Magazine Advertising - Leisure Market AARP Pubs \$ 3 Magazine Advertising - Leisure Market AARP Pubs \$ 2 Group Sales ABA \$ Group Sales Promotional Supplies ABA Promo Items \$ Group Sales Promotional Supplies ABA Promo Items \$ Group Sales Promotional Supplies	MARKETING INVESTMENT	<u>DESCRIPTION</u>	TDF	<u>ALLOCATION</u>
Magazine Advertising - Leisure Market AARP Pubs 3 Magazine Advertising - Leisure Market AARP Pubs 5 2 Group Sales ABA 5 2 Group Sales ABA 5 Group Sales Promotion Supplies ABA 5 Group Sales Promotion Supplies ABA Promo Rems 5 Group Sales Promotion Supplies ABA Promo Rems 5 Group Sales Promotion Supplies ABA Promo Rems 5 Group Sales ABA M&C Interest Sponso		AADDD		42.070.42
Magazine Advertising - Leisure Market AARP Pubs \$ 13 Magazine Advertising - Leisure Market AAR \$ 2 Group Sales ARA \$ 5 Group Sales ARA \$ 2 Group Sales ARA \$ 3 Group Sales ARA \$ 3 Group Sales ARA \$ 5 Group Sales ARA \$ 6 Group Sales ARA ARA <				13,078.42
Magazine Advertising - Leisure Market AARP Pubs \$ 2 Group Salles ABA \$ \$ Group Salles ABA \$ \$ \$ Group Salles ABA \$	·			32,312.43
Group Salles				11,461.33
Group Sales	·			23,211.83
Service Sales	·			25.40 102.32
Scroup Sales	·			77.96
Section	'			7.65
Scroup Sales	·			2,502.33
Group Sales	•			85.63
Group Sales ABA ABA S 1 Group Sales ABA ABA S 2 Foreign Sales ABA ABA S 3 Foreign Sales ABA ABA S 5 Foreign Sales Bigtal Promotion - Events S 10 N NEWS S 5 Felevision - Online Advertising SUN NEWS S 6 Group Sales Promotional Supplies ABA Promo Items S 7 Group Sales Promotional Supplies ABA Promo Items S 7 Group Sales Promotional Supplies ABA Promo Items S 7 Group Sales ABA Promo Items S 8 ABA Promo Items S 9 Group Sales ABA Promo Items S 9 Group Sales ABA Promo Items S 9 ABA Promo Items ABA Promo Items S 9 ABA Promo Items ABA ABA MacEnteract Sponsorship ALENC ALENC ALENC ALENC ALENC ALENC ALENC ALENC ALENC	'			1,367.17
Group Sales	'			1,307.17
Group Sales Digital Promotion - Events Sun NEWS S-Fellevision - Chilline Advertising Group Sales Promotional Supplies ABA Promo items S-Fellevision - Chilline Advertising Group Sales Promotional Supplies ABA Promo items S-Ferror it	·			17,907.18
Digital Promotion - Events SUN NEWS S - 1 SUN NEWS S - 5 Group Sales Promotional Supplies ABA Promo Items ABA Promo Items S - 6 Group Sales Promotional Supplies ABA Promo Items ABA Promo Items S - 7 Group Sales Promotional Supplies ABA Promo Items S - 7 Group Sales S - 7 Group Sales S - 7 ABA, MABC Interact Sponsorships Adready, Microsoft Ad Center, Google, Homeway S - 7 ABA, MABC Interact Sponsorships Adready, Microsoft Ad Center, Google, Homeway S - 7 ABA, MABC Interact Sponsorship Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media S - 12 Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media S - 12 Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Pravel Ad Network S - 7 ABA, MABC Interaction S - 7 ABA, MABC Inte				2,479.03
Television - Online Advertising Group Sales Promotional Supplies ABA Promo Items S	'			4,000.00
Group Sales Promotional Supplies ABA Promo tiens \$ 5 6 6 6 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7				5,000.00
Group Sales Promotional Supplies ABA Promo Items \$ 3 3 3 5 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5				4,245.51
Group Sales AAA, M&C Interact Sponsorships \$ 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3				2,562.94
Magazine Advertising - Leisure Market Ad-link Adready S Digital Advertising Adready Adready S Digital Advertising Adready Adready S Digital Advertising Adready, Microsoft Ad Center, Google Bigital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cuisecriti, Beach House S Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cuisecriti, Beach House S Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cuisecriti, Beach House S Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cuisecriti, Beach House S Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cuisecriti, Beach House S Digital Advertising Adready, Microsoft Ad Center, Google, Tavel Zoo, Burst Media, Performance Media S Teroup Sales AENC AENC S AENC S Group Sales AENC S Group Sales AENC S Group Sales AENC S Group Sales AFANC S AENC S Group Sales AFANC S AENC S Group Sales ATAMTA BRAVES S Group Sales AI Adata thawk Event Sponsorship ATAMTA BRAVES S Group Sales AI Adata thawk Event Sponsorship ATAMTA BRAVES S Group Sales AI Adata thawk Event Sponsorship ATAMTA BRAVES S Group Sales Bank Travel S Group Sales Bank Travel S Group Sales Bank Travel Bank Travel S Group Sales Bank Travel				31,892.21
Digital Advertising Adready Digital Advertising Adready Microsoft Ad Center, Google, Homeaway Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway Adready, Microsoft Ad Center, Google, Homeaway Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Digital Advertising Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media AENC AGroup Sales Affordable Midwest AIATHAR BRAVES AIATHAR BRA	· · · · · · · · · · · · · · · · · · ·			23,155.58
Digital Advertising Adready, Microsoft Ad Center, Google Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House Digital Advertising Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media 122 Bigital Advertising Advertising Advertising AENC S Group Sales AENC AENC S Group Sales AENC S Group Sales AENC S Group Sales AFOR AFOR ACTION	-			202.96
Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway S 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	ů ů	,		1,094.30
Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway		·		133,995.78
Digital Advertising Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House \$ 16.5 Digital Advertising Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media \$ 12.6 Digital Advertising Adready, Microsoft AdCenter, Google, Travel Zoo, Burst Media, Travel An Network \$ 28.4 Magazine Advertising - Groups & Meetings AENC \$ 5 Group Sales AENC \$ 6 Group Sales AENC \$ 7 Group Sales AENC \$ 9 Group Sales \$ 9 Group Sales AENC \$ 9 Group Sales \$ 9 Group S		,, ,		62,959.99
Digital Advertising Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media \$ 124 Digital Advertising Adready, Microsoft AdCenter, Google, Travel Zoo, Burst Media, Travel Ad Network \$ 284 Magazine Advertising - Groups & Meetings AFNC \$ 5 Group Sales \$ 5 G				162,958.23
Digital Advertising Adready, Microsoft AdCenter, Google, Travel Zoo, Burst Media, Travel Ad Network \$ 286 Magazine Advertising - Groups & Meetings AENC \$ 5 Group Sales AENC \$ 6 Group Sales AENC \$ 7 Group Sales \$ 7 Group S	-			124,210.18
Magazine Advertising - Groups & Meetings AENC \$ Group Sales AFORTABLE MINIOR \$ Group Sales AFORTABLE MINIOR \$ Atlanta Braves Sponsorship ATLANTA BRAVES \$ 75 Group Sales Atlanta Hawk Event Sponsorship \$ 75 Group Sales Atlanta Hawk Event Sponsorship \$ \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ \$ Group Sales Atlanta Hawk Event Sponsorship \$ \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ \$ Group Sales Bank Travel \$ \$ Group Sales				284,891.62
Group Sales AENC \$ Affordable Midwest \$ Magazine Advertising - Groups & Meetings ALTANTA BRAVES \$ Group Sales \$ Group Sales ALTANTA BRAVES \$ Group Sales BRAVETAVEL \$ GROUP SALES BRAVETA	•			808.84
Group Sales AENC \$ Group Sales AENC \$ Group Sales Affordable Midwest \$ S Magazine Advertising - Groups & Meetings ASAE \$ ATLANTA BRAVES \$ ATLANTA BRAVES \$ ATLANTA BRAVES \$ Torup Sales Atlanta Hawk Event Sponsorship \$ Group Sales Atlanta Hawk Event Sponsorship \$ Group Sales Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Internet \$ Magazine Advertising - Groups & Meetings Internet Benk Group & Meetings Internet Benk Groups Atlanta Meeting Meeting Meeting & Meetings Internet Benk Groups Atlanta Meeting & Meetings Internet Benk Groups Atlanta Meeting & Meetings Internet Meeting & Meeting & Meetings Internet Meeting & Meeting	<u> </u>			38.20
Group Sales AENC \$ Group Sales Affordable Midwest \$ Magazine Advertising - Groups & Meetings ASAE \$ Atlanta Braves Sponsorship ATLANTA BRAVES \$ Atlanta Braves Sponsorship ATLANTA BRAVES \$ Group Sales Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Marketing & AVIDCAST INC \$ Marketing & Bank Travel \$ Marketing & Group Sales & Bank Travel \$ Marketing & Meetings Internet \$ Marketing & Meetings Internet & Bodle Communications \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Untario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions				360.42
Group Sales				243.63
Magazine Advertising - Groups & Meetings ASAE \$ A Atlanta Braves Sponsorship ATLANTA BRAVES \$ 75 Group Sales Atlanta Hawk Event Sponsorship \$ 6 Group Sales Atlanta Hawk Event Sponsorship \$ 5 Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ 5 Digital Marketing AVIDCAST INC \$ Group Sales Bank Travel \$ Group Fulliment Brown Fulliment Brown Full Travel <	·	Affordable Midwest		472.06
Group Sales Atlanta Hawk Event Sponsorship \$ 6 Group Sales Atlanta Hawk Event Sponsorship \$ 5 Magazine Advertising - Groups & Meetings Atlanta Hawk Event Sponsorship \$ 5 Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ 5 Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ 5 Majazine Advertising - Group Sales Atlanta Metro Publishing \$ 5 Group Sales Bank Travel \$ 5 Unippings shipped Burketle's LUCE MEDIA ANALYSIS \$ 5 Unippings, media report Burketle's LUCE MEDIA ANALYSIS \$ 5 Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ 5 Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Unitiante Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf U	Magazine Advertising - Groups & Meetings	ASAE		4,087.78
Group Sales Atlanta Hawk Event Sponsorship \$	Atlanta Braves Sponsorship	ATLANTA BRAVES	\$	75,000.00
Magazine Advertising - Groups & Meetings Atlanta Metro Publishing \$ Digital Marketing AVIDCAST INC \$ Group Sales Bank Travel \$ German Tour Promotion Berliner Sparkasse \$ Groups & Meetings Internet Bodle Communications \$ Consumer Fulfillment BROWN PRINTING COMPANY \$ 16 Consumer Fulfillment BROWN PRINTING COMPANY \$ 20 Clippings shipped BURRELLE'S LUCE MEDIA ANALYSIS \$ \$ Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto - Montreal - Niagara Promotion \$ 3 Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ \$	Group Sales	Atlanta Hawk Event Sponsorship	\$	6,000.00
Digital Marketing AVIDCAST INC \$ Group Sales Bank Travel \$ Sale Travel \$ Group Sales Bank Travel \$ Sale Travel Travel \$ Sale Travel Travel \$ Sale Travel Tr	Group Sales	Atlanta Hawk Event Sponsorship	\$	5,732.30
Group Sales Bank Travel \$ S Group Sales Canada Leisure, Golf Canada Travel Show/Toronto Golf Show \$ S Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ S Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ S Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ S Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ S Destination Publicity Canadian Media Fam \$ S Group Sales Candaian Christian Tours FAM \$ S Digital Advertising CAROLINA MAIL HOUSE \$ S Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ S Digital Ad Production CLEANPIX CORPORATION \$ S Digital Ad Production CLEANPIX CORPORATION \$ S Digital Ad Production CLEANPIX CORPORATION \$	Magazine Advertising - Groups & Meetings	Atlanta Metro Publishing	\$	6,950.00
Group Sales Bank Travel \$ German Tour Promotion Berliner Sparkasse \$ Groups & Meetings Internet Bodle Communications \$ Groups & Meetings Internet BROWN PRINTING COMPANY \$ Consumer Fulfillment BROWN PRINTING COMPANY \$ Clippings shipped BROWN PRINTING COMPANY \$ Clippings shipped BURRELLE'S LUCE MEDIA ANALYSIS \$ Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimat	Digital Marketing	AVIDCAST INC	\$	573.01
Group Sales Bank Travel \$ Group Sales Bank Travel \$ Group Sales Bank Travel \$ German Tour Promotion Berliner Sparkasse \$ \$ Groups & Meetings Internet Bodle Communications \$ \$ Groups & Meetings Internet BROWN PRINTING COMPANY \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	Group Sales	Bank Travel	\$	354.72
Group Sales Bank Travel Serman Tour Promotion Berliner Sparkasse Serman Tour Promotion Serman Tour P	Group Sales	Bank Travel	\$	95.11
German Tour Promotion Berliner Sparkasse Groups & Meetings Internet Bodle Communications \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	Group Sales	Bank Travel	\$	56.53
Groups & Meetings Internet Bodle Communications \$ 1.0 Consumer Fulfillment BROWN PRINTING COMPANY \$ 1.0 Consumer Fulfillment BROWN PRINTING COMPANY \$ 204 Clippings shipped BURRELLE'S LUCE MEDIA ANALYSIS \$ 5 Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ 5 Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ 8 Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ 30 Marketing & Promotions - Canada Leisure, Golf Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ 2 Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ 37 Marketing & Promotions - Canada Leisure, Golf Marketing & Promotions - Canada Leisure, Golf Marketing & Promotions - Canada Leisure, Golf Canadian Media Fam \$ 5 Group Sales Candaian Christian Tours FAM \$ 5 Digital Advertising CAROLINA MAIL HOUSE S 2 Digital Ad Production CLEANPIX CORPORATION \$ 5	Group Sales	Bank Travel	\$	701.31
Consumer Fulfillment BROWN PRINTING COMPANY \$ 16 Consumer Fulfillment BROWN PRINTING COMPANY \$ 204 Clippings shipped BURRELLE'S LUCE MEDIA ANALYSIS \$ Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ 8 Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ 30 Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ 5 Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ 5 Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ 37 Destination Publicity Canadian Media Fam \$ 5 Group Sales Canadian Christian Tours FAM \$ 5 Digital Advertising CAROLINA MAIL HOUSE \$ 5 Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ 5 Digital Ad Production CLEANPIX CORPORATION \$ 5 Digital Ad Production CLEANPIX CORPORATION \$ 5 Digital Ad Production CLEANPIX CORPORATION \$ 5	German Tour Promotion	Berliner Sparkasse	\$	3,379.71
Consumer Fulfillment BROWN PRINTING COMPANY \$ 204 Clippings shipped BURRELLE'S LUCE MEDIA ANALYSIS \$ Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Sactional Constant C	Groups & Meetings Internet	Bodle Communications	\$	1,995.00
Clippings shipped BURRELLE'S LUCE MEDIA ANALYSIS \$ Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ 8 Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ 30 Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ 7 Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ 2 Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ 37 Destination Publicity Canadian Media Fam \$ \$ Group Sales Candaian Christian Tours FAM \$ \$ Digital Advertising CAROLINA MAIL HOUSE \$ 2 Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ 4 Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$	Consumer Fulfillment	BROWN PRINTING COMPANY	\$	16,172.27
Clippings, media report BURRELLE'S LUCE MEDIA ANALYSIS \$ Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ 37 Destination Publicity Canadian Media Fam \$ Group Sales Candaian Christian Tours FAM \$ Digital Advertising CHRIS ROBINSON ASSOCIATES INC \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ CLEANPIX CORPORATION \$	Consumer Fulfillment	BROWN PRINTING COMPANY	\$	204,543.97
Marketing & Promotions - Canada Leisure, Golf Canada Trade Show/Toronto Golf Show \$ 8 8 8 8 8 9 8 9 9 9 9 9 9 9 9 9 9 9 9	Clippings shipped	BURRELLE'S LUCE MEDIA ANALYSIS		559.12
Marketing & Promotions - Canada Leisure, Golf Ontario - Toronto - Montreal - Niagara Promotion \$ 30 Marketing & Promotions - Canada Leisure, Golf Canadian Consumer Promotion \$ 7 Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ 3 Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ 3 Destination Publicity Canadian Media Fam \$ Group Sales Candian Christian Tours FAM \$ Digital Advertising CAROLINA MAIL HOUSE \$ 2 Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ 4 Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$				397.03
Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ 37 Destination Publicity Canadian Media Fam \$ 5 Group Sales Candaian Christian Tours FAM \$ Digital Advertising CAROLINA MAIL HOUSE S 2 CHRIS ROBINSON ASSOCIATES INC Digital Ad Production CLEANPIX CORPORATION \$ \$ DIgital Ad Production				8,493.36
Marketing & Promotions - Canada Leisure, Golf Ultimate Golf Vacations \$ Marketing & Promotions - Canada Leisure, Golf Lakeview Productions \$ Destination Publicity Canadian Media Fam \$ Group Sales Candaian Christian Tours FAM \$ Digital Advertising CAROLINA MAIL HOUSE \$ Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ Digital Ad Production CLEANPIX CORPORATION \$	<u> </u>	·		30,780.42
Marketing & Promotions - Canada Leisure, Golf Destination Publicity Canadian Media Fam \$ Group Sales Candaian Christian Tours FAM Digital Advertising CAROLINA MAIL HOUSE Radio Advertising CHRIS ROBINSON ASSOCIATES INC Digital Ad Production CLEANPIX CORPORATION S Digital Ad Production CLEANPIX CORPORATION S Digital Ad Production CLEANPIX CORPORATION \$ CLEANPIX CORPORATION \$ CLEANPIX CORPORATION \$ CLEANPIX CORPORATION \$				7,308.75
Destination Publicity Canadian Media Fam \$ Group Sales Candaian Christian Tours FAM \$ Digital Advertising CAROLINA MAIL HOUSE \$ Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ Digital Ad Production CLEANPIX CORPORATION \$				2,000.00
Group Sales Candaian Christian Tours FAM \$ Digital Advertising CAROLINA MAIL HOUSE \$ Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ \$ Digital Ad Production CLEANPIX CORPORATION \$	_			37,043.81
Digital Advertising CAROLINA MAIL HOUSE \$ Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$,			516.49
Radio Advertising CHRIS ROBINSON ASSOCIATES INC \$ 4 Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$	·			103.99
Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$				2,777.33
Digital Ad Production CLEANPIX CORPORATION \$ Digital Ad Production CLEANPIX CORPORATION \$	•			4,726.33
Digital Ad Production CLEANPIX CORPORATION \$	-			243.63
	<u> </u>			243.63
CNC Sales Blitz CNC Sales Blitz \$	ŭ			243.63
				345.98
			_	7,500.00
				2,277.41 3,654.38

