

Q2 2018 1% TDF

Marketing Investment	Vendor Name	Vendor / Transaction Description	Total
Air Service	Corinthian Media, Inc.	Air Service Markets	188,230
		February Advertising-Air Service	113,391
		March advertising	118,031
	Fahlgren Mortine	Air Srvc Media Relations Prog	3,814
	IHeart Communications	Radio Air service adv	245,322
	Pandora	MB Nonstop Flights Campaign	33,731
New Air Srvc Digital Radio Ads		56,269	
Visibility & Conversions, Llc	April Digital Campaign	157,500	
	February Digital Campaign	157,500	
	May digital campaign	157,500	
Air Service Total			1,231,287
Creative Development	Adobe Systems Inc	April analytics standard	2,026
		May analytics standard	2,026
		June analytics	2,026
	Apl Itunes.Com	Ad Design	8
	Cross Border Trans Fee	Video Production	7
	Dnh Godaddy.Com	Domain Names	123
	Media Coast	Web updates, maintenance	1,046
	Patlive/Hostednumbers	Research	1,133
	Salesforce.Com	Email Marketing	33,354
	Simpleview Llc	Simpleview April support	1,350
		Simpleview May support	1,350
		Simpleview Q2 Hosting, SQL Box	8,637
	Soundcloud Inc	Website-music hosting	51
	Tulsa Connect	Website hosting	2,246
Visual Destinations LLC	Apr Web Design services	8,010	
	June Web Design Services	8,010	
	May Web Design srvc	8,010	
Voices Com Surepay Voi	Video Production	702	
William Richard Mannix	Annual Lease of Pier Web-Cam	3,420	
Creative Development Total			83,536
Destination Publicity	Beau Rivage - Front Desk	Travel South	339
		Travel South	82
	Fahlgren Mortine	Media Hostings	3,680
		Media Relations	41,974
		Member Engagement	22,693
		Out of pocket expenses	15,117
		Quarterly In-Market Visits	2,933
		Regional Influencer Hostings	449
	Mis Taxi 4119	Travel South	43
	Mse Branded Gulfport Bil	Travel South	9
	Northstar Travel Media	Group PR	73
	Riptydz Oceanfront Grille	Media Hostings	73
	Rps Myrtle Beach	Travel South	11
	Shaggy'S Biloxi Be	Travel South	39
Travel Solutions By Design Corp	AGM Conference	966	
Uber	Travel South	37	
Destination Publicity Total			88,517
Digital	Battle Strategies LLC	Social media content, MB blog	7,729
		Carolina Living.Com adv	8,100
	Dead Dog	Facebook Live/Video Production	42
	Flip To LLC	Social platform engagement	24,145
	Visibility & Conversions, Llc	April Digital Campaign	1,573,853
		June digital campaign	1,337,324
May digital campaign		1,341,057	
Individual Reimbursement	Facebook Live/Video Production	9	
Digital Total			4,292,258
General Consumer Promotion	AT&T Bill Payment	Special Marketing internet hotspot	94
	Broadway Grand Prix	Volaire air service promo giveaway	140
	Bru Evansville	Ohio Valley Conference Mens Basketball Tournament	48
	Charlotte 2071C	Ohio Valley Conference Mens Basketball Tournament	5
	Coastal Carolina University	Athletic Sponsorship	63,000
	Com-Connect LLC	Apr call center, live chat	24,464
		June Call Center, Live Chat	24,464
		May call center, live chat	24,464
		Mobile VC, promos	4,977
		Mobile VC, promo	4,894
	Comfort By Cec	Ohio Valley Conference Mens Basketball Tournament	42
Delta Air	Frisco RoughRiders Promotion	399	
	Mid-American Conference Men's Basketball Tournament	1,053	

Doubletree Hotels	Ohio Valley Conference Mens Basketball Tournament	830	
Doubletree Resort By Hilton Myrtle Beach	Wings Over Myrtle Beach Airshow	34,523	
Envoy Network Inc	April Fulfillment	882	
	March fulfillment	677	
