK	1,422.04
Internet Advertising- Groups	SPORTS TRAVEL MAGAZINE	1,116.00
Sports Tourism	SPORTS TRAVEL MAGAZINE	2,488.50
Internet Advertising- Groups	MPI POTOMAC CHAPTER	1,641.45
Research	NSIGHT FOR TRAVEL LLC	2,214.00
Television Advertising	BASKETBALL TELEVISION PROMOTION	40,455.00
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	484.16
Destination Publicity	TRAVEL MEDIA ASSOCIATION OF CANADA CONFERENCE	940.22
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	199.15
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	74.60
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	2,060.71
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	1,608.59
International Promotion- China	NORTH AMERICAN JOURNEY SUMMIT WEST CHINA	445.12
International - Canada	TRAVEL SOLUTIONS BY DESIGN CORP	3,116.83
Television Advertising	BASKETBALL TELEVISION PROMOTION	31,155.00
Television Advertising	BASKETBALL TELEVISION PROMOTION	31,155.00
Video Production	BATTLE STRATEGIES LLC	978.75
Video Production	VISUAL DESTINATIONS LLC	720.00
Internet Advertising- Groups	MPI CHICAGO CHAPTER	1,534.50
Internet Advertising- Groups	SOCIETY OF GOVT MEETING PLANNERS	1,278.75
Website	SIMPLEVIEW LLC	1,350.00
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	29,714.58
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	357.23
International Promotion- China	NORTH AMERICAN JOURNEY SUMMIT WEST CHINA	1,124.51
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	418.71
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	2,023.57
Groups Promo Items	PROFORMA GRAPHIC CONCEPTS	2,553.56
Group Tour Promo	TRAVEL SOUTH USA	931.50
General Consumer Promotion	MANN TRAVELS	1,006.09
General Consumer Promotion	MANN TRAVELS	764.48
General Consumer Promotion	MANN TRAVELS	1,380.37
General Consumer Promotion	MANN TRAVELS	414.59
General Consumer Promotion	MANN TRAVELS	557.10
General Consumer Promotion	MANN TRAVELS	614.70
Sports Tourism	MDA CONSULTING	9,093.87
Sports Marketing	MILLER DIRECT	5,175.00
Festival Promotion	AMERICAN VETERANS CENTER	9,000.00
General Consumer Promotion	BASKETBALL PROMOTIONS	620.14
Groups- Meetings	CCMF FAM	2,466.94
Print Advertising	DIRECTORY ADVERTISING	274.50
General Consumer Promotion	MANN TRAVELS	1,504.95
General Consumer Promotion	MANN TRAVELS	1,167.35

General Consumer Promotion	MANN TRAVELS	535.50
General Consumer Promotion	MANN TRAVELS	606.29
General Consumer Promotion	MANN TRAVELS	499.19
General Consumer Promotion	MANN TRAVELS	537.35
General Consumer Promotion	MANN TRAVELS	545.18
Inquiry Fulfillment	ENVOY NETWORK INC	1,192.10
Television Advertising	BASKETBALL TELEVISION PROMOTION	22,831.50
Research	CORINTHIAN MEDIA, INC.	56,842.10
SMERF Promotion	MHD SERVICES	2,920.50
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Groups- Meetings	MEETING PLANNERS INTERNATIONAL	45.90
Groups Promo Items	GROUP PROMO ITEMS	3,207.58
Groups- Meetings	MEETING PLANNERS INTERNATIONAL	2,553.56
Sports Tourism	MDA CONSULTING	6,527.07
General Consumer Promotion	MANN TRAVELS	1,165.54
General Consumer Promotion	COM-CONNECT LLC	13,041.96
General Consumer Promotion	BASKETBALL PROMOTIONS	72.90
General Consumer Promotion	MANN TRAVELS	827.03
Destination Publicity	EDELMAN	259.43
General Consumer Promotion	MANN TRAVELS	827.03
Video Production	VISUAL DESTINATIONS LLC	348.75
Sports Tourism	S&S SPORTS BUSINESS JOURNAL	3,431.70
Internet Advertising- Groups	GOOGLE INC.	2,590.37
Internet Advertising- Groups	GOOGLE INC.	15,927.97
Television Advertising	CORINTHIAN MEDIA, INC.	465.02
Television Advertising	CORINTHIAN MEDIA, INC.	209.25
Television Advertising	CORINTHIAN MEDIA, INC.	418.50
Television Advertising	CORINTHIAN MEDIA, INC.	223.20
Television Advertising	CORINTHIAN MEDIA, INC.	14,591.70
General Consumer Promotion	MANN TRAVELS	1,370.34
General Consumer Promotion	MANN TRAVELS	560.70
General Consumer Promotion	MANN TRAVELS	315.43
General Consumer Promotion	MANN TRAVELS	1,169.15
General Consumer Promotion	MANN TRAVELS	1,169.15
Ad Design	DROPBOX	89.10
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	59.41
Groups- Meetings	MEETINGS AND INCENTIVE	776.64
Groups- Meetings	HELMSBRISCOE	1,046.50
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	7.21
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	222.89
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	315.14
Groups- Meetings	MEETINGS AND INCENTIVE	3,432.74
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	14.07
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	615.31
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	33.30

Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	58.95
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	54.45
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	12.29
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	57.51
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	12.38
General Consumer Promotion	TRIP GIVEAWAY	8.06
General Consumer Promotion	MIPM	1,247.90
Inquiry Fulfillment	UPS	111.22
Inquiry Fulfillment	UPS	631.61
Sports Marketing	UPS	119.36
Inquiry Fulfillment	UPS	65.69
Inquiry Fulfillment	US POSTAL SERVICE	518.34
Inquiry Fulfillment	UPS	1,586.74
Inquiry Fulfillment	UPS	29.18
Inquiry Fulfillment	UPS	149.64
Inquiry Fulfillment	UPS	144.99
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	78.16
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	1,005.85
Sports Marketing	ATLANTIC 10 BASKETBALL TOURNAMENT PROMOTION	186.30
Sports Marketing	MID AMERICAN BASKETBALL CONFERENCE PROMOTION	843.48
Sports Marketing	MID AMERICAN BASKETBALL CONFERENCE PROMOTION	125.09
Sports Marketing	MID AMERICAN BASKETBALL CONFERENCE PROMOTION	612.00
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	128.21
International - Canada	TORONTO SALES MISSION	337.34
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	100.51
Group Tour Promo	AMERICAN TOUR GUIDE FAM	38.53
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	10.10
Group Tour Promo	AMERICAN TOUR GUIDE FAM	14.50
Group Tour Promo	AMERICAN TOUR GUIDE FAM	28.15
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	31.29
Group Tour Promo	AMERICAN TOUR GUIDE FAM	6.75
Group Tour Promo	AMERICAN TOUR GUIDE FAM	18.02
Group Tour Promo	AMERICAN TOUR GUIDE FAM	150.64
Group Tour Promo	HEARTLAND TRAVEL SHOWCASE	153.90
Domain Names	GODADDY.COM	4.49
International Promotion	INTERNATIONAL GOLF TRAVEL MARKET	900.00
Ad Design	ITUNES.COM	2.69
Internet	PATLIVE	348.26
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Sports Marketing	BASKETBALL PROMOTIONS	300.56

Groups- Meetings	MONDAY AFTER THE MASTERS FAM	21.27
Groups- Meetings	CONNECT MARKETPLACE	374.04
Groups- Meetings	SOUTH ATLANTIC SHRINE ASSOCIATION	984.51
Inquiry Fulfillment	US POSTAL SERVICE	2.28
Inquiry Fulfillment	US POSTAL SERVICE	395.66
Inquiry Fulfillment	PITNEY BOWES	20.96
Inquiry Fulfillment	US POSTAL SERVICE	2,242.70
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	16,560.00
Sports Marketing	BASKETBALL TELEVISION PROMOTION	180.00
General Consumer Promotion	TRIP GIVEAWAY	2,250.00
Sports Marketing	BASKETBALL TELEVISION PROMOTION	270.00
Internet Paid Search	GOOGLE,GO DADDY	8,041.29
Television Advertising-Philly	BRANDON AGENCY	18,298.80
Television Advertising-New York	BRANDON AGENCY	18,380.91
Television Advertising-Boston	BRANDON AGENCY	11,730.78
Television Advertising-Detroit	BRANDON AGENCY	12,823.24
Television Advertising-Chicago	BRANDON AGENCY	14,541.29
Television Advertising-Baltimore	BRANDON AGENCY	8,539.44
Media PR Programs	KINGFISH COMMUNICATIONS	9,877.12
Email Marketing	BRANDON AGENCY	3,139.21
Email Marketing	BRANDON AGENCY	17,677.15
Internet Advertising	BRANDON AGENCY	26,471.51
Internet Advertising	BRANDON AGENCY	44,724.25
Web Domains	BRANDON AGENCY	2,872.46
Social Media Advertising	BRANDON AGENCY	47,681.11
Magazine Print/Online - Golf Digest	BRANDON AGENCY	28,879.26
Magazine Print - SC Tourism Guide	BRANDON AGENCY	6,647.00
Radio Advertising-Toronto	BRANDON AGENCY	7,741.80
Radio Advertising-Boston	BRANDON AGENCY	24,210.72
Radio Advertising-NY	BRANDON AGENCY	32,315.69
Radio Advertising-Philly	BRANDON AGENCY	13,067.22
Radio Advertising-Baltimore	BRANDON AGENCY	6,568.80
Radio Advertising-Chicago	BRANDON AGENCY	15,929.34
Radio Advertising- Detroit	BRANDON AGENCY	8,867.88
	WORLD AMATEUR CHAMPIONSHIP	8,418.00
Consumer Golf Shows	ADVERTISING	
Radio Advertising	MONDAY AFTER THE MASTERS	1,273.46
Tournament Sponsorship	JUNIOR INVITATIONAL	253.28
Radio-ESPN /Sirius XM	BRANDON AGENCY	20,601.01
Radio-Golf Talk Live	TL GOLF SERVICES	5,428.00
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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.