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Magazine Advertising - Groups & Meetings	Collinson & Co.	\$ 3,654.38
Magazine Advertising - Groups & Meetings	Collinson & Co.	\$ 3,654.38
Groups & Meetings Internet	Collinson & Co.	\$ 4,872.50
Digital Advertising	COLLINSON & COMPANY, INC.	\$ 19,490.00
Group Sales	Connect Marketplace	\$ 261.35
Group Sales - Meeting markets	Connect Marketplace & Rejuvinate Sponsorships	\$ 29,235.00
International Digital Marketing	CONTAC SERVICES, INC.	\$ 326.55
Shipping - Group Sales	CONTAC SERVICES, INC.	\$ 2,116.68
Shipping - Group Sales	CONTAC SERVICES, INC.	\$ 7,691.49
Shipping - Group Sales Shipping - Group Sales	CONTAC SERVICES, INC.	\$ 7,691.49
	· ·	
Sports Tourism Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 14,617.50
Sports Tourism Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 9,745.00
Sports Tourism Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 1,516.13
Magazine Advertising - Groups & Meetings	Convention South Magazine	\$ 3,305.02
Magazine Advertising - Groups & Meetings	Convention South Magazine	\$ 3,305.02
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 195,778.86
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 229.49
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 5,563.91
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 8,904.10
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 16,219.58
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 432.03
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 11,163.38
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 428,449.37
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,238.09
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 13,348.56
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,114.67
Eco-tourism/Fishing Television Advertising	CORINTHIAN MEDIA, INC.	\$ 81,687.46
Group Sales	CSA CSA	\$ 156.93
Group Sales	CSA	\$ 130.33
•		
Marketing - Nascar Race	DARLINGTON RACEWAY	\$ 11,792.40
Group Sales	Destination Washington	\$ 882.70
Group Sales	Destination Washington	\$ 846.40
Group Sales	Destination Washington	\$ 72.74
Group Sales	Destination Washington	\$ 175.06
Group Sales	Destination Washington	\$ 1,200.32
Holiday Event Footage Shot	DV3	\$ 13,088.00
TV Spot Productoin	DV3 PRODUCTIONS, LLC	\$ 4,843.27
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 57.73
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 25.76
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 16.55
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 4.69
Shipping - Consumer Marketing	EASYPERMIT POSTAGE	\$ 241.47
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 15,551.21
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 35,409.03
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 42,522.36
ITB Promotion	EDELTRAUD SOMMER TOURISMUS MARKETING	\$ 14,821.41
Digital Marketing	Exact Target	\$ 6,923.01
Digital Marketing	Exact Target	\$ 6,923.01
	Exact Target	\$ 6,923,01
Digital Marketing	Exact Target EXECUTIVE HELICOPTERS INC	
Digital Marketing Sports Tourism Sales & Marketing	EXECUTIVE HELICOPTERS INC.	\$ 1,430.00
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC	\$ 1,430.00 \$ 18,610.00
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FEGEX	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx FedEx FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx FedEx FedEx FedEx FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials Domestic Shipping - Marketing Materials	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx FedEx FedEx FedEx FedEx FedEx FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38 \$ 56.38
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials Domestic Shipping - Marketing Materials Domestic Shipping - Marketing Materials	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38 \$ 56.38 \$ 80.65
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials Shipping - Consumer Marketing	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38 \$ 56.38 \$ 80.65 \$ 141.61
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials Shipping - Consumer Marketing Shipping - Consumer Marketing	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38 \$ 56.38 \$ 80.65 \$ 141.61 \$ 810.42
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials Domestic Shipping - Marketing Materials Domestic Shipping - Marketing Materials Shipping - Consumer Marketing Shipping - Consumer Marketing Shipping - Group Sales	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38 \$ 56.38 \$ 80.65 \$ 141.61 \$ 810.42 \$ 226.10
Digital Marketing Sports Tourism Sales & Marketing Digital Advertising Internatonal Shipping & Freight Internatonal Shipping & Freight Internatonal Shipping & Freight Domestic Shipping - Marketing Materials Shipping - Consumer Marketing Shipping - Consumer Marketing	EXECUTIVE HELICOPTERS INC. FAMILY TRAVEL FORUM, INC FedEx	\$ 1,430.00 \$ 18,610.00 \$ 1,647.10 \$ 12,289.73 \$ 7,207.29 \$ 72.38 \$ 56.38 \$ 80.65 \$ 141.61 \$ 810.42

Shapping - Group Sales	MARKETING INVESTMENT	<u>DESCRIPTION</u>	TDF ALLOCATIO
Shipping Corpus Seles	Shipping - Group Sales	FedEx	\$ 270.
Shipping Consumer Furfillment	Shipping - Group Sales	FedEx	\$ 2,329.
Single Promotional Supplies Flip Figor USB Prives - Marketing Promos \$ 3,018.0	Shipping - Group Sales	FedEx	\$ 4,020.
international Shipping & Freight Freight Services \$ 136.95 Campground Marketing FUEL INTERACTIVE, LLC \$ 146.15 Consumer Fulfillment Processing FUEL INTERACTIVE, LLC \$ 8,868.85 Consumer Fulfillment Processing FUEL INTERACTIVE, LLC \$ 9,868.75 Consumer Fulfillment Processing FUEL INTERACTIVE, LLC \$ 9,868.75 Group Sales GA MPI \$ 9,868.75 Group Sales GA MPI \$ 170.01 Group Sales GA MPI \$ 187.01 Group Sales GVALIFORMS Market \$ 187.01 Group Sales GVALIFORMS Market \$ 27.04 Group Sales GVALIFORMS Market \$ 187.01 Group Sales GVALIFORMS Market \$ 9.34	Shipping - Consumer Fulfillment	FedEx	\$ 1,180.
International Shipping & Freight Freight Services \$ 136.96 Campground Marketing FUEL INTERACTIVE, LLC \$ 146.15 Campground Marketing FUEL INTERACTIVE, LLC \$ 146.15 Consumer Fuffilment Processing FUEL INTERACTIVE, LLC \$ 9, 868.75 Consumer Fuffilment Processing FUEL INTERACTIVE, LLC \$ 9, 968.77 Group Sales GA MPI \$ 9, 968.77 Group Sales GA MPI \$ 9, 968.77 Group Sales GA MPI \$ 197.01 Group Sales GA MPI \$ 198.33 Group Sales GA MPI \$ 199.31 Group Sales G	Group Sales Promotional Supplies	Flip Flop USB Drives - Marketing Promos	\$ 3,018.
Compground Marketing	International Shipping & Freight		\$ 136.
Campground Marketing	Campground Marketing	FUEL INTERACTIVE, LLC	\$ 146.
Consumer Fulfillment Processing		FUEL INTERACTIVE, LLC	\$ 146.
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MARKETING INVESTMENT	DESCRIPTION	TDF 4	LLOCATION
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	5,064.08
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	7,452.47
Magazine Advertising - Golf	Links Magazine	\$	19,125.00
Magazine Advertising - Golf	Production Costs / print creative, photography	\$	18,699.50
Magazine Advertising - Golf	Attache	\$	5,000.00
Magazine Advertising - Golf	Golf Digest	\$	101,518.50
Magazine Advertising - Golf	Golf Magazine	\$	103,593.71
Update Marketing Video footage	Marketing Footage Update	\$	510.11
Magazine Advertising - Groups & Meetings	McNeill Group	\$	2.387.53
Magazine Advertising - Groups & Meetings	McNeill Group	\$	2,387.53
Canadian Consumer Promotion	Media & Travel Agent Reception Toronto	\$	1,701.52
Updates to Marketing Website	MEDIA COAST	\$	2,549.54
Publicity & Promotion Services	Media Publicity Supplies	\$	3,035.09
Supplies	Media Publicity Supplies	\$	182.80
Magazine Advertising - Groups & Meetings	Meetings Media	\$	4,232.74
Magazine Advertising - Groups & Meetings	Meetings Media	\$	4,232.74
Magazine Advertising - Groups & Meetings Magazine Advertising - Groups & Meetings	Meetings Media	\$	5,018.68
Groups & Meetings Internet	Meetings Media Meetings Media	\$	649.67
SMERF Sales	MHD SERVICES	\$	2,192.63
SMERF Sales	MHD SERVICES	\$	2,192.63
SMERF Sales	MHD SERVICES	\$	2,192.63
Group Sales - Meeting markets	Mid America MPI Sponsorship	\$	3.167.13
Group Sales - Meeting markets	Mid America MPI Sponsorship	\$	312.62
Group Sales - Meeting markets Group Sales - Meeting markets	Mid America MPI Sponsorship	\$	1,412.38
Group Sales	MPI	\$	58.47
· ·	MPI	\$	58.47
Group Sales Mosting markets		\$	
Group Sales - Meeting markets	MPI Sponsorship MYRTLE BEACH SCREEN PRINTING	\$	571.75
Staplers - Group Sales events			2,370.50
Publicity and Promotions	National - Golf PR	\$	5,053.50
Publicity and Promotions	National - Golf PR/C Rymer	\$	6,250.00
Magazine Advertising - Groups & Meetings	Naylor	\$	2,921.57
Groups & Meetings Internet	Naylor	\$	2,300.63
Groups & Meetings Internet	Naylor Naylis Barkana	\$	1,840.51
Magazine Advertising - Groups & Meetings	Network Media Partners	\$	3,020.95
Groups & Meetings Internet	Network Media Partners	\$	4,385.25
Magazine Advertising - Groups & Meetings	Nielsen Business Media	\$	6,334.25
Magazine Advertising - Groups & Meetings	Nielsen Business Media	\$	2,923.50
Other Group Tour Promotion	Nielsen Business Media	\$	43,852.50
Magazine Advertising - Groups & Meetings	Northstar Travel	\$	8,161.44
Magazine Advertising - Groups & Meetings	Northstar Travel	\$	3,898.00
Magazine Advertising - Groups & Meetings	Northstar Travel	\$	4,872.50
Television Advertising	OHIO NEWS NETWORK	\$	818.58
		\$	974.50
Television Advertising	OHIO NEWS NETWORK		146.18
Television Advertising	OHIO NEWS NETWORK	\$	=======
Television Advertising Television Advertising	OHIO NEWS NETWORK OHIO NEWS NETWORK	\$	526.23
Television Advertising Television Advertising Television Advertising	OHIO NEWS NETWORK OHIO NEWS NETWORK OHIO NEWS NETWORK	\$ \$ \$	657.79
Television Advertising Television Advertising Television Advertising Television Advertising	OHIO NEWS NETWORK OHIO NEWS NETWORK OHIO NEWS NETWORK OHIO NEWS NETWORK	\$ \$ \$ \$	657.79 194.90
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising	OHIO NEWS NETWORK	\$ \$ \$ \$	657.79 194.90 194.90
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising	OHIO NEWS NETWORK	\$ \$ \$ \$ \$	657.79 194.90 194.90 146.18
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales	OHIO NEWS NETWORK OMCA	\$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing	OHIO NEWS NETWORK OMCA OMNITURE INC.	\$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing	OHIO NEWS NETWORK OMCA OMNITURE INC.	\$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing Digital Marketing Digital Marketing	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC.	\$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media	\$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 1,310.70 131,398.20
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing - Golf Promotion Digital Marketing - Golf Promotion	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media GolfChannel.com	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 1,310.70 131,398.20 27,500.00
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing - Golf Promotion Digital Marketing - Golf Promotion Digital Marketing - Golf Promotion	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media GolfChannel.com Social Media - golf focus	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 1,310.70 27,500.00 2,083.33
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing - Golf Promotion	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media GolfChannel.com Social Media - golf focus ESPN Chicago	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 131.398.20 27,500.00 2,083.33 1,737.38
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing - Golf Promotion	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media GolfChannel.com Social Media - golf focus	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 131.398.20 27,500.00 2,083.33 1,737.38
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing - Golf Promotion	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media GolfChannel.com Social Media - golf focus ESPN Chicago	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 1313,398.20 27,500.00 2,083.33 1,737.38 117,000.00
Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Television Advertising Digital Advertising Group Sales Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing Digital Marketing - Golf Promotion	OHIO NEWS NETWORK OMCA OMNITURE INC. OMNITURE INC. OMNITURE INC. Google, Golf Channel, Fluency Media GolfChannel.com Social Media - golf focus ESPN Chicago PACE COMMUNICATIONS	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	657.79 194.90 194.90 146.18 193.93 1,310.70 1,310.70 131.398.20 27,500.00 2,083.33 1,737.38