Expedia	Mid-American Conference Men's Basketball Tournament	1,285	
Frederick Keys Baseball Club, LLC	Adv Sponsorship	3,600	
Harry Buffalo E 4Th	Mid-American Conference Men's Basketball Tournament	66	
Helicopter Adventures	Volaire air service promo giveaway	98	
Hilton Myrtle Beach Resort- Royale Palms Tow	Wings Over Myrtle Beach Airshow	21,642	
Hotel Blue	Disabled American Veterans Promo	8,680	
Kaeser & Blair Inc.	Toronto Sales Mission	1,673	
Mann Travels	Trip Package Giveaway	24,844	
Mike & Dee's Diner	Mid-American Conference Men's Basketball Tournament	33	
Mse Branded South Caroli	Mid-American Conference Men's Basketball Tournament	21	
Osf Partnership Prog/Event Maketing Strategi	Ohio State Fair promo	8,100	
Pickwick & Frolic	Mid-American Conference Men's Basketball Tournament	113	
Pier House Restaurant	Facebook Live/Video Production	38	
Pirates Voyage Ticketing	IMG Sports Promotion	386	
	Volaire air service promo giveaway	196	
Pitney Bowes	April postage	1,456	
	June postage	826	
	May postage	1,085	
Sea Captains House	Trip Giveaway	45	
Sq Rts Transportat	Mid-American Conference Men's Basketball Tournament	49	
Starbucks Rotnda E Clt	Ohio Valley Conference Mens Basketball Tournament	10	
The Carolina Opry Theater	Trip Package Giveaway	54	
	Volaire air service promo giveaway	145	
The Rooftop	Ohio Valley Conference Mens Basketball Tournament	43	
Uber	Mid-American Conference Men's Basketball Tournament	42	
Ups	Bulk UPS Postage	3,539	
	Marketing UPS Postage	423	
	Sports Marketing UPS Postage	31	
Us Postal Service	April postage	393	
	June postage	182	
	May postage	253	
Whiskey River E Clt	Ohio Valley Conference Mens Basketball Tournament	18	
Ripley's MB Aquarium	Disabled American Veterans Promo	299	
	Volaire air service promo giveaway	78	
Wonderworks - Myrtle Beach	Volaire air service promo giveaway	106	
Avis Rent A Car	Wings Over Myrtle Beach Airshow	8,752	
Tomlinsons Sales Company	CCMF Fam	174	
Skywheel Myrtle Beach	Trip Giveaway	50	
American Express	Trip Giveaway	2,258	
General Consumer Promotion Total		276,044	
Group Sales	2Co.Com Custommad	Travel Alliance Partnership	230
	Alabama Theatre	Spring Sales Mission NY	1,480
	American Airlines	Chicago Sales Mission	45
		IPW Show in Denver	1,350
		Teach Them Diligently	471
		Travel South	448
		Spring Sales Mission NY	713
		MAMFAM Attendee	1,699
	Association Of Southeastern Biologists	Marketing Sponsorship	2,700
	Avista Resort	Spring Sales Mission NY	1,282
	Bahama Breeze As 4 Mco	HelmsBriscoe-ABC Show	40
	Bay Shore Parking	FAM Tour	5
	Beau Rivage - Front Desk	Travel South	1,410
	Beau Rivage Roasted Bean	Travel South	14
	Beau Rivage Terrace Cafe	Travel South	6
	Beau Devin Main Clt	IPW Show in Denver	21
	Birdsall Voss & Associates	Meeting Planner Guides	4,748
	Blossom	NTA Show	81
	Brittain Resorts & Hotels	Spring Sales Mission NY	1,221
	Brookgreen Gardens	Global Meetings Industry Days	97
		Toronto Sales Mission	32
		Site visit-sports	67
	Carolina Ale House	MB Divas Marathon	39
	Carolina Limo/Bus Svcs	Global Meetings Industry Days	306
		SDR FAM transportation	2,070
		MAMFAM Attendee	686
		MAMFAM Transportation	3,242
	Carolina One Volleyball	Marketing Sponsorship Carolina Volleybal	5,400
	Champion Volleyball Club	Marketing Sponsorship-Myrtle Madness	5,400

Charlotte 2077A	IPW Show in Denver	7
Charlotte 2090A	Travel South	11
