

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Horry County ATAX REPORT
4th Quarter 2018 Tourism Spending

Marketing Investment	Vendor Name	Vendor / Transaction Description	Total		
Digital	The Brandon Agency	Facebook media ads- Oct	4,400		
	Trip Advisor Llc	Campground adv	18,800		
	Visibility & Conversions, Llc	campground digital advertising	25,000		
		December digital advertising	9,945		
		November digital advertising	90,302		
	October digital advertising	112,310			
Digital Total			260,758		
Television	Broadcast Buying Services, Inc.	Aug fall campaign tv ads	625		
		Oct fall campaign tv ads	364		
		Sept fall campaign tv ads	423		
	Corinthian Media, Inc.	Aug fall campaign tv ads	71		
		August advertising	45		
		August tv ads	7		
		June summer campaign tv ads	31		
		November tv ads	15		
		Sept fall campaign tv ads	152		
		September advertising	34		
		September tv ads	7		
		Television Total			1,774
		Traditional	Lamar Texas Limited Partnership	Billboard Vinyl- Campground	1,176
The Brandon Agency	Good Sam RV- Oct adv		32,954		
	Lamar Adv campground Dec		524		
	Lamar Outdoor campground adv		524		
	Lamar Outdoor- camping adv		1,047		
	Lamar Outdoor- Oct adv	1,412			
Traditional Total			37,636		
Grand Total			300,167		

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