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Magazine Advertising - Groups & Meetings	Penton Media	\$ 3,843.43
Group Sales	POW WOW	\$ 487.25
Group Sales	POW WOW	\$ 246.68
Group Sales	POW WOW	\$ 1,169.40
Group Sales	POW WOW	\$ 490.06
Magazine Advertising - Groups & Meetings	Premier Tourism Marketing	\$ 3,130.09
Digital Advertising	Prime Visibility, WRAL, Google, Yahoo, Travel Ad Network'	\$ 24,288.37
Print Advertising - Canadian	Canadian Market Co-Op Mail Drop	\$ 15,000.00
ITB Promotion	Proscott Golf Reisen Promotion	\$ 1,461.75
Radio Advertising	ESPN Radio, Sports Radio programs	\$ 23,529.50
Radio Advertising	Clear Channel Radio	\$ 6,325.00
Radio Advertising	WRAZ Radio	\$ 3,300.00
Radio Advertising	WFAN New York	\$ 10,000.00
Radio Advertising	WIAD Washington DC	\$ 1,150.00
Radio Advertising	WSCR Chicago	\$ 12,012.50
Radio Advertising	ESPN Radio 1000 Chicago	\$ 4,987.50
Television Advertising	RAYCOM SPORTS, INC	\$ 25,000.00
Group Sales	RCMA	\$ 25,000.00
·	RCMA	\$ 2,088.25
Group Sales Group Sales	RCMA	\$ 2,088.25
Group Sales Group Sales	RCMA	\$ 88.01
Group Sales Group Sales	RCMA	\$ 6.04
·	RCMA	
Group Sales Canadian Fam Tour		\$ 504.08 \$ 36.53
Group Sales	Reimburse Kimberly Hartley	
Group Sales Group Sales	Rejuvinate	\$ 1,213.72 \$ 261.36
·	Rejuvinate	
Meeting/Group Planner Fulfillment	RR DONNELLY	\$ 15,398.88
Consumer Media Distribution Services	SAFE-T-CONCIERGE SERVICES, LLC	\$ 341.08
Regional Tourism Promotion	SCATR	\$ 98.38
Magazine Advertising - Groups & Meetings	Schneider Publishing	\$ 3,946.73
Sports Tourism Marketing	Schneider Publishing	\$ 2,972.23
Sports Tourism Marketing	Schneider Publishing	\$ 2,972.23
Sports Tourism Marketing	Schneider Publishing	\$ 2,972.23
Digital Advertising	SEDO.com	\$ 1,242.49
Groups & Meetings Internet	Seen Magazine	\$ 341.08
Groups & Meetings Internet	Seen Magazine	\$ 341.08
Groups & Meetings Internet	Seen Magazine	\$ 341.08
Magazine Advertising - Groups & Meetings	Serendipity Publishing	\$ 4,002.67
SGMP NATCAP	SGMP NATCAP	\$ 1,353.64
Digital Advertising	SHERMANS TRAVEL MEDIA	\$ 10,963.13
Group Sales Promotional Supplies	Shriners Badges, Canada Travel Trade Show bags	\$ 3,415.39
Air Service research	Sixel Consulting Presentations	\$ 4,904.66
Publicity & Promotion	Southern Living FAM	\$ 25.06
Consumer Golf Shows	Sponsorships and Tradeshows	\$ 37,476.50
Sports Tourism Sales & Marketing	SportsEvent South	\$ 2,559.52
TL Golf Services - Golf Talk Live Radio	Spring Golf Campaign	\$ 2,475.00
Spring Promotions - Golf giveaways	Spring Promotions	\$ 6,327.00
Banner ad devt/prod	SPRINGBOARD ADVERTISING DESIGN	\$ 584.70
Banner ad creative devt/prod	SPRINGBOARD ADVERTISING DESIGN	\$ 1,169.40
Group Sales Promotional Materials	STAGES VIDEO	\$ 345.22
Group Sales Promotional Materials	STAGES VIDEO	\$ 535.98
Marketing - Baseball Promo	STATE COLLEGE SPIKES	\$ 21,375.00
Marketing - Baseball Promo	STATE COLLEGE SPIKES	\$ 2,650.00
Atlanta Sales Promotion	STRATEGIC DATABASE RESEARCH	\$ 3,000.00
Group Sales	TAP	\$ 121.03
Group Sales	TAP	\$ 3,600.28
Digital Advertising	THE CHARLOTTE OBSERVER	\$ 340.00
Digital Advertising	THE CHARLOTTE OBSERVER	\$ 170.00
Digital Advertising	THOMAS TOWNSEND & KENT	\$ 7,308.75
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 126,226.42
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 330,150.51
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 56,260.82
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 164,321.98
Freight for Travel Media Fulfillment	TIMES PRINTING CO. INC.	\$ 7,680.80
Group Sales	Tina Harran Site visit ELKS USA	\$ 43.06

MARKETING INVESTMENT	DESCRIPTION	TDE A	LLOCATION
Toronto Media/Tour Operator Event	Toronto Media/Tour Operator Event	\$	13,616.19
Toronto Tour Operator Reception	Toronto Travel Reception	\$	4,224.82
Canada Trade Show/Toronto Golf Show	TRAVEL INFORMATION NETWORK INC	\$	1,764.60
Toronto Media Event	TRAVEL MEDIA FAM to CANADA	\$	6,211.43
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$	4,872.50
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$	4,872.50
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$	4,872.50
Group Sales - Meeting markets	Travel South Sponsorship	\$	974.50
SC Media Event in DC	TRAVEL SOUTH USA	\$	487.25
Publicity & Promotion	Travel Writer Adhley Cook, AAA Home & Away Media	\$	55.08
Digital Advertising	TRIP INFO.COM	\$	11.803.63
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$	391.65
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$	472.63
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$	191.29
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$	472.63
Digital Marketing Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$	472.63
Television Advertising - Golf	Golf Channel	\$	47,500.00
Television Advertising - Golf	Bounce Agency	\$	27,375.00
·		\$	46,987.50
Television Advertising - Golf Television Advertising - Golf	Comcast WCCB	\$	14,682.50
Television Advertising - Golf Television Advertising - Golf	WTVR	\$	14,682.50
Television Advertising - Golf Television Advertising - Golf	WRAZ	\$	14,705.50
Television Advertising - Golf	Comcast	\$	12,912.50
Television Advertising - Golf		\$	
<u> </u>	Comcast	· ·	30,167.50
Television Advertising - Golf	Comcast	\$	5,000.00 8,900.00
Television Advertising - Golf			
Group Sales	UK & German Rep. Familiarization Tour	\$	94.97
International Shipping & Freight	US Postal Service	\$	133.90
International Shipping & Freight	US Postal Service	\$	102.36
Shipping - Market Research	US Postal Service	\$	1.52
Shipping - Market Research	US Postal Service	\$	19.73
Shipping - Consumer Marketing	US Postal Service	\$	11.50
Shipping - Consumer Marketing	US Postal Service	\$	718.75
Shipping - Consumer Marketing	US Postal Service	\$	733.16
Shipping - Consumer Marketing	US Postal Service	\$	920.40
Shipping - Consumer Fulfillment	US Postal Service	\$	269.76
Shipping - Consumer Fulfillment	US Postal Service	\$	247.85
Shipping - Consumer Fulfillment	US Postal Service	\$	42.77
Shipping - Consumer Fulfillment	US Postal Service	\$	65.78
Shipping - Consumer Fulfillment	US Postal Service	\$	232.85
Sports Tourism Sales & Marketing	USA TRIATHLON	\$	9,745.00
Group Sales Promotional Supplies	USA Triathlon Site Planning Committee	\$	389.80
Sports Tourism Sales & Marketing	USATF	\$	37.52
Sports Tourism Sales & Marketing	USATF	\$	3,608.88
Sports Tourism Sales & Marketing	USATF	\$	367.23
Sports Tourism Sales & Marketing	USATF	\$	256.79
Consumer marketing footage	Video Shoot / DV3	\$	11,358.72
Digital Advertising	VIDEOGLOBETROTTER INC	\$	1,461.75
Digital Advertising	Visibility & Conversions - Paid search, online promotion	\$	50,418.00
Digital Advertising	Visibility & Conversions - Paid search, online promotion	\$	49,604.00
Digital Advertising	Visibility & Conversions - Paid search, online promotion	\$	49,132.34
Digital Advertising	WAGA - FOX 5	\$	8,283.25
Digital Advertising	Paid Space Peomotion, paid search advertising	\$	23,193.10
Group Sales Promotional Supplies	Welcome Bags freight charge	\$	161.16
Digital Advertising	WFXT-TV	\$	3,727.46
Digital Advertising	WINSTON-SALEM JOURNAL	\$	3,118.40
Digital Advertising	WINSTON-SALEM JOURNAL	\$	2,241.35
Digital Advertising	WRAL, Travel Ad Network, Raycom Media	\$	9,000.00
Group Sales	World Travel Market	\$	1.52
Group Sales	World Travel Market	\$	4,665.32
Group Sales	World Travel Market	\$	3,048.24
	World Travel Market	\$	253.17
Group Sales			
Group Sales Group Sales	World Travel Market	\$	2,736.12
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Spring Regional Market-Washington, DC Comcast Sportsnet-Wash DC \$ 23,400.00 Consumer Fulfillment Processing CONTAC SERVICES, INC. \$ 1,732.51	Ad network banner campaign	COLLINSON & COMPANY	\$ 19,500.00
Consumer Fulfillment Processing CONTAC SERVICES, INC. \$ 1,732.51	Spring Regional Market-Chicago	Comcast Sportsnet-Chicago	
	Spring Regional Market-Washington, DC	Comcast Sportsnet-Wash DC	\$ 23,400.00
Consumer Fulfillment Processing CONTAC SERVICES, INC. \$ 1,618.31	Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$ 1,732.51
	Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$ 1,618.31

NAADVETING INVESTMENT	DESCRIPTION	TOF	NIOCATION
MARKETING INVESTMENT Consumer Fulfillment Processing	DESCRIPTION CONTAC SERVICES, INC.	\$	1,195.85
Bulk Shipping - Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$	1,093.58
Sports Tourism Promotion	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$	3,000.00
Magazine Advertising - Group/Meetings	CONVENTION SOUTH MAGAZINE	\$	3,306.71
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	554,374.07
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	496,377.29
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	246,043.01
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	87,236.84
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	59,824.43
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	58,863.84
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	18,484.25
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	16,000.97
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	11,647.59
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	7,784.89
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	6,488.63
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	3,683.55
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	2,894.78
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	2,752.91
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,528.31
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,463.48
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,407.90
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,250.44
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,250.44
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,222.65
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	1,111.50
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	975.00
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	975.00
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	487.50
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	416.81
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	314.93
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	225.23
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	127.24
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	92.63
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	75.56
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$	42.41
General Marketing - creative	Creative, Photography, etc	\$	8,750.00
Spring Destination Radio Campaign Spring Destination Radio Campaign	CUMULUS WILMINGTON CUMULUS WILMINGTON	\$	848.25 458.25
Spring Destination Radio Campaign Spring Destination Radio Campaign	CUMULUS WILMINGTON	\$	126.75
Spring Destination Radio Campaign Spring Destination Radio Campaign	CUMULUS WILMINGTON	\$	29.25
Magazine Advertising - Group/Meetings	CUSTOM PUBLISHING	\$	7,800.00
Magazine Advertising - Group/Meetings Magazine Advertising - Group/Meetings	CUSTOM PUBLISHING	\$	7,800.00
Market Research	DATA PUBLISHING, INC.	\$	2,895.75
Print Advertising - Golf	DESTINATION GOLF LTD	\$	975.00
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$	40,889.56
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$	37,698.18
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$	29,568.63
Shipping - Group Sales	EASYPERMIT POSTAGE	\$	9.99
Shipping - Group Sales	EASYPERMIT POSTAGE	\$	6.90
Shipping - Group Sales	EASYPERMIT POSTAGE	\$	2.30
Radio Advertising - Golf	ESPN Chicago	\$	762.62
Radio Advertising - Golf	ESPN Dallas	\$	3,000.00
Radio Advertising - Golf	ESPN Radio	\$	12,500.00
Radio Advertising - Golf	ESPN Radio 1000 Chicago	\$	3,750.00
Digital Marketing Services	Exact Target	\$	6,926.57
Digital Marketing Services	Exact Target	\$	6,926.57
May/June email blast, ads	FAMILY TRAVEL FORUM, INC	\$	8,872.50
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$	13,962.04
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$	7,965.09
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$	5,418.19
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$	3,531.66
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$	2,847.87
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$	2,353.63
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$	2,044.32
Shipping - Group Sales	FedEx	\$	521.24

MARKETING INVESTMENT	DESCRIPTION	TDF	ALLOCATION
Shipping - Consumer Fulfillment	FedEx	\$	483.80
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$	457.82
Shipping - International Consumer Fulfillment	FedEx	\$	433.59
Shipping - Consumer Fulfillment	FedEx	\$	416.70
Shipping - Consumer Fulfillment	FedEx	\$	384.92
Shipping - Advertising	FedEx	\$	313.78
Shipping - Group Sales	FedEx	\$	222.56
Shipping - Group Sales	FedEx	\$	166.17
Shipping - Advertising	FedEx	\$	131.73
Shipping - Advertising	FedEx	\$	52.67
Shipping - Group Sales	FedEx	\$	47.19
Shipping - Group Sales	FedEx	\$	21.36
Shipping - Group Sales	FedEx	\$	15.77
Consumer Fulfillment Processing	FedEx	\$	8.47
Shipping - Research	FedEx	\$	3.72
Shipping - Advertising	FedEx	\$	3.64
Shipping - Advertising	FedEx	\$	3.52
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$	76.30
Bulk Fulfillment - Consumer, Group Collateral Materials		\$	76.30
Bulk Fulfillment - Consumer, Group Collateral Materials		\$	76.30
Bulk Fulfillment - Consumer, Group Collateral Materials		\$	76.30
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$	76.30
Shipping - International Consumer Fulfillment	FedEx	\$	109.79
Shipping - International Consumer Fulfillment	FedEx	\$	86.98
Shipping - International Consumer Fulfillment	FedEx	\$	59.80
Shipping - International Consumer Fulfillment	FedEx	\$	50.55
Shipping - International Consumer Fulfillment	FedEx	\$	22.04
Sports Tourism Promotion	Fredrick Roth GS Tours FAM	\$	172.58
Atlanta Promotion	FSN SOUTH	\$	6,800.00
Consumer Fulfillment Inquiry Processing	FUEL INTERACTIVE	\$	10,861.70
Consumer Fulfillment Inquiry Processing	FUEL INTERACTIVE FUEL INTERACTIVE	\$	10,465.40
Consumer Fulfillment Inquiry Processing	FUEL INTERACTIVE FUEL INTERACTIVE	\$	9,994.11
Campground Promotion	FUEL INTERACTIVE	\$	146.25
International Promotion	German Tour Operators	\$	386.56
Digital Promotion	GERST MARKETING, LLC	\$	50.00
Television Advertising - Golf	Golf Channel	\$	145,000.00
Sponsorship	Golf Chicago-Ketel One Chicago Golf Challenge	\$	22,500.00
Golf Promotion	GOLFER'S GUIDE MARKETING SOLUTIONS	\$	21,400.00
National Online Promotion	Golftrips advertising - Citycom	\$	500.00
Golf Promotion - Spring Season	Golfweek.com	\$	2,500.00
Google TV Ads	Google	\$	37,889.86
	Google	\$	26,799.24
Google TV Ads Google TV Ads	Google	\$	4,453.14
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Consumer Promotion	GREENBERG SPORTS-AllStar game, Spikes promotion		12,500.00
Group Sales Promotional Items Magazine Advertising - Group/Meetings	Group Sales Promo GROUP TOUR MEDIA INC	\$	44.64
3 11 3		\$	3,879.88 3,879.88
Magazine Advertising - Group/Meetings	GROUP TOUR MEDIA INC	-	,
Magazine Advertising - Group/Meetings	GROUP TOUR MEDIA INC	\$	1,072.50 1,178.68
Group Sales	GSAE	\$	
Group Sales	GSAE	\$	341.25 329.58
Group Sales	GSAE	\$	
Group Sales	GSAE	\$	126.92
Group Sales	GWSAE	\$	1,416.87
Group Sales	GWSAE	\$	752.99
Group Sales	GWSAE	\$	121.08
Womans Day Online Ads	HACHETTE FILIPACCHI MEDIA U.S., INC.	\$	24,375.00
Web Digital Ad Analysis	HITWISE	\$	26,812.50
Digital Copy creation	HOLLEY AUFDEMORTE	\$	199.88
Consumer Fulfillment Inquiry Processing	HTC	\$	12,412.80
Consumer Fulfillment Inquiry Processing	нтс	\$	6,749.78
Consumer Fulfillment Inquiry Processing	нтс	\$	6,737.03
Magazine Advertising - Leisure/Spring	HUSON EUROPEAN MEDIA	\$	15,112.50
Digital Promotion - Leisure	IEXPLORE INC	\$	4,773.19
Magazine Advertising - Group/Meetings	IMG COMMUNICATIONS INC	\$	2,403.38
Magazine Advertising - Group/Meetings	IMG COMMUNICATIONS INC	\$	2,403.38

