

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - Horry County A-TAX REPORT
3rd Quarter 2018 Tourism Spending**

Marketing Investment	Vendor Name	Vendor / Transaction Description	Total
Digital	Visibility & Conversions, Llc	August digital advertising	189,685.29
		July digital campaign	165,285.92
		September digital advertising	29,527.51
Digital Total			384,498.72
Traditional	The Brandon Agency	Campground Lamar Adv Outdoor- June	705.88
		Campground Lamar Billboardr- July adv	705.88
		Campground Lamar Outdoor- Aug adv	705.88
		Campground Lamar Outdoor- camping adv	1,047.06
		Camping Lamar Outdoor- Sept adv	705.88
		CampMB.com ad	985.21
		Discover SC Outdoors adv	900.00
		Facebook media ads 8/1-9/1	8,800.00
		Lamar Outdoor- camping adv	523.53
Traditional Total			15,079.32
Grand Total			399,578.04

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