

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q4 2017 HC A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>HC A-TAX ALLOCATION</u>
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	\$20,145.81
Campground Advertising	VISIBILITY & CONVERSIONS, LLC	\$20,000.00
TV Advertising	CORINTHIAN MEDIA, INC.	\$13.50
TV Advertising	CORINTHIAN MEDIA, INC.	\$9.00
TV Advertising	CORINTHIAN MEDIA, INC.	\$26,192.02
Campground Advertising	THE BRANDON AGENCY	\$523.53
TV Advertising	CORINTHIAN MEDIA, INC.	\$13.50
Internet Promo	FLIP TO, LLC	\$328.32
Campground Advertising	THE BRANDON AGENCY	\$9,524.12
TV Advertising	BROADCAST BUYING SERVICES, INC.	\$237.48
TV Advertising	BROADCAST BUYING SERVICES, INC.	\$658.20
Internet Promo	VISIBILITY & CONVERSIONS, LLC	\$15,908.46
TV Advertising	CORINTHIAN MEDIA, INC.	\$70,381.51
TV Advertising	CORINTHIAN MEDIA, INC.	\$51.00
Campground Advertising	THE BRANDON AGENCY	\$523.53
Campground Advertising	THE BRANDON AGENCY	\$1,900.00
Campground Advertising	THE BRANDON AGENCY	\$1,900.00
Campground Advertising	THE BRANDON AGENCY	\$30,921.46
Campground Advertising	THE BRANDON AGENCY	\$400.00
Campground Advertising	THE BRANDON AGENCY	\$2,275.00
Campground Advertising	THE BRANDON AGENCY	\$400.00
TV Advertising	CORINTHIAN MEDIA, INC.	\$13.50
TV Advertising	BROADCAST BUYING SERVICES, INC.	\$557.10
Group Advertising -Internet	GOOGLE INC.	\$384.02
Group Advertising -Internet	GOOGLE INC.	\$678.17
Internet Promo	VISIBILITY & CONVERSIONS, LLC	\$13,951.35
Internet Promo	VISIBILITY & CONVERSIONS, LLC	\$176,540.74
TV Advertising	CORINTHIAN MEDIA, INC.	\$31.50
TV Advertising	CORINTHIAN MEDIA, INC.	\$25,168.45
Campground Advertising	THE BRANDON AGENCY	\$523.53
TV Advertising	CORINTHIAN MEDIA, INC.	\$6.75
Regional event promotion	MILLER DIRECT	\$55,000.00
Group Advertising -Internet	MEETING PROFESSIONAL INT'L	\$60.00
Group Advertising -Internet	GOOGLE INC.	\$553.34
Group Advertising -Internet	GOOGLE INC.	\$837.87
		\$476,612.76

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.