AAA DIVETIALO INIVECTAACAIT	DECEMBRICAL	TDF /	LLOCATION
MARKETING INVESTMENT Market Research	DESCRIPTION INLET PRINTING CO	\$	1,730.16
		\$	12,031.00
Internet Advertising / Promotion-golf	New Web projects	\$	12,031.00
Internet Advertising / Promotion-golf Internet Advertising / Promotion-golf	Digital media productions	\$	9,882.00
Internet Advertising / Promotion-golf	Digital media production	\$	
<u> </u>	Online Media Production SEO	\$	8,222.50
Internet Advertising / Promotion-golf		\$	6,512.50
Internet Advertising / Promotion-golf	Website marketing		6,439.00
Internet Advertising / Promotion-golf	Omniture / marketing analysis	\$	4,931.50
Internet Advertising / Promotion-golf	Web marketing	\$	4,275.00
Internet Advertising / Promotion-golf	Web marketing account mgmt	\$	2,859.50
Internet Advertising / Promotion-golf	Google, others - paid search, online promotino	\$	174,000.00
Internet Advertising / Promotion-golf	Paid search, online promotional sponsorships	\$	32,308.00
Travel Writer Promotion	KAESER & BLAIR INC.	\$	1,560.06
Group Sales Promotional Items	KAESER & BLAIR INC.	\$	712.43
Group Sales Promotional Items	KAESER & BLAIR INC.	\$	386.28
Kayak/Side Step Online Ads	KAYAK SOFTWARE CORPORATION	\$	1,051.25
Kayak/Side Step Online Ads	KAYAK SOFTWARE CORPORATION	\$	518.70
Spring Promotion - Texas	KESN Dallas	\$	10,734.75
Canadian Promotion	Kim Hartley FAM Trip	\$	48.75
Print Media, Trade Show Sponsorship	Lakeview Productions	\$	13,300.91
TV Promotion	LIFE IN THE CAROLINAS	\$	2,500.00
Consumer Promotion - Digital, OutOfHome	LIVE NATION MARKETING, INC.	\$	125,000.00
Consumer Promotion - Digital, OutOfHome	LIVE NATION MARKETING, INC.	\$	100,000.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$	19,000.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$	18,525.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$	8,138.11
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$	5,169.47
Photography	M BOOTH & ASSOCIATES, INC.	\$	243.75
Print Media	Magazine - print	\$	1,036.43
Print Advertising - Golf	Magazine - Spirit Skylights	\$	3,705.00
Print Advertising - Golf	Magazine Print/Online - Golf Magazine	\$	171,219.33
Online, Print Advertising - Golf	Magazine Print/Online - Golf Digest	\$	90,597.35
Publicity and Promotions	Market Development - Chicago	\$	11,700.00
Market Research - golf	Market Research	\$	4,972.50
CBS Early Show production	MARSHALL STATON	\$	316.88
Summer Internet Marketing - Group	MC NEILL GROUP, INC.	\$	511.88
Spring Regional Market-Atlanta	McNulty Enterprises-Atlanta	\$	9,750.00
Internet Digital Ad creation	Media Coast	\$	1,084.69
Magazine Advertising - Group/Meetings	MEETINGS MEDIA	\$	4,234.91
Magazine Advertising - Group/Meetings	MEETINGS MEDIA	\$	4,234.91
Spring Internet Marketing - Group	MEETINGS MEDIA	\$	650.00
Summer Internet Marketing - Group	MEETINGS MEDIA	\$	649.99
SMERF Sales & Marketing	MHD SERVICES	\$	2,193.75
SMERF Sales & Marketing	MHD SERVICES	\$	2,193.75
SMERF Sales & Marketing	MHD SERVICES	\$	2,193.75
Digital Advertising	Microsoft Adcenter, TravelZoo, Google, WRAL, Adready, Yahoo	\$	373,030.13
Digital Advertising	Microsoft Adcenter, TravelZoo, Google, WRAL, Adready, Yahoo	\$	372,263.12
Digital Advertising	Microsoft Adcenter, TravelZoo, Google, WRAL, Adready, Yahoo	\$	240,320.63
Group Sales	MPI	\$	3,120.00
Group Sales	MPI	\$	1,733.61
Group Sales	MPI	\$	1,631.04
Group Sales Promotion	MPI	\$	89.12
Group Sales Promotional Items	MPI	\$	87.74
Magazine Advertising - Group/Meetings	MPI PUBLICATIONS	\$	6,056.70
Magazine Advertising - Group/Meetings	MPI PUBLICATIONS	\$	6,056.70
Magazine Advertising - Group/Meetings	MPI PUBLICATIONS	\$	5,679.38
Spring Internet Marketing - Group	MPI PUBLICATIONS	\$	2,486.25
Spring Internet Marketing - Group	MPI PUBLICATIONS	\$	2,486.25
Summer Internet Marketing - Group	MPI PUBLICATIONS	\$	1,706.25
Consumer Promotional Items (Atlanta Promotion)	MYRTLE BEACH SCREEN PRINTING	\$	12,471.03
Sports Tourism Promotion	NASC, MB Mini Marathon	\$	480.33
Myrtle Beach TV Special Advertising	NBC 3	\$	3,442.73
Myrtle Beach TV Special Advertising	NBC 3	\$	3,407.63
Myrtle Beach TV Special Advertising	NBC 3	\$	3,394.95
Myrtle Beach TV Special Advertising	NBC 3	\$	3,382.28
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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Magazine Advertising - Group/Meetings	NETWORK MEDIA PARTNERS	\$ 3,022.50
Canadian Promotion	NEW WAVE EMBROIDERY	\$ 122.75
International Promotion	NEW WAVE EMBROIDERY	\$ 51.55
Ad Design	NOIZ, INC	\$ 995.48
Summer Internet Marketing - Group	NORTHSTAR TRAVEL MEDIA LLC	\$ 8,775.00
Spring Internet Marketing - Group	NORTHSTAR TRAVEL MEDIA LLC	\$ 6,337.50
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 5,850.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 5,850.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 5,850.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 2,925.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 2,925.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 2,925.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 1,090.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 750.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 660.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 550.00
	OHIO NEWS NETWORK	
Spring Destination TV Campaign		
Spring Destination TV Campaign	OHIO NEWS NETWORK	
Digital Marketing Services	OMNITURE INC.	
Digital Marketing Services	OMNITURE INC.	
Orbitz Digital Promotion	ORBITZ WORLDWIDE	\$ 4,640.98
March Away Advertising	ORBITZ WORLDWIDE	\$ 3,806.13
Video creation for TV commercials	OSPREY PRODUCTION	\$ 7,495.31
Spring Internet Marketing - Group	P.C.M.A. SERVICES, INC.	\$ 1,462.50
Magazine Advertising - Group/Meetings	PENTON MEDIA INC.	\$ 3,953.14
Spring Internet Marketing - Group	PENTON MEDIA INC.	\$ 1,808.74
Spring Internet Marketing - Group	PENTON MEDIA INC.	\$ 961.89
Canadian Consumer Promotion	Plattsburg, Montreal Receptions	\$ 13,811.46
International Promotion	Pow Wow	\$ 1,316.66
International Promotion	Pow Wow	\$ 957.74
International Promotion	Pow Wow	\$ 162.52
Magazine Advertising - Group/Meetings	PREMIER TOURISM MARKETING, INC.	\$ 4,265.63
Magazine Advertising - Group/Meetings	PREMIER TOURISM MARKETING, INC.	\$ 3,132.68
Destination Publicity & Promotion	press trips	\$ 1,084.33
Television Advertising - Spring promotion	RAYCOM MEDIA INC	\$ 44,750.00
Magazine Advertising - Group/Meetings	RESPONSE CUSTOM PUBLISHING	\$ 3,607.50
Destination Publicity & Promotion	ROBERT BEUTH	\$ 117.00
Video creation for TV commercials	ROBERT GALLOWAY MEDIA, LLC	\$ 1,945.13
Video creation for TV commercials	ROBERT GALLOWAY MEDIA, LLC	\$ 1,262.63
Destination Publicity & Promotion	Robin Stevenson FAM	\$ 231.93
Sports Tourism Promotion	Ryan Vail FAM	\$ 13.52
Consumer Media Distribution Service	SAFE-T-CONCIERGE SERVICES, LLC	\$ 682.50
Billboard - Canada Promotion	Schawk Canada	\$ 362.43
Magazine Advertising - Group/Meetings	SCHNEIDER PUBLISHING CO. INC.	\$ 3,948.75
Magazine Advertising - Group/Meetings	SCHNEIDER PUBLISHING CO. INC.	\$ 3,948.75
Magazine Advertising - Group/Meetings	SCHNEIDER PUBLISHING CO. INC.	\$ 3,948.75
Magazine Advertising - Group Sales	SCHNEIDER PUBLISHING CO. INC.	\$ 2,973.75
Sports Tourism - Magazine Advertising	SCHNEIDER PUBLISHING CO. INC.	\$ 2,973.75
Magazine Advertising - Group/Meetings	SEEN MAGAZINE	\$ 3,778.13
Magazine Advertising - Group/Meetings	SERENDIPITY PUBLISHING	\$ 4,004.94
Sherman's Travel Online	SHERMANS TRAVEL MEDIA	\$ 31,187.33
May banners, bulletins	SHERMANS TRAVEL MEDIA	\$ 12,457.04
Sherman's Travel Online	SHERMANS TRAVEL MEDIA	\$ 9,750.00
Sherman's Travel Online	SHERMANS TRAVEL MEDIA	\$ 3,058.39
Sports Tourism Promotion	SMITH & CO., INC.	\$ 2,145.00
Digital Promotion - Golf	Social Media	\$ 6,249.99
Dustin Justin Foundation	Promotional Sponsorship	\$ 5,000.00
Consumer Golf Shows	Sponsorship and Tradeshows	\$ 22,520.50
FDNY Promotion	Sponsorship annual FDNY Tournament	\$ 1,690.50
Sports Tourism Promotion	Sports Ads - Image Collection	\$ 350.00
Magazine Advertising - Group Sales	SPORTSEVENTS SOUTH	\$ 1,313.25
Sports Tourism - Magazine Advertising	SPORTSEVENTS SOUTH	\$ 1,313.25
Sports Tourism - Magazine Advertising	SPORTSEVENTS SOUTH	\$ 1,313.25
Advertising & Promotion - Spring Golf	Publicity & Promotions / golf	\$ 8,880.00
Advertising & Promotion - Spring Golf	Golf Talk Live	\$ 2,475.00
naverasing & Fromotion - Spring don	John Talk Live	ş 2,475.00

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Advertising & Promotion - Spring Golf	Radio Advertising - golf	\$ 4,192.50
Spring Destination Campaign	Sunrise Broadcasting	\$ 356.85
Spring Destination Campaign	Sunrise Broadcasting Sunrise Broadcasting	\$ 335.40
Spring Destination Campaign Spring Destination Campaign	Sunrise Broadcasting Sunrise Broadcasting	\$ 333.40
Spring Destination Campaign	Sunrise Broadcasting	\$ 117.00
Spring Destination Campaign	Sunrise Broadcasting Sunrise Broadcasting	\$ 78.00
Spring Destination Campaign Spring Destination Campaign	Sunrise Broadcasting Sunrise Broadcasting	\$ 78.00
NPMA Event	SUNWAY CHARTERS & TOURS	\$ 3,900.00
Group Sales	SYTA	\$ 731.25
Group Sales Promotional Items	TAP	\$ 918.94
Group Sales	TAP	\$ 465.22
Group Sales	TAP	\$ 21.45
Fodors Eblast	THE BOUNCE AGENCY	\$ 879.75
Magazine Advertising	THE BRANDON AGENCY	\$ 6,246.00
Magazine Advertising	THE BRANDON AGENCY	\$ 5,625.00
Magazine Advertising	THE BRANDON AGENCY	\$ 5,625.00
Magazine Advertising	THE BRANDON AGENCY	\$ 5,309.10
Magazine Advertising	THE BRANDON AGENCY	\$ 5,309.10
Magazine Advertising	THE BRANDON AGENCY	\$ 4,781.25
Magazine Advertising	THE BRANDON AGENCY	\$ 4,781.25
Magazine Advertising	THE BRANDON AGENCY	\$ 4,758.30
Magazine Advertising	THE BRANDON AGENCY	\$ 4,736.50
Magazine Advertising	THE BRANDON AGENCY	\$ 3,970.58
Magazine Advertising	THE BRANDON AGENCY	\$ 3,595.50
Magazine Advertising	THE BRANDON AGENCY	\$ 3,595.50
Magazine Advertising	THE BRANDON AGENCY	\$ 3,553.43
Magazine Advertising	THE BRANDON AGENCY	\$ 1,800.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,800.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,800.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,395.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,350.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,012.50
Magazine Advertising	THE BRANDON AGENCY	\$ 1,012.50
Magazine Advertising	THE BRANDON AGENCY	\$ 900.00
Magazine Advertising	THE BRANDON AGENCY	\$ 900.00
Magazine Advertising	THE BRANDON AGENCY	\$ 860.63
Magazine Advertising	THE BRANDON AGENCY	\$ 761.18
Magazine Advertising	THE BRANDON AGENCY	\$ 742.50
Magazine Advertising	THE BRANDON AGENCY	\$ 742.50
Magazine Advertising	THE BRANDON AGENCY	\$ 742.50
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 631.13
Magazine Advertising	THE BRANDON AGENCY	\$ 616.50
Magazine Advertising	THE BRANDON AGENCY	\$ 573.75
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 445.50
Magazine Advertising	THE BRANDON AGENCY	\$ 378.68
Newspaper Advertising	THE CHARLOTTE OBSERVER	\$ 10,470.00
Newspaper Advertising	THE CHARLOTTE OBSERVER	\$ 5,170.00
Newspaper Advertising	THE CHARLOTTE OBSERVER	\$ 170.00
Magazine Advertising - Group/Meetings	THE GROUP TRAVEL LEADER, INC.	\$ 3,273.56
Magazine Advertising - Group/Meetings	THE GROUP TRAVEL LEADER, INC.	\$ 2,299.78
Internet advertising	THE VETERAN'S VIEW	\$ 287.63
Consumer Tourism Fulfillment	TIMES PRINTING CO. INC.	\$ 10,890.74
Travel South Promotion	Trade Show Expenses - TS	\$ 1,294.55
International marketing	TRAVEL & TOURISM MARKETING / WTM	\$ 4,000.00
International marketing	TRAVEL & TOURISM MARKETING / WTM	\$ 544.33
		9 344.33

