

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q3 2017 HC A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DETAILS</u>	<u>HC A-TAX ALLOCATION</u>
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	54,269.73
Television Advertising	CORINTHIAN MEDIA, INC.	4.50
Television Advertising	CORINTHIAN MEDIA, INC.	7.50
Campground Advertising	THE BRANDON AGENCY	1,047.06
Television Advertising	CORINTHIAN MEDIA, INC.	3,020.15
Television Advertising	CORINTHIAN MEDIA, INC.	6.75
Television Advertising	CORINTHIAN MEDIA, INC.	15.00
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	165,742.86
Television Advertising	BROADCAST BUYING SERVICES, INC.	256.20
Television Advertising	CORINTHIAN MEDIA, INC.	152,042.16
Campground Advertising	THE BRANDON AGENCY	1,900.00
Campground Advertising	THE BRANDON AGENCY	1,900.00
Campground Advertising	THE BRANDON AGENCY	523.53
Television Advertising	CORINTHIAN MEDIA, INC.	6.75
Television Advertising	CORINTHIAN MEDIA, INC.	1,879.58
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	20,875.99
Television Advertising	BROADCAST BUYING SERVICES, INC.	88.71
Television Advertising	CORINTHIAN MEDIA, INC.	2.25
Internet Promotions	FLIP TO, LLC	1,080.00
Television Advertising	CORINTHIAN MEDIA, INC.	3,134.30
Campground Advertising	THE BRANDON AGENCY	523.53
Campground Advertising	THE BRANDON AGENCY	3,750.00
Campground Advertising	THE BRANDON AGENCY	1,425.00
		<u><u>413,501.55</u></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.