Cibo Express Gate 72	HelmsBriscoe-ABC Show	6
City Cab Of Ori	HelmsBriscoe-ABC Show	56
City Of Myrtle Beach	Mktg sponsorship-MB Sprng Break Mts NASC Symposium-Trvl reimburse	6,750 1,200
Coastal Network Cooperative	CNC FAM	18
Columbia Properties Myrtle Beach, Ltd	HelmsBriscoe-ABC Show	4,036
Cook Out Myrtle Beach	Teach Them Diligently	7
Croissants Bakery & Cafe	Travel South	441
Crowne Plaza Danbury	Spring Sales Mission NY	370
Cvent	Cvent Connect Tradeshow Profile Page Advertising	8,219 52,526
Delta Air	Connect Sports Tradeshow HelmsBriscoe-ABC Show IPW Show in Denver MPI-WEC Site Visit Spring Sales Mission NY MAMFAM Attendee	1,167 45 41 537 510 42 4,800
Denver Chop House Den	IPW Show in Denver	142
Design The Sign	MPI-WEC Visit Myrtle Beach banner	65 260
Discountmugs.com	NTA Show	762
Doubletree Hotel	Spring Sales Mission NY	140
Doubletree Myrtle Beach	SDR FAM	1,275
Due North Consulting Inc	E-Blast Advertising E-Newsletter advertising Full pg Ad Sportsdestinations.com Banner Ad	1,584 2,196 1,800 4,725
Einstein's Bros Bagel	Travel South	6
Embassy Suites N ChrIs	NTA Show	585
Enterprise Rent-A-Car	Travel South Spring Sales Mission NY	361 350
Envents Llc	NC Optometric Society Military Golf Regiastration	819 351
Expo Plus Inc	Teach Them Diligently	167
Facebook	Internet- Group Adv	3,467
Freeman Denver	IPW Show in Denver	207
Freshii - Palmer	Chicago Sales Mission	12
Gaylord Opryland Retai	Teach Them Diligently	775
Global Meetings Industry Day	Global Meetings Industry Days	1,854
Google Inc.	April google Ads March google Ads May Google Ads	7,805 8,538 7,566
Grand Hyatt Denver	IPW Show in Denver	1,007
Great Wraps - 68	HelmsBriscoe-ABC Show	9
Green Fig NYC	Spring Sales Mission NY	20
Group Tour Media Inc	Apr Student Group Tour Ad May Group Tour Southeastern Ad	3,510 1,350
Group Travel Leader	Group Travel Leader Advertise Holiday Guide	2,700 21,500
Hampton Inn Frazer	Spring Sales Mission NY	129
Heidis Comer	SDR FAM CVENT Training Seminar FAM Tour	537 252 33
Helmsbriscoe Conference	HelmsBriscoe-ABC Show	1,229
Helmsbriscoe Performance Group	Profile Page Advertising	13,275
Hilton Palmer House	Chicago Sales Mission	181
House Of Blues	SE Tourism Society	12,235
Hyatt Regency Boston Har	Spring Sales Mission NY	615
Hyatt Regency Denver Cc	IPW Show in Denver	676
Hyatt Regency Minneapoli	NASC	623
In Woodchuck Products LI	South Eastern Tourism Society Promo items	1,477 985
In Bloom Again	Travel South	86
Inlet Affairs Banquet	BrandUSA MegaFAM	737
IPW	IPW Show in Denver	446
Knowland	Research/Prospecting tool	2,126
La Rivista Restaurant	Spring Sales Mission NY	79
Laguardia/Figs Cafe Conc	Spring Sales Mission NY	11
Le Meridien Denver Downto	IPW Show in Denver	231
Legacy Business Solutions	Toronto Sales Mission	1,280

Legends In Concert	Spring Sales Mission NY	776
Leisure Time Unlimited, Inc	Global Meetings Industry Days	8,316
Loews Hotels	HelmsBriscoe-ABC Show	387
Mam Fam	MAM FAM Sponsorship	13,674
Mama Mia Pizzeria	MAMFAM Attendees Food	47
Marco Promotional Prod	FAM badges	484
Mariott Myrtle Beach	SE Tourism	71
Martin's Trilside Expre	Toronto Sales Mission	39
Mary Mahoneys Old French	Travel South	123
Medieval Times	Spring Sales Mission NY	1,381
Melendez Massage	Global Meetings Industry Days	270
MHD Services	April Speciality Market Promotions	3,135
	June Speciality Market Promotions	3,135