AAADWETING INWEGTAAGAIT	DECORPORA	TDE 411 004 TION
MARKETING INVESTMENT	DESCRIPTION TRAVEL COLUTIONS BY DESIGN CORP.	* 5,000.00
Canadian Consumer Promotion Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Consumer Promotion Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 5,000.00 \$ 2,959.40
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP TRAVEL SOLUTIONS BY DESIGN CORP	\$ 2,959.40
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 712.07
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 648.25
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 259.48
Spring Destination Radio Campaign	Triad Family Network	\$ 1,462.50
MB Spring Ads	TRIP ADVISOR LLC	\$ 34,062.57
MB Spring Advertising	TRIP ADVISOR LLC	\$ 32,919.94
MB Summer Digital Advertising	TRIP ADVISOR LLC	\$ 27,329.29
Destination Publicity - Golf focus	Golf Trip Promotional giveaways	\$ 41,712.80
Sports Tourism Promotion	TRIPLE CROWN SPORTS INC	\$ 17,000.00
Sports Tourism Promotion	Triple Crown, NASC	\$ 459.58
Spring Destination Radio Campaign	TTCB	\$ 1,477.13
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 773.03
		\$ 739.68
Digital Marketing Services Digital Marketing Services	TULSA CONNECT INTERNET SERVICES TULSA CONNECT INTERNET SERVICES	\$ 573.84
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES THUSA CONNECT INTERNET SERVICES	\$ 566.38 \$ 472.88
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES USA Handball	\$ 472.88
Sports Tourism Promotion		\$ 130.09 \$ 5,701.20
Sports Tourism Promotion	USA Judo	
Sports Tourism Promotion	USA Judo	\$ 1,081.64
Sports Tourism Promotion	USA Judo	\$ 2.93
Sports Tourism Promotion	USA Judo, USA Team Handball	\$ 1,229.48
Sports Tourism Promotion	USA Judo/Lyndsey FAM	\$ 144.79
Sports Tourism Promotion	USA Triathlon FAM	\$ 103.15
Travel Writer Expenses	U-SAVE AUTO RENTAL	\$ 112.35
Spring Internet Marketing - Leisure	Visibility & Conversions - Online Media Purchasing	\$ 78,652.28
Spring Internet Marketing - Leisure	VIS - CONV	\$ 78,652.28
Summer Internet Marketing - Leisure	VIS - CONV	\$ 78,652.28
Group Sales Promotion	VSAE	\$ 541.13
Group Sales Promotion	VSAE	\$ 92.63
Online Digital Campaign	WAGA - FOX 5	\$ 4,558.13
Destination Publicity & Promotion	Washington DC Media visit	\$ 367.72
Destination Publicity & Promotion	Washington DC Media visit	\$ 184.58
Spring Destination Radio Campaign	WAY	\$ 1,250.00
Spring Destination Radio Campaign	WCLN	\$ 750.00
Spring Regional Market-NY	WFAN New York	\$ 32,350.00
Chicago Air Service Promotion	WFLD	\$ 2,337.50
Radio Advertising - May Promotion	WFXC	\$ 2,160.00
Online Ads	WHBQ	\$ 1,168.75
Spring Regional Market-Charlotte	WIAD Charlotte	\$ 1,725.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 6,825.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 6,825.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 5,850.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 5,850.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 2,437.50
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 2,437.50
Spring Regional Market-DC	WJFK DC	\$ 22,741.88
Media Hosting	WKBW	\$ 221.10
Spring Destination Radio Campaign	WKIX	\$ 731.25
Spring Destination Radio Campaign	WKIX	\$ 731.25
Spring Destination Radio Campaign	WKVC	\$ 1,790.10
Spring Destination Radio Campaign	WKVK	\$ 1,989.00
Spring Destination Radio Campaign	WMHK	\$ 975.00
Spring Destination Radio Campaign	WNKS	\$ 487.50
Spring Destination Radio Campaign	WNKS	\$ 243.75
Spring Destination Radio Campaign	WNKS	\$ 4,114.50
International Promotion	World Travel Mart	\$ 2,001.58
International Promotion	World Travel Mart	\$ 22.07
Spring Destination Radio Campaign	WPEG	\$ 2,925.00
Spring Destination Radio Campaign	WRAL	\$ 1,716.00

BAADUCTING INIVESTMENT	DESCRIPTION	TDE ALLOCATION
MARKETING INVESTMENT Spring Destination Radio Campaign	DESCRIPTION WRAL	* 3,432.00
Spring Destination Radio Campaign	WRNS	\$ 3,432.00
Spring Destination Radio Campaign	WRNS	\$ 789.75
Spring Destination Radio Campaign	WRTP	\$ 1,521.00
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTQ	\$ 1,950.00
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Myrtle Beach TV Special Advertising	WSTQ	
Myrtle Beach TV Special Advertising	WSTQ	\$ 2,866.50 \$ 2,866.50
Myrtle Beach TV Special Advertising	WSTQ	
Spring Destination Radio Campaign	WTCB	\$ 2,437.50
Spring Destination Radio Campaign	WTCB	\$ 784.88
Myrtle Beach TV Special Advertising	WTVH	\$ 5,864.63
Myrtle Beach TV Special Advertising	WTVH	\$ 4,957.88
Myrtle Beach TV Special Advertising	WTVH	\$ 4,957.88
Spring Destination TV Campaign	WTVH	\$ 4,051.13
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 468,329.09
Spring Destination Radio Campaign	WUKS	\$ 1,579.50
Spring Destination Radio Campaign	WWLV	\$ 1,408.88
Spring Destination Radio Campaign	WWLV	\$ 994.50
Spring Destination Radio Campaign	wwqq	\$ 1,872.00
Web digital campaign	WXII	\$ 3,900.00
Spring Golf Campaign	Wynn Media	\$ 5,362.50
Digital Promotion	Yahoo	\$ 14,625.00
Online Ads	Yahoo	\$ 14,625.00
Creative Development	Yousendit.com	\$ 107.24
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 588,650.69
Internet Advertising / Digital Promotion	Yahoo, Google, AdReady	\$ 216,488.74
Internet Advertising / Digital Promotion	Yahoo, Google, AdReady	\$ 199,803.28
Internet Advertising / Digital Promotion	Yahoo, Google, AdReady	\$ 166,214.18
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 109,899.82
Digital / Event Advertising	LIVE NATION MARKETING, INC.	\$ 100,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 95,000.00
Magazine Print & Online Elements	Magazine Print/Online - Golf Magazine	\$ 62,782.21
TV Advertising - Golf	Golf Channel	\$ 59,130.05
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$ 46,000.00
Internet Advertising / Digital Promotion	Google	\$ 45,825.00
National - Golf Advertising	Internet Display Ads	\$ 42,235.75
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 39,326.63
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 39,326.63
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 39,326.63
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 35,788.57
International Marketing	COASTAL SC, USA	\$ 35,000.00
Consumer Media Distribution	EASYPERMIT POSTAGE	\$ 33,530.21
Consumer Media Distribution	EASYPERMIT POSTAGE	\$ 29,917.71
Golf Consumer Promotion	Know Your Score - promotional Sponsorship	\$ 29,825.00
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 29,494.73
National - Golf Advertising	Internet Paid Search advertising	\$ 27,555.83
Golf Trip Promotions	Promotions	\$ 27,406.28
Magazine Advertising - Leisure	AARP Publications	\$ 23,223.74
Magazine Advertising - Leisure	AARP Publications	\$ 23,223.74
Internet Advertising / Digital Promotion	SHERMANS TRAVEL MEDIA	\$ 20,903.24
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Internet Advertising / Digital Promotion	Travel Ad Network	\$ 20,250.00
Online Media production	Interactive- National Fall Golf campaign	\$ 19,791.00
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$ 19,781.99
Internet Advertising / Digital Promotion	Homeaway.com	\$ 19,500.00

