

Myrtle Beach Area Chamber of Commerce- Q1 2018 HC Atax Report

Marketing Investment	Description	Allocation
Television Advertising	CORINTHIAN MEDIA, INC.	\$20.25
Campground Advertising	THE BRANDON AGENCY	\$523.53
Television Advertising	CORINTHIAN MEDIA, INC.	\$6.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$91.50
Campground Advertising	THE BRANDON AGENCY	\$705.88
Campground Advertising	THE BRANDON AGENCY	\$2,117.64
Campground Advertising	THE BRANDON AGENCY	\$2,275.00
Campground Advertising	THE BRANDON AGENCY	\$3,750.00
Campground Advertising	THE BRANDON AGENCY	\$400.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$13.50
Campground Advertising	THE BRANDON AGENCY	\$400.00
Campground Advertising	THE BRANDON AGENCY	\$3,750.00
Campground Advertising	THE BRANDON AGENCY	\$1,387.80
Campground Advertising	THE BRANDON AGENCY	\$705.88
Television Advertising	CORINTHIAN MEDIA, INC.	\$772.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$6.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$937.26
Community Specific Promotion	MILLER DIRECT	\$202,500.00
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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.