	May Speciality Market Promotions	3,135
	Site Visit	67
Motorcoach Association Of SC	MCASC/NCMA/VMA MEETING	797
Mpls Conv Center	NASC	120
Mse Branded Gulfport Bil	Travel South	16
Mse Branded South Caroli	Teach Them Diligently	5
Multiview	NASC Advertising	2,250
Myrtle Beach Marriott Resort At Grande Dunes	MAMFAM 2018	10,800
Nashville Airport	Teach Them Diligently	9
Native Sons	Visit MB promo items	801
	BrandUSA MegaFAM	12
New Wave Embroidery	Promo Items- sports	13
News 2 U	Teach Them Diligently	13
Northstar Travel Media	Teams 2018 Conference Sponsors	9,000
	Digital Advertising	22,500
NTA	NTA Show	2,700
Oceana Resorts	Spring Sales Mission NY	300
Officesupply.Com	Spring Sales Mission NY	195
Olsten	Graphic design services	570
	Group Sales Promo Support	1,549
Paris Sports Management	NASC	81
	Sports Tourism Promotion/Support	36,857
	Sports Tourism Promotion- out of pocket expenses	4,570
	Sports Tourism Promotion-out of pocket expenses	450
Patio 44 Biloxi	Travel South	476
Paula Deen Store Mb	Site vist-meetings	268
Paypal Steviegogga	Global Meetings Industry Days	139
Phil Waldrep Ministries	Marketing Promotion -Women of Joy	4,500
Pickle Nickel Llc	Spring Sales Mission NY	10
Pinkberry Ar Clb D Clt	Travel South	5
Priceline Air Tickets	Teach Them Diligently	7
Proforma Executive Business Services	Group Promo Giveaways	2,150
	FantaSea promotion giveaways	2,598
Queen City Gifts New	Travel South	6
Riptydz Oceanfront Grille	Dinner for SDR FAM	221
River Street Myrtle Beac	Teach Them Diligently	165
Rps Myrtle Beach	Global Meetings Industry Days	5
	HelmsBriscoe-ABC Show	57
	IPW Show in Denver	57
	MAMFAM airport parking	11
Salsarita's Fresh Cant	Travel South	9
SC Dept. Of Parks, Rec. & Tourism	IPW Show in Denver	1,800
SC NSA	Mktg sponsorship- NSA Winter Worlds	2,700
Sea Captains House	Building Materials Supply Assn	81
	Site Visit	334
	FAM Tour	54
Select Traveler	Select Traveler May/June adv	1,800
Serendipity Media, Llc	SYTA eNews	1,570
	Teach & Travel, eNews Adv	2,030
Shady Maple Farm Ma	Spring Sales Mission NY	19
Sheraton Myrtle Beach Convention Hotel	Global Meetings Industry Days	13,585
	Teach Them Diligently	357
Ship Inn	Spring Sales Mission NY	29
Social Still	Spring Sales Mission NY	20
Spinnaker DME	Midwest Natl Sales- Apr Promotions	1,980
	Midwest Natl Promotions	1,980
	June Midwest National Promotions	1,980
Sq Airport Taxi	Travel South	58
Sq Ajeylan@Yahoo.Com	IPW Show in Denver	59
Sq Bryan'S Biloxi	Travel South	59

Sq Camel Limo	IPW Show in Denver	70
Sq Christian Aboagye Kan	Chicago Sales Mission	51
Sq Comfort Limousi	Spring Sales Mission NY	98
Sq Little Laser Shop	Logo cups For CCMF FAM	654
	Logo cups For MAM FAM	654
Sq The Carolina Opry The	FAM Tour	9
Starbucks D/E Clt	Teach Them Diligently	5
Strategic Database Research Inc	Apr Lead Generation prog	4,050
	Mar Lead Generation prog	4,050
	May Lead Generation Program	4,050
Sweet Concessions Step	Spring Sales Mission NY	15
Taxi Svc Chicago	Chicago Sales Mission	55
Teg	Travel South	38
The Carolina Opry	MAMFAM 2018	317
	Spring Sales Mission NY	2,523
The Claw House	FAM Tour	63
The Dye Course At Barefoo	MAMFAM Attendee	5
The Mega Tsunami Surf Co	Items for SDR FAM	133
The Sayre Mansion I	Spring Sales Mission NY	118
Travel Guard Group Inc	Spring Sales Mission NY	72
	MAMFAM Attendee	45
Travel South USA	Travel South	95