	MARKETING INVESTMENT	DESCRIPTION	TDF AI	LOCATION
Magazine Print & Online Elements Magazine Print (Online - Golf Oppert) \$ 18,825.00 Consumer Medio Distribution 6,875.00 \$ 18,55.00 Consumer Medio Distribution 6,875.00 \$ 18,155.00 Intermet Advertising (Digital Promotion				_
Publishing A Promotion Services M BOOTH & ASSOCIATES, INC. \$ 18,252.00				
Consumer Media Distribution	3			
Television Advertising Ogistal Primonotion Travelerosm \$ 17,775.00 Internet Advertising / Ogistal Primonotion Travelerosm \$ 17,075.00 Internet Advertising / Ogistal Primonotion WinSTON-SALEM JOURNAL \$ 15,161.25 Internet Advertising / Ogistal Primonotion WinSTON-SALEM JOURNAL \$ 15,161.25 Magazine Print (Online Libernets Magazine Print/Online - Met Golfer \$ 14,766.00 Magazine Print (Online Libernets Magazine Print/Online - Met Golfer \$ 14,766.00 Magazine Print (Online - Met Golfer \$ 14,766.00 Magazine Print (Magazine - Met Golfer \$ 14,766.00 Magazine Advertising Magazine Print (Magazine - Met Golfer \$ 14,766.00 Magazine Advertising Magazine Print (Magazine - Met Golfer \$ 14,766.00 Magazine Advertising / Ogistal Promotion Met Golfer \$ 14,766.00 Magazine Advertising / Ogistal Promotion Met Golfer \$ 14,766.00 Magazine Advertising / Ogistal Promotion Met Magazine Met Magazine Advertising / Ogistal Promotion Met Magazine Met Mag	,			
Internet Advertising / Digital Promotion	Television Advertising	CORINTHIAN MEDIA, INC.		
Internet Advertising / Digital Promotion	·			17,079.08
Intermet Advertising / Digital Promotion WINSTON SAEM - MC Golder \$ 14,700.00 Radio Clear Channel Radio \$ 14,700.00 First Production Princh Magazine \$ 13,601.50 First Production Princh Magazine \$ 12,663.60 Intermet Advertising / Digital Promotion AARP DIGITAL \$ 12,634.60 Fellwer production Fuel Interactive \$ 11,876.60 Fellwer production Fuel Interactive \$ 11,876.60 Fellwer production Fuel Interactive \$ 11,666.00 Fellwer production Self-MAGATINE \$ 9,945.00 Television Advertising Self-MAGATINE \$ 9,945.00 Television Advertising / Digital Promotion Self-MAGATINE \$ 9,750.00 Schaff Champandy Event USAT PRATICUON \$ 9,750.00 Life To Ampain of the Control of the Promotion of the Control o		WINSTON-SALEM JOURNAL		15,161.25
Magazine Print & Online Elements Magazine Print/Online - Met Colfer \$ 14,706.05 Radio Clear Channel Radio \$ 13,661.05 Print Production \$ 12,663.96 Print Production Print Magazine \$ 12,663.96 Publicity & Promotion Services M BOOTH & ASSOCIATES, INC. \$ 11,665.05 Publicity & Promotion Services M BOOTH & ASSOCIATES, INC. \$ 11,665.05 Destination Publicity: Golf National Fall Golf Campage \$ 11,665.05 Destination Publicity: Golf National Fall Golf Campage \$ 10,272 Interest Advertising J. Olgital Promotion SP 950.00 Interest Advertising J. Olgital Promotion SP 9750.00 Group Sales & Promotion SP 9750.00 Group Sales & Promotion The BOUNCE AGENCY \$ 9,550.00 Group Sales & Promotion A 100 American A 9,562.25 Group Sales & Promotion A 100 American A 9,562.25 Group Sales & Promotion A 100 American A 9,562.25 Group Sales & Promotion A 100 American A 9,562.25 Group Sales & A 100 American A 100 American A 9,572.55		WINSTON-SALEM JOURNAL		15,161.25
Radio Cara Channel Radio \$ 13,661.55	• •			14,706.00
Internet Advertising / Digital Promotion ARBP DIGITAL F. Saver production Fuel Interactive M. BOOTH & ASSOCIATES, INC. \$ 11,658.00 Petranton Publichy - Golf National Fall Golf Campaign \$ 11,658.00 Television Advertising F. Sh. SOUTH S. 9,455.00 Group Sales & Marketing - Sports Tourism USA TRUNTLON S. 9,550.00 Group Sales & Marketing - Sports Tourism USA TRUNTLON S. 9,750.00 Group Sales & Marketing - Sports Tourism USA TRUNTLON S. 9,750.00 CRail of Advertising CORRITHAN MEDIA, INC. S. 9,550.00 CRail of Advertising / Digital Promotion The BOUNCE AGENCY S. 9,550.00 Group Sales & Promotion The BOUNCE AGENCY S. 9,550.00 Group Sales & Promotion Affordable Meetings S. 9,375.00 Affordable Meetings S. 9,375.00 Affordable Meetings S. 9,375.00 Affordable Meetings S. 9,375.00 Internet Advertising / Digital Promotion MEDIAWHIZ HOLDINGS S. 9,375.00 Affordable Meetings S. 9,375.00 Affordable Meetings MEDIAWHIZ TRUNTLONGS S. 9,375.00 Affordable Meetings	-	· ·		13,061.50
Internet Advertising / Digital Promotion ARP DIGITAL Fave production Faul Interactive M BOOTH & ASSOCIATES, INC. \$ 11,685.05 Fave production Faul Interactive M BOOTH & ASSOCIATES, INC. \$ 11,685.00 Television Advertising File Nation Advertising CORINTHAM MEDIA, INC. \$ 9,550.00 CORINTHAM MEDIA, INC. \$ 9,500.00 CORINTHAM MEDIA, INC. \$ 9,500.00 CORINTHAM MEDIA, INC. \$ 9,500.00 CORINTHAM MEDIA, INC. \$ 1,500.00 CORINTHAM MEDIA, INC. \$ 1,500.00	Print Production	Print-Magazine	\$	12,636.98
Fuel Interactive	Internet Advertising / Digital Promotion			12,634.64
Destroation Publicity - Golf	Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	11,876.69
Television Advertising	E-saver production	Fuel Interactive	\$	11,668.00
Internet Advertising / Digital Promotion SHERNANDS TRAVEL MEIDIA S 9,750.00 USATT Championship Event USAT Promotional Support S 9,750.00 USAT Championship Event USAT Promotional Support S 9,750.00 S 9,	Destination Publicity - Golf	National Fall Golf Campaign		10,217.03
Seroup Sales & Marketing - Sports Tourism	Television Advertising	FSN SOUTH	\$	9,945.00
Seroup Sales & Marketing - Sports Tourism	Internet Advertising / Digital Promotion	SHERMANS TRAVEL MEDIA	\$	9,750.00
USATE Championship Event USATE Promotional Support \$ 9,750.00 Radio Advertising CORINTHIAN MEDIA, INC. \$ 9,889.3 Internet Advertising, Z Digital Promotion Affordable Meetings \$ 9,355.2 Group Sales & Promotion Affordable Meetings \$ 9,277.32 Internet Advertising, Z Digital Promotion MEDIAWRIZ HOLDINGS \$ 9,277.32 Internet Advertising, Z Digital Promotion MEDIAWRIZ HOLDINGS \$ 9,202.81 Internet Advertising, J Digital Promotion MEDIAWRIZ HOLDINGS \$ 9,302.81 Internet Advertising, Digital Promotion FAMILITARY EVENUAL \$ 8,861.44 Group Sales - ASE ASA \$ 8,861.44 Group Sales - ASE ASA \$ 8,801.44 Magazine Advertising, - Group/Meeting Northstar Travel Media \$ 8,375.00 General Marketing Sports Tourism TEAMS, USATE \$ 8,806.93 Internet Advertising, Opital Promotion Travel Ad Network \$ 7,933.55 Magazine Advertising, - Group/Meeting Northstar Travel Media \$ 7,730.00 Magazine Advertising, - Group/Meeting PORMA Services \$ 7,781.05 Video/Film Production	Group Sales & Marketing - Sports Tourism	USA TRIATHLON	\$	9,750.00
Internet Advertising / Digital Promotion		USATF Promotional Support	\$	9,750.00
Group Sales & Promotion Affordable Meetings \$ 9,335.63 Group Sales & Promotion Affordable Meetings \$ 9,273.83 Internet Advertising / Digital Promotion MEDIAWHIZ HOLDINGS \$ 9,298.83 Internet Advertising / Digital Promotion FAMILY TRAVEL FORUM, INC \$ 8,867.25.62 Gall Tracking FUEL INTERACTIVE \$ 8,867.25.62 Group Sales - ASAE ASAE \$ 8,004.12 ASAE \$ 8,004.12 \$ 8,872.55.62 General Marketing Northstar Travel Media \$ 8,375.60 General Marketing Creative, Photography, etc. \$ 8,809.12 General Marketing Northstar Travel Media \$ 7,933.55 Internet Advertising / Joigtal Promotion Travel Ad Network \$ 7,933.55 Radio-Dallas KESN Dallas \$ 7,933.55 Internet Advertising / Group/Meeting Northstar Travel Media \$ 7,781.03 Magazine Advertising - Group/Meeting PCMA Services \$ 7,781.03 Video/Film Production TRIP ADVISOR LLC \$ 7,781.03 Group Sales & Marketing - Sports Tourism Northstar Travel Media \$ 7,781.03 Migazin	Radio Advertising			9,589.30
Group Sales & Promotion Affordable Meetings \$ 9,335.63 Group Sales & Promotion Affordable Meetings \$ 9,273.83 Internet Advertising / Digital Promotion MEDIAWHIZ HOLDINGS \$ 9,298.83 Internet Advertising / Digital Promotion FAMILY TRAVEL FORUM, INC \$ 8,867.25.62 Gall Tracking FUEL INTERACTIVE \$ 8,867.25.62 Group Sales - ASAE ASAE \$ 8,004.12 ASAE \$ 8,004.12 \$ 8,872.55.62 General Marketing Northstar Travel Media \$ 8,375.60 General Marketing Creative, Photography, etc. \$ 8,809.12 General Marketing Northstar Travel Media \$ 7,933.55 Internet Advertising / Joigtal Promotion Travel Ad Network \$ 7,933.55 Radio-Dallas KESN Dallas \$ 7,933.55 Internet Advertising / Group/Meeting Northstar Travel Media \$ 7,781.03 Magazine Advertising - Group/Meeting PCMA Services \$ 7,781.03 Video/Film Production TRIP ADVISOR LLC \$ 7,781.03 Group Sales & Marketing - Sports Tourism Northstar Travel Media \$ 7,282.04 Molgazi	Internet Advertising / Digital Promotion	THE BOUNCE AGENCY	\$	9,456.25
Internet Advertising / Digital Promotion	Group Sales & Promotion	Affordable Meetings	\$	9,335.63
Internet Advertising / Digital Promotion	Group Sales & Promotion	Affordable Meetings	\$	9,277.32
FUEL INTERACTIVE	Internet Advertising / Digital Promotion	MEDIAWHIZ HOLDINGS	\$	9,190.83
SASE	Internet Advertising / Digital Promotion	FAMILY TRAVEL FORUM, INC	\$	8,872.50
Magazine Advertising - Group/Meeting Northstar Travel Media \$ 8,375.00 General Marketing Creative, Photography, etc. \$ 8,287.50 Group Sales & Marketing - Sports Tourism TEAMS, USATF \$ 0,000.91 Internet Advertising / Oligital Promotion Travel Ad Network \$ 7,933.50 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,900.00 Radio-Dallas KESN Dallas \$ 7,863.38 Internet Advertising - Group/Meeting PCMA Services \$ 7,863.38 Internet Advertising - Group/Meeting PCMA Services \$ 7,649.36 Video/Film Production OSPREY PRODUCTION \$ 7,518.44 Group Sales & Marketing - Sports Tourism USATT, NASC, AAU \$ 7,452.57 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,100.00 Digital Promotion Exat Target \$ 6,926.57 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,452.57 Digital Promotion Exat Target \$ 6,926.57 Digital Promotion Exat Target \$ 6,926.57 Digital Promotion Exat Target \$ 6,926.57	Call Tracking	FUEL INTERACTIVE	\$	8,861.44
General Marketing	Group Sales - ASAE	ASAE	\$	8,404.12
TEAMS_USATE \$ 8,060.91	Magazine Advertising - Group/Meeting	Northstar Travel Media	\$	8,375.00
Internet Advertising / Digital Promotion	General Marketing	Creative, Photography, etc.	\$	8,287.50
Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,900.00 Radio-Dallas KESN Dallas \$ 7,863.38 Internet Advertising / Digital Promotion TRIP ADVISOR LLC \$ 7,781.08 Magazine Advertising - Group/Meeting PCMA Services \$ 7,693.38 Video/Film Production \$ 7,518.44 Group Sales & Marketing - Sports Tourism USATF, NASC, AAU \$ 7,422.57 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,100.00 Digital Promotion Exact Target \$ 6,926.57 Call Tracking BROADCAST BUYING SERVICES, INC. \$ 6,854.25 Call Tracking FUEL INTERACTIVE \$ 6,854.25 Canadian Consumer Promotion Ontario Promotion \$ 6,854.25	Group Sales & Marketing - Sports Tourism	TEAMS, USATF	\$	8,060.91
Radio-Dallas KESN Dallas \$ 7,863.38 Internet Advertising / Digital Promotion TRIP ADVISOR LLC \$ 7,781.05 Magazine Advertising - Group/Meeting PCMA Services \$ 7,781.05 Video/Film Production OSPREY PRODUCTION \$ 7,518.44 Group Sales & Marketing - Sports Tourism USATF, NASC, AAU \$ 7,452.57 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,402.57 Digital Promotion Exact Target \$ 6,926.57 Call Tracking FULL INTERACTIVE \$ 6,834.25 Call Tracking FULL INTERACTIVE \$ 6,814.72 Call Tracking FULL INTERACTIVE \$ 6,814.72 Ty Production Full Regional Markets \$ 6,619.26 Televisi	Internet Advertising / Digital Promotion	Travel Ad Network	\$	7,933.50
Internet Advertising / Digital Promotion TRIP ADVISOR LLC \$ 7,781.05	Magazine Advertising - Group/Meeting	Northstar Travel Media	\$	7,900.00
Magazine Advertising - Group/Meeting PCMA Services \$ 7,649.36 Video/Film Production OSPREY PRODUCTION \$ 7,518.44 Group Sales & Marketing - Sports Tourism USATE, NASC, AAU \$ 7,452.57 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,100.00 Digital Promotion Exact Target \$ 6,926.57 Cell Tracking BROADCAST BUYING SERVICES, INC. \$ 6,815.78 Call Tracking FUEL INTERACTIVE \$ 6,834.28 Canadian Consumer Promotion Ontario Promotion \$ 6,681.67 Call Tracking FUEL INTERACTIVE \$ 6,681.67 Valuation Fall Regional Markets \$ 6,619.28 Television Advertising BROADCAST BUYING SERVICES, INC. \$ 6,519.28 Television Advertising / Digital Promotion Red Zebra Broadcasting \$ 6,519.28 Radio Promotion Red Zebra Broadcasting \$ 6,514.48 Radio Promotion <td< td=""><td>Radio-Dallas</td><td>KESN Dallas</td><td>\$</td><td>7,863.38</td></td<>	Radio-Dallas	KESN Dallas	\$	7,863.38
Video/Film Production S 7,518.44 Group Sales & Marketing - Sports Tourism USATF, NASC, AAU \$ 7,452.57 Magazine Advertising - Group/Meeting Northstar Travel Media \$ 7,450.57 Digital Promotion Exact Target \$ 6,926.57 Television Advertising BROADCAST BUYING SERVICES, INC. \$ 6,826.57 Call Tracking FUEL INTERACTIVE \$ 6,814.72 Candian Consumer Promotion Ontario Promotion \$ 6,681.47 Television Advertising FUEL INTERACTIVE \$ 6,681.47 To V Production Fall Regional Markets \$ 6,681.47 To V Production Fall Regional Markets \$ 6,530.06 Internet Advertising / Digital Promotion ORBITZ WORLDWIDE \$ 6,530.06 Internet Advertising / Digital Promotion Red Zebra Broadcasting \$ 6,390.00 Magazine Advertising - Sorup/Meeting MPI Publications \$ 6,530.00 Group Sales & Marketing - ABA ABA	Internet Advertising / Digital Promotion	TRIP ADVISOR LLC		7,781.05
Group Sales & Marketing - Sports Tourism		PCMA Services		7,649.36
Magazine Advertising - Group/MeetingNorthstar Travel Media\$ 7,100.00Digital PromotionExact Target\$ 6,926.57Digital PromotionExact Target\$ 6,926.57Digital PromotionExact Target\$ 6,926.57Digital PromotionExact Target\$ 6,926.57Television AdvertisingBROADCAST BUVING SERVICES, INC.\$ 6,834.52Call TrackingFUEL INTERACTIVE\$ 6,881.47Canadian Consumer PromotionOntario Promotion\$ 6,682.67Call TrackingFUEL INTERACTIVE\$ 6,681.47TV ProductionFall Regional Markets\$ 6,681.47Television AdvertisingBROADCAST BUVING SERVICES, INC.\$ 6,591.28Television AdvertisingDigital PromotionORBITZ WORLDWIDE\$ 6,591.28Radio PromotionRed Zebra Broadcasting\$ 6,591.06\$ 6,591.06Magazine Advertising - Group/MeetingMPI Publications\$ 6,056.77.58Group Sales & Marketing - ABAABA\$ 5,977.58International Freight - Marketing MaterialsCONTAC SERVICES, INC.\$ 5,883.68TV Ad ProductionDV3 PRODUCTIONS\$ 5,883.69Television AdvertisingOrbital Mina MEDIA, INC.\$ 5,883.69Television Advertising - Group/MeetingMPI Publications\$ 5,883.69Tourism Market ResearchINLET PRINTING CO\$ 5,883.69Omniture trackingInternet Advertising / Digital PromotionTHE CHARLOTTE OBSERVER\$ 5,703.00Onniture trackingIntercitive- National Fall Golf campaign\$ 5,262.52Internet Advert				7,518.44
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Digital Promotion Exact Target \$ 6,926.57 Television Advertising BROADCAST BUYING SERVICES, INC. \$ 6,854.25 Call Tracking FUEL INTERACTIVE \$ 6,854.25 Canadian Consumer Promotion Ontario Promotion \$ 6,662.67 Call Tracking FUEL INTERACTIVE \$ 6,881.47 TV Production Fall Regional Markets \$ 6,681.47 TV Production Fall Regional Markets \$ 6,661.47 TV Production Fall Regional Markets \$ 6,661.92 Elevision Advertising / Digital Promotion ORBITZ WORLDWIDE \$ 6,530.06 Internet Advertising / Digital Promotion Red Zebra Broadcasting \$ 6,390.00 Magazine Advertising - Group/Meeting MPI Publications \$ 6,390.00 Magazine Advertising - Group/Meeting MPI Publications \$ 5,883.64 TV Ad Production Processing HTC \$ 5,883.64 TV Ad Production DV3 PRODUCTIONS \$ 5,883.64 TV Ad Production DV3 PRODUCTIONS \$ 5,883.64 TV Ad Production DV3 PRODUCTIONS \$ 5,883.67 Magazine Advertising - Group/Meeting MPI Publications \$ 5,883.67 Tourism Market Research INLET PRINTING CO \$ 5,295.00 Magazine Advertising / Digital Promotion AdReady \$ 5,295.00 Radio-Philadelphia WPEN Philadelphia \$ 5,262.50 Internet Advertising / Digital Promotion THE CHARLOTTE OBSERVER \$ 5,170.00 Internet Advertising / Digital Promotion THE CHARLOTTE OBSERVER \$ 5,170.00 Fublicity & Promotion Services M BOOTH & ASSOCIATES, INC. \$ 5,148.66	ŭ	Exact Target		6,926.57
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Radio-Philadelphia WPEN Philadelphia \$ 5,262.50 Internet Advertising / Digital Promotion THE CHARLOTTE OBSERVER \$ 5,170.00 Internet Advertising / Digital Promotion THE CHARLOTTE OBSERVER \$ 5,170.00 Internet Advertising / Digital Promotion THE CHARLOTTE OBSERVER \$ 5,170.00 Publicity & Promotion Services M BOOTH & ASSOCIATES, INC. \$ 5,148.66				
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Internet Advertising / Digital Promotion THE CHARLOTTE OBSERVER \$ 5,170.00 Publicity & Promotion Services M BOOTH & ASSOCIATES, INC. \$ 5,148.66				
Publicity & Promotion Services M BOOTH & ASSOCIATES, INC. \$ 5,148.66	• •			
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	Internet Advertising / Digital Promotion	M BOOTH & ASSOCIATES, INC. WXII-TV	\$	5,148.66

MARKETING INVESTMENT	DESCRIPTION	TDE A	LLOCATION
Internet Advertising / Digital Promotion	WXII-TV	\$	5,118.75
Internet Advertising / Digital Promotion	Travelscream	\$	5,021.74
Internet Advertising / Digital Promotion	WXII-TV	\$	5,021.74
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$	5,000.00
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$	5,000.00
Canadian Marketing & Sales Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$	5,000.00
Internet Advertising / Digital Promotion	AAA CAROLINAS	\$	4,875.00
Internet Advertising / Digital Promotion	SHERMANS TRAVEL MEDIA	\$	4,667.33
Internet Advertising / Digital Promotion	Interactive- National Fall Golf campaign	\$	4,586.50
Internet Advertising / Digital Promotion	ORBITZ WORLDWIDE	\$	4,512.05
Video Hosting	Interactive- National Fall Golf campaign	\$	4,412.00
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$	4,412.00
Digital promotion	Interactive- National Fall Golf campaign	\$	4,392.50
• 1	1 0		
Magazine Advertising - Group/Meeting	Meetings Media	\$	4,234.91
Television Advertising	CORINTHIAN MEDIA, INC.	\$	4,189.50
National - Golf Advertising	Social Media marketing	\$	4,166.66
Television Advertising	FSN SOUTH	\$	4,143.75
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$	4,115.83
Magazine Advertising - Group/Meeting	ASAE	\$	4,089.88
Magazine Advertising - Group/Meeting	Group Tour Media	\$	3,938.13
Internet Advertising	Interactive- National Fall Golf campaign - enhanced SEO	\$	3,937.50
Internet Advertising / Digital Promotion	Microsoft AdCenter	\$	3,907.61
Publicity & Promotion Services	BRANDON ADVERTISING	\$	3,900.00
Tourism Market Research	D.K. SHIFFLET & ASSOC. LTD.	\$	3,890.25
Tourism Market Research	D.K. SHIFFLET & ASSOC. LTD.	\$	3,890.25
Magazine Advertising - Group/Meeting	Penton Media	\$	3,845.40
Magazine Advertising - Group/Meeting	Serendipity Publishing	\$	3,803.96
Magazine Advertising - Group/Meeting	Collinson & Co.	\$	3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$	3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$	3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$	3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$	3,750.00
Magazine Advertising - Group/Meeting	Response Custom Publishing	\$	3,607.50
Magazine Advertising - Group/Meeting	Response Custom Publishing	\$	3,607.50
Magazine Advertising - Group/Meeting	Seen Magazine	\$	3,549.00
Radio-Chicago	WSCR Chicago	\$	3,512.50
Magazine Advertising - Group/Meeting	Convention South Magazine	\$	3,306.71
Internet Advertising / Digital Promotion	Northstar Travel Media	\$	3,250.00
Internet Advertising / Digital Promotion	Northstar Travel Media	\$	3,250.00
Group Sales - Transportation	SUNWAY CHARTERS & TOURS	\$	3,217.50
Consumer Media Distribution (bulk)	UPS	\$	3,167.91
Consumer Media Distribution (bulk)	UPS	\$	3,154.64
Magazine Advertising - Group/Meeting	Network Media Partners	\$	3,022.50
Digital Promotion	COASTAL CAROLINA UNIVERSITY	\$	3,000.00
Digital Promotion	COASTAL CAROLINA UNIVERSITY	\$	3,000.00
Magazine Advertising - Group/Meeting	Schneider Publishing	\$	2,973.75
International Marketing	EXPO MEDIA INC	\$	2,970.87
Internet Advertising / Digital Promotion	IEXPLORE INC	\$	2,953.04
Video/Film Production	Amazon Marketplace	\$	2,809.90
Magazine Advertising - Group/Meeting	Schneider Publishing	\$	2,788.50
Magazine Advertising - Group/Meeting	Schneider Publishing	\$	2,788.50
Magazine Advertising - Group/Meeting	Naylor	\$	2,749.01
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$	2,697.52
Group Sales & Marketing - CM Show	Connect Marketplace Sponsorship	\$	2,671.32
Magazine Advertising - Group/Meeting	Custom Publishing	\$	2,656.88
Magazine Advertising - Group/Meeting	McNeill Group	\$	2,632.50
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$	2,570.74
New Web Projects	Interactive- National Fall Golf campaign	\$	2,569.00
Magazine Advertising - Group/Meeting	Serendipity Publishing	\$	2,535.98
Regional Radio production	Regional Radio promotion	\$	2,519.00
Internet Advertising / Digital Promotion	MPI Publications	\$	2,486.25
Group Sales - RCMA	RCMA	\$	2,481.38
Magazine Advertising - Group/Meeting	IMG Communications	\$	2,403.38
Group Sales - ABA	ABA	\$	2,398.50
Print Advertising	THE BRANDON AGENCY	\$	2,322.50
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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Fulfillment Processing	HTC	\$ 2,214.96
Canadian Consumer Promotion	Ontario Promotion	\$ 2,208.09
Group Sales & Marketing - SMERF Promotion	MHD SERVICES	\$ 2,193.75
Group Sales & Marketing - SMERF Promotion	MHD SERVICES	\$ 2,193.75
Group Sales & Marketing - SMERF Promotion	MHD SERVICES	\$ 2,193.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,187.85
Group Sales & Marketing - Promo Items	COLOUR SOLUTIONS	\$ 2,169.03
Travel Media Analysis	M BOOTH & ASSOCIATES, INC.	\$ 2,146.35
Travel Media Analysis	M BOOTH & ASSOCIATES, INC.	\$ 2,072.25
Group Sales - MPI Shows	Meeting Planners International	\$ 2,038.25
Golf Show	Summertime Communications	\$ 2,000.00
International Marketing	MPI Publications	\$ 1,930.64
Magazine Advertising - Group/Meeting	The Group Travel Leader	\$ 1,900.00
Digital Promotion - NBC Promotion	Biggest Loser	\$ 1,844.28
International Marketing	TRAVEL INFORMATION NETWORK INC	\$ 1,741.27
Print Advertising	THE BRANDON AGENCY	\$ 1,600.00
International Marketing	COASTAL SC, USA	
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,452.36
Internet Advertising / Digital Promotion	Group Tour Media	\$ 1,432.74
Group Sales - Connect Marketplace	Connect Marketplace	\$ 1,371.21
Group Sales - MPI Shows	Meeting Planners International	\$ 1,356.61
Magazine Advertising - Group/Meeting	SportsEvent Magazine	\$ 1,313.25
Magazine Advertising - Group/Meeting	SportsEvent Magazine	\$ 1,313.25
Digital Promotion	OMNITURE INC.	\$ 1,311.38
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,303.40
Print Advertising	THE BRANDON AGENCY	\$ 1,200.63
Print Advertising	THE BRANDON AGENCY	\$ 1,200.63
Canadian Consumer Promotion	CAA Travel Show, Montreal Travel Agent Open House	\$ 1,154.30
Consumer Media Distribution	Pitney Bowes	\$ 1,128.52
Toronto/Vancouver show sponsor	CARLSON WAGONLIT TRAVEL	\$ 1,072.65
Magazine Advertising - Group/Meeting	Group Tour Media	\$ 1,072.50
Digital Promotion	TULSA CONN SERVICE	\$ 1,069.19
International Freight - Marketing Materials	Pitney Bowes	\$ 1,068.85
Group Sales & Marketing - Promo Items	Canadian Market Sales Calls	\$ 1,067.64
Internet Advertising / Digital Promotion	Northstar Travel Media	\$ 975.00
Internet Advertising / Digital Promotion	Northstar Travel Media	\$ 975.00
Consumer Media Distribution (bulk)	UPS	\$ 971.69
Travel Media Analysis	M BOOTH & ASSOCIATES, INC.	\$ 968.76
Digital Promotion	TULSA CONN SERVICE	\$ 957.30
Digital Promotion	TULSA CONN SERVICE TULSA CONN SERVICE	\$ 927.03
Group Sales - IAEM	IAEM	\$ 906.75
Group Sales & Promotion		\$ 894.31
·	Rejuvinate OMCA	
Group Sales - OMCA		
Tourism Market Research	INLET PRINTING CO	\$ 848.07
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 841.89
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 837.90
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 823.94
Digital Promotion - Creative Dev	MEDIA COAST	\$ 823.88
Consumer Media Distribution	Pitney Bowes	\$ 814.76
Fulfillment Processing	HTC	\$ 808.02
Online account management	Interactive- National Fall Golf campaign	\$ 781.50
Group Sales & Marketing - Sports Tourism	USATF	\$ 767.23
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Group Sales - Connect Marketplace	Connect Marketplace	\$ 736.74
Group Sales - TAP Promotion	TAP	\$ 701.96
Discover America Promotion	ADDISON TRAVEL MARKETING	\$ 676.87
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 670.32
Print Advertising	THE BRANDON AGENCY	\$ 665.13
Group Sales - GSAE	GSAE	\$ 658.68
·	OHIO NEWS NETWORK	\$ 645.00
Television Advertising		
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	
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Group Sales - GO Show Group Sales - ASAE Television Advertising Print Advertising Domestic Freight - Group Mktg International Freight - Marketing Materials Internet Advertising / Digital Promotion	GO Show ASAE OHIO NEWS NETWORK THE BRANDON AGENCY Pitney Bowes	\$ \$ \$ \$	589.88 583.64 565.00 562.50
Television Advertising Print Advertising Domestic Freight - Group Mktg International Freight - Marketing Materials	OHIO NEWS NETWORK THE BRANDON AGENCY Pitney Bowes	\$	565.00 562.50
Print Advertising Domestic Freight - Group Mktg International Freight - Marketing Materials	THE BRANDON AGENCY Pitney Bowes	\$	562.50
Domestic Freight - Group Mktg International Freight - Marketing Materials	Pitney Bowes		
International Freight - Marketing Materials	,	4	
		\$	553.51
Internet Advertising / Digital Promotion	Pitney Bowes	\$	515.90
	McNeill Group	\$	511.88
Print Advertising	THE BRANDON AGENCY	\$	500.00
Print Advertising	THE BRANDON AGENCY	\$	500.00
Print Advertising	THE BRANDON AGENCY	\$	500.00
Print Advertising	THE BRANDON AGENCY	\$	500.00
Print Advertising	THE BRANDON AGENCY	\$	500.00
Radio Advertising	TL Golf Services-Golf Talk Live Radio Show	\$	500.00
Print Advertising	THE BRANDON AGENCY	\$	497.50
Print Advertising	THE BRANDON AGENCY	\$	497.50
Print Advertising	THE BRANDON AGENCY	\$	497.50
Internet Advertising / Digital Promotion	Group Tour Media	\$	487.50
General Consumer Promotion	ENSEMBLE TRAVEL	\$	485.91
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$	483.74
Digital Promotion	TULSA CONN SERVICE	\$	472.88
Digital Promotion	TULSA CONN SERVICE	\$	472.88
Digital Promotion	TULSA CONN SERVICE	\$	472.88
Canadian Consumer Promotion	Toronto, Montreal Promotion	\$	458.19
Group Sales - SYTA Promotion	SYTA	\$	454.55
Consumer Media Distribution	Pitney Bowes	\$	453.64
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$	439.03
Domestic Freight - Group Mktg	Pitney Bowes	\$	430.83
Domestic Freight - Consumer Mktg Matls	UPS UPS	\$	419.11
Video/Film Production	OSPREY PRODUCTION	\$	414.38
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$	400.21
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$	391.45
Internet Advertising / Digital Promotion	Seen Magazine	\$	341.25
Internet Advertising / Digital Promotion	Seen Magazine	\$	341.25
Internet Advertising / Digital Promotion	Seen Magazine	\$	341.25
Group Sales - Transportation	SUNWAY CHARTERS & TOURS	\$	341.25
Domestic Freight - Group Mktg	Pitney Bowes	\$	340.64
Video/Film Production	Ramjet.com	\$	325.63
Group Sales - Connect Marketplace	Connect Marketplace	\$	317.51
Group Sales - Connect Marketplace	Connect Marketplace	\$	317.51
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$	312.08
Ad Design	NOIZ	\$	292.50
Group Sales & Marketing - Sports Tourism	State College Spikes Baseball Game Promotion	\$	277.76
Group Sales - SYTA Promotion	SYTA	\$	268.98
Group Sales - Connect Marketplace	Connect Marketplace	\$	266.76
Group Sales & Promotion	Affordable Meetings	\$	266.75
Group Sales - ASAE	ASAE	\$	263.53
International Freight - Marketing Materials	UPS	\$	258.35
International Freight - Marketing Materials	Pitney Bowes	\$	255.33
Print Advertising	THE BRANDON AGENCY	\$	250.00
Print Advertising	THE BRANDON AGENCY	\$	250.00
Print Advertising	THE BRANDON AGENCY	\$	250.00
Print Advertising	THE BRANDON AGENCY	\$	250.00
Print Advertising	THE BRANDON AGENCY	\$	250.00
Print Advertising	THE BRANDON AGENCY	\$	250.00
Print Advertising	THE BRANDON AGENCY	\$	250.00
Publicity & Promotion - Photography	M BOOTH & ASSOCIATES, INC.	\$	243.75
	M BOOTH & ASSOCIATES, INC. M BOOTH & ASSOCIATES, INC.	\$	243.75
Publicity & Promotion - Photography	, , , , , , , , , , , , , , , , , , ,	\$	
Publicity & Promotion - Photography		Ş	225.62
Consumer Media Distribution	UPS Sportslink Pagistration	Ċ	225 00
Consumer Media Distribution Group Sales & Marketing - Sports Tourism	Sportslink Registration	\$	225.00
Consumer Media Distribution Group Sales & Marketing - Sports Tourism Group Sales - OMCA	Sportslink Registration OMCA	\$	217.30
Consumer Media Distribution Group Sales & Marketing - Sports Tourism Group Sales - OMCA Print Advertising	Sportslink Registration OMCA THE BRANDON AGENCY	\$	217.30 212.50
Consumer Media Distribution Group Sales & Marketing - Sports Tourism Group Sales - OMCA Print Advertising Domestic Freight - Group Mktg	Sportslink Registration OMCA THE BRANDON AGENCY Pitney Bowes	\$ \$ \$	217.30 212.50 204.64
Consumer Media Distribution Group Sales & Marketing - Sports Tourism Group Sales - OMCA Print Advertising	Sportslink Registration OMCA THE BRANDON AGENCY	\$	217.30 212.50

MARKETING INVESTMENT	DESCRIPTION	TDE /	ALLOCATION
Group Sales & Marketing - Sports Tourism	USATF	\$	171.94
Digital Promotion - Group/Meeting	STAGES VIDEO	\$	162.50
International Marketing	World Travel Mart	\$	159.80
Group Sales & Marketing - Site Visits	IIANC Site Visit	\$	153.14
Creative Dev - Ad Production	JOHN FERGUSON	\$	150.00
Television Advertising	OHIO NEWS NETWORK	\$	150.00
Group Sales & Marketing - NPMA	NPMA	\$	143.21
Group Sales - IAEM	IAEM	\$	132.31
Group Sales - RCMA	RCMA	\$	132.31
Consumer Media Distribution	FedEx, UPS	\$	131.31
Domestic Freight - Group Mktg	UPS	\$	130.57
Group Sales - GWSAE	GWSAE	\$	130.07
Tourism Market Research	INLET PRINTING CO	\$	121.15
Video/Film Production	Photo shoot	\$	120.29
Domestic Freight - Consumer Mktg Matls	UPS	\$	117.50
Group Sales & Marketing - Promo Items	FastSigns	\$	115.29
Group Sales - Connect Marketplace	Misc Expenses - Connect Marketplace	\$	112.96
Group Sales & Promotion	Affordable Meetings	\$	111.15
Video/Film Production	Film Shoot expenditures	\$	99.17
Group Sales - MPI Shows	Meeting Planners International	\$	97.90
Group Sales - ABA Promo	ABA	\$	90.29
Group Sales & Marketing - Site Visits	Demp Bradford FAM	\$	84.34
Publicity & Promotion - Media Site Visit	June media press trip	\$	80.73
International Freight - Marketing Materials	Pitney Bowes	\$	79.91
Publicity & Promotion	Travel Writer	\$	79.60
Publicity & Promotion	Media Site Visit	\$	78.79
Publicity & Promotion	Travel Writer	\$	76.46
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$	67.03
Group Sales & Marketing - Promo Items	TEAMS	\$	61.26
International Freight - Marketing Materials	FedEx	\$	59.87
<u> </u>		\$	
Group Sales - Connect Marketplace	Connect Marketplace TRAVEL SOLUTIONS BY DESIGN CORP	\$	42.90 41.83
Canadian Marketing & Sales			
Canadian Consumer Promotion	Ontario Promotion	\$	34.14
Television Advertising	CORINTHIAN MEDIA, INC.	\$	29.89
Domestic Freight - Group Mktg	UPS	\$	29.42
Group Sales & Marketing - Site Visits	GTTF FAM	\$	26.45
Ad Design	Fonts.com	\$	25.34
Group Sales - SYTA Promotion	SYTA	\$	23.34
Tourism Market Research	INLET PRINTING CO	\$	20.19
Domestic Freight - Consumer Mktg Matls	UPS	\$	20.16
Consumer Media Distribution	Pitney Bowes	\$	18.54
Domestic Freight - Group Mktg	UPS	\$	17.73
Tourism Market Research	INLET PRINTING CO	\$	16.16
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$	9.98
Group Sales - MPI Shows	Meeting Planners International	\$	9.18
Publicity and Promotions	Biggest Loser event	\$	5.99
Consumer Media Distribution	Pitney Bowes	\$	5.89
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$	4.95
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$	3.67
Television Advertising	CORINTHIAN MEDIA, INC.	\$	114,193.40
Internet Advertising - Leisure Travel	PPC - National/International Search Engines	\$	107,503.31
Television Advertising	CORINTHIAN MEDIA, INC.	\$	101,922.54
Internet Advertising - Leisure Travel	·		50,101.30
	PPC - National/International Search Engines	\$	E0 600 6
Internet Advertising - Leisure Travel	PPC - National/International Search Engines Google	\$	
Magazine Advertising - Golf	PPC - National/International Search Engines Google Golf Digest	\$	40,514.23
Magazine Advertising - Golf Digital Marketing - Web Design, Support	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS	\$ \$ \$	40,514.23 38,744.95
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine	\$ \$ \$	40,514.23 38,744.95 38,298.95
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation	\$ \$ \$ \$	40,514.23 38,744.95 38,298.95 35,903.33
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination Television Advertising	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation CORINTHIAN MEDIA, INC.	\$ \$ \$ \$	40,514.23 38,744.95 38,298.95 35,903.33 33,325.55
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination Television Advertising Publicity & Promotions - Destination	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation CORINTHIAN MEDIA, INC. M BOOTH & ASSOCIATES, INC.	\$ \$ \$ \$ \$ \$	40,514.23 38,744.95 38,298.95 35,903.33 33,325.55 31,500.00
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination Television Advertising Publicity & Promotions - Destination Internet Advertising - Leisure Travel	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation CORINTHIAN MEDIA, INC. M BOOTH & ASSOCIATES, INC. VISIBILITY & CONVERSIONS	\$ \$ \$ \$ \$	40,514.23 38,744.95 38,298.95 35,903.33 33,325.55 31,500.00 30,251.00
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination Television Advertising Publicity & Promotions - Destination Internet Advertising - Leisure Travel Internet Advertising - Leisure Travel	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation CORINTHIAN MEDIA, INC. M BOOTH & ASSOCIATES, INC. VISIBILITY & CONVERSIONS VISIBILITY & CONVERSIONS	\$ \$ \$ \$ \$ \$ \$	40,514.23 38,744.95 38,298.95 35,903.33 33,325.55 31,500.00 30,251.00
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination Television Advertising Publicity & Promotions - Destination Internet Advertising - Leisure Travel Internet Advertising - Leisure Travel Digital Promotion - Golf	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation CORINTHIAN MEDIA, INC. M BOOTH & ASSOCIATES, INC. VISIBILITY & CONVERSIONS VISIBILITY & CONVERSIONS Google, GoDaddy, Microsoft, GolfChannel.com	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	38,298.95 35,903.33 33,325.55 31,500.00 30,251.00 30,251.00 25,698.65
Magazine Advertising - Golf Digital Marketing - Web Design, Support Magazine Advertising - Golf Publicity & Promotions - Destination Television Advertising Publicity & Promotions - Destination Internet Advertising - Leisure Travel Internet Advertising - Leisure Travel	PPC - National/International Search Engines Google Golf Digest TULSA CONNECT, AVID CAST, ADOBE SYS Golf Magazine Media FAM, Media Solicitation CORINTHIAN MEDIA, INC. M BOOTH & ASSOCIATES, INC. VISIBILITY & CONVERSIONS VISIBILITY & CONVERSIONS	\$ \$ \$ \$ \$ \$ \$	40,514.23 38,744.95 38,298.95 35,903.33 33,325.55 31,500.00 30,251.00