Tripmedia Group, Inc.	Multimedia advertising	16,200
Tru By Hilton Lancas	Spring Sales Mission NY	113
Tst Carolina Seafood & S	FAM Tour	55
Tst Wicked Tuna	SDR FAM	114
Uber	Chicago Sales Mission	11
	Travel South	79
	Spring Sales Mission NY	126
U-Haul Web Team Assoc Inc	Travel Alliance Partnership	66
United Center Exec Sts Cm	Chicago Sales Mission	256
Ups	Groups UPS Postage	1,315
US Travel Association IPW	IPW Show in Denver	450
USA Team Handball	Mktg promotion- USA Team Handbal	9,000
Vidalia's Restaurant	Teach Them Diligently	21
Whiskey River E Clt	Travel South	16
Widou Transportation	HelmsBriscoe-ABC Show	57
Wine And Design South Myr	CCMF Tour Travel FAM	32
Yoga In Common	Global Meetings Industry Days	277
Young Plantations	Promo Giveaways	945
Yrc Inc.	Shipping of exhibition materials	553
Individual Reimbursement	Global Meetings Industry Days	174
	IPW Show in Denver	13
	MAMFAM 2018	362
	NTA Show	59
	Travel South	50
	Spring Sales Mission NY	76
	Helmsbriscoe show	754
	Destinations Washington out of pocket expenses	21
	Diversity Summit out of pocket expenses	57
	TAP, SCSAE out of pocket expenses	95
	Travel Alliance Partnership out of pocket expenses	459
Waffle House	Travel South	8
Greens Discount Beverage	MAM FAM Expenses	91
Target	Items for MAM FAM	566
	Items for SDR FAM bags	64
Spirit Airlines	Travel Alliance Partnership	239
	Spring Sales Mission NY	1,191
	Flight Insurance	84
Hotels.com	Spring Sales Mission NY	1,254
Avis Rent A Car	Sports Tourism Promotion	1,139
Arbys	Travel South	6
Chick-Fil-A	SDR FAM	20
Shell Oil	Travel South	23
Travel Traders	Teach Them Diligently	30
Avis Rent A Car	Sports Tourism Promotion	1,423
Aramark Quicken Loans Arena	Mid-American Conference Men's Basketball Tournament	12
Bed Bath & Beyond	Travel South	115
Travelocity	MAM FAM Attendee	28
United	MAMFAM Attendee	610
Dairy Queen	Spring Sales Mission NY	4
Exxonmobil	Spring Sales Mission NY	41
	FAM Tour	51

	MAMFAM FAM Tour giveaway	29
Officemax/Depot	MAMFAM Name Badges	33
Outback	NTA Show	32
AC Moore	Global Meetings Industry Days	27
Amazon Mktplace	Global Meetings Industry Days	330
Fresh Mkt Inc	Global Meetings Industry Days	20
Hungry Howies	BrandUSA MegaFAM	37
Lowe's Foods	BrandUSA MegaFAM	150
Wal-Mart	BrandUSA MegaFAM	201
Bed Bath & Beyond	Toronto Sales Mission	47
Speedway	MAMFAM FAM Tour giveaway	15
Target	HelmsBriscoe-ABC Show	315
End N Mind Llc	SE Tourism Sociey Transportation	4,461
Hudson News	Chicago Sales Mission	12
	HelmsBriscoe-ABC Show	16
	IPW Show in Denver	20
	Teach Them Diligently	15
	Travel South	10
	Spring Sales Mission NY	16
Meeting Professionals International	MPI-WEC	9,000
Travel Alliance Partnership	Travel Alliance Partnership	2,097
Paypal Autie Em	Travel Alliance Partnership	545
Southern Pancake House	Travel Alliance Partnership	13
Amazon Mktplace	Travel Alliance Partnership	38
Six Star Uniforms	Travel Alliance Partnership	281
Sq Hopsewee Plantation	FAM Tour	33
J And J Exhibitors Service	NASC	571
McDonald's	Chicago Sales Mission	8
Longhorn Steak	IMEX	87
Chick Fil A	Toronto Sales Mission	9
SE Tourism Society	SE Tourism Society Sponsor	18,000

Group Sales Total		491,507
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International Promotion	Aerofleet Services	Toronto Sales Mission	45
	Beach Rider Amusement	International Mega Fam	220
	Bsvf	MIPIIM	498
	Cinnabon Main CIt	Invest In America Show	7
	Croissants Bakery & Cafe	Site Visit	402
	Cross Border Trans Fee	MIPIIM	6
		Toronto Sales Mission	2
	Delta Air	Toronto Sales Mission	5,865
	Dining Concepts Group, Llc	Trvl South Intl FAM	3,789
	Drunken Jacks Rest	Site Visit	529
	Hampton Inn Oceanfront	International Mega FAM	3,266
	Hanover Holidays	Canadian promotion 2018	225
	Jolly Tours	Canadian promotion 2018	225
	Le 24	MIPIIM	37
	Naj Summit-East	Naj Summit-East	1,256
	North American Journeys	Active America China Show	2,606
	Paypal Friendinfra	MIPIIM	140
	Relais Gd Venise	MIPIIM	53
	Rps Myrtle Beach	Invest In America Show	22
		MIPIIM	73
		Toronto Sales Mission	9
	Scaddabush Front Street	Toronto Sales Mission	42
	Sp Varese Sarabande	Toronto Sales Mission	631
	Sq Lp Transportati	Invest In America Show	43
	Sq Uvc	Invest In America Show	10
	Sunset Grill Restaurant	Toronto Sales Mission	14
	Syntrans	Apr-Jun Chinese Tourism mktg	3,656
	Take A Break Travel Inc	Canadian promotion 2018	225
	The Carolina Opry Theater	Toronto Sales Mission	193
	Toronto Sales Mission	Toronto Sales Mission	5,344
	Travel Solutions By Design Corp	Active America China Show	1,233
		April Canadian Promo	9,032
		April out of pocket expenses	958
		Brand USA China sales mission	5,032
		IPW Denver	1,214
		ITB Berlin conference	4,163
		June Canadian Promo	9,031
		MAMFAM 2018	690
		MAMFAM Myrtle Beach	1,085
		March out of pocket expenses	2,322
		May Canadian Promo	9,032

		May out of pocket expenses	1,061
		RTO Summit East	216
		Toronto Sales Mission	17,962
		RTO Summit East	862
	Travelbrands Tradeshow	Canadian Travel Show	1,852
	Ups	Canada UPS Postage	431
	Washington Melrose	Invest In America Show	202
	Yyz Urban Crave	Toronto Sales Mission	64
	Individual Reimbursement	Canadian adv for Apr-Jun	1,350
		Canadian promotion 2018	450
		Toronto Sales Mission	788
		Toronto Sales Mission	2,475
	Wonderworks - Myrtle Beach	International Mega Fam	29
	Timenewsst	Toronto Sales Mission	11
	Skywheel Myrtle Beach	Toronto Sales Mission	50
	Walgreens	Toronto Sales Mission	191
International Promotion Total			101,217
Research	Chmura Economics & Analytics	Research	4,476
	Cross Border Trans Fee	Research	2
	D.K. Shifflet & Assoc. Ltd.	Visitor Volume Study	8,774
	Destinations International	Research	2,104
	Hotjar	Research	219
	MMGY Global Llc	Visit MB Research	37,515
	Right Analytics Llc	Apr Business Intelligence	10,135
		May Business Intelligence	10,135
		research out of pocket expense	20
		June Buiness Intelligence	10,135
	SC Dept. Of Parks, Rec. & Tourism	VisaVue Study	11,726
	Skift, Inc.	research info	1,718
	Sweetspot Intelligence	Research dashboard	3,383
	Ubermedia	April Analysis Report	4,920
		March analysis reports	4,920
Research Total			110,181
Television	Broadcast Buying Services, Inc.	April Advertising	18,237
		February advertising	6,901
		March advertising	66,895
	Corinthian Media, Inc.	April Advertising	778,851
		Fall Campaign	470
		February advertising	326,025
		January advertising	39
		March advertising	971,016
		November advertising	498
Television Total			2,168,932
Traditional	Adams Outdoor Advertising	Billboard advertising	4,676
	Carolina Living.Com	Full page ad	626
	HTC	Directory Advertising	824
	The Brandon Agency	Billboard advertising	8,662
Traditional Total			14,788
Grand Total			8,858,268

Q2 TDF Marketing Investment by Category