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Market Research	Zeitgeist Consulting - Group Research	\$ 24,000.00
Broadcast Advertising - Golf	ISP Golf Promotion	\$ 23,500.00
Internet Advertising - Leisure Travel	PPC - National/International Search Engines	\$ 20,467.23
Canadian Promotion	Travel Solutions - Canadian Representation	\$ 20,000.00
Internet Advertising - Leisure Travel	Yahoo	\$ 19,500.00
Consumer Fulfillment Processing/Tracking	FUEL INTERACTIVE, LLC	\$ 18,049.50
Magazine Advertising - Canadian Promotion	ACT Communications	\$ 18,015.58
Magazine Advertising - Golf	GolfWeek	\$ 16,666.00
Creative Video Development	DV3 PRODUCTIONS, LLC	\$ 16,520.00
Creative Development - Internet	MEDIA COAST	\$ 16,421.44
Group Sales - ABA Sponsorships	ABA	\$ 15,436.40
Magazine Advertising - Leisure	Huson European Media	\$ 15,112.50
Broadcast Advertising - Golf	Lakeview Productions	\$ 15,042.02
Market Research	Equation Research - Visitor Research	\$ 15,000.00
Consumer Media Distribution	USPS	\$ 14,939.82
Creative Video Development	CAROLINA FILM GROUP	\$ 14,175.00
Television Advertising - Golf	Comcast Sportsnet-Wash DC	\$ 13,962.50
Television Advertising - doil	CORINTHIAN MEDIA, INC.	\$ 12,671.10
Consumer Media Distribution	USPS	\$ 12,658.13
Canadian Promotion	Travel Solutions - Travel, Out-of-Pocket Sales Expenses	\$ 12,638.13
Digital Promotion - Golf	Entercom Boston	\$ 12,500.00
Broadcast Advertising - Golf	Red Zebra Broadcasting	\$ 12,500.00
Television Advertising - Golf	Clear Channel Broadcasting	\$ 11,893.00
Market Research	SCPRT - International Purchases Analysis	\$ 11,550.00
	ESPN.com	
Digital Promotion - Golf Television Advertising	CORINTHIAN MEDIA, INC.	
	PPC - National/International Search Engines	
Internet Advertising - Leisure Travel	WSCR	\$ 10,495.00
Broadcast Advertising - Golf		\$ 10,475.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 10,263.16
Creative Development - Internet	MMG WORLDWIDE	\$ 10,224.49
Internet Advertising - Leisure Travel	Media Whiz Holdings	\$ 9,750.00
Marketing Web Promotion	MEDIA COAST	\$ 9,506.25
Group Sales & Marketing	IAEM	\$ 9,226.60
Broadcast Advertising - Golf	WPEN	\$ 9,212.50
Market Research	REDSHIFT RESEARCH - European Research	\$ 9,150.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 8,375.00
Market Research	Equation Research - Fall Visitor Profile	\$ 8,250.00
Market Research	REDSHIFT RESEARCH - European Research	\$ 7,950.00
Consumer Media Distribution	USPS	\$ 7,402.65
Magazine Advertising - Leisure	Discover America	\$ 7,312.50
Consumer Media Distribution	USPS	\$ 7,094.43
Internet Advertising - Leisure Travel	WINSTON-SALEM JOURNAL	\$ 6,922.50
Direct Mail	Golf Related Mail Promotion	\$ 6,782.40
Group Sales Promotion - SMERF	MHD Services, Supplies	\$ 6,751.28
Sports Tourism - Sales & Marketing	TRIPLE CROWN SPORTS INC	\$ 6,657.55
Consumer Media Distribution - International	International Shipping	\$ 6,389.13
Magazine Advertising - Groups & Meetings	MPI Publications	\$ 6,212.00
Magazine Advertising - Groups & Meetings	MPI Publications	\$ 6,212.00
Magazine Advertising - Groups & Meetings	MPI Publications	\$ 6,212.00
Sports Tourism - Sales & Marketing	NASC, TEAMS Sports Promotional Shows	\$ 6,134.81
Out-of-State Advertising via CCU Sports	COASTAL CAROLINA UNIVERSITY	\$ 6,000.00
Sports Tourism - Sales & Marketing	USSSA, USATF	\$ 5,868.74
Sports Tourism - Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 5,850.00
Shipping - Group Sales/International	Contac Services Inc	\$ 5,654.08
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 5,600.00
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 5,170.00
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 5,170.00
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 5,170.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 5,000.00
Magazine Advertising - Leisure	The Bounce Agency	\$ 4,802.61
Market Research	Equation Research - Indy Visitor Profile	\$ 4,800.00
Market Research	Equation Research - Nashville Visitor Profile	\$ 4,800.00
Internet Advertising - Leisure Travel	AdReady	\$ 4,661.31
Broadcast Advertising - Golf	WCMC	\$ 4,365.00
Internet Advertising - Leisure Travel	WXII	\$ 4,192.50

MARKETING INVESTMENT	DESCRIPTION	TDE ALI	OCATION
Broadcast Advertising - Golf	KESN SEESTITUS	\$	4,032.50
Internet Advertising - Group & Meetings	Northstar Travel Media	\$	4,000.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$	4,000.00
Destination Publicity	THE BRANDON AGENCY	\$	3,980.52
Destination Publicity	THE BRANDON AGENCY	\$	3,978.85
Magazine Advertising - Groups & Meetings	Group Tour Media	\$	3,938.13
Magazine Advertising Groups & Meetings	Group Tour Media	\$	3,879.88
Magazine Advertising - Groups & Meetings	Serendipity Publishing	\$	3,803.96
Magazine Advertising - Groups & Meetings Magazine Advertising - Groups & Meetings	Collinson & Company	\$	3,750.00
Magazine Advertising Groups & Meetings	Collinson & Company	\$	3,750.00
Magazine Advertising - Groups & Meetings	Collinson & Company	\$	3,750.00
Magazine Advertising - Groups & Meetings	Response Custom Publishing	\$	3,700.00
Bulk Fulfillment	UPS UPS	\$	3,596.79
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$	3,553.00
Magazine Advertising - Groups & Meetings Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$	3,553.00
Magazine Advertising - Groups & Meetings Magazine Advertising - Groups & Meetings		\$	3,549.00
	Seen Magazine	\$,
Magazine Advertising - Groups & Meetings Magazine Advertising - Groups & Meetings	Northstar Travel Media Northstar Travel Media	\$	3,500.00
			3,500.00
Creative Video Development	Film Production / Local Shots	\$	3,315.73
Magazine Advertising - Groups & Meetings	Convention South Magazine	\$	3,306.71
Publicity & Promotions - Destination	CONWAY GLASS CENTER	\$	3,145.44
Publicity & Promotions - Destination	Media Monitoring - M Booth	\$	3,131.37
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$	3,100.00
Creative Video Development	STAGES VIDEO	\$	3,065.62
Internet Advertising - Leisure Travel	TRIP ADVISOR LLC	\$	3,034.79
Magazine Advertising - Groups & Meetings	Meetings Media	\$	3,000.00
Magazine Advertising - Groups & Meetings	Meetings Media	\$	3,000.00
Magazine Advertising	THE BRANDON AGENCY	\$	2,996.25
Magazine Advertising	THE BRANDON AGENCY	\$	2,996.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$	2,917.93
Magazine Advertising - Groups & Meetings	Schneider Publishing Co	\$	2,860.00
Magazine Advertising - Groups & Meetings	Schneider Publishing Co	\$	2,860.00
Group Sales & Marketing	Chicago Society of Planners	\$	2,842.42
Group Sales & Marketing	KAESER & BLAIR Inc (Connect Marketplace)	\$	2,760.56
Creative Video Development	STAGES VIDEO	\$	2,725.00
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$	2,677.50
Magazine Advertising - Groups & Meetings	Custom Publishing	\$	2,656.88
Magazine Advertising - Groups & Meetings	Naylor (Canada)	\$	2,639.50
Magazine Advertising - Groups & Meetings	SportsEvents Magazine	\$	2,560.84
Internet Advertising - Group & Meetings	MPI Publications	\$	2,550.00
Canadian Promotion	ACADEMY TRANSLATION BUREAU INC	\$	2,505.75
Magazine Advertising - Groups & Meetings	ACT Communications	\$	2,486.25
Group Sales & Marketing	NTA	\$	2,477.56
Magazine Advertising - Golf	Golfers Guide	\$	2,462.88
Magazine Advertising - Groups & Meetings	IMG Communications Inc	\$	2,403.38
Magazine Advertising - Groups & Meetings	IMG Communications Inc	\$	2,403.38
Magazine Advertising	THE BRANDON AGENCY	\$	2,400.00
Magazine Advertising	THE BRANDON AGENCY	\$	2,400.00
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$	2,358.75
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$	2,358.75
Group Sales & Marketing	Rejuvenate	\$	2,270.77
Internet Advertising - Leisure Travel	WXII - Holiday Promotion	\$	2,242.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$	2,223.00
Market Research	COASTAL CAROLINA UNIVERSITY	\$	2,000.00
Group Sales & Marketing	GWSAE	\$	1,950.00
Internet Advertising - Leisure Travel	WXII	\$	1,950.00
Magazine Advertising	THE BRANDON AGENCY	\$	1,875.00
Broadcast Advertising - Golf	WDNS	\$	1,810.00
Television Advertising - Golf	Comcast Sportsnet-Baltimore	\$	1,775.00
Internet Advertising - Leisure Travel	Microsoft Adcenter	\$	1,700.65
Internet Advertising - Group & Meetings	Northstar Travel Media	\$	1,700.00
Television Advertising	WBNS-TV INC	\$	1,600.00
Internet Advertising - Leisure Travel	TRIP ADVISOR LLC	\$	1,580.18
Consumer Media Distribution	USPS	\$	1,565.37
Magazine Advertising - Groups & Meetings	Meetings Media	\$	1,500.00
mabazine navertising Groups & Micetiligs	Meetings Media	7	1,500.00

MARKETING INVESTMENT	<u>DESCRIPTION</u>	TDF ALLOCATION
Group Sales & Marketing	Affordable Meetings	\$ 1,478.27
Group Sales & Marketing	OMCA	\$ 1,459.81
Shipping - Group Sales	USPS	\$ 1,450.97
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,319.91
Magazine Advertising - Golf	Golfing Magazine	\$ 1,250.00
Creative Video Development	STAGES VIDEO	\$ 1,222.16
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,218.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,194.59
Group Sales & Marketing	AENC	\$ 1,163.68
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Group Sales & Marketing	VSAE	\$ 1,104.24
Internet Advertising - Group & Meetings	Group Tour Media	\$ 1,072.50
Canadian Promotion	Canadian Promotion - travel segments	\$ 1,010.56
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 1,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 975.00
Group Sales & Marketing	Travel South	\$ 975.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 972.56
Television Advertising Television Advertising	CORINTHIAN MEDIA, INC.	\$ 972.56
Television Advertising Television Advertising	CORINTHIAN MEDIA, INC.	\$ 944.78
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Group Sales & Marketing	SYTA	\$ 915.52
Magazine Advertising	THE BRANDON AGENCY	\$ 796.88
Group Sales Promotion - International	Pow Wow Expenses	\$ 775.00
Creative Video Development	Photography - M Booth	\$ 750.00
Publicity & Promotions - Destination	PHYLLIS MYERS	\$ 731.25
Internet Advertising - Group & Meetings	Meetings Media	\$ 730.50
Television Advertising	OHIO NEWS NETWORK	\$ 700.00
Television Advertising Television Advertising	OHIO NEWS NETWORK	\$ 675.00
Shipping - Group Sales	FedEx	\$ 655.09
Television Advertising	OHIO NEWS NETWORK	\$ 640.00
Internet Advertising - Group & Meetings	The Group Travel Leader	\$ 633.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 629.85
Television Advertising Television Advertising	CORINTHIAN MEDIA, INC.	\$ 611.33
Television Advertising Television Advertising	CORINTHIAN MEDIA, INC.	\$ 605.77
Canadian Promotion - Golf		\$ 598.75
	Canadian Magazine/Internet	\$ 585.00
Internet Advertising - Group & Meetings	The Group Travel Leader SCSAE	
Group Sales & Marketing Market Research		\$ 584.98 \$ 569.42
Television Advertising	INLET PRINTING CO	
Ü	CORINTHIAN MEDIA, INC.	\$ 564.04 \$ 540.00
Television Advertising	OHIO NEWS NETWORK	4 -10-0
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 518.70
Internet Advertising - Group & Meetings	McNeill Group	\$ 511.88
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.50
Internet Advertising - Group & Meetings	Group Tour Media	\$ 487.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 444.60
Internet Advertising - Group & Meetings	Meetings Media	\$ 400.00
Internet Advertising - Group & Meetings	Meetings Media	\$ 400.00
Creative Development	Holly Aufdemorte	\$ 390.00
Group Sales & Marketing	Bank Travel Mgmt	\$ 375.80
Magazine Advertising	THE BRANDON AGENCY	\$ 375.00
Television Advertising	OHIO NEWS NETWORK	\$ 320.00
relevision Auvertising		
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 208.41
·		\$ 208.41 \$ 183.30

MARKETING INVESTMENT	<u>DESCRIPTION</u>	TC	F ALLOCATION
Television Advertising	OHIO NEWS NETWORK	\$	150.00
Television Advertising	OHIO NEWS NETWORK	\$	150.00
Internet Advertising - Leisure Travel	OHIO NEWS NETWORK	\$	150.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$	115.78
Television Advertising	CORINTHIAN MEDIA, INC.	\$	76.05
	TOTAL TDF ALLOCATION	\$	16,